

»» Tourism, culture
and active commerce

06

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
TOTAL	430.988	1.046.733	428.745	1.097.492	404.767	1.102.969

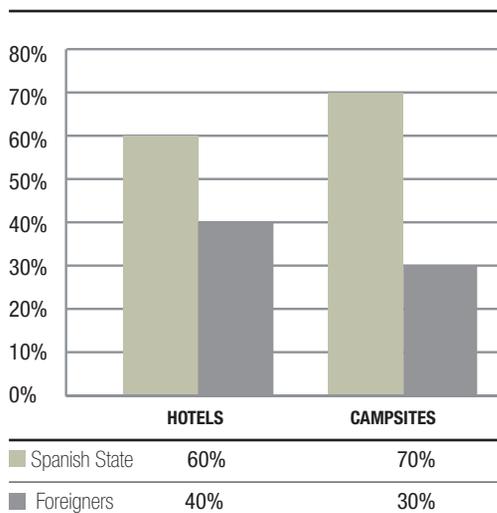
**Tourists accommodated in hotels and campsites in Tarragona city. Source: Observatory of the Tourist Study Foundation of the Costa Daurada. Tarragona Tourist Board*

> 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:



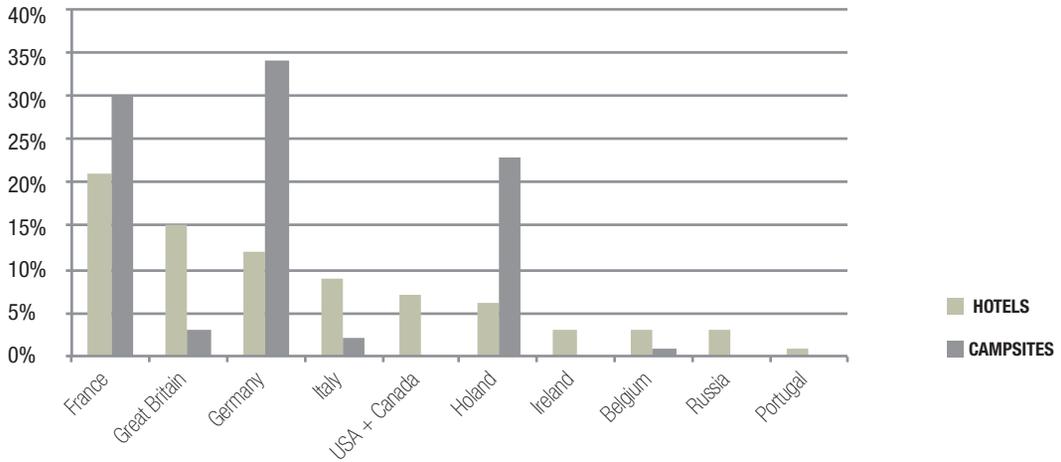
Source: Observatory of the Tourist Study Foundation of the Costa Daurada. Tarragona Tourist Board, 2011



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
TOTAL	16	1135	2362

Source: Tarragona Tourist Board, 2011

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

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
TOTAL	192.854	180.399	-6,46

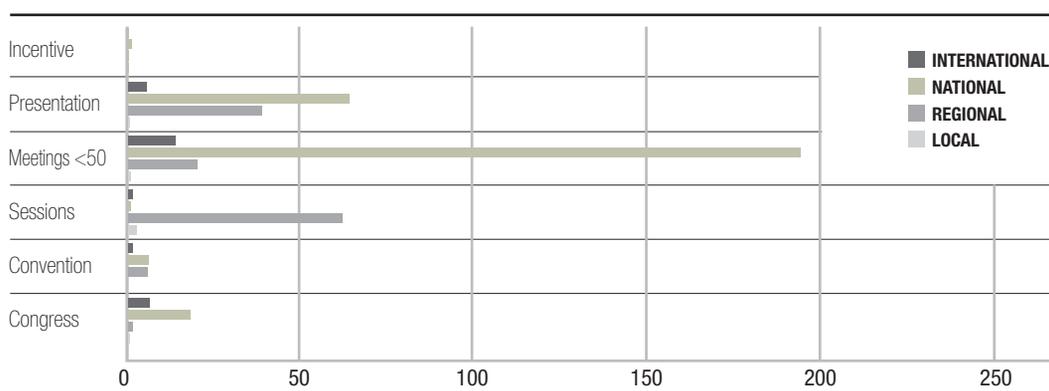
Source: Tarragona Tourist Board, 2011

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
TOTAL	4.501.672	16.830.255	4.164.025	14.287.996	4.875.678	17.707.585

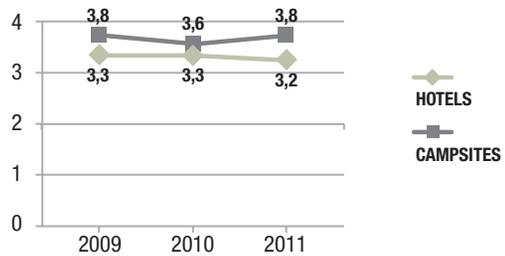
*Tourists in hotels and campsites in the Costa Daurada (does not include Terres de l'Ebre). Source: Observatory of the Tourist Study Foundation of the Costa Daurada

> 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 m²

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
EASTER WEEK - Traditional Fiesta declared National Interest	From 1st to 9th of April
TARRACO VIVA FESTIVAL* - Days on Roman history and how they lived Year 2011: 70.000 spectators	From 17th to 27th of May
SANTA TECLA - Fiesta of Tourist Interest declared by the State Government	23rd of September (fiestas start 10 days earlier)
CASTELLS COMPETITION HUMAN TOWER - 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

