

# 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, the capital of Catalonia is the leading city in the Mediterranean and the gateway to southern Europe.**

The population volume of the metropolitan region of Barcelona is higher than the areas of Berlin, Montreal and Stockholm.

- Barcelona Metropolitan region population **4.8M** (18.5% of the residents are foreigners)
- Catalonia population **7.5M**



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

- Richest region in Spain in GDP (20.1% total Spain) and purchasing power (15% above avg. UE 28)
- First touristic region of Spain: 32% 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

The Catalan GDP grows **2.6%** in 2018 (provisional). By activity sectors, construction (4.9%), industry (1.4%) and services (3%) increased while agriculture decreased by 1.7%.

In Spain, GDP rises by 2.5% per year so Catalonia is 0.1 above Spain.

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

Barcelona's labour market is significant in terms of size, with more than **1.1 million jobs in the city and 2.5 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 (\*)
- 54.1% of salaried workers in knowledge-related sectors.
- 12.3% creative industries of the total industries in Barcelona.
- Barcelona accounts for more than 55% of all ICT workers in Catalonia.
- 12 universities in Catalonia with more than 250,000 students (2016-2017)

Note: All data is 2017 except wherever marked (\*) that is 2018



## 05. An economy open to the world

Catalonia is the pioneering region of Spain attracting foreign investment. Catalonia is the home of more than 8,600 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 **55M**
- % of exports in Barcelona province/Spain **20%**
- **1st urban area** in terms of Spanish exports ranking
- **8th** European city for innovation (Innovation Cities Index 2018)
- 24th in the world for global competitiveness (Mori Global Power City Index, 2018)
- 9th city in the world in foreign investment projects, 2017 (Global Cities Investment Monitor, KPMG, 2018)

## 06. Air Freight

Barcelona in 2018 is the O&D point of more than **17% 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 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. It will welcome **3.0M** cruise passengers in 2018. Most cruise tourists fly to Barcelona.

## 09. Barcelona Airport

- **Barcelona airport is one of the top 10 airports of Europe and growing fast in 2018.**

- Passengers **+50M**
- **7th European airport** in pax
- **4th O&D city** in Europe
- Intercontinental destinations **45**
- Capacity **55M pax.**
- Maximum operational capacity/hour **90**

## 10. International positioning of Barcelona

**FDI Magazine** - **2nd** European city with best future prospects (\*)  
**Trip Advisor** - **6th** city among the 25 principal tourist destinations in the world  
**City Rep Trak**- **15th** city in the world with best reputation (\*)  
**Mori Global Power City Index**- **11th** European city for global competitiveness (\*)

## 07. Tourism and international meetings

Barcelona is the **top city in the world in business tourism in terms of meetings delegate numbers** and **1th 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 **+26M**
- Hotels, apart-hotels and hostels (\*) **723**
- Visitors in the Fira de Barcelona (\*) **2,500,000**
- **5th top European city** for overnights by int. tourists (European Cities Marketing 2016/17)
- **1st best city** in the world in terms of int.congresses (ICCA 2017)

- 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 **+4.7 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:

- **Skytrax** best South Europe apt. 2011,2012, 2014, 2017
- **Anna.aero**: apt. with more new more long-haul routes 2016-2017

Note: All data is 2017 except wherever marked (\*) that is 2018