

# CITY MARKETING: THE BARCELONA CASE

## DATA SHEET

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· Title:

City Marketing: The Barcelona Case

· Descriptors:

Training, teams, creativity, marketing, sales, strategy.

What experiences can we extrapolate from corporate marketing to assess the success in Barcelona as a global brand?

The aim of this report is to outline the main issues to achieve a higher number of public to our cities, and how can this be extrapolated to the case of Barcelona. This document could have been commissioned by the city council of Barcelona. The results of a survey conducted by the institution Turisme de Barcelona are going to be displayed in this document. Next, our own forecasts for the period 2018-2020 will be shown. Finally, our report will end by trying to answer the question about what the key factors of building a city marketing campaign are.

The results of the survey are referred to 2016, but we will be able to draw our projections for the next three years. Data shows that the overall figure of visitors to the city of Barcelona, based on the number of bed nights in the different types of accommodation combined is of 19,1 Million. We can extrapolate that this represents an increase of 8,49% in number of visitors in relation to 2015 and a +36,4% compared to 2010. We would like also to highlight that from the global number of visitors, foreign tourism accounts for the 69%, and the percentage of visitors from other continents than Europe is of 23%

## What are the main keys of success?

Based on our experience in business, we can break down the following elements that have turned the worldwide visibility of Barcelona into a success story.

First, Barcelona has built a solid trademark. And its attributes that are also assumed by the constituents of the community. Barcelona as a concept is linked to a lifestyle, a way of living with a sense of

freedom, openness and naturalness. And this goes beyond the traditional cultural offer of gothic art, modernist architecture, or the regular positioning based on tapas, on sun and on beach.

In addition, the mutual collaboration between the city council and other private and public institutions has proved to be also successful for promoting the city of Barcelona in any public or private campaigns.

On the other hand, to monitor the evolution of the different segments of visitors, some key performance indicators must be set, and this is something that has not been done yet so far. These spectacular figures also hide some negative externalities as the rise of the rental prices or the lack of safety on some small areas of the city. If these indicators had been set, the city council could have carried out the necessary corrective measures on time.

Consequently, we can certainly affirm that Barcelona has been in the recent years a success story for the global markets, but this is only because Barcelona's brand has also been an overall marketing success .

## ABOUT THE ACTITUDPRO GROUP

ActitudPro is a consultancy, training and coaching firm dedicated to supporting companies in the key business processes: Teams, Marketing and Commercial Excellence. Consisting of professionals with recognized experience from diverse Business Schools, in Human Resources, Commercialization and Marketing, our teams work on made-to-measure solutions in order to achieve greater cohesion and implication in groups, boost sales and develop business opportunities.

