

Blue Tourist profile 2023



48.4% of
tourists in the
Destination Barcelona
are blue

Blue Tourism includes all those people attracted by the sea and water, and who interact with them during their visit.

Ludic Sand

Approaches the water for some leisure activity but does not interact with the water, such as going to the beach bar, walking or sunbathing.



43.6% of blue tourist

- Arrives by **plane** (69.1%) and hotel **accommodation** (54.1%).
- A **shorter average stay** (4.5 nights).
- **Highest expenses** in the three items per person per day: €71.28 during the stay; €334.37 arrival transport and €75.24 accommodation.

Sand active

He goes to the coast and does some sport or professional activity, such as playing beach volleyball or football on the sand.

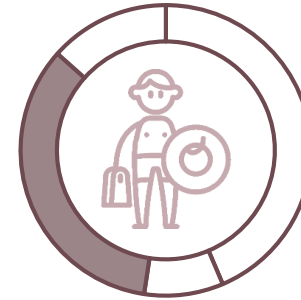


8.8% of blue tourist

- The **youngest** (34.9 years).
- More aware of **sustainability** (30.9%), being the one who most uses the **train** to get there (9.6%) and **metro** (37.9%) and bus (29.6%) internally.
- The one who comes less in family and more with **friends** (23.8%) and **alone** (26.2%).
- The tourist who stays less in hotels and more in **private homes** (24.2%).

Shore

Do some activity in the water but close to the coast, such as bathing in the water or walking along the shore.

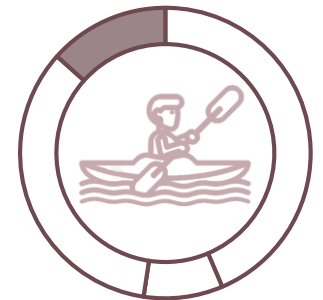


34.2% of blue tourist

- Being the tourist with the highest proportion of **women** (43.1%).
- The profile that comes most often as a **couple** (54.5%).
- The tourist who makes the most **excursions outside the municipality** of the destination (30.2%).
- The tourist who **walks** the most in the municipality of the overnight stay (68.9%).

Deep water

Those who need water to carry out their activity, this will be aquatic or nautical such as open water swimming, paddle surfing or sailing.



13.4% of blue tourist

- The most **international** (88.6%).
- The tourist with the highest proportion of **first-time** visitors to the destination (61.4%).
- The most frequent visitor to the municipality for **leisure purposes** (83.7%).
- The tourist with the **highest average stay** (7.5 nights).

Blue Tourist profile 2023



47.6% of
tourists in the
Barcelona city
are blue

Blue Tourism includes all those people attracted by the sea and water, and who interact with them during their visit.

Ludic Sand

Approaches the water for some leisure activity but does not interact with the water, such as going to the beach bar, walking or sunbathing.

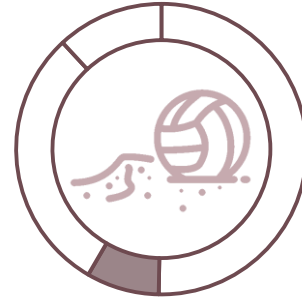


50.3% of blue tourist

- More arrivals by **plane** (88.4%) and **hotel** accommodation (61.2%).
- A **shorter average stay** (4.5 nights).
- **Highest expenses** in the three items per person per day: €89.05 during the stay; €420.86 arrival transport and €92.72 accommodation.

Sand active

He goes to the coast and does some sport or professional activity, such as playing beach volleyball or football on the sand.

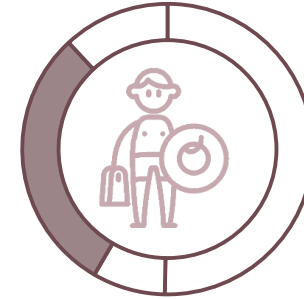


8.1% of blue tourist

- The **most aware of sustainability**, 35.5%, being the one who most uses the **train** to get there (11.0%) and **metro** (66.5%) and **bus** (45.8%) internally.
- They come less with family and more with **friends** (34.2%) and **alone** (32.3%).
- They stayed least often in hotels, but more often in **friends / family houses** (27.1%) and in **HUTs** (23.2%).

Shore

Do some activity in the water but close to the coast, such as bathing in the water or walking along the shore.

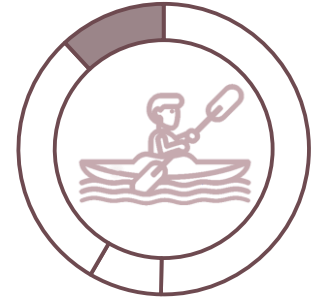


29.7% of blue tourist

- Being the tourist with the highest proportion of **women** (42.1%).
- The profile that comes most often as a **couple** (44.2%).
- The tourist who makes the most **excursions outside the city** (17.2%).
- They have the **best overall rating of the city** (8.74).

Deep water

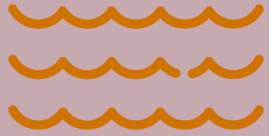
Those who need water to carry out their activity, this will be aquatic or nautical such as open water swimming, paddle surfing or sailing.



11.9% of blue tourist

- The **youngest** tourist profile (31.2 years).
- The most **international** (95.6%).
- The highest proportion of **first-time visitors** (61.5%).
- The tourist with the **highest average stay** (6.1 nights).
- The tourist who **most tastes** the city's **gastronomy** (97.3%).

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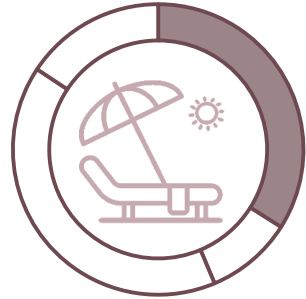


49.7% of
tourists in the
Barcelona region
are blue

Blue Tourism includes all those people attracted by the sea and water, and who interact with them during their visit.

Ludic Sand

Approaches the water for some leisure activity but does not interact with the water, such as going to the beach bar, walking or sunbathing.



34.0% of blue tourist

- Higher proportion of arrivals by **private vehicle** (52.7%) and accommodation in **campsites** (29.6%).
- A **shorter average stay** (4.4 nights).
- Higher proportion of **repeat** visitors (54.2%).
- The best **overall rating** of municipalities in the region (8.60).

Sand active

He goes to the coast and does some sport or professional activity, such as playing beach volleyball or football on the sand.

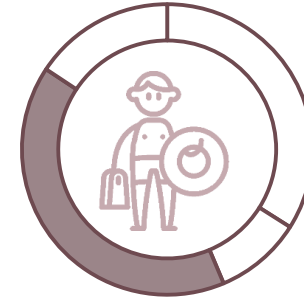


9.7% of blue tourist

- The **youngest** tourist profile (38.6 years).
- Higher proportion of tourists who come **alone** (18.9%).
- The highest proportion of tourists who use their **own vehicle** to move internally (29.7%).
- The tourist who makes **more excursions outside the municipality** of destination (44.6%).

Shore

Do some activity in the water but close to the coast, such as bathing in the water or walking along the shore.

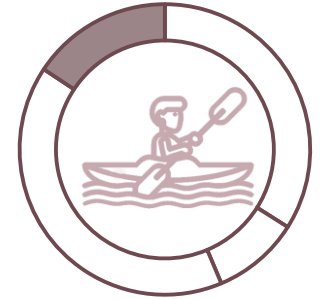


40.7% of blue tourist

- The profile most aware of **sustainability** (26.7%), being the one who most uses the **train** to get there (9.5%) and on **foot** (83.2%) internally.
- Being the tourist with the highest proportion of **women** (44.1%).
- The tourist who stays the most in **private homes** (24.8%).

Deep water

Those who need water to carry out their activity, this will be aquatic or nautical such as open water swimming, paddle surfing or sailing.



15.7% of blue tourist

- The most **international** (81.0%).
- Higher proportion of arrivals by **plane** (52.0%) and **hotel** accommodation (46.8%).
- The highest proportion of **first-time visitors** (61.3%).
- A **higher average stay** (8.9 nights).
- The profile that comes most often as a **couple** (66.5%).