



# **Hotel investment in Metropolis Barcelona**

Sea and mountain  
within reach

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**55%** of Catalonia's GDP (2021)  
**11.2%** of Spain's GDP (2021)



**12 million**  
tourists each year



**+3.5 million**  
passengers using  
Barcelona port in 2023 (Jan-Nov)



**50 million**  
airport passengers in 2022



**+1,700**  
total meetings in 2022

## Metropolis Barcelona means quality of life

This diverse metropolis of 636 km<sup>2</sup> is home to more than 3.35 million people (2023). It benefits from a privileged location in Europe and on the shores of the Mediterranean, where the mild climate affords ample opportunities for outdoor activities and the landscape offers a wealth of natural assets. The area is

a nexus for culture and innovation, a critical driving force that powers a highly diverse economy with a long industrial tradition. The metropolitan area of Barcelona is now one of southern Europe's chief economic engines, a hub for logistics and a magnet for talent, a place that is open to business.

## A privileged destination for tourism and business

The metropolitan area provides both tourists and residents with a wide range of leisure options. About 12 million tourists visit the metropolis of Barcelona each year, 75% from outside Spain, drawn especially by the architectural attractions, cultural life and leisure activities on offer. Over time, the area has evolved into a highly dynamic metropolis and a focal point for tourism, business, culture, entrepreneurship and creativity.

The city of Barcelona itself is a historic site brimming with art, culture and creativity, making it not only one of Europe's most attractive tourist destinations, but also a locus of cultural exchange that makes for fertile

ground for innovation and entrepreneurship, drawing in talent and businesses from around the world. This is a city that pulses with life 24 hours a day.

Beyond the appeal of its diverse cultural offerings, the metropolitan area is also a leading destination for business travellers. It has taken on a central role as the locus of exchange of knowledge of new technologies, playing host to international congresses and fairs. Fira de Barcelona hosts many world-wide recognised trade fairs and events such as Alimentaria, Mobile World Congress, Integrated Systems Europe, Smart City World Congress, Seafood Expo Global, among others.

## In 2022, Barcelona was the first world city in number of meeting delegates for second year in a row (ICCA ranking)

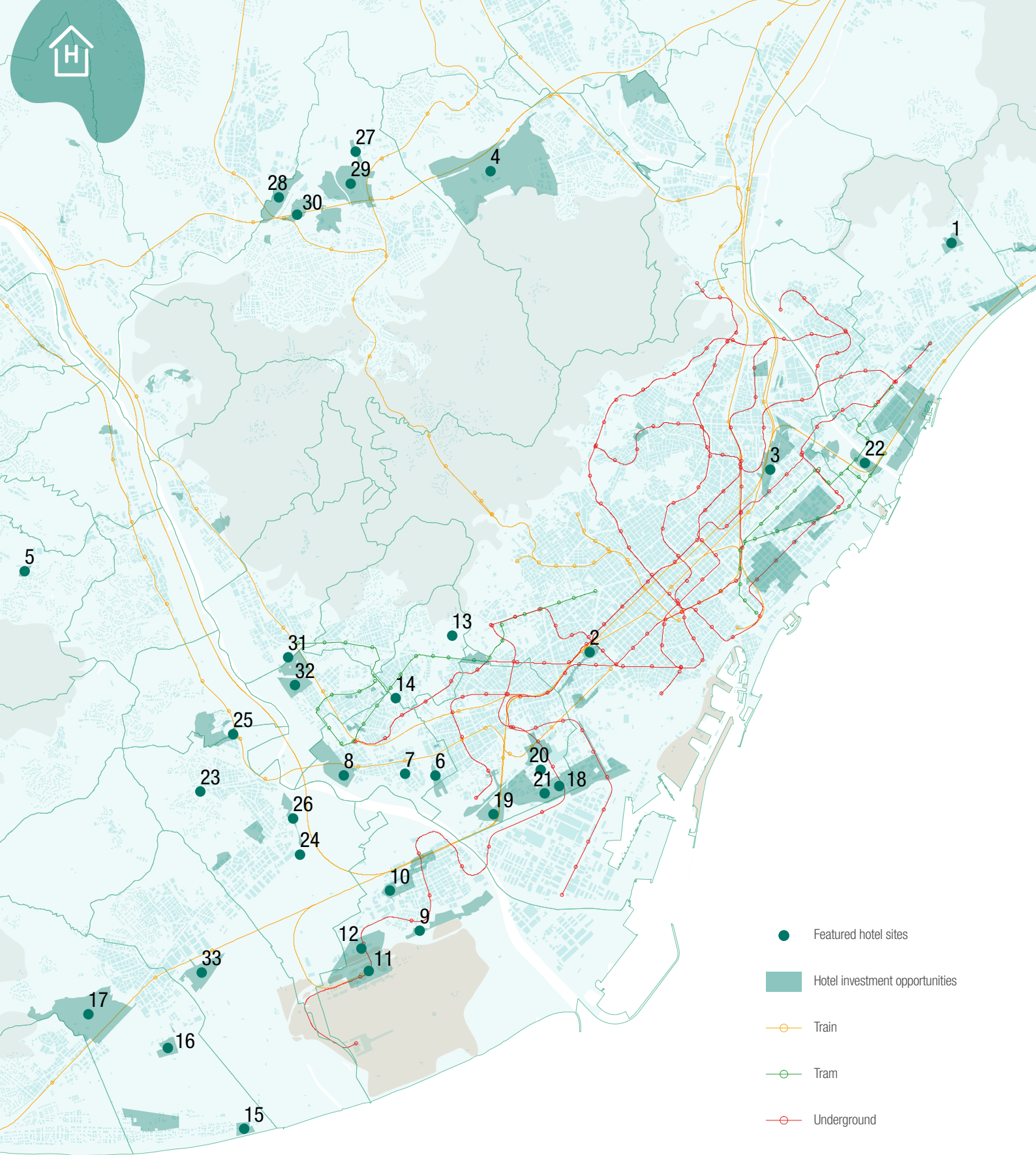
### Tourism facts and figures

In 2023, over 12 million tourists, who spent 33 million nights there, visited the province of Barcelona. 9.3 million came from outside Spain, accounting for 27 million overnight stays. The number of passengers using El Prat airport was 50 million in 2023.

The number of passengers using Barcelona port in 2023 reached 5.3 million (most ar-

rived by cruise ships), a 15% increase from 2019.

In 2023, the number of hotels in Barcelona city was 678 and in Barcelona province, 1,194. In the province there were 23,225 workers employed in the hotel industry, 63% of them in Barcelona city. Around 24% of the visitors of Barcelona stayed in tourist apartments.



**100**

Hotel investment opportunities

**700**

Thousands m<sup>2</sup> hotel floor area

**34**

Featured hotel sites

**<20**

Km to the centre of Barcelona



| Sector                           |                              | Hotel floor area m <sup>2</sup> | Sector activity      | Availability | Barcelona km | km | minutes |
|----------------------------------|------------------------------|---------------------------------|----------------------|--------------|--------------|----|---------|
| <b>Badalona</b>                  |                              |                                 |                      |              |              |    |         |
| ● 1                              | Can Colomer Sud              | 3,000                           | Residential          | ■■■          | 15           | 33 | 9       |
| <b>Barcelona</b>                 |                              |                                 |                      |              |              |    |         |
| ● 2                              | Sants Estació                | 4,790                           | Economic activity    | ■■■          | 4            | 17 | 1       |
| ● 3                              | Estació Sagrera              | 78,497                          | Residential-Tertiary | ■■■          | 5            | 26 | 1       |
| <b>Cerdanyola del Vallès</b>     |                              |                                 |                      |              |              |    |         |
| ● 4                              | Parc de l'Alba               | 14,702                          | Economic activity    | ■■■          | 21           | 35 | 1       |
| <b>Cervelló</b>                  |                              |                                 |                      |              |              |    |         |
| ● 5                              | Residencial La Bòbila        | 3,321                           | Residential          | ■■■          | 24           | 26 | 1       |
| <b>Cornellà de Llobregat</b>     |                              |                                 |                      |              |              |    |         |
| ● 6                              | Silici-Rosselló-Caldereria   | 13,726                          | Tertiary             | ■■■          | 11           | 11 | 1       |
| ● 7                              | Fira de Cornellà             | 8,700                           | Tertiary             | ■■■          | 13           | 16 | 1       |
| ● 8                              | Ribera - Salines             | TBD                             | Residential-Tertiary | ■■■          | 14           | 15 | 1       |
| <b>El Prat de Llobregat</b>      |                              |                                 |                      |              |              |    |         |
| ● 9                              | Ronda del Sud - Aeroport     | 20,490                          | Residential          | ■■■          | 13           | 8  | 1       |
| ● 10                             | Polígon industrial Enkalene  | 10,145                          | Economic activity    | ■■■          | 11           | 8  | 1       |
| ● 11                             | Ciutat Aeroportuària         | 33,612                          | Tertiary             | ■■■          | 17           | 5  | 2       |
| ● 12                             | Mas Blau II                  | 10,127                          | Economic activity    | ■            | 13           | 8  | 1       |
| <b>Esplugues de Llobregat</b>    |                              |                                 |                      |              |              |    |         |
| ● 13                             | Porta Barcelona              | 3,500                           | Economic activity    | ■■           | 8            | 15 | 1       |
| ● 14                             | Montesa                      | 8,820                           | Residential          | ■            | 14           | 14 | 1       |
| <b>Gavà</b>                      |                              |                                 |                      |              |              |    |         |
| ● 15                             | Llevant Mar                  | 3,000                           | Residential          | ■■           | 19           | 6  | 1       |
| ● 16                             | Can Torelló-Ciutat Esportiva | 5,000                           | Tertiary             | ■■■■         | 19           | 8  | 1       |
| ● 17                             | Pla de Ponent                | 14,400                          | Residential          | ■■           | 20           | 12 | 1       |
| <b>L'Hospitalet de Llobregat</b> |                              |                                 |                      |              |              |    |         |
| ● 18                             | City Metropolitana           | 36,180                          | Economic activity    | ■■           | 7            | 13 | 1       |
| ● 19                             | Biopol-Granvia               | 100,155                         | Tertiary             | ■■           | 10           | 12 | 3       |
| ● 20                             | La Pedrosa                   | 11,001                          | Tertiary             | ■■           | 6            | 12 | 3       |
| ● 21                             | Entorn Gran Via              | 4,176                           | Economic activity    | ■            | 7            | 13 | 1       |
| <b>Sant Adrià de Besòs</b>       |                              |                                 |                      |              |              |    |         |
| ● 22                             | La Catalana                  | 7,200                           | Residential          | ■            | 9            | 24 | 1       |
| <b>Sant Boi de Llobregat</b>     |                              |                                 |                      |              |              |    |         |
| ● 23                             | Can Xicol                    | 2,400                           | Economic activity    | ■■           | 16           | 13 | 1       |
| ● 24                             | Cabasses                     | 6,000                           | Tertiary             | ■            | 13           | 10 | 2       |
| ● 25                             | Riera de Can Solé            | 3,750                           | Residential          | ■■■          | 16           | 14 | 1       |
| ● 26                             | Sector Llevant               | 7,741                           | Economic activity    | ■■■          | 14           | 11 | 1       |
| <b>Sant Cugat del Vallès</b>     |                              |                                 |                      |              |              |    |         |
| ● 27                             | Mas Llorens                  | 12,150                          | Economic activity    | ■■■          | 19           | 30 | 1       |
| ● 28                             | Can Sant Joan                | TBD                             | Tertiary             | ■■■          | 18           | 32 | 1       |
| ● 29                             | Can Canyameres - Guinardera  | TBD                             | Residential          | ■■           | 18           | 30 | 1       |
| ● 30                             | Turó de Can Mates            | TBD                             | Residential          | ■■■          | 18           | 29 | 1       |
| <b>Sant Feliu de Llobregat</b>   |                              |                                 |                      |              |              |    |         |
| ● 31                             | Bon Salvador                 | 6,300                           | Tertiary             | ■■■          | 17           | 17 | 2       |
| <b>Sant Joan Despí</b>           |                              |                                 |                      |              |              |    |         |
| ● 32                             | Can Creixells                | 5,127                           | Residential          | ■■■          | 15           | 16 | 1       |
| <b>Viladecans</b>                |                              |                                 |                      |              |              |    |         |
| ● 33                             | Ca N'Alemany                 | 6,880                           | Tertiary             | ■            | 17           | 8  | 1       |

■ Immediately   ■■ Short term   ■■■ Mid term   ■■■■ Long term   TBD To be defined



**Metropolitan hotels  
outside Barcelona**



**Facilities for congresses  
and fairs**

## Metropolis Barcelona, a place to invest in new hotels

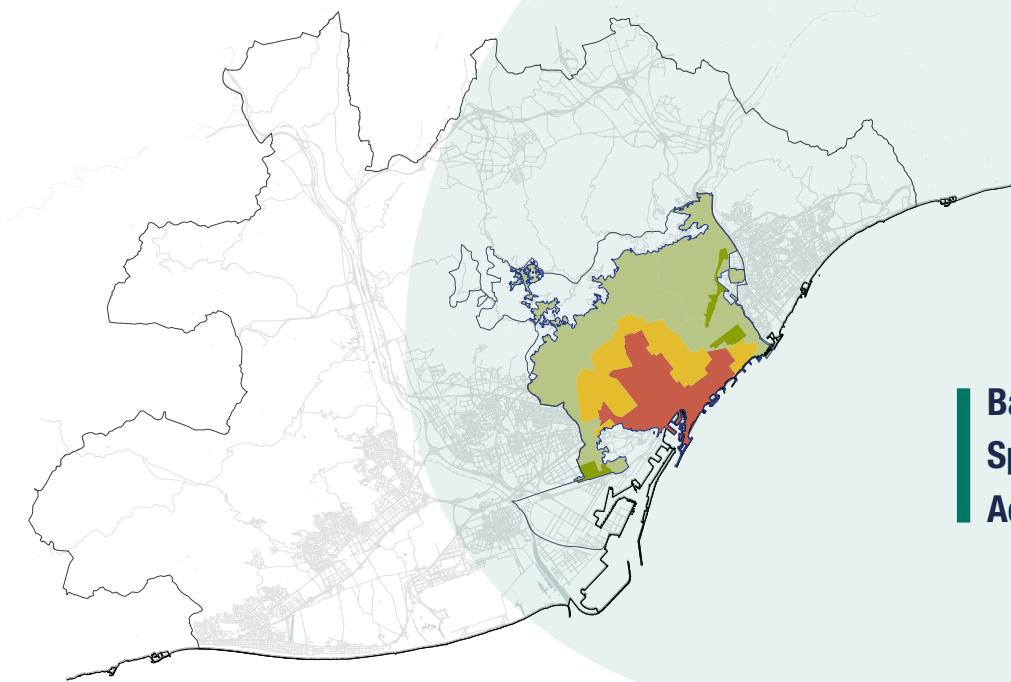
Analysts are forecasting a full recovery for hotel investment by 2024. In the meantime, the metropolis of Barcelona has investment opportunities for a total recovery of the hotel sector. The 35 locations closer to Barcelona city centre and to the airport and port are tagged on the map. This means a total amount of 490,000 square metres of hotel floor area—already established in the urban planning—, i.e. a minimum of 16,000 new room vacancies available.

In addition, there are 100 extra locations distributed throughout Barcelona and the metropolitan area where new hotels can be developed.

Hostelry enjoys easy access to the most important road and rail infrastructures throughout the area. There are various distinctive offers around the territory for hostelry, located in different city areas, such as economic activity nodes or panoramic landscape views spots. The region's shopping areas are also distributed around the urban centres of all 36 municipalities, offering a wide range of activities and kinds of businesses.

The strategy of the metropolis of Barcelona with regard to hostelry offer is to increase the number of available beds. It should also identify the best conditions for urban and territorial location with a wide and accessible transport and service network, taking advantage of the eventual urban activity.

## Barcelona city: Special Tourist Accommodation Plan



- **Area 1. Negative growth**  
No new accommodation of any kind will be allowed, nor any increase in the number of places at existing establishments. Therefore, if an establishment ceases its activity, the opening of another one will not be allowed.
- **Area 2. Maintenance area**  
The current number of places and establishments will be maintained. Existing establishments will not be allowed to expand.
- **Area 3. Controlled growth**  
New establishments may be opened and existing ones may be expanded. Total theoretical growth allowed: 4,025 places.
- **Area 4. Specific regulation**  
Three big redevelopment areas with specific regulations: La Marina del Prat Vermell (1,480 places), La Sagrera (3,000 places) and the northern part of 22@ (3,200 places).

The Special Tourist Accommodation Plan (PEUAT) regulates the introduction of tourist accommodation establishments, as well as youth hostels, collective residences with temporary accommodation and tourist apartments. This regulation is in response to the need to make tourist accommodation compatible with a sustainable urban model based on guaranteeing fundamental rights and improving the quality of life for city residents.

Besides the city-wide common conditions, the PEUAT defines four specific areas with their own regulations. Each one is characterised by the distribution of tourist accommodation in its territory, the ratio between the number of tourist places available and the current resident population, the scope and conditions in which certain uses are provided, the impact of these activities on public areas and the presence of tourist attractions.

**+ info:** <http://ajuntament.barcelona.cat/pla-allotjaments-turistics/en/>

**Metropolis  
Barcelona**

Economic  
Development  
Agency



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