

# »» Tarragona in figures



2012

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**>> Tarragona  
in figures**



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> **Josep Fèlix Ballesteros**  
Mayor of Tarragona



It is obvious that the people of Tarragona have reasons to be pleased about their past. But a capital that is competitive, capable and generates new challenges has to offer opportunities that are worth seizing and forward looking.

Tarragona, located in a strategic location with enviable weather, opens its doors to all those companies that wish to invest here. The dossier you have in your hands, “Tarragona in figures”, will help you to empirically understand the vast potential of a millennium city that faces the future with great expectations.

The figures are explicit, clear and categorical. Therefore, paraphrasing the late stateswoman Indira Gandhi when she says “the world demands results, don’t explain the pains of childbirth, show it the child”, we offer you an x-ray of our economy, society and culture.

Our aim with these pages is to encourage people and companies to look for new opportunities in Tarragona, at the precise moment that we are preparing the 2017 Mediterranean Games, which represent a historic opportunity to consolidate Tarragona as a smart city.



> **Javier Villamayor**

Councilor of Labour, Economic Development and Youth Politics



Tarragona is going through a decisive transformation process towards becoming a **smart city**, able to generate know-how and make intensive use of the new technologies that facilitate economic growth for the city, improve the quality of life and guarantee sustainable and balanced urban development.

A few months ago, Tarragona was chosen to **hold the 2017 Mediterranean Games**. The city faces a historic opportunity to become the centre of sport, social and business attention in the Mediterranean, before and during this important event. Tarragona will have, in 2017, an unbeatable showcase to project its splendour to the world.

The document you have in your hands, “Tarragona in figures”, aims to be a useful instrument for all potential investors or those companies or people

who want to get to know us better or who have thought about locating to our city. It is a document that gathers together the main socioeconomic data regarding the city, which has arisen from the need to present an integral, up-to-date and rigorous profile about what Tarragona now represents.

The document is structured around **8 reasons why you should choose Tarragona as city where you can invest, do business and live**. Some motives that make Tarragona an optimum destination to set up head offices for companies linked to the logistics, industrial, energy and tourism sectors, amongst others.

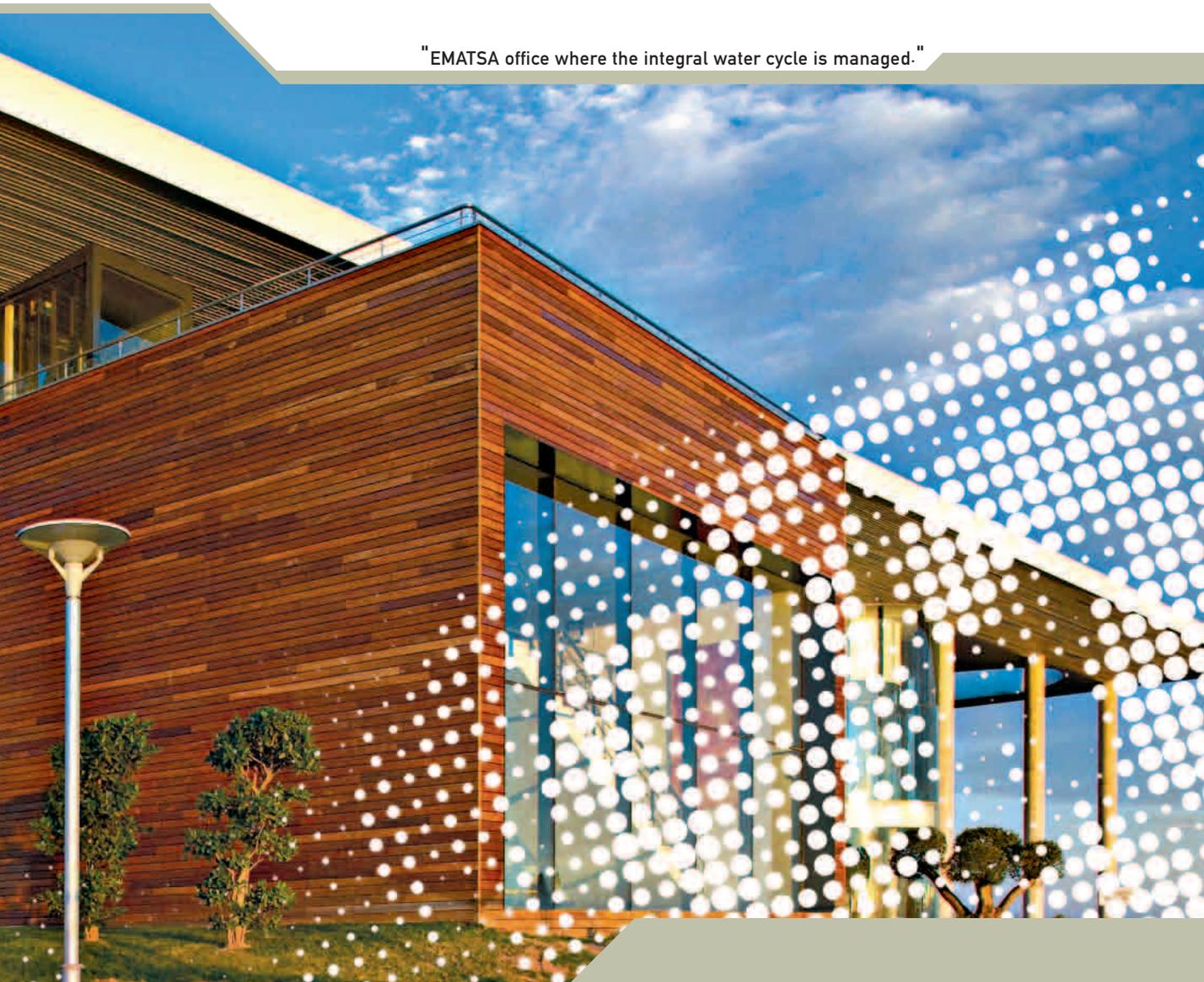
We trust this information will be useful and that we will be able to meet each other in person very soon.

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# »» Executive summary

"EMATSA office where the integral water cycle is managed."







## Reasons for choosing Tarragona to invest and live

1. A privileged location
2. The second largest economic centre of Catalonia
3. Highly accessible and internationally connected
4. Human Capital
5. Industrial activity, growth and energy generation
6. Tourism, culture and active commerce
7. Quality of life
8. Olympic City

### 1. A PRIVILEGED LOCATION

- > Tarragona, **Mediterranean city** located in Catalonia, 50 minutes south of Barcelona and three hours by car or bus from the French border. Tarragona is located in a territory where the Mediterranean axis crosses with the Ebro Valley which, along with its port, airport and the standard width of its railway lines, make it the **crux of strategic communications** within the Mediterranean Corridor and the north-western region of Europe.
- > Tarragona is located in the northeast of Spain, two and half hours from Madrid on the high speed train (AVE) and two hours from Valencia by car. It is also well connected with Zaragoza, the Basque Country and Cantabrian coast.
- > The city has 134.000 inhabitants and it is the centre of a 30 km radius where over 500.000 people live. Also, Tarragona is the provincial capital with 811.401 inhabitants.
- > The city is on a hill at an altitude of 68m that goes down to sea-level. The fact that the city overlooks the Mediterranean gives it a pleasant temperature, with an annual average temperature of 17 °C and 2.770 hours of sunlight per year.

### 2. THE SECOND LARGEST ECONOMIC CENTRE OF CATALONIA

- > Tarragona is the economic centre of the second economic area in Catalonia. The bulk of the economic activity (27% of the province's job occupation) is concentrated here. Although the effect of being the capital is reflected in this data, the bulk of jobs in the "Camp de Tarragona" (the region) are concentrated in the city and the immediate surroundings, as it absorbs workers from nearby places.

- > The 2008 Tarragona GDP reached 5.602,3 million Euro, with an income per capita of 40,3 thousand Euro. Regarding the city's economic sector weighting, services have a participation that reaches 62,1% of the gross value added (GVA), followed by industry with 27,8%. The services and industries, based on the chemical and industrial, convert Tarragona into the **second economic development area in Catalonia** behind Barcelona. In the region of Tarragona, especially the city centre and nearby municipalities, the economic growth for 2010 was 0,6%, above the Catalan average (0,1%).
- > The highest percentage of salaried employees are to be found in the service sector (82,02%) and in the industry sector (12,03%). Within the service sector the percentage of salaried employees who are in knowledge based services in the municipality of Tarragona is 48,10%, superior to Catalan levels (43,73%) and Spanish (44,70%).
- > Tarragona is the second leading commercial area in Catalonia with a potential market only surpassed by Barcelona, thanks to its inhabitants spending and also to the effect of tourism in its area of affluence. Commerce presents a varied and high quality offer.
- > The highest percentage of salaried employees are to be found in the service sector (82,02%)

### 3. HIGHLY ACCESSIBLE AND INTERNATIONALLY CONNECTED

- > Tarragona is well communicated with Europe and with the main economic areas of Catalonia and Spain. The road networks made up of the Mediterranean motorways and dual-carriageways (AP-7 and A-7), from the North (AP-2 y A-27, the latter is under construction), the T-11 and the national roads that link the rest of the State (N-241, N-240 and N-340). It conglomerates a criss-cross of internal land communications that allow us to reach the main municipalities with over 20.000 inhabitants in 20 minutes or less.
- > The proximity to Barcelona means that the city can enjoy the advantages of an international airport just 45 minutes away: The Barcelona airport. It is the tenth European airport in number of passengers (data from November 2010), with a volume of over 34 million in 2011. It has intercontinental flights to 27 destinations with 132 weekly flights. Moreover, the Reus airport is just 7 km from Tarragona with national and international connections and it had a passenger volume of 1,4 million in 2010.
- > Tarragona is the future hub for the Mediterranean Corridor and the central corridor. The European Commission declared the Mediterranean Corridor as the priority merchandise and passenger rail axis to connect the south of Spain with the French border. The length of this rail axis will be 1.300 km of double track European width with a route going from Algeciras to the French border passing through Granada, Almería, Cartagena, Valencia, Tarragona and Barcelona, therefore linking the main Spanish Mediterranean ports.
- > The port of Tarragona, with its international container terminal, has 48 regular lines that connect with over 150 countries throughout the world.



## 4. HUMAN CAPITAL

- > Tarragona is a **university city**. The Universidad Rovira i Virgili (URV) offers a catalogue with 42 degree studies, 49 university masters (21 inter-university) and 30 doctorates, taken by 14.377 students. It is a **research university with international recognition** and it has become the third university in the Spanish State in the standardised international impact of its scientific production.
- > The city is host to Catalan research institutes and innovation centres that are key elements for research and technological transfer, in chemistry, energy, archaeology and pre-history, amongst others.
- > In 2010 the URV became a **Campus of International Excellence**, awarded by the Ministry of Education, for its project called “Campus of International Excellence South Catalonia”, which included the **research institutions**, the university hospitals and the systems including the **technological centres** and **scientific and technological parks** driven by the University, which concentrate on Tarragona’s main socioeconomic axis: chemistry and energy; nutrition and health; tourism, oenology, heritage and culture, and numerous companies in the territory.
- > Tarragona has a **long tradition in vocational training centres** that goes back to 1928 when, for the first time, vocational training studies were given at the School of Work (1928 – 1939). It currently has **four large public centres that offer medium and superior grade training cycles in 18 different professional families**. In the last course, 2011-2012, the total number of enrolled students in all the Tarragona public vocational training centres –6 in total- was 4.378.
- > The four most important vocational training centres –in number of students and speciality diversification- have the **ISO 9001 and E2CAT** certifications (in accordance with the EFQM model) and have received various awards and distinctions in the last three years. The two centres linked to the industrial sector also form part of “Red de Excelencia VT.CAT” (vocational training excellence network) in the industrial chemical sectors (Comte de Rius Secondary School) and the graphics industry (Pere Martell Secondary School). The four centres form part of the **Accredit – Quality Network** for the academic validation of qualifications achieved through professional experience.
- > The educational offer is ample and high quality. There are **2 international schools** in the Tarragona area.

## 5. INDUSTRIAL ACTIVITY, GROWTH AND ENERGY GENERATION

- > The Tarragona industrial estates are well communicated, equipped with modern services and with available space to welcome new companies.
- > **Tarragona represents 25% of the Spanish chemical industry**. The global production of the companies located in Tarragona is near 21 MMT/year (refinery: 8,3MMT and chemical industry: 12,7MMT). 44% of the total plastics produced in the whole State are produced in the Tarragona industrial estate. **The value of chemical production in Tarragona represents 0,7% of worldwide production.**

- > **The port is Tarragona's door to the world.** It is the leader in the Mediterranean and it is consolidated as one of the merchandise arrival and departure ports in Europe. Placed as the fifth most important port in Spain, the port of Tarragona has commercial relationships with 150 countries around the world and works to strengthen its relations with the emerging Asiatic market.
- > The growth perspectives for the port of Tarragona in the next few years remain favourable, thanks to the investments scheduled by the port authority and to the private agents. Private investment has increased by 3,85% to 88,69% in the last five years.
- > The port of Tarragona has strengthened its position as a hub for agro-alimentary and energy merchandise and wood pulp. From the strategic vision of traffic diversification, the new container terminal located in the Andalucía quay will be able to handle 1,5 million containers per year.

## 6. TOURISM, CULTURE AND ACTIVE COMMERCE

- > Tarragona was declared World Heritage by the UNESCO for its Roman archaeological sites and forms part of the select group of thirteen Spanish World Heritage cities.
- > Tarragona is a unique cultural destination, well complemented by its gastronomy and urban and commercial layout that guarantee visitor satisfaction. Characteristics that have positioned the city as a reference for holding congresses, with a quality **congress centre** in the heart of the city.
- > The city has a large hotel accommodation offer going from one to four stars, with a total of 2.362 places available and with an average of 2,2 nights per stay in 2011.
- > The 11 beaches along the coast of the municipality, three with blue flags, have also favoured the wide range of campsites with a volume of 662.893 overnight stays in 2011.
- > Just 10 minutes away from the city centre we find the strong nucleus of the Costa Daurada, which receives over 4,8 million visitors per year with global overnight stays of 17,7 million in 2011.
- > **PortAventura Park**, located just a few minutes from Tarragona, leisure reference in the zone, during 2010 it had an affluence of 3,2 million visitors.
- > The **commercial activity** of the city combines various formats that respond to all types of needs and preferences. The **city centre** is made up of traditional, family and quality establishments, and this is where the main franchises have set up. Regarding **shopping centres**, Parc Central is an indoor centre with commercial and leisure premises and, since 2010, Tarragona also has a **El Corte Inglés**. On the outskirts of the city we find **Les Gavarres**, a leisure and commercial area with large and medium sized commerce, which will welcome establishments like the Swedish company **Ikea**.
- > In the cultural aspect Tarragona has the **Teatre Metropol**, the new Teatre Tarragona and, during the summer months, **the auditorium in the "Camp de Mart"**, a spectacular auditorium in a privileged location in front of the Roman walls where we can enjoy the shows in the open air.



- > The fiestas and traditions really get going with festivities for **Santa Tecla**, declared an event of tourist interest, ten days of fiestas that end on the 23rd of September with the fiesta's main acts. We should also point out the **“castells” competition ( human tower building), a tradition declared Intangible Cultural Heritage of Humanity by the UNESCO**, and the **Tarraco Viva** festival, days that reconstruct Roman life and that had an affluence of 70.000 visitors in 2011.
- > The old tobacco factory with 40.000 m<sup>2</sup>, now a municipal property, will be the centre for many cultural facilities and it is also forecast to build the National Archaeological Museum here. Currently 4.200 m<sup>2</sup> is being recuperated for cultural uses and 1.400 m<sup>2</sup> to foment economic advancement and the active occupation policies.

## 7. QUALITY OF LIFE

- > Tarragona has grown throughout the years but keeps its **human dimension** and offers great **leisure facilities**. Its **pleasant weather** means we can practice outdoor sports all year long and it has over 450 sports facilities and nearly 100 sports centre tracks and sports halls.
- > **Tarragona has 14 kilometres of coast with 11 fine sand beaches and coves**, having deserved the blue flag for their excellent quality. On the sea front we find **Port Tarraco**, operated to receive luxury cruisers and considered one of the most modern, safest and comfortable European marinas for **mega-yachts**. Here we can also find the **Nautical Club** and the **Sports Marina**.
- > The quality of life in a city is also measured by the available paths for trolling, riding a bike and enjoying the natural and historic surroundings. The network of tracks within the municipality of Tarragona has 142 km and 75km have been recovered in the first stage. All of them are part of the **green belt (green “ring” in Spanish)** that joins the two rivers that flow into Tarragona, the Francolí and the Gaiá.
- > The model of a pleasant city favours walking. In Tarragona 57% of the inhabitants move around the city on foot and 33% use their own vehicles. There are over 63.000 vehicle parking spaces.

## 8. OLYMPIC CITY

- > Tarragona **will organise the Mediterranean Games** in 2017 and it is working to prepare the 13 secondary venues that will hold the 30 sports that will be disputed.
- > This event represents a historic opportunity for Tarragona to work on the city's transformation that is based on respecting the Mediterranean way of life, energy savings, sustainability and the application of vanguard technological solutions to improve the city's quality of life. A transformation model for Tarragona that is perfectly planned and drafted in the project called **“Tarragona, Mediterranean Smart Olympic City”**.

# 01



# »» A privileged location

"Tarragona from the Praetorium Tower."



Tarragona, the meeting point between the Mediterranean and the Ebro Valley, is located to the south of the greater Barcelona metropolitan area.

## 1.1. POPULATION AND SURFACE AREA

### > Population, surface area and density data

	POPULATION	POPULATION OF TOTAL SPANISH %	SURFACE AREA KM <sup>2</sup>	DENSITY (INHAB/KM <sup>2</sup> )
Tarragona*	134.085	0,29	57,9	2.316,6
Tarragonès**	250.142	0,53	319,4	783,2
Camp de Tarragona	509.390	1,08	2.703,3	191,9
Tarragona Province	811.401	1,73	6.307,8	128,2
Catalonia	7.539.618	16,03	32.106,5	234,8
Spain	47.021.031	100,00	505.990	93,0

\*The data includes the segregation of a part the Tarragona municipality that corresponds to the creation of the municipality of the Canonja on 30/11/2010. \*\* Tarragona Region.  
Source: Idescat (year 2011), INE ( National Institute of Statistics)

### > Regions neighbouring Tarragona

REGION	POPULATION
Tarragonès	250.142
Baix Camp	191.947
Alt Camp	45.189
Baix Penedès	101.115
<b>TOTAL</b>	<b>588.393</b>

Source: Idescat (year 2011)

### > Geographical location

Latitude	41° 12'
Longitude	1° 25'
Altitude	68 m

Source: Idescat (year 2011)

## 1.2. DEMOGRAPHY

### > Demographic indicators

	TARRAGONA	TARRAGONÈS	CATALONIA
Birth rate	12,71	12,84	11,33
Death rate	6,89	6,41	7,92
<b>TOTAL GROWTH RATE</b>	<b>4,09</b>	<b>5,64</b>	<b>4,75</b>

Gross rate per 1.000 inhab 2010. Source: Idescat (year 2011)

### > Average age

	TARRAGONA	TARRAGONÈS	CATALONIA
Average age	40,01	38,43	40,35

Source: Idescat (year 2010)

### > Life expectancy having been born in 2011

	SPAIN	CATALONIA
Men	78,16	78,66
Women	84,37	84,56

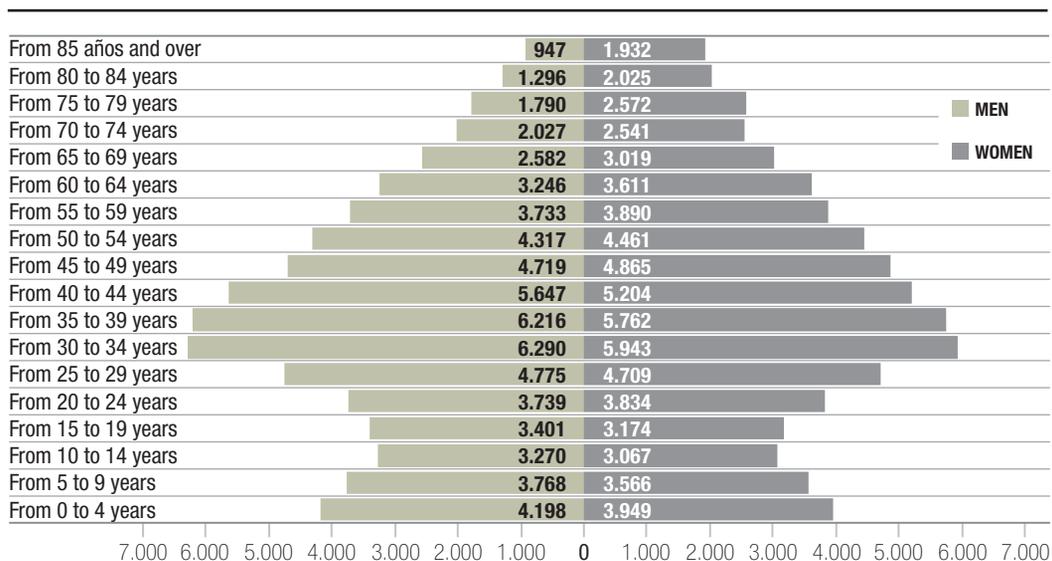
Source: BBVA (year 2011)



# 01

## A privileged location

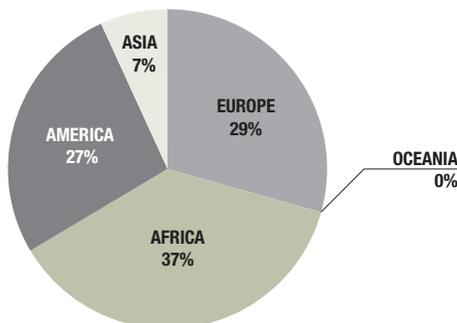
### > Tarragona age pyramid - 2011



Men: 65.961 inhabitants - Women: 68.124 inhabitants - TOTAL: 134.085 inhabitants

Data from the Continuous Register of inhabitants at 13/12/2011 - Source: Idescat

### > Foreigners in Tarragona by continent of origin. Percentage of foreign population



Source: INE. 2010 Register

## 1.3. CLIMATIC INDICATORS

### > Climatic indicators for Tarragona, 2011

Average annual temperature	17,02 °C
Extreme maximum temperature	34,1 °C
Extreme minimum temperature	-4,0 °C
Annual sun hours*	2.770 h

Source: Meteocat. Data from December 2010 to November 2011  
\*Source: State meteorological agency (2009), INE

# 02



# »» The second largest economic centre of Catalonia

"New horizons open for Tarragona."



The service sector carries most economic weight in the Tarragona GDP and, along with the chemical and energy industries, make Tarragona the capital of the second economic area in Catalonia behind Barcelona.

## 2.1. ACTIVITY AND ECONOMIC GROWTH

### > Gross domestic product at market prices (GDP mp)

	GDP mp	GDP mp PER INHAB.	
	Millions of Euro	Millions of Euro	Catalonia Index =100
Tarragona	5.602,30	40,3	139,0
Tarragonès	8.100,00	33,1	114,2
Catalonia	215.180,70	29	100,0

GDP 2008. Base 2000. Evaluation at market prices. Source: Idescat

### > Gross domestic product at market prices (current prices) millions €

	SPAIN	CATALONIA	% CAT / SPAIN
2008	1.088.124	215.181	19,8
2009	1.053.914	207.237	19,7
2010	1.062.591	209.727	19,7

Source: Idescat, INE

### > GDP per capita. In purchasing parity\*, 2009

	INDEX (UE 27=100)
Catalonia	120,90
Spain	103,00
Euro Zone	109,00
European Union	100,00

\* Harmonised GDP. Source: Eurostat and INE

### > Tarragona. Gross Value Added (GAV) by sectors

	WEIGHT s/TOTAL (%)
Agriculture	0,3
Industry	27,8
Construction	9,8
Services	62,2
<b>TOTAL</b>	<b>100</b>

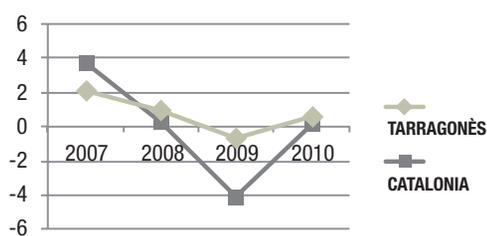
GAV at basic prices. Base 2000

### > GAV bp growth in Tarragonès (Tarragona regions) by sectors. 2010

	TARRAGONÈS %	CATALONIA %
Primary	-8,12	0,3
Industry	3,82	1,79
Construction	-6,57	-6,1
Services	0,3	0,4
<b>TOTAL</b>	<b>0,62</b>	<b>0,15</b>

Source: Catalonia Caixa (2011)

### > GAV bp growth in Tarragonès. 2007-2010



Source: Catalonia Caixa (2011)



# 02

## The second largest economic centre of Catalonia

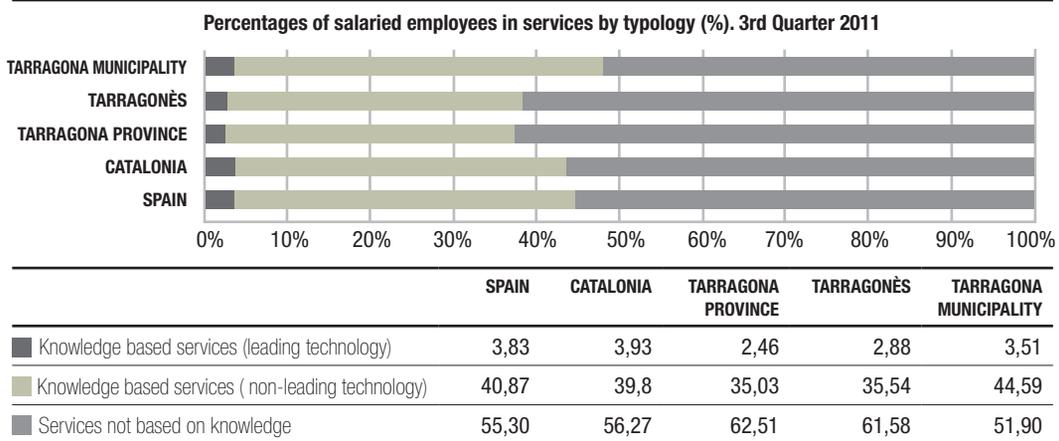
### 2.2. PRODUCTIVE SPECIALISATION

#### > Percentage of salaried employees per economic sector

3T2011	TGN MUNICIPALITY	TARRAGONÈS	TARRAGONA PROV.	CATALONIA	SPAIN
Agriculture	0,05	0,16	0,74	0,33	0,44
Industry	12,03	13,55	19,44	17,81	15,39
Construction	5,90	7,46	7,78	5,95	7,13
Services	82,02	78,83	72,04	75,91	77,04
<b>TOTAL</b>	<b>100,00</b>	<b>100,00</b>	<b>100,00</b>	<b>100,00</b>	<b>100,00</b>

Source: Catalan Government, Work Observatory and Ministry of Works and Immigration.

#### > Percentages of salaried employees in services by typology



Source: Catalan Government and Ministry of Employment

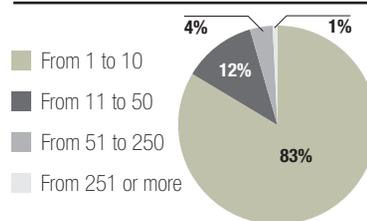
### 2.3. COMPANIES

#### > Companies in Tarragona by number of salaried employees

	NUMBER OF COMPANIES
From 1 to 10	4.357
From 11 to 50	622
From 51 to 250	193
From 251 or more	40
<b>TOTAL</b>	<b>5.212</b>

Source: Gencat, Work Observatory 2T2011

#### > Percentage of companies in Tarragona by number of salaried employees



Source: Gencat, Work Observatory 2T2011

## > Job posts in Tarragona

### Registered in all Social Security (National Insurance) regimes

	N.I. REGISTERED	SELF-EMPLOYED	TOTAL	TGNA/PROV/CAT/SPAIN
Tarragona*	69.306	6.450	<b>75.756</b>	27%
Tarragona province	222.800	53.724	<b>276.524</b>	9%
Catalonia	2.471.855	529.592	<b>3.001.447</b>	18%
Spain	14.044.293	3.067.499	<b>17.111.792</b>	

\*The data for the city of Tarragona maybe over-stated as it is the capital. Source: Social Security, December 2011

## > Bank entities with branches in Tarragona\*

BANCO BANIF	BANKINTER	CAJASTUR
BANCO CAIXA GERAL	BANKPYME	CAM (CAJA AHORROS MEDITERRÁNEO)
BANCO GALLEGO SA	BARCLAYS	CATALONIA BANK CX
BANCO PASTOR (BANCO POPULAR)	BBVA	DEUTSCH BANK
BANCO POPULAR	CAIXA BANK (LA CAIXA)	IBERCAJA
BANCO SANTANDER	CAIXA LAIETANA	RURALCAJA
BANCO DE VALENCIA	CAIXA PENEDÈS	SABADELL - ATLÁNTICO
BANESTO	CAJA DE ARQUITECTOS	UNNIM
BANKIA	CAJA ESPAÑA Y CAJA DUERO	

\* Information as of December 2011

## 2.4. SPENDING OR PURCHASING POWER

### > Family budget survey

	TOTAL SPENDING	AVERAGE SPENDING PER HOME	AVERAGE SPENDING PER PERSON	INDEX ON THE AVERAGE OF AVERAGE SPENDING PER PERSON	AVERAGE SPENDING PER CONSUMPTION UNIT
	2010	2010	2010	2010	2010
Municipality of 100.000 or more inhabitants	225.768.157,75	30.763,53	11.845,85	106,14	17.789,76
Catalonia	88.552.876,08	31.888,95	12.164,53	108,99	18.388,25
Spain	511.393.478	29.782,34	11.160,85	100	16.933,1

Source: INE. Family budget survey. Data in thousands of Euro

### > Market share

The market share is elaborated through a model equivalent to the average index numbers of population variables, number of land-lines (for domestic use), cars, lorries (lorries and vans), bank branches and retail commerce activities. The purchasing or consumption capacity is measured not just on the size of the population but also on its purchasing power.

	YEAR 2006	YEAR 2007	YEAR 2008	YEAR 2009	YEAR 2010
Tarragona	315	315	316	318	316
Reus	241	243	244	240	239
Tarragona Province	1.743	1.770	1.789	1.788	1.784
Catalonia	16.340	16.253	16.235	16.196	16.104

Source: La Caixa annual report. Participation per 100.000



# 02

The second largest economic centre of Catalonia

## > Gross disposable family income (GDFI)

	GDFI THOUSANDS €	GDFI PER INHAB. THOUSANDS €
Tarragona	2.320.035	16,7
Tarragonès	3.947.214	16,1
Catalonia	125.670.644	16,9

Source: Idescat. Base 2000. Index for year 2008

## 2.5. MAIN COMMERCIAL AREA

### > Population structure in the commercial area

AUTONOMOUS COMMUNITY COMMERCIAL AREA	MAIN MUNICIPAL POPULATION IN THE AREA	DIRECT GRAVITATION IN THE MAIN AREA	POPULATION IN SUB-AREAS	POPULA- TION IN REST OF AREAS	TOTAL AREA POPULATION	% OF TOTAL POPULATION IN THE COMMERCIAL AREA				
						AREA PRINCIPAL	DIRECT GRAVITA- TION	SUB- AREAS	REST OF AREAS	TOTAL
						6	7	8	9=7+8	10=6+9
	1	2	3	4=2+3	5=1+4					
<b>CATALONIA</b>										
Barcelona	1.619.337	1.629.887	2.276.567	3.906.454	5.525.791	29%	29%	41%	71%	100%
Figueres (Girona)	44.255	95.733	-	95.733	139.988	32%	68%	0%	68%	100%
Girona	96.236	258.294	281.749	540.043	636.279	15%	41%	44%	85%	100%
Lleida	137.387	110.285	250.006	360.291	497.678	28%	22%	50%	72%	100%
Manresa (Barcelona)	76.209	139.661	55.359	195.020	271.229	28%	51%	20%	72%	100%
Olot (Girona)	33.589	24.109	-	24.109	57.698	58%	42%	0%	42%	100%
<b>Tarragona</b>	<b>140.184</b>	<b>177.231</b>	<b>441.632</b>	<b>618.863</b>	<b>759.047</b>	<b>18%</b>	<b>23%</b>	<b>58%</b>	<b>82%</b>	<b>100%</b>
Vic (Barcelona)	40.422	133.608	24.945	158.553	198.975	20%	67%	13%	80%	100%

Source: Annual Economic Report on Spain. La Caixa 2011

### > Potential market for the main municipalities in the commercial areas

AUTONOMOUS COMMUNITY MAIN MUNICIPALITY IN COMMERCIAL AREA	POPULATION MAIN AREA	SPENDING PER INHABITANT ON ALIMENTATION AND NON-ALIMENTATION (EURO)	POTENTIAL LOCAL MARKET (MILLIONS EURO)	POTENTIAL MARKET; REST OF AREA AND TOURISM (MILLIONS EURO)	TOTAL POTENTIAL MARKET (MILLIONS EURO)
	1	2	3=1*2	4	5=3+4
<b>CATALONIA</b>					
Barcelona	1.619.337	4.345	7.035	3.471	10.506
<b>Tarragona</b>	<b>140.184*</b>	<b>4.049</b>	<b>568</b>	<b>362</b>	<b>930</b>
Lleida	137.387	3.864	531	165	696
Girona	96.236	3.395	327	271	598
Manresa (Barcelona)	76.209	3.744	285	93	379
Vic (Barcelona)	40.422	4.276	173	85	257
Figueres (Girona)	44.255	3.641	161	68	229
Olot (Girona)	33.589	3.641	122	19	141

\*Includes the population of the Canonja municipality which was segregated from Tarragona on 30/11/2010. Source: Annual Economic Report on Spain. La Caixa 2011

# 03



# »» Highly accessible and internationally connected

"Modern high-speed train station."



### 3.1. BARCELONA AIRPORT

Located 45 minutes from the centre of Tarragona, connected with the city by the AP-7 Mediterranean motorway, the C-32 Pau Casals motorway and by train.

There are 13 daily regular bus lines in summer and 7 in winter (data for 2011) that connect Barcelona Airport with the city of Tarragona.

BARCELONA AIRPORT	2009	2010	2011
Total passengers	27.421.682	29.209.536	34.399.180
Merchandise (in tonnes)	89.815	104.280	96.568

Source: Aena

#### > Intercontinental flights by geographical area

GEOGRAPHICAL AREA	DESTINATION AIRPORT	NUMBER WEEKLY FLIGHTS	NUMBER OF TOTAL DIRECT PASSENGERS
North America	6	34	931.213
Africa	11	52	568.972
Middle East	3	22	504.568
South America	3	813	253.807
Asia	4	11	149.862
<b>TOTAL DIRECT INTERCONTINENTAL</b>	<b>27</b>	<b>132</b>	<b>2.408.422</b>

Source: BCN Air-Route Development Committee, Year 2011

#### > Main European airports by passenger volume

CITY - AIRPORT	PASSENGERS 2010 (FEBRUARY-NOVEMBER)
1. London Heathrow (LHR)	61.071.215
2. Paris Roissy (CDG)	53.839.620
3. Frankfurt (FRA)	49.224.096
4. Madrid (MAD)	46.168.789
5. Amsterdam (AMS)	41.968.544

CITY - AIRPORT	PASSENGERS 2010 (FEBRUARY-NOVEMBER)
6. Roma - Fumicino (FCO)	33.585.584
7. Munich (ZHR)	32.194.509
8. Istanbul (IST)	29.751.077
9. London Gatwick (LGW)	29.482.000
<b>10. Barcelona (BCN)</b>	<b>27.122.284</b>

Source: Airports Council International. Airport Traffic Report, Nov. 2010

### 3.2. REUS AIRPORT

Located 7 km away and connected with the city by regular bus lines, it offers charter and low-cost flights.

REUS AIRPORT	2009	2010	2011
Charter passengers	487.132	378.614	379.331
Regular flight passengers	1.202.132	1.018.578	969.536
<b>PASAJEROS TOTALES</b>	<b>1.689.264</b>	<b>1.397.192</b>	<b>1.348.867</b>
Merchandise (in tonnes)	9,60	246,05	34,82

Source: Reus Airport (arrivals and departures)



# 03

## Highly accessible and internationally connected

### 3.3. CAMP DE TARRAGONA HIGH SPEED TRAIN (AVE)

The Camp de Tarragona station takes us by AVE to Madrid in 2 hrs and 37 minutes with 48 high speed services, 24 each way. With Madrid we have 18 connections (9 each way), 8 with Andalusia (4 each way, 2 to Seville and 3 to Malaga), 10 Alvia to the north of the peninsular (5 each way) and 12 Avant to Barcelona and Lleida.

AVE TARRAGONA - MADRID	2010	2011	JOURNEY TIME
Passengers	320.722	309.998	2hrs and 37 min.

Source: Renfe (data from 20 February to 20 February)

AVANT CAMP DE TARRAGONA - BARCELONA	2011	JOURNEY TIME
Passengers	85.155	39 minutes

Source: Renfe (data from 28 April 2010 to 27 April 2011)

### 3.4. TARRAGONA STATION

Connections with Barcelona with regional train lines and 15 Euromed trains that connect Tarragona with Valencia in 2hrs and 2 minutes.

Tarragona and Barcelona are connected through the regional lines R14, R15 and R16 every 30 minutes at rush hours.

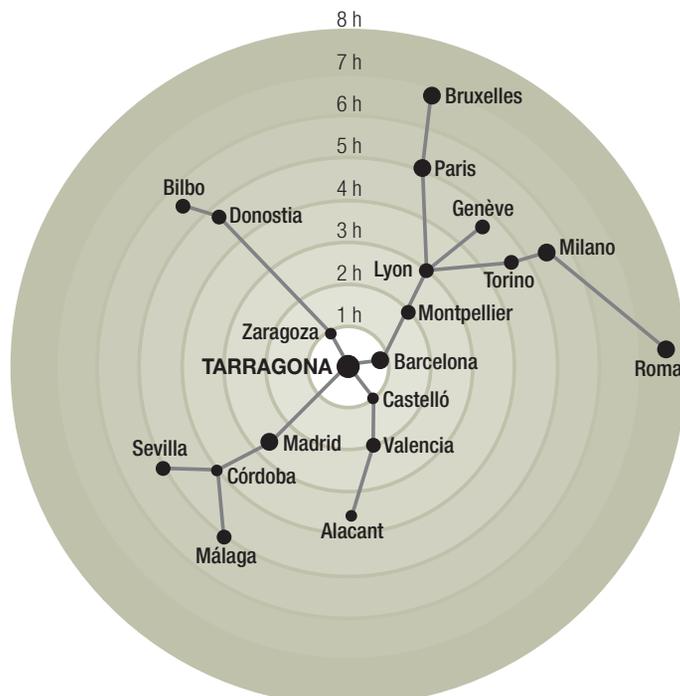
BARCELONA - TARRAGONA	2009	2010
Passengers	1.045.977	1.046.251

Source: Renfe

REGIONAL TRAIN CONNECTIONS TARRAGONA - BARCELONA	COMING FROM
R14	Lleida
R15	Riba-roja d'Ebre
R16	Tortosa / Ulldecona

Source: Renfe

### 3.5. DISTANCE GRAPH IN TIME



# 04



# »» Human capital

"Chemistry students at the Rovira i Virgili University."



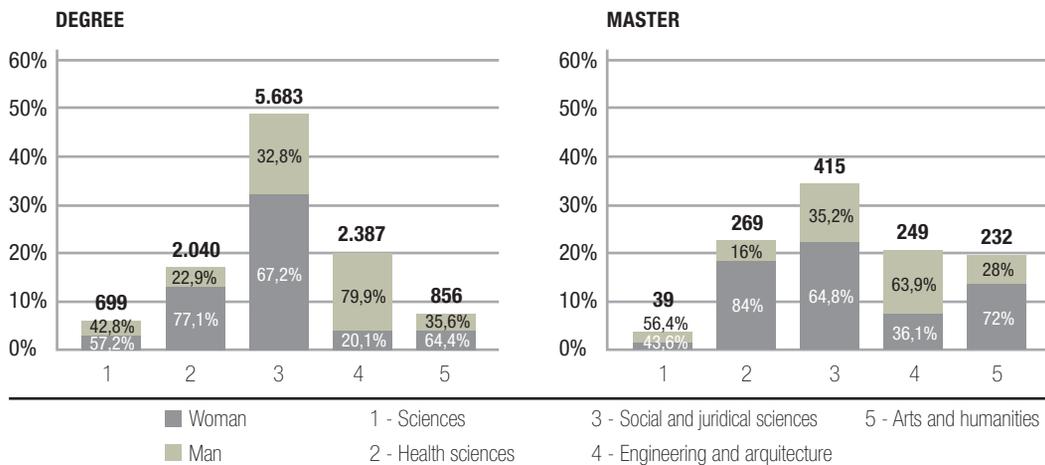
## 4.1. ROVIRA I VIRGILI UNIVERSITY

### > Main figures from the URV. Course 2010-2011

<b>FACULTIES AND SCHOOLS:</b>	12	<b>GRADUATED (COURSE 2009-10):</b>	2.931
<b>DEGREE STUDIES:</b>	42	Degree:	2.059
<b>OFFICIAL POSTGRADUATE PROGRAMMES</b>		University Master:	589
University Masters:	49 (21 inter-university)	Own Master:	156
Doctorates:	30	Thesis read:	127
<b>STUDENTS:</b>	14.377	<b>ISI PUBLICATIONS:</b>	712
Degree:	11.665	<b>TOTAL PUBLICATIONS:</b>	1.433
Master and doctorate:	2.167 (27,1% foreigners)	<b>TEACHING STAFF (EJC):</b>	938
Own Masters:	545	<b>TEACHING STAFF WITH PERMANENT ASSOCIATION:</b>	592
<b>PERMANENT STUDENTS:</b>	4.130	<b>PAS STAFF (ADMINISTRATION):</b>	640

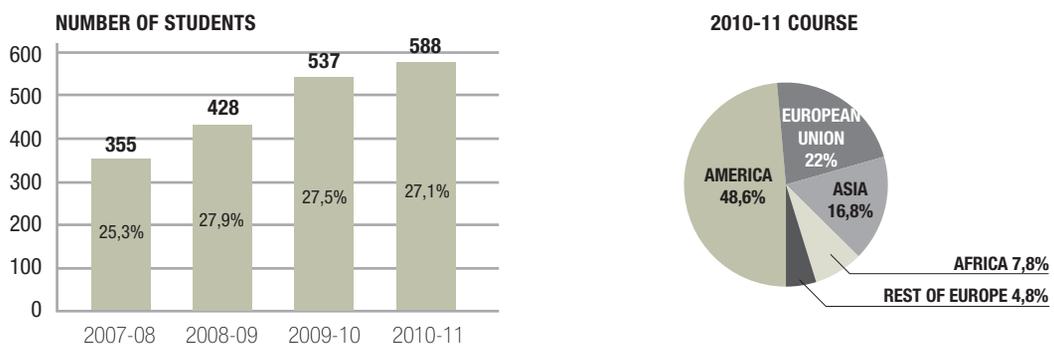
Source: Rovira i Virgili University (2012)

### > Students enrolled in degree and Masters studies according to branch and sex. 2010-2011 course



Source: Rovira i Virgili University (2012)

### > Evolution of postgraduate students and their origin



The percentage shows the foreign student weighting of the total. Source: Rovira i Virgili University (2012)



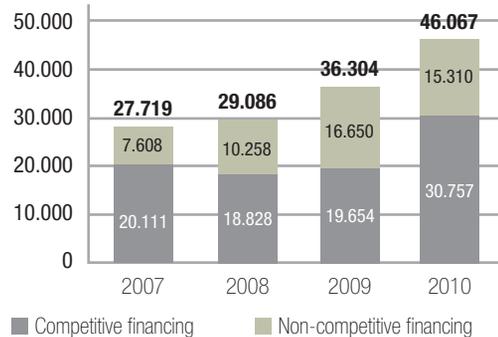
### > Research and transfer

Research institutes	5
Own research centres	5
Technological and innovation centres	8
ESI Areas of Excellence	7

Source: Rovira i Virgili University (2012)

### > R+D+I Resources

#### THOUSANDS OF EUROS



Includes research activities by the URV in association with: ICIQ, IPHES, IISPV, CTNS, CTCQ, VITEC, FETCD, PCTT0. Source: Rovira i Virgili University (2012)

### > Classification of standardised impact

Scimago Institutions Rankings World Report 2010 (SIR 2010) counts the publications for the period between 2005 and 2009 inclusive of all the institutions in the world that have published a minimum of 100 documents in 2009, compiled in the Scopus database.

ORGANISATION	STANDARDISED IMPACT	NUMBER OF PUBLICATIONS
1 Universitat Pompeu Fabra	1,54	2.872
2 Universitat de Barcelona	1,44	14.631
<b>3 Universitat Rovira i Virgili</b>	<b>1,42</b>	<b>3.415</b>
4 Universitat de les Illes Balears	1,37	2.658
5 Universitat Autònoma de Barcelona	1,36	11.983
6 Universitat de Lleida	1,3	1.645
7 Universidad Autónoma de Madrid	1,25	9.680
8 Universidad de Castilla-La Mancha	1,25	4.107
9 Universidad de Cantabria	1,22	3.112
10 Universidad de Córdoba	1,22	2.854
11 Universidad de Santiago de Compostela	1,22	6.752
12 Universitat de Girona	1,22	2.042
13 Universitat Jaume I	1,22	2.110
14 Universitat de Valencia	1,21	10.103
15 Universidad de Zaragoza	1,19	6.796
16 Universidade de Vigo	1,18	4.060
17 Universidad Politécnica de Valencia	1,17	7.307
18 Universidad Rey Juan Carlos	1,17	2.236
19 Universidad de Huelva	1,16	1.019
20 Universidad de Navarra	1,16	4.079
21 Universitat Politècnica de Catalunya	1,16	10.177
22 Universidad de Burgos	1,15	704
23 Universidad Miguel Hernández	1,14	2.435
24 Universidad Pública de Navarra	1,14	1.752
25 Universidad de Granada	1,13	8.155

Fuente: Universidad Rovira y Virgili (2012)

> Quality ranking for universities in Spain

UNIVERSITY	TEACHING	RESEARCH	GLOBAL
U. Navarra	100,00%	100,00%	100,00%
U. Cordoba	60,90%	63,96%	62,46%
<b>U. Rovira i Virgili de Tarragona</b>	<b>53,24%</b>	<b>70,66%</b>	<b>62,12%</b>
U. de Oviedo	57,32%	66,36%	61,93%
U. de Santiago de Compostela	58,34%	64,75%	61,61%
U. de Salamanca	78,82%	40,98%	59,53%
U. de Granada	64,40%	54,76%	59,48%
U. Autònoma de Barcelona	57,76%	57,68%	57,72%
U. Barcelona	55,60%	58,90%	57,28%
U. Pompeu Fabra- Barcelona	51,43%	62,71%	57,18%

Source: Institute of Industrial and Financial Analysis of the Universidad Complutense de Madrid. El País 25/5/2009

> Rovira i Virgili University Professorships

PROFESSORSHIP	SPONSORS / COLLABORATORS
OBJECTIVE: To foment the transfer of knowledge and/or innovation	
DOW for Sustainable Development	DOW Chemical Ibérica
Foment Entrepreneurship and the Creation of Companies	Social Council (URV), Bancaja Foundation, PIMEC/CEPTA, Chambers of Commerce from Reus, Tarragona, Tortosa and Valls, OADL of the Tarragona Local Council.
International URV/REPSOL Excellence in Communication	REPSOL Petróleo, SA
UNESCO Data Protection	Secretariat of Universities and Research of the Catalan Government-General Direction of Research
Foment Business Innovation	Tarragona Local Council
Local and Regional Economy	Tortosa City Hall and OADL of the Tarragona Local Council
Antoni Pedrol i Rius for Local Juridical Studies	URV Foundation, Reus City Hall, Pedrol Rius Cultural Foundation Reus
Mayor Pere Lloret on Environmental Law	Tarragona City Hall, EMATSA; Tarragona Water Board, EMT; Tarragona Transport Company, SMAUHSA; Tarragona Municipal Company for Housing and Urbanism.

Source: Rovira i Virgili University (2012)

> Research Institutes associated with the Rovira i Virgili University

Catalan Institute of Classic Archaeology (ICAC)
Catalan Institute of Chemical Research (ICIQ)
Catalan Institute of Human Paleocology and Social Evolution (IPHES)
The Pere Virgili Institute of Sanitary Research (IISPV)
Institute of Energy Research of Catalonia – Research Centre in Renewable Energies (IREC-CRER)
Research Centre in the Evaluation and Measurement of Conduct (CRAMC)
Research Centre in Materials Engineering and Micro/Nano Systems (EMaS)
Centre of Studies on Environmental Rights of Tarragona (CEDAT)
Centre on Climatic Change (C3)
Research Centre in the Industrial Economy and the Public Economy (CREIP)

Source: Rovira i Virgili University (2012)

## 4.2. VOCATIONAL TRAINING

### > Vocational Training in Tarragona. 2011-2012

	NUMBER
Public Centres	6
Private Centres	4

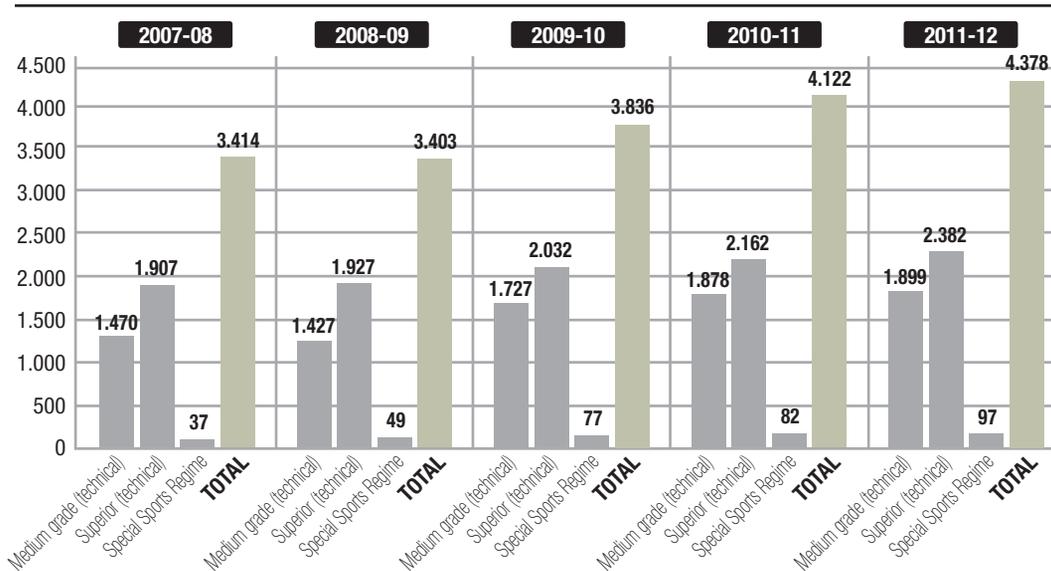
Source: Servicios Territoriales de Educación en Tarragona

### > Vocational Training offer. Tarragona course 2011-2012

PROFESSIONAL FAMILIES	CENTRES*	MED. GRADE	SUP. GRADE	TOTAL
Physical and Sports activities	1	1	1	2
Administration and Management	6	2	2	4
Graphic Arts	1	2	1	3
Commerce and marketing	3	1	3	4
Building and civil works	2	1	4	5
Electricity and electronics	3	2	6	8
Energy and water	1	-	1	1
Education, Special Sports Regime (football)	1	1	1	2
Mechanical manufacturing	2	2	2	4
Wood, furniture and Cork	1	2	-	2
Image and sound	1	-	1	1
Personal image	2	3	1	4
Informatics	2	1	3	4
Installation and maintenance	2	1	2	3
Socio-cultural services and the community	1	1	3	4
Health	2	3	7	10
Chemistry	1	2	3	5
Transport and vehicle maintenance	2	4	1	5
<b>TOTAL</b>		<b>29</b>	<b>42</b>	<b>71</b>

(\*) Public and private. Source: Self elaborated using data from Territorial Education Services in Tarragona

### > Enrolled students by training levels. Public centres in Tarragona



Source: Self elaborated using data from Territorial Education Services in Tarragona

## > Enrolled students by professional families. Public centres\* in Tarragona

PROFESSIONAL FAMILIES	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012
Physical and Sports activities	170	159	195	179	197
Administration and Management	246	250	264	259	291
Graphic Arts	103	99	121	102	94
Commerce and marketing	107	144	143	159	163
Building and civil works	121	121	117	123	109
Electricity and electronics	408	376	402	418	506
Education, Special Sports Regime (football)	37	49	77	82	97
Mechanical manufacturing	179	202	213	195	202
Wood, furniture and Cork	30	28	28	36	32
Image and sound	68	79	66	61	59
Personal image	321	293	364	432	469
Informatics	220	219	238	271	233
Installation and maintenance	102	127	176	202	219
Chemistry	307	262	279	333	395
Health	433	406	489	488	533
Socio-cultural services and the community	285	282	306	368	376
Transport and vehicle maintenance	277	307	358	414	403
<b>TOTAL</b>	<b>3.414</b>	<b>3.403</b>	<b>3.836</b>	<b>4.122</b>	<b>4.378</b>

(\* Centres: INS Comte de Rius, INS Pere Martell, INS Francesc Vidal i Barraquer, INS Cal·lípolis, INS Campclar, INS Pont del Diable. Source: Self elaborated using data from Territorial Education Services in Tarragona)

## > Quality and alliance indicators with the business sector

	INS CAL·LÍPOLIS	INS COMTE DE RIUS	INS PERE MARTELL	INS VIDAL I BARRAQUER	TOTAL
Excellence network VT.CAT	-	Chemical Industry	Graphic Industries	-	2
Quality-Accredit Network	Yes	Yes	Yes	Yes	4
Quality Certificate - ISO 9001	Yes	Yes	Yes	Yes	4
Quality Certificate- E2CAT (EFQM model)	Yes	Yes	Yes	Yes	4
Awards and distinctions (last 3 years)	Yes	Yes	Yes	Yes	4

Source: Self elaborated using data from Territorial Education Services in Tarragona

## > Insertion to labour market and graduation of VT students (average of the 4 centres with most offers) — 85,25%

Source: Territorial Education Services in Tarragona

## > Indicators of flexibility in the training offer

	INS CAL·LÍPOLIS	INS COMTE DE RIUS	INS PERE MARTELL	INS VIDAL I BARRAQUER	TOTAL
Distance training cycles	1	1	0	0	2
Semi-attended cycles	12	3	1	0	16
Joint distribution cycles	0	3	1	3	7
Alternating training cycles	0	3	3	0	6
In-company cycles	17	19	19	17	72
International project cycles	8	9	9	6	32
Centre with Occupational VT/continuous	No	Yes	Yes	No	2

Source: INS Comte de Rius, INS Pere Martell, INS Cal·lípolis, INS Vidal i Barraquer

## 4.3. EDUCATIONAL OFFER

### > Educational Offer

	NUMBER OF CENTRES (PUBLIC AND PRIVATE)
Nurseries	26
Infant and primary education centres	34
Secondary education centres	22

Source: Tarragona Municipal Institute of Education. Course 2011- 2012

### > Schooling rates

	NUMBER OF STUDENTS	POPULATION	SCHOOLING RATE
Infant and primary education	13.385	13.952	95,9%

Source: Tarragona Municipal Institute of Education\_ Course 2011- 2012

### > International schools

	MAIN LANGUAGE
Escuela Internacional del Camp - Salou	Catalan / Castilian / English
Collège Français de Reus	French

Source: [www.escolainternacional.org](http://www.escolainternacional.org) - [www.cfr-edu.org](http://www.cfr-edu.org)

# 05



# »» Industrial activity, growth and energy generation

"Port of Tarragona."



The value of chemical production in Tarragona represents 0,7% of world production. The Tarragona industrial estate generates 40.000 jobs.

The Port of Tarragona, the fifth most important port in Spain, has become a logistics hub for the Area of Logistics Activities (ZAL in Spanish), in addition to consolidating its position as the Mediterranean port that takes the chemical industry to the world.

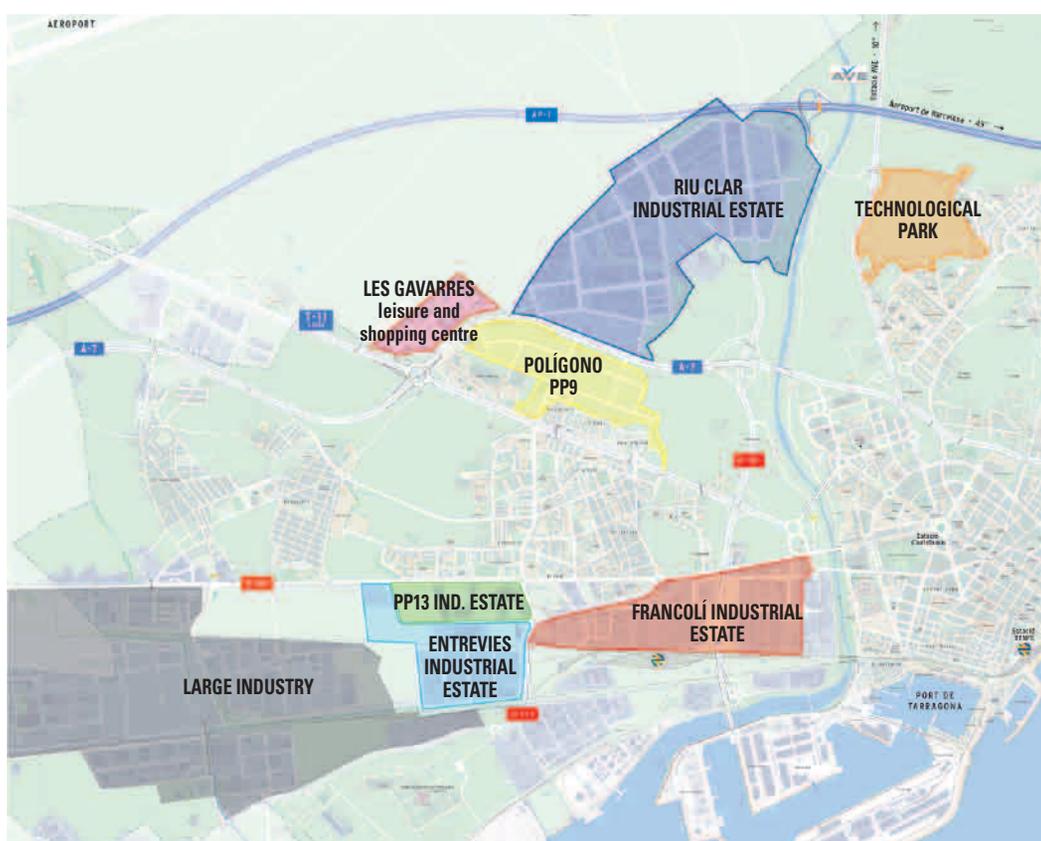
The area of Tarragona is the ninth main exporting territory in Spain.

## 5.1. INDUSTRIAL ESTATES

### > Land availability in the Tarragona industrial estates

	EXTENSION (M <sup>2</sup> )	USE	INSTALLED COMPANIES	FREE SPACE	APROX. OCCUPATION	REF. PRICE
PP13-14	223.421	Industrial	44	Yes	SD	SD
Port service area	2.400.000	Industrial, commercial and services		Yes	50%	90-120 €
PGL	4.700.015	Industrial		Yes	70%	SD
Riu Clar	2.027.662	Industrial, commercial and services	370	Yes	SD	72 €
Riu Clar extension	312.651	Industrial		Yes	SD	SD
Les Gavarres	255.827	Industrial, commercial and services	74	Yes	90%	SD
Francolí	82.871	Industrial	292	Yes	SD	SD

Source: Agenda 21 (2008), Tarragona City Hall, IAE Department and SMO elaboration. Updated 2011





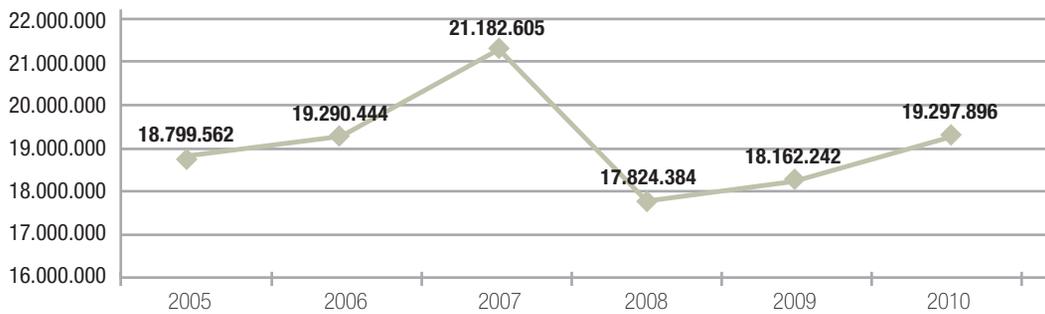
# 05

## Industrial activity, growth and energy generation

### 5.2. CHEMICAL

#### > AEQT (Association of Tarragona Chemical Companies) annual production

	2005	2006	2007	2008	2009	2010
Production	18.799.562	19.290.444	21.182.605	17.824.384	18.162.242	19.297.896
Warehousing	4.714.558	4.609.305	4.418.460	4.176.197	3.797.302	4.347.557



Source: AEQT Public Report 2010

### 5.3. PORT OF TARRAGONA

#### > Characteristics

Entrance Channel	450 m
Quay area	433 ha
Berth line	15 km
Uncovered storage facilities	1.749.250 m <sup>2</sup>
Covered storage facilities	380.299 m <sup>2</sup>

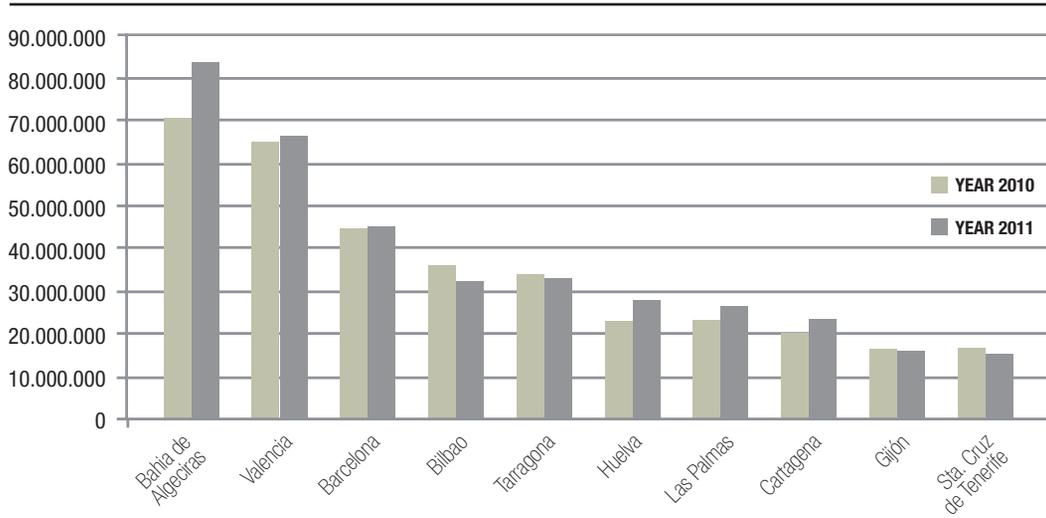
Source: Port of Tarragona Dossier 2011

#### > Port of Tarragona indicators

TRAFFIC	2008	2009	2010	2011
Merchandise (thousands of tonnes)	32.969	31.310	32.605	32.050
Containers in TEU* units (thousands)	45,9	221,2	255,0	227,7
Passengers	2.847	2.931	3.423	812
INFRASTRUCTURES				
Land area (ha)	361,4	361,4	385,65	385,65
Quays and berths (km <sup>2</sup> )	9,2	9,6	11	11

\* TEU = unit of measurement for maritime transport capacity equal to a 20 foot container. Source: Idescat and Tarragona Port Authority

> Port traffic (tonnes)



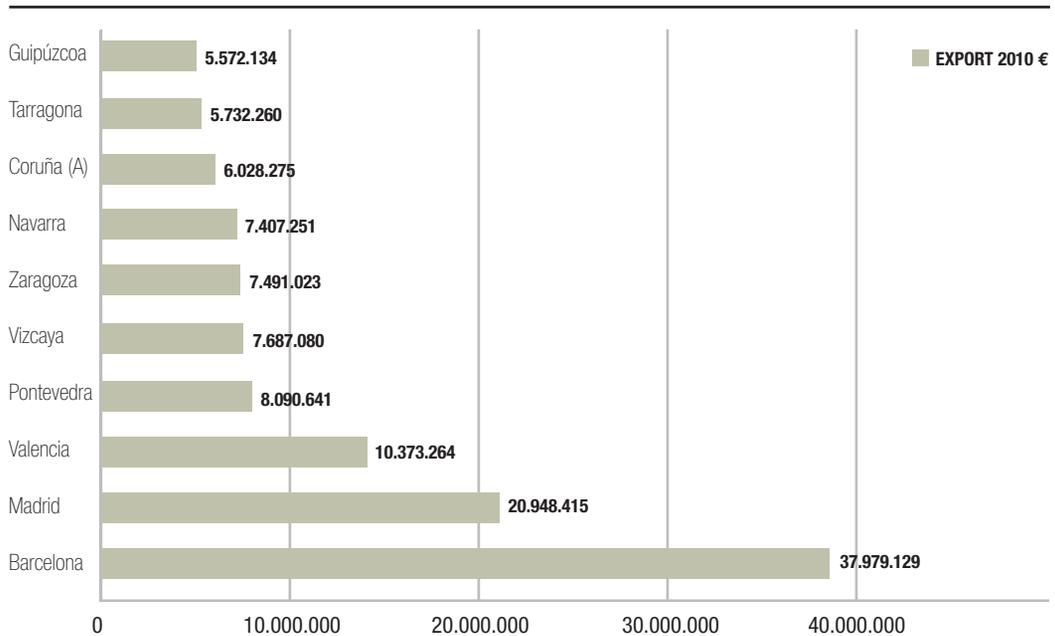
Source: State ports

## 5.4. EXPORTATIONS

	2008	2009	2010	% s/ SPAIN 2010
Tarragona (Province)	5.724,31	4.704,35	5.732,26	3,09%
Barcelona (Province)	39.911,17	32.480,78	37.979,14	20,44%
Catalonia	50.514,43	41.460,90	48.594,51	26,15%
Spain	189.227,85	159.889,55	185.799,02	100%

Source: Ministry of Industry and Commerce

> The top 10 exporting territories in Spain



Source: Ministry of Industry and Commerce



# 05

## Industrial activity, growth and energy generation

### > Tarragona Exportations (Top 20 countries)

Year 2010

COUNTRY	EXPORT (THOUSANDS €)
001 France	914.220,63
005 Italy	913.440,84
004 Germany	802.832,51
010 Portugal (date. 01/01/86)	418.595,88
003 The Netherlands	412.679,31
006 United Kingdom	289.755,27
017 Belgium (date. 01/01/99)	184.075,97
052 Turkey	110.276,15
044 Gibraltar	108.859,97
208 Algeria	101.901,85

COUNTRY	EXPORT (THOUSANDS €)
400 United States	100.909,11
720 China	83.993,41
204 Morocco	76.512,99
952 Provisioning third countries	68.541,44
009 Greece	65.067,15
060 Poland	64.255,25
732 Japan	55.542,09
508 Brazil	55.277,90
412 Mexico	53.065,69
800 Australia	51.055,18

Source: Ministry of Industry and Commerce

## 5.5. OFFICES

Selling price	2.000-3.000 € m <sup>2</sup>
Rental price	8-12 € m <sup>2</sup> /month

Source: Self elaborated data. Year 2011

# 06



# »» Tourism, culture and active commerce

"Seafood gastronomy in Tarragona, just one of the many tourist attractions."



**Tarragona, World Heritage by the UNESCO for its Tàrraco archaeological sites, forms part of the select group of thirteen Spanish World Heritage cities.**

## 6.1. TOURISM: TARRAGONA CITY

### > Tourists and overnight stays in Tarragona

	YEAR 2009		YEAR 2010		YEAR 2011	
	*Tourists	Overnights	*Tourists	Overnights	*Tourists	Overnights
Hotels	236.738	446.846	191.508	423.727	202.571	440.076
Campsites	194.250	599.887	237.237	673.765	202.196	662.893
<b>TOTAL</b>	<b>430.988</b>	<b>1.046.733</b>	<b>428.745</b>	<b>1.097.492</b>	<b>404.767</b>	<b>1.102.969</b>

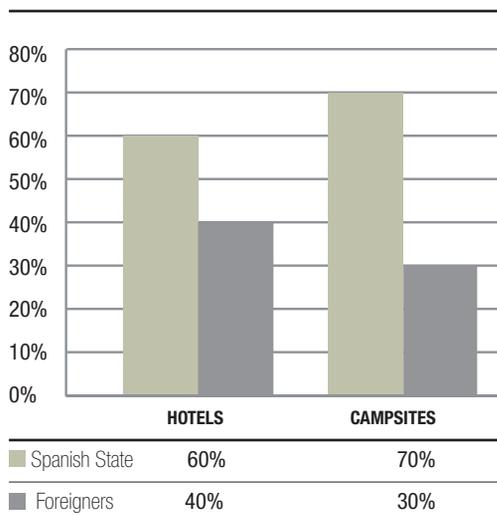
*\*Tourists accommodated in hotels and campsites in Tarragona city. Source: Observatory of the Tourist Study Foundation of the Costa Daurada. Tarragona Tourist Board*

### > Average nightly stays in Tarragona

	YEAR 2009	YEAR 2010	YEAR 2011
Hotels	1,9	2,2	2,2
Campsites	3,1	2,8	3,3

*Source: Observatory of the Tourist Study Foundation of the Costa Daurada. Tarragona Tourist Board*

### > Tourist coming from:



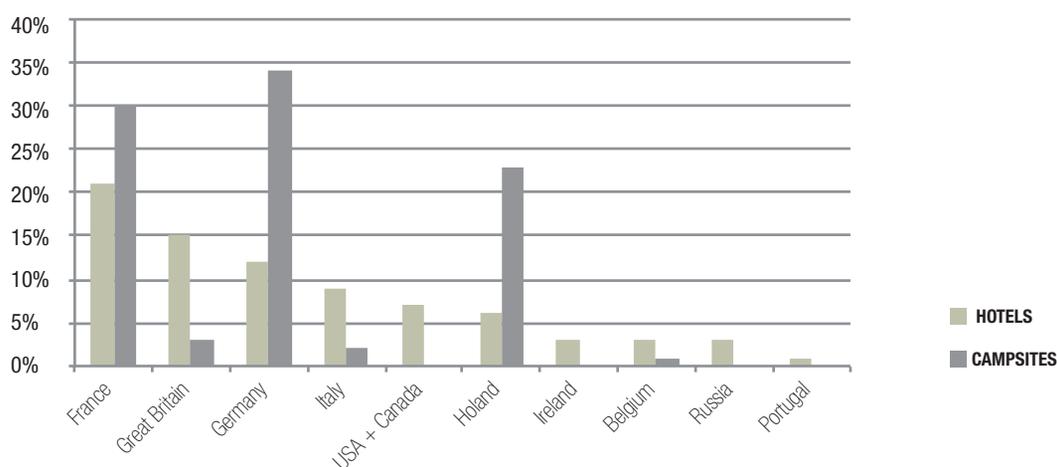
*Source: Observatory of the Tourist Study Foundation of the Costa Daurada. Tarragona Tourist Board, 2011*



# 06

## Tourism, culture and active commerce

### > Nationality



Source: Observatory of the Tourist Study Foundation of the Costa Daurada. Tarragona Tourist Board

### > Accommodation offer

HOTELS	NUM. OF ESTABLISHMENTS	NUM. OF ROOMS	PLACES/BEDS
★★★★ Hotels	4	582	1129
★★★ Hotels	8	466	1066
★★ Hotels	1	31	49
★ Hotels	3	56	118
<b>TOTAL</b>	<b>16</b>	<b>1135</b>	<b>2362</b>

Source: Tarragona Tourist Board, 2011

LODGINGS	NUM. OF ESTABLISHMENTS	PLACES/BEDS
★★ Lodgings	7	191
★ Lodgings	2	28
<b>TOTAL</b>	<b>9</b>	<b>219</b>

Source: Tarragona Tourist Board, 2011

CAMPSITES	NUMBER
Number of bungalows	519
Number of beds	2755
Number of camping plots	2215
Number of people in plots	7145

Source: Tarragona Tourist Board, 2009

### > Visitors to tourist information points

COMING FROM	YEAR 2010	YEAR 2011	VARIATION %
Catalan	70.900	61.479	-13,29
Rest of Spain	41.841	41.568	-0,65
International	80.113	77.352	-3,45
<b>TOTAL</b>	<b>192.854</b>	<b>180.399</b>	<b>-6,46</b>

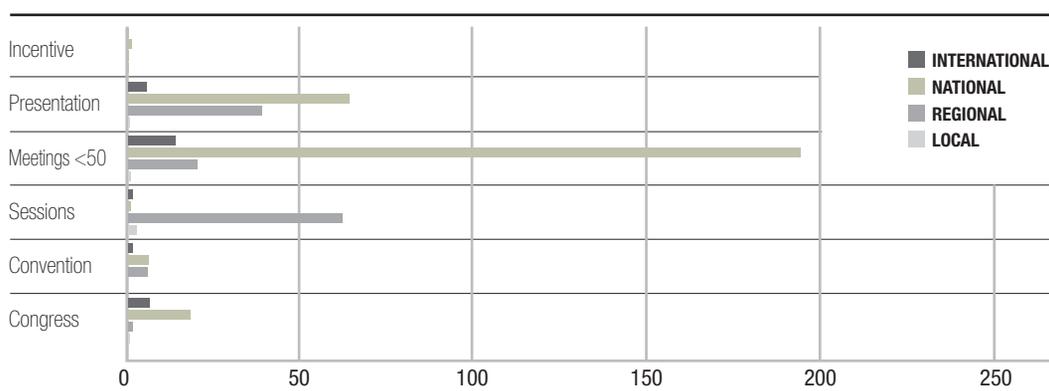
Source: Tarragona Tourist Board, 2011

## 6.2. CONGRESSES AND MEETINGS

### > Congressional activity indicators

	YEAR 2008	YEAR 2009	YEAR 2010
Congress	10	19	27
Convention	8	30	14
Sessions	121	135	68
Meetings <50	353	237	229
Presentation	7	18	109
Incentive	0	0	1

Source: Tarragona Convention Bureau



Source: Tarragona Convention Bureau, 2010

	PARTICIPANTS 2009	PARTICIPANTS 2010
Congress	6.620	13.222
Convention	8.185	1.047
Sessions	17.658	6.283
Meetings <50	5.243	4.429
Presentation	1.282	5.696
Incentive	0	150

Source: Tarragona Convention Bureau

The university activities generate meetings, congresses and sessions that are not accounted for by the Tarragona Convention Bureau but, according to information given by the URV in 2010-2011; 12 congresses, 9 seminars and 15 sessions were held, in addition to several scientific meetings.



# 06

## Tourism, culture and active commerce

### 6.3. COSTA DAURADA TOURISM

#### > Tourists and overnight stays in the Costa Daurada

	YEAR 2009		YEAR 2010		YEAR 2011	
	*Arrivals	Overnights	*Arrivals	Overnights	*Arrivals	Overnights
Hotels	2.523.917	8.267.017	2.600.159	8.607.546	2.725.235	8.849.274
Campsites	1.396.079	5.416.749	1.528.993	5.578.450	1.540.292	5.818.632
Apartments	550.931	3.064.141	ND	ND	575.717	2.948.401
Rural tourism establishments	30.745	82.348	34.873	102.000	34.434	91.278
<b>TOTAL</b>	<b>4.501.672</b>	<b>16.830.255</b>	<b>4.164.025</b>	<b>14.287.996</b>	<b>4.875.678</b>	<b>17.707.585</b>

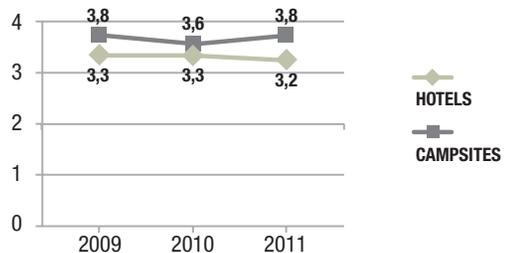
\*Tourists in hotels and campsites in the Costa Daurada (does not include Terres de l'Ebre). Source: Observatory of the Tourist Study Foundation of the Costa Daurada

#### > Costa Daurada accommodation offer

ACCOMMODATION	BEDS / PLACES
Hotels	58.685
Campsites	58.180
Apartments	28.314
Rural tourism establishments	1.450

\*Establishment offers in the Costa Daurada, does not include Terres de l'Ebre, 2011  
Source: Observatory of the Tourist Study Foundation of the Costa Daurada

#### > Average overnight stays in the Costa Daurada



Source: Observatory of the Tourist Study Foundation of the Costa Daurada

### 6.4. PORTAVENTURA

	2009	2010
Visitors to PortAventura Park	3.310.000	3.200.000

Font: PortAventura

#### > Specifications

##### PortAventura Park

- 117 hectares spread over 5 theme areas:
  - Mediterranean
  - Polynesia
  - China
  - Mexico
  - Far West
- More than 30 rides
- 100 daily show performances
- 75 restaurant-eating points
- 28 shops
- 10 games points for all the family

##### PortAventura Aquatic Park

- 34.000 m<sup>2</sup>

##### PortAventura Resort

- 4 Hotels
- Beach club
- Restaurant
- PortAventura Golf
- PortAventura Bussiness & Events

Source: PortAventura

## 6.5. HERITAGE - CULTURE

### > Visitors to museums and similar in Tarragona

MUSEUM	YEAR 2011
Museum and Paleoc. Necropolis (*)	**4.662
Vila de Centcelles (*)	**6.709
El Médol (*)	10.407
Vila de Els Munts (*)	**9.829
Port Museum	**20.372
Casa Canals	22.317
Colonial Forum (*)	21.938

MUSEUM	YEAR 2011
Castellarnau	28.559
Cathedral (*)	**83.757
Archaeological Museum	**92.035
Roman Walls (*)	100.584
Pallol Vault (Provincial Forum *)	76.847
Amphitheatre (*)	137.318
Circus-Praetorium (*)	176.604

The museums and monuments that make up the Roman archaeological sites are marked with an asterisk (\*), and the monuments that are in the countryside: Scipio Tower, the Medol Quarry and the Roman Aqueduct. Source: MHT Tarragona Tourist Board, \*\*data from 2010

### > Cultural offer

	NUMBER
Libraries (number / users)	4 / 311.763
Newspaper library	2
Archives	12
Multi-purpose cultural centre	10
Museums*	7
Stage and music venues	13
Visual arts venues	16

\*The History Museum covers 11 premises

Source: Tarragona City Hall, Department of Culture- Plan for cultural venues

### > Fiestas, festivals and unique events (year 2012)

EVENT	DATE
<b>EASTER WEEK</b> - Traditional Fiesta declared National Interest	From 1st to 9th of April
<b>TARRACO VIVA FESTIVAL*</b> - Days on Roman history and how they lived Year 2011: 70.000 spectators	From 17th to 27th of May
<b>SANTA TECLA</b> - Fiesta of Tourist Interest declared by the State Government	23rd of September (fiestas start 10 days earlier)
<b>CASTELLS COMPETITION HUMAN TOWER</b> - Performances by the main "colles castelleres" (castle building teams), tradition declared Intangible Cultural Heritage of Humanity by the UNESCO	7th of October (first Sunday of even years)

Source: Tarragona City Hall.



# 06

## Tourism, culture and active commerce

### 6.6. COMMERCE

#### > Restaurants in Tarragona

RESTAURANTS	YEAR 2011
Number of restaurants	232
Interior Capacity	17.901
Exterior Capacity	4.227

Source: Tarragona Tourist Board (data 2011)

#### > Establishments opened – opening licences applied for

	YEAR 2010	YEAR 2011
Establishments opened	458	413

Source: Tarragona City Hall

#### > Municipal markets and street markets

	NUMBER	TOTAL SURFACE AREA
Municipal markets	2	-
Street markets	11	12 linear km

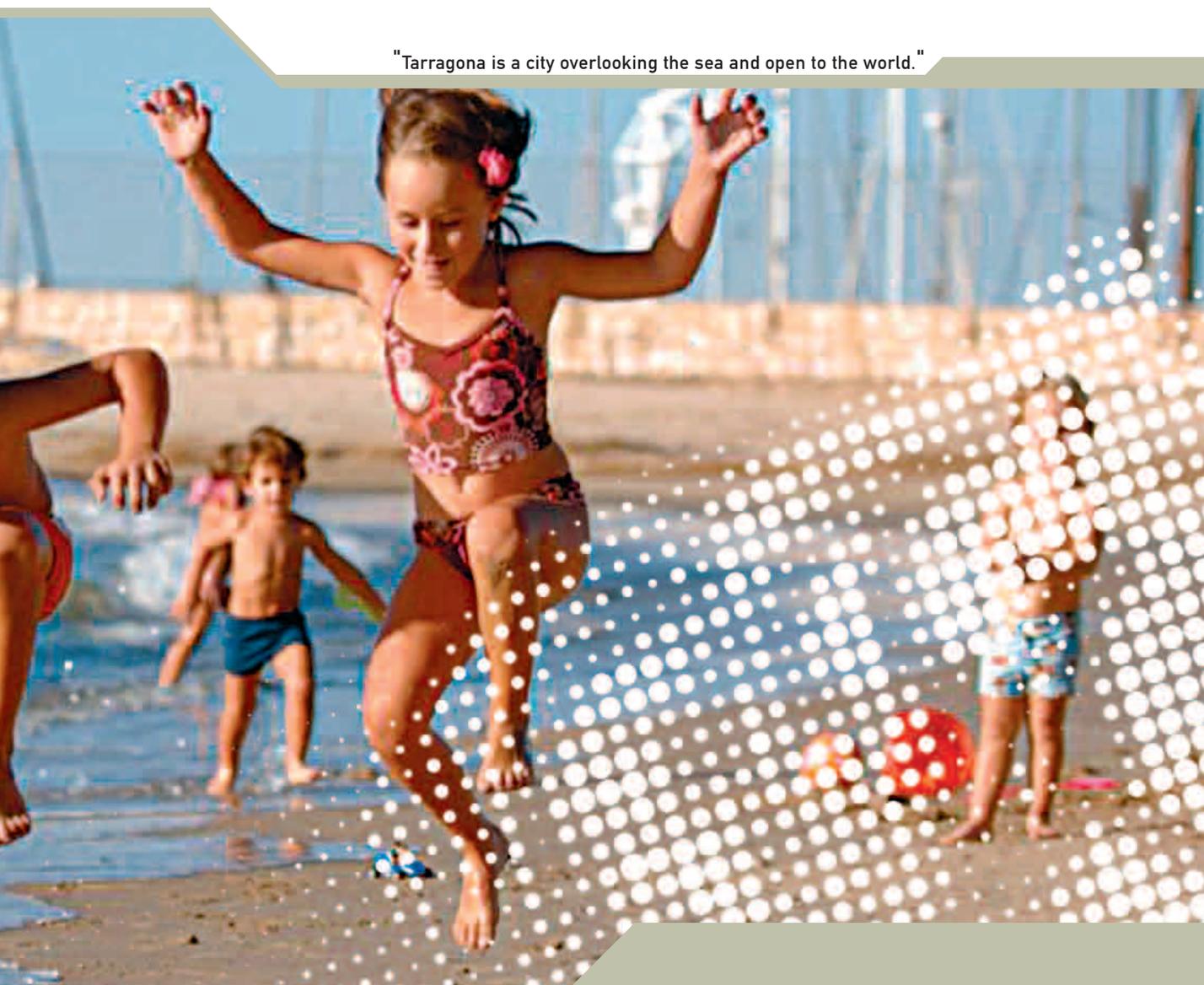
Source: ESPIMSA

# 07



# »» Quality of life

"Tarragona is a city overlooking the sea and open to the world."



Tarragona has 14 km of coast with 11 fine sand beaches, all deserving their blue flags.

## 7.1. GREEN ZONES AND BEACHES

### > Indicators of green zones in Tarragona

Urban parks (green zones for public use)	65
Urban green (green areas incorporated into the urban network)	371 ha
Green urban per capita (m <sup>2</sup> /inhab.)	27,70

Source: Tarragona City Hall, Department of the Environment (data from 2006)

### > Green Ring (Belt)

	EXISTING TRACKS	RECOVERED TRACKS
Green Belt	142 km.	70 km.

Source: Tarragona City Hall, Department of Environment (data 2012)

### > Areas of Natural Interest

Natural spaces that are protected by the Plan of Natural Interest Areas (EIN)

- **EIN Tamarit – Punta de la Mora:** protected surface area of 302,54ha of maritime zones and 120,39ha of land surface area.
- **EIN River Gaià estuary and Tamarit Beach**
- **EIN River Gaià – Alborada de Santes Creus:** 3,83ha in the municipality of Tarragona

### > Beaches

km of coast	14 km
linear km of beaches	6,5 km
ha of beaches	35 ha
Number of beaches	11
Linear meters of protected dunes	700 m

Source: Tarragona City Hall, Department of Environment

### > Blue flags: year 2011

Arrabassada Beach	1
Savinosa Beach	1
La Mora Beach	1

Distinction awarded by the association of Environmental Education and the Consumer (Adeac). Source: Tarragona City Hall, Department of Environment

### > Green beaches: year 2011

- **Cala Jovera (cove)**
- **Cala Fonda (Waikiki) (cove)**
- **Roca Plana**

Prize promoted by the Ecologist Group of Tarragona and the Ebro Ecologists in Action of Catalonia (GETE-EeAC)

## 7.2. LEISURE AND SPORTS ACTIVITIES

### > Sport facilities

Pavilions	11
Multi-sports centres	92
Multi-sports pitches	24
Sports halls	99
Fronton	1
Tennis courts	45
Centres with squash and paddle courts	18
Outdoor swimming-pools	32
Indoor swimming-pools	18
Athletics tracks	1
Petanque court	7
Distinctive venues	20
Other venues	96
<b>TOTAL</b>	<b>464</b>

Source: IDESCAT, year 2011

Golf Clubs within 30 minute radius	5
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Source: Spanish Royal Federation of Golf 2011

### > Nautical areas

**Port Tarraco**, with 64 moorings for deep drafts going from 30 to 60m long. The complex is designed for super, mega and giga yachts.

### > Marina

6 m draft at the mouth
442 moorings
7.000 m2 of commercial and leisure premises
400 parking spaces

Source: Tarragona Marina

## 7.3. ENERGY INDICATORS

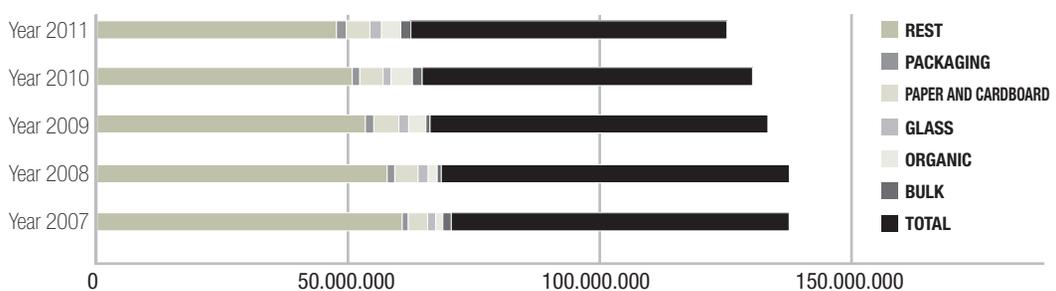
### > Energy indicators, year 2010

Consumption appliance / inhabitant	76,11 kwh/inhab
Consumption / inhabitant	180,48 kwh/inhab
Consumption level / inhabitant	104,37 kwh/inhab

Source: SIE

## 7.4. SELECTIVE COLLECTION

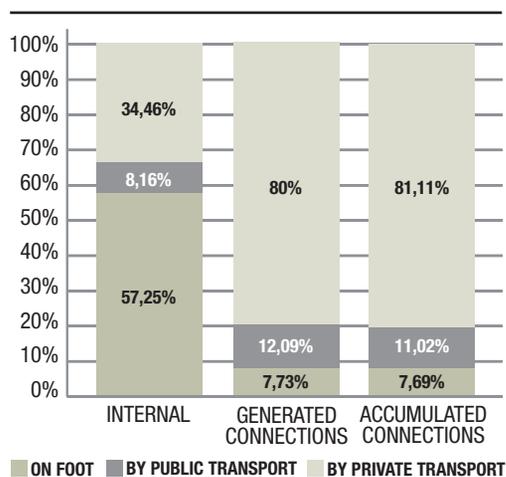
### > Evolution of selective collection in Tarragona



Source: Tarragona City Hall, Department of Public Spaces

## 7.5. MOBILITY

### > Transport methods for internal trips



Source: Self elaborated from the 2006 EMQ

### > Available car parks

Street level	17.287
On lands	4.449
Private land	36.982
Paid	3.500
Resident/blue zones ( blue = parking meter)	831
<b>TOTAL</b>	<b>63.049</b>

Source: Tarragona City Hall

## 7.6. SECURITY FORCES

### > Police corps in Catalonia (Year 2010)

CORPS	NUMBER	RATE PER 1000 INHAB
Mossos	15.905	2,12
Policías locales	11.027	1,47
FCSE	6.688	0,89
<b>TOTAL</b>	<b>33.620</b>	<b>4,48</b>

Source: 2011 Report on security in Catalonia 2011, GenCat

Number of "mossos d'esquadra" ( Catalan Police) in the Camp de Tarragona 2010	1.330
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Source: Idescat

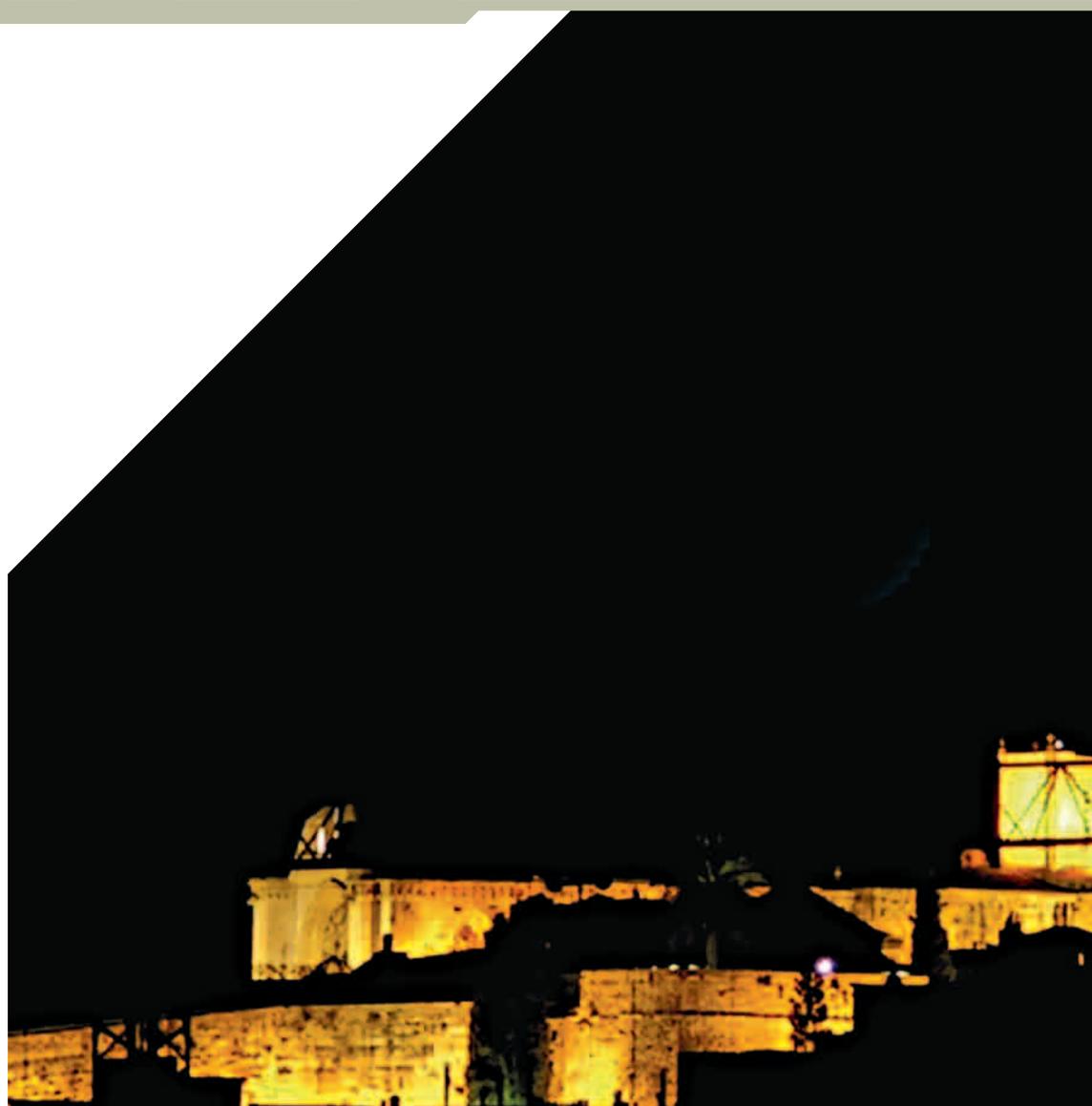
## 7.7. HOSPITAL CENTRES AND BEDS

### > Hospital centres and beds

	BEDS
University Hospital Joan XXIII de Tarragona	383
"Sant Pau i Santa Tecla" Hospital	199
<b>Total Public</b>	<b>582</b>
Monegal Clinic	53
MATT Clinic	16
<b>Total Private</b>	<b>69</b>
<b>TOTAL</b>	<b>651</b>

Source: Websites of the different hospitals

# 08



# >> Olympic city

"In 2017 Tarragona will hold the XVIII Mediterranean Games."



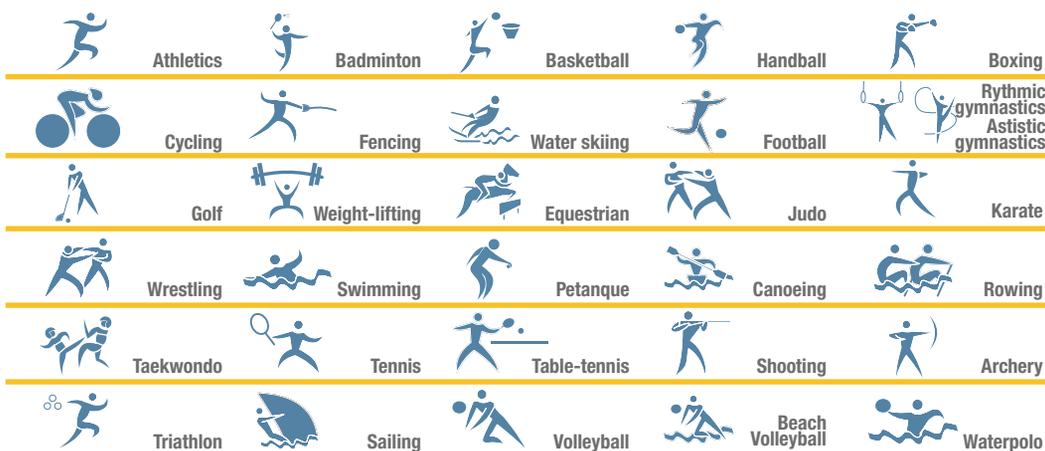
## 8. OLYMPIC CITY

### Tarragona will be the venue of the XVIII Mediterranean Games (2017)

#### > Sports and venues

SPORT	SUB-VENUE	VENUE
Athletics	Tarragona	Camp Clar Athletics Stadium
Badminton	Torredembarra	Torredembarra Pavilion
Basketball	Tarragona	Serrallo Pavilion
Basketball	Valls	Valls sports pavilion
Handball	La Selva del Camp	La Selva del Camp sports pavilion
Handball	Reus	Reus Olympic pavilion
Boxing	El Vendrell	El Vendrell sports pavilion
Cycling	Vila-Seca	Road circuit
Fencing	Calafell	Calafell sports pavilion
Water skiing	Tarragona	Tarragona Nautical Club
Football	Tarragona	Mástic Stadium
Football	Calafell	Calafell football pitch
Football	El Vendrell	El Vendrell municipal pitch
Football	Reus	Municipal Campo Nuevo
Artistic Gymnastics	Tarragona	Arena Tarraco plaza
Rhythmic Gymnastics	Tarragona	Arena Tarraco plaza
Golf	Tarragona	Costa Daurada Golf Course
Weight-lifting	Constantí	Constantí sports pavilion
Equestrian	Barcelona	Royal Polo Club

Source: Candidature Official Web





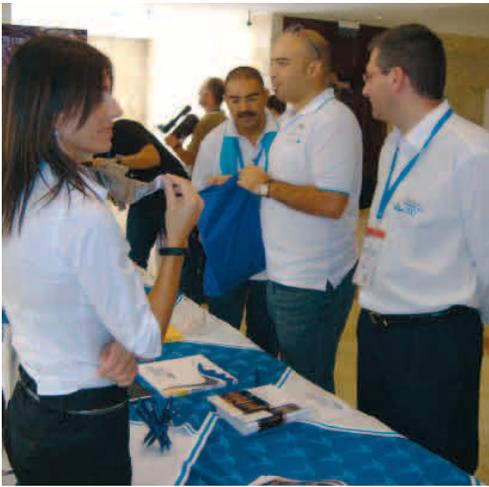
# 08

## Olympic city

SPORT	SUB-VENUE	VENUE
Judo	Cambrils	Cambrils municipal pavilion
Karate	Cambrils	Cambrils municipal pavilion
Swimming	Tarragona	Aquatic Centre of Tarragona - (new construction)
Waterpolo	Tarragona	Aquatic Centre of Tarragona
Petanque	Vila-seca	Vila-seca Petanque Centre - (new construction)
Canoeing	Castelldefels	Castelldefels Canal
Rowing	Castelldefels	Castelldefels Canal
Taekwondo	Tarragona	Sports pavilion (new construction)
Tennis	Tarragona	Tarragona Tennis Club
Table-tennis	Calafell	Calafell sports pavilion
Shooting	Tarragona	Jordi Tarragó shooting range
Archery	Cambrils	Cambrils Stadium
Triathlon	Salou	Salou triathlon circuit
Sailing	Salou	Salou Nautical Club
Volleyball	Tarragona	Tarragona sports pavilion
Volleyball	Torredembarra	Torredembarra sports pavilion
Beach Volleyball	Salou	Salou beach volleyball stadium
Inaugurating and closing ceremonies	Tarragona	Nàstic Stadium



» Tarragona  
in figures







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> Contact:

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