

*Welcome
to diversity*



LGBTIQ+ Barcelona

visitbarcelonalgbtiq.com

Visit Barcelona **LGBTIQ+**

**Welcome to
Diversity!**

Berlin, 2024



Barcelona, a city committed to LGBTIQ+ civil rights



1

Barcelona, La Rambla: First LGBTIQ+ civil rights demonstration in 1977

2

Spain: 3rd country to approve marriage between same-sex couples in 2005, and few months later recognized their right to adopt

3

Laws of transgender, non-discrimination and homophobia approved by the Catalan government, active supporter of LGBTIQ+ rights

4

2004 Municipal Council
2010 Barcelona's Council plan for the LGBTIQ+ community in favor of equality and non-discrimination
2019, Barcelona LGBTIQ+ Center


An aerial photograph of Barcelona, Spain, showing a dense urban grid. The Sagrada Família is visible in the center. The city extends to the coast on the left and hills on the right.

Our key values: EQUALITY AND DIGNITY

Barcelona has become a city that **welcomes diversity**

Barcelona one of the most **prestigious destinations for the LGBTQ+ community in Europe**

Destination expectations for LGBTIQ+ travelers

- 
- ✓ Be **treated equally** along the way
 - ✓ Be **safe, comfortable and welcomed** within the community
 - ✓ Be **understood as not an “homogeneous market”** but a segment that include: gay, lesbian, trans, bisexual, youth and senior, married or family group travelers, with different needs and expectations
 - ✓ **Members** of international LGBTIQ+ travel associations as

WHY BARCELONA IS A LGBTIQ+ DESTINATION?

1. **Visible and engaged**
2. **Values and strategy stablished**
3. **Foster links between private and public**
4. **Offer unique and targeted products, services and experiences**
5. **Inclusive marketing and promotional activities**



STRATEGIC OBJECTIVES LGBTIQ+ TOURISM

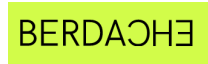
1. Consolidate and position Barcelona as a **reference LGBTIQ+ destination**
2. Enhance the **economic, social and cultural contribution** of the community in the destination
3. Strengthen the city's **LGBTIQ+ business network** and increase its **visibility** to attract large LGBTIQ+ events, strategic partnerships and initiatives.
4. Introduce a LGBTIQ+ friendly **culture and practices** to the tourism industry and his stakeholders in order to be prepared and understand the LGBTIQ+ traveler.

*The LGBTIQ+ traveler has an appealing profile for its **capacity to boost tourism revenues**.
With an **average expenditure superior** to other visitors, **highly educated** and able to **travel more often**.*



WHO WE ARE?

Creation of a working group that includes **public and private sector collaboration** for developing a **joint strategy**



* The only Master in LGBT Tourism awarded by the University of Barcelona and the CETT with Barcelona City Council's collaboration

PROMOTING BARCELONA AS A LGBTIQ+ DESTINATION

EN



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[LGBTIQ+ Guide](#) [Associations and Resources](#) [Visit the city](#) [Events](#) [News & Voices](#) [LGBTIQ Local History](#)

VISIT BARCELONA LGBTIQ+

Official LGBTIQ+ guide of Barcelona

Barcelona combines its active Mediterranean rhythm, with streets that are overflowing with life and activity, with a cosmopolitan and welcoming character towards its visitors. Committed to the LGBTIQ+ community since the beginning of the fight for equal rights, Barcelona provides a complete agenda of activities and a wide range of specialized services for the LGBTIQ+ people that will turn your holiday in the city into an unforgettable experience.

Official LGBTIQ+ guide of Barcelona

Information to
enjoy your stay
in Barcelona

Agenda
of activities

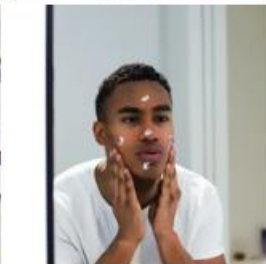
Specialized
services

Endless possibilities!

LGBTIQ+ GUIDE

Visit Gay Barcelona is the **official LGBTI guide of Barcelona**. Our purpose is to provide you with all the information about our lifestyle, culture, shopping, gastronomy and leisure so that you can enjoy your stay in Barcelona.

Barcelona combines its active Mediterranean rhythm, with streets that are overflowing with life and activity, with a cosmopolitan and welcoming character towards its visitors. **Committed to the LGTBI community** since the beginning of the fight for equal rights, **Barcelona** provides a complete agenda of activities and a wide range of specialized services for the LGTBI people that will turn your holiday in the city into an unforgettable experience. With this **official LGBTI guide from Barcelona** you will find it very easy to discover everything that Barcelona has to offer. The possibilities are endless!

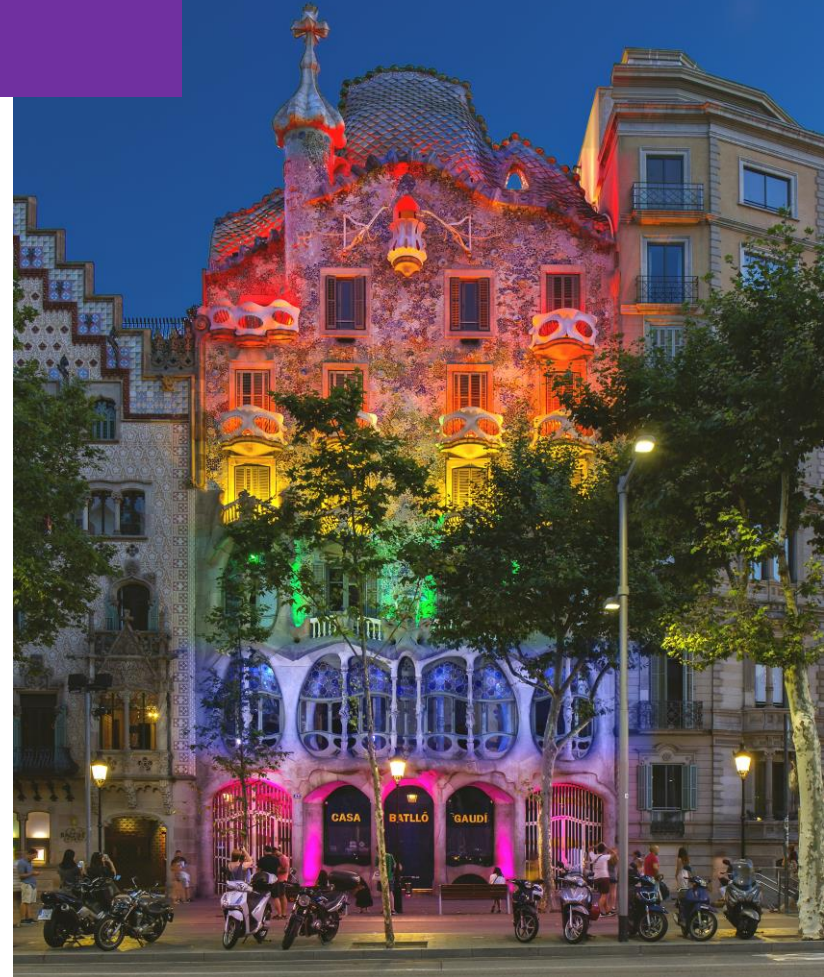


GREAT CULTURE AND LEISURE OFFER

Barcelona combines its active Mediterranean rhythm, with streets that are overflowing with life and activity, with a cosmopolitan and welcoming character towards its visitors.

Barcelona provides a **complete agenda of activities** and a wide range of specialized services for the LGBTIQ+ people that will turn your holiday in the city into an **unforgettable experience**.

- **Gaixample**, largest concentration of LGBTIQ+ businesses in the city
- **First heterofriendly hotel** in the world!
- Museums with **special interest tours** (LGBTIQ+ artists, gender and sexuality...)



LGBTIQ+ FESTIVALS AND EVENTS

There have been many achievements by the LGTBIQ+ collective, but every day we see news and activities that show us that there is still a long way to go in the fight for freedom, dignity and respect for this community.

Pride Barcelona is a unique opportunity to raise the profile of LGTBIQ+ rights through acts of celebration and assertion.

An event for everyone, a space where collectively we can be heard and become visible, a place to celebrate and make a stand.

Pride Barcelona
15-20 July

www.pridebarcelona.org



OTHER LGBTIQ+ FESTIVALS AND EVENTS



Barcelona joins the parties celebrating the Eurovision Song Contest with his third edition of the Barcelona Eurovision Party, featuring artists and Eurovision legends. There will be activities and concerts in the city to promote the participants in the Eurovision Contest.

Barcelona Eurovision Party

4-6 April

www.bcneurovision.com

An space where art becomes the backbone to move through gender-related issues, an object of debate that has positioned itself in recent years as a social phenomenon.

Berdache

16 March

www.berdache.es

BERDACHE



Circuit Festival means discovering the best music, meeting with friends from all over the world and making new ones, celebrating cultural and affective diversity, discovering a city that has an endless leisure and cultural offer, visiting beautiful beaches and incredible places...

Circuit Festival

10-18 August

www.circuitfestival.net/barcelona

New Barcelona's Best Experiences

A catalogue of **unique, singular, genuine and memorable experiences to enjoy Barcelona and Catalonia** on the occasion of the celebration of the 37th America's Cup in Barcelona.

Categories: **Regular / Premium / Tailor made**

- Beyond the Culture
- Lifestyle & wellness
- Sunset & nightlife
- Artistically amazing
- Kids & family
- How we taste
- Outdoor & adventures
- 100% Mediterranean
- Corporate experiences & events



barcelonabestexperiences.com



Visit Barcelona **LGBTIQ+**

Thank you!

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