

# BARCELONA

## CITY GUIDE

### TEN GOOD REASONS

Alive with its privileged location, its vibrant street life, its spectacular architecture, business attractive, culture and cuisine, Barcelona is the place to be. Modern and cosmopolite, lively, luminous and always different, Barcelona lets you discover its thousand faces.

#### 01. Large catchment area

**Barcelona is the 5th biggest Metropolitan area of Europe. The capital of Catalonia is the leading city in the Mediterranean and the gateway to southern Europe.**

- Barcelona Metropolitan region population **5.5M** (15% of the residents are foreigners)
- Catalonia population **7.5M**
- 2H drive population **27.3M** (More than 2.5M foreign residents)



#### 02. Economy: Highlights of Barcelona and its region (Catalonia)

- Richest region in Spain in GDP (19% total Spain) and purchasing power (17% above avg.).  
Catalonia GDP: Similar to Finland.  
GDP per capita in Catalonia: Similar to France
- First touristic region of Spain: 27% of foreign tourists to Spain come to Catalonia.
- First export region of Spain (26% exports). Trade openness higher than EU average. Growing exports.
- Strong FDI, showing the confidence of business in the future.
- Economic recovery of both GDP and employment. Positive outlook for the future.
- Strong in export-oriented industries suitable for air freight: textiles, pharma and chemicals, automotive and foodstuffs.

#### 03. Economic and business activity: stable recovery

**In 2016 the Spanish economy grew by 3.2%.** This shows a progressively increasing trend of economic growth for the forthcoming years.

According to the Ministry of Economy, this improvement is due to a recovery in domestic demand, both household consumption and investment in equipment, and the increased availability of new credit. The economy is already generating net jobs.

#### 04. Qualified human capital: City of knowledge and creativity

Barcelona's labour market is significant in terms of size, with almost **one million jobs in the city and 2.2 million in the surrounding area**. Its activity and employment rates are higher than the averages for Catalonia, Spain and the EU.

- 2 business schools in the top 10 in Europe and top 25 in the world.
- 55% of salaried workers in knowledge-related sectors.
- 7.700 companies in areas related to creative industries.
- 3.1 million jobs in Catalonia.
- Barcelona accounts for more than 50% of all ICT workers in Catalonia.
- 12 universities in Catalonia with more than 245,000 students.



## 05. An economy open to the world

Catalonia is the pioneering region of Spain attracting foreign investment. Catalonia is the home of more than 5,700 foreign companies. The high speed train (AVE) connections, the thriving port and good road access make our territory a logistics powerhouse.

- Export in Barcelona province **50M**
- % of exports in Barcelona province/Spain **20%**
- Barcelona had **42,000** exporting firms (**29,2%** of Spain's total)
- **1st urban area** in terms of Spanish exports ranking
- **1st European region** in terms of job creation by foreign investments
- **6th top urban region** in terms of direct foreign investments projects (Ernst & Young, 2013)
- Barcelona area in the world's **top ten** for foreign investment projects received between 2010-2014 (KPMG's Global Investment Monitor)

## 06. Air Freight

Barcelona is the O&D point of more than **23% of the Spanish air freight**. Its privileged position near the French border and ease of access to the important regions of **Spain and Southern European markets** makes it a primary point for **redistribution** of air freight. Some of the most relevant air freight industries of Spain (Pharma and chemicals, fashion, machinery and foodstuffs) have their most important production base in Barcelona, meaning that Barcelona is a good location for increasing direct cargo capacity. The varied products ensure a full hold and a lack of mono-cargo dependency.

## 08. Barcelona Port

The Port of Barcelona was the **top cruise port in Europe and the Mediterranean** for the 13th consecutive year and fourth top base port in the world. It will welcome **2.7M** cruise passengers in 2017. Most cruise tourists fly to Barcelona.

## 09. Barcelona Airport

- **Barcelona airport is one of the top 10 airports of Europe and growing fast**

- Passengers (2017) **+47M**
- **7th European airport** in pax
- **4th O&D city** in Europe
- Intercontinental destinations **44**
- Capacity **55M pax.**
- Maximum operational capacity/hour **90**

## 07. Tourism and international meetings

Barcelona is the **top city in the world in business tourism in terms of meetings delegate numbers** and **4th in terms of international conferences** organized in 2013 according to ICCA. Catalonia, its surrounding region also offers a lot of highly attractive places that attract millions of tourists every year.

- Tourists in Catalonia **+19M**
- Hotels, apart-hotels and hostels **614** (9.8M tourists)
- Visitors in the Fira de Barcelona **+2,000,000**
- **5th top European city** for overnights by int. tourists
- **4th best city** in the world in terms of int.congresses

- The port also ranks 13th in Europe in terms of container traffic. New direct rail links for goods to France and Italy have been developed and more domestic and international links are planned to convert Barcelona into a major logistics hub.

- **Despite a strong demand for long haul services, Barcelona has +6 million indirect passengers to all continents of world. This creates opportunities for new long haul flights in Barcelona. The stimulation factor for new long haul flights has been well above +25% in most long haul routes.**

Airport Awards:

- ACI Europe 2014
- Southern Europe 2015
- Skytrax Award Best Airport Southern Europe 2016
- Euro Annies 2012: Airport passenger growth award

## 10. International positioning of Barcelona

**KPMG** - 10th city in the world for investment projects. Among the top ten in the period 2006-2010

**Jone Lang LaSalle** - Top ten most attractive cross-border retail destination in Europe (2012)

**FDI Magazine** - European cities and regions of the future (2012-2013)

**CITI** - Hot spots Benchmarking Global City Competitiveness (2012)

**Juniper Research** - 2th smart city in the world (2016)