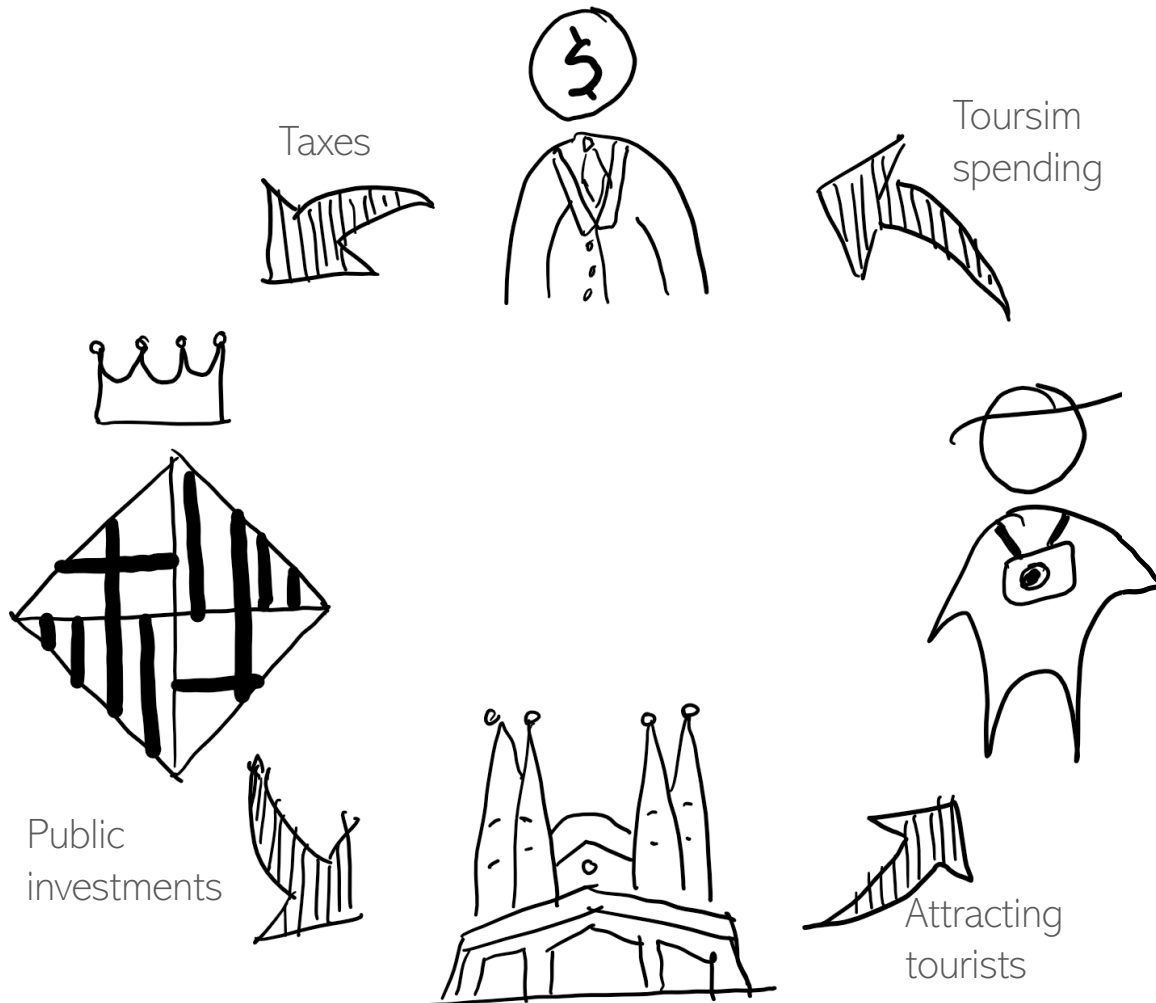


Make Barcelona More Liveable



The Barcelona Model



Investments in Tourism



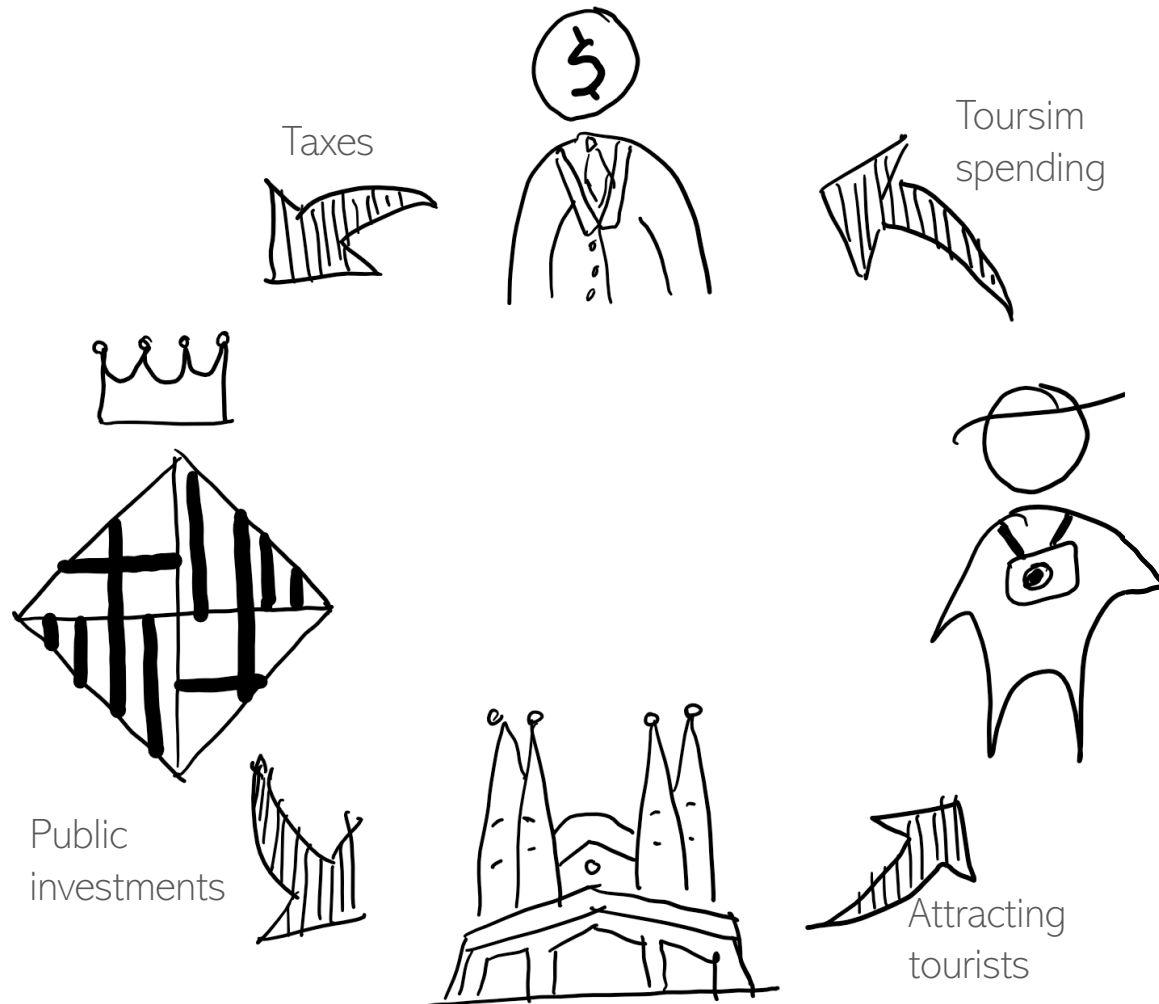
Marketing to make BCN attractive to Tourists.

Restauration of tourist attractions and according infrastructure.

Opening to outside investors (e.g. Section B buildings).

Making of the Barcelona Model (Olympics, 22@, Forum, Barceloneta).

The Barcelona Model



Introducing **Smart Tourism Tax**
(STT)

The New Barcelona Model – promoting Social Housing, Local Communities, and Local Businesses



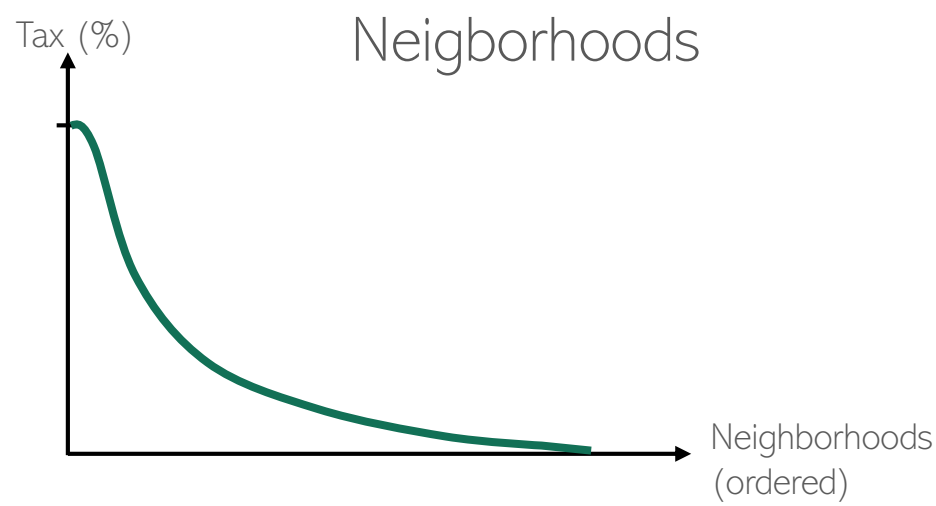
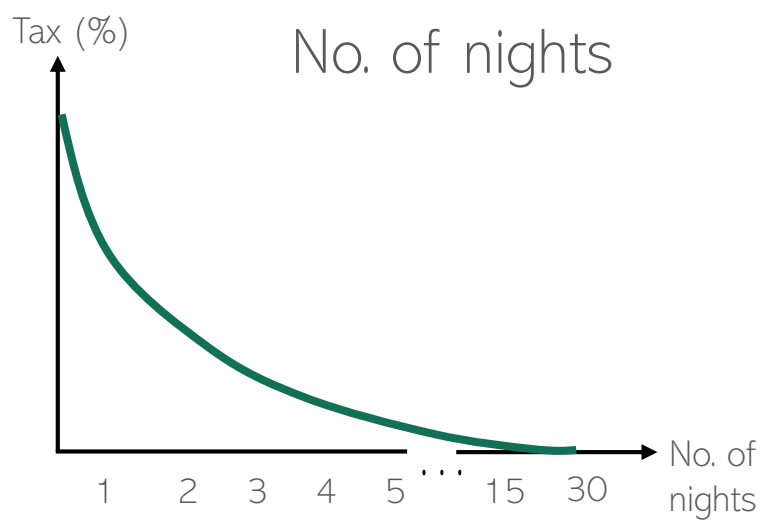
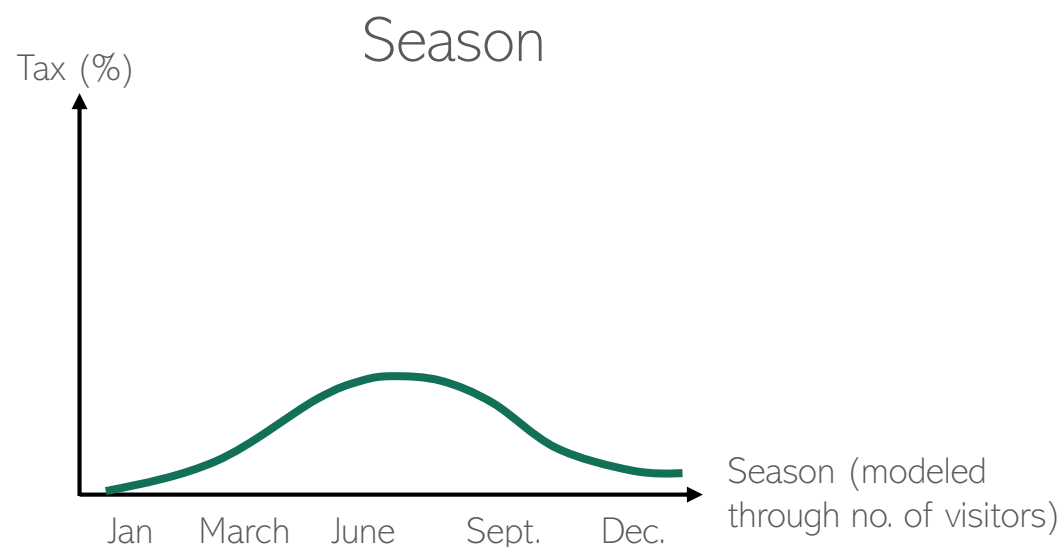
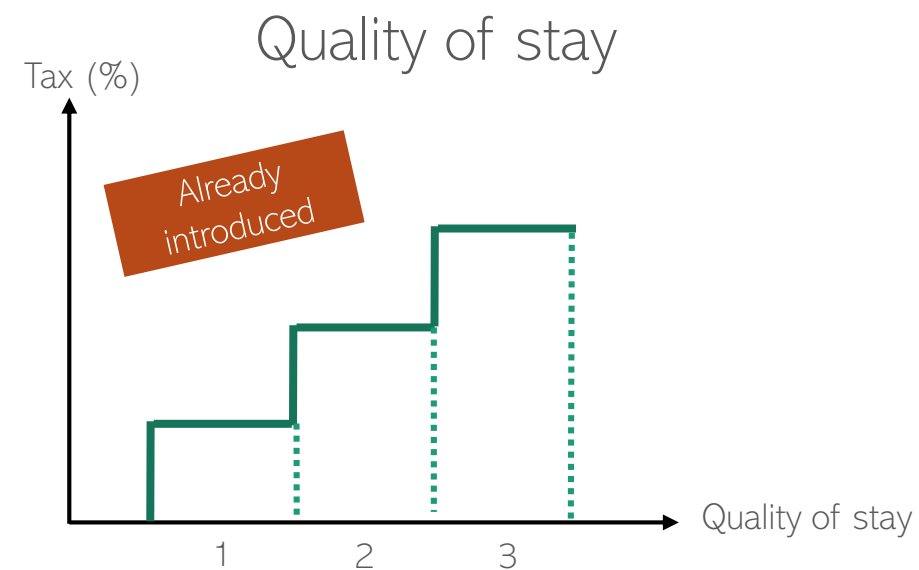
Barcelona City Tax – how it works

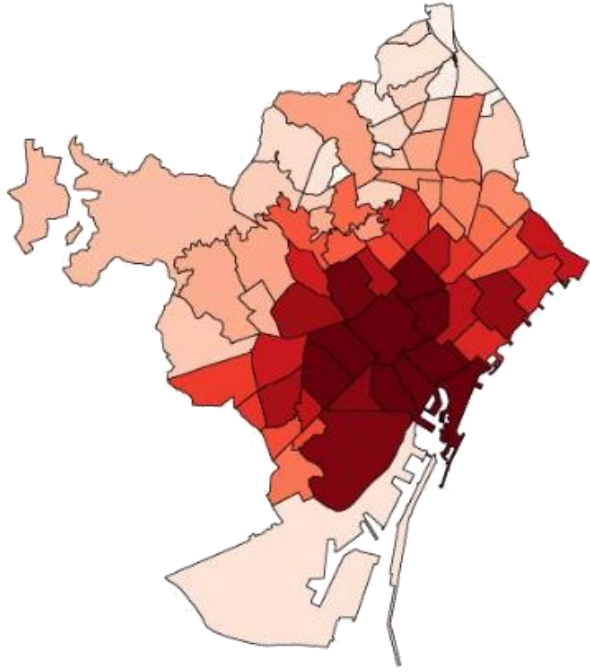
- ▶ 5★ hotels, Airbnb's, cruises (>12h) € 2.5
- ▶ 4★ hotels € 1.25
- ▶ >4★ hotels, hostels € 0.75

Goals of STT

1. Promote healthy tourism
2. Promote long-term stay
3. Promote stays outside the high season
4. Promote areas that are not already overcrowded

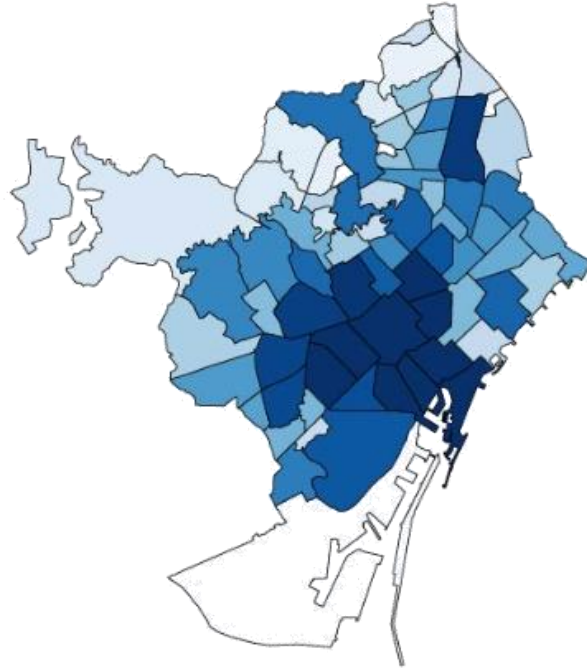
Intuition behind the input factors





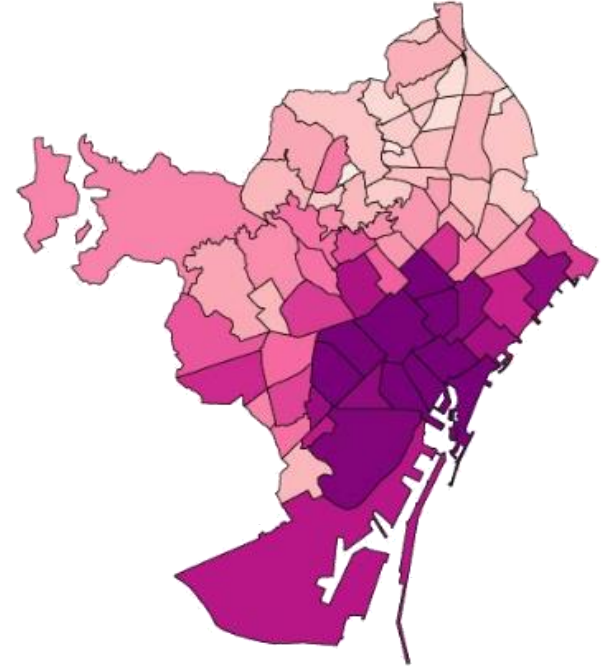
Tourist Lodging
(Hotel + Airbnb)

\div

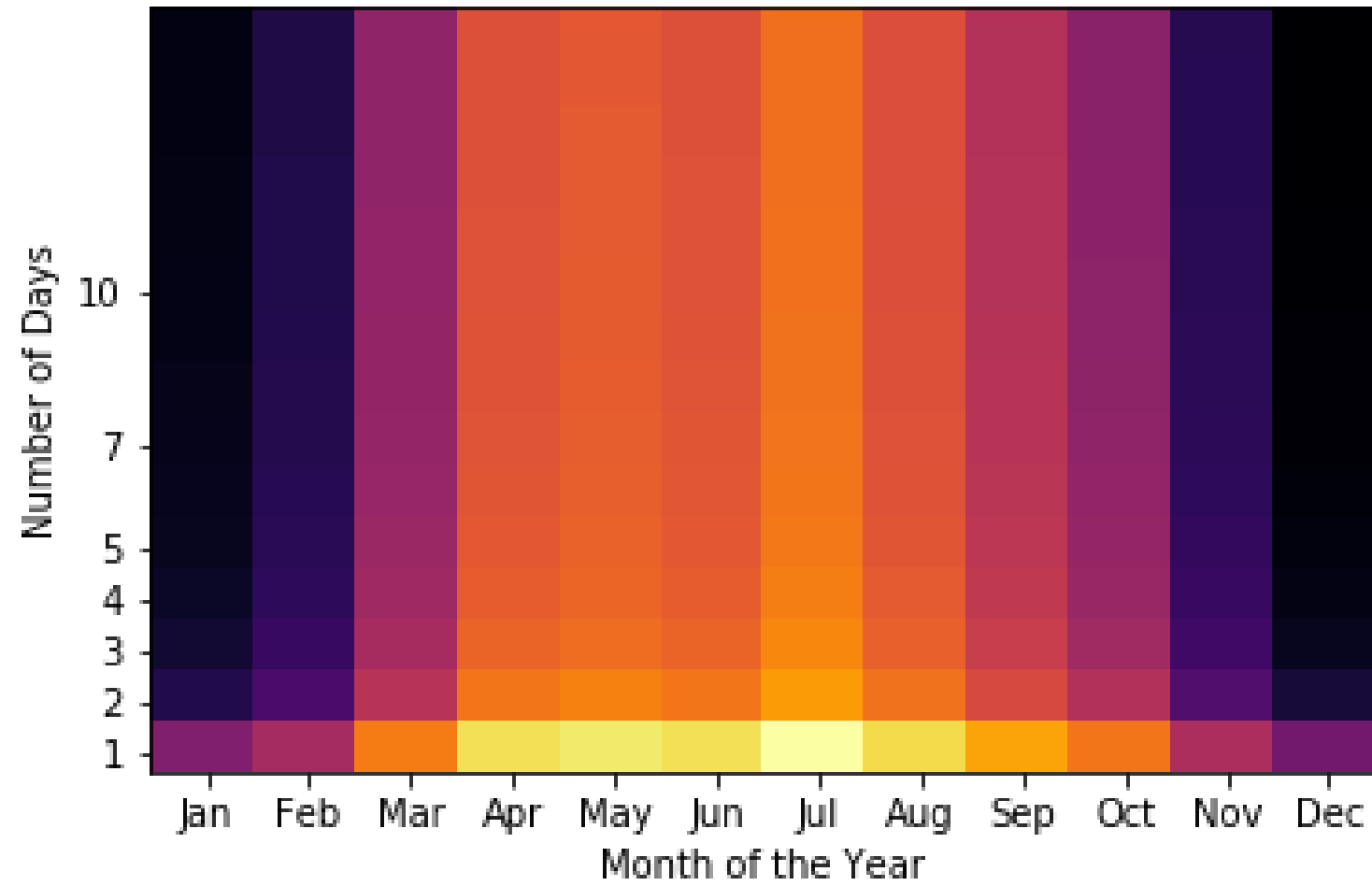


Total Housing Units

$=$



Location Rank





Sanchez & Juan, visiting Barcelona

- Both live in Berlin as a couple
- Want to spend a **weekend in Barcelona** to explore the city and the beach in the summer
- Pay **60€ p.P. per night** for a **4-star hotel** in Gothic

They would have to
pay €2,92 p.P. per
night on STT

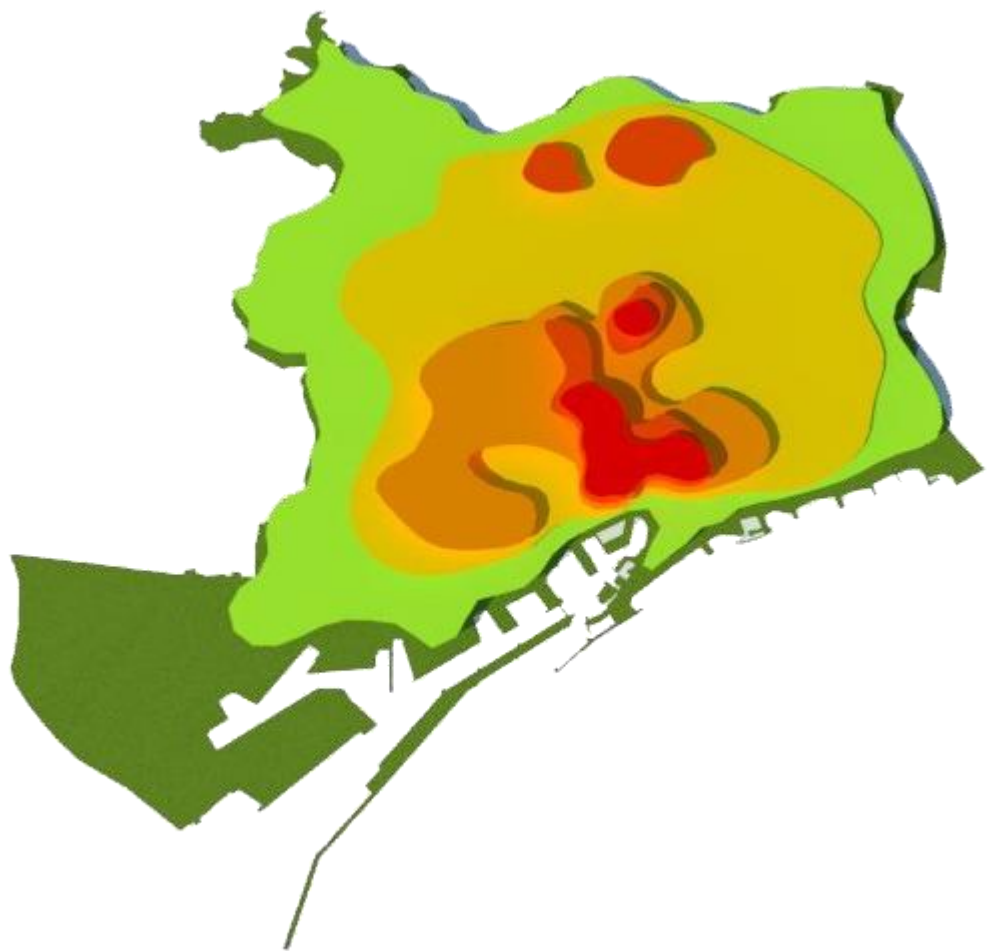


Barbara, 43, Host on Airbnb

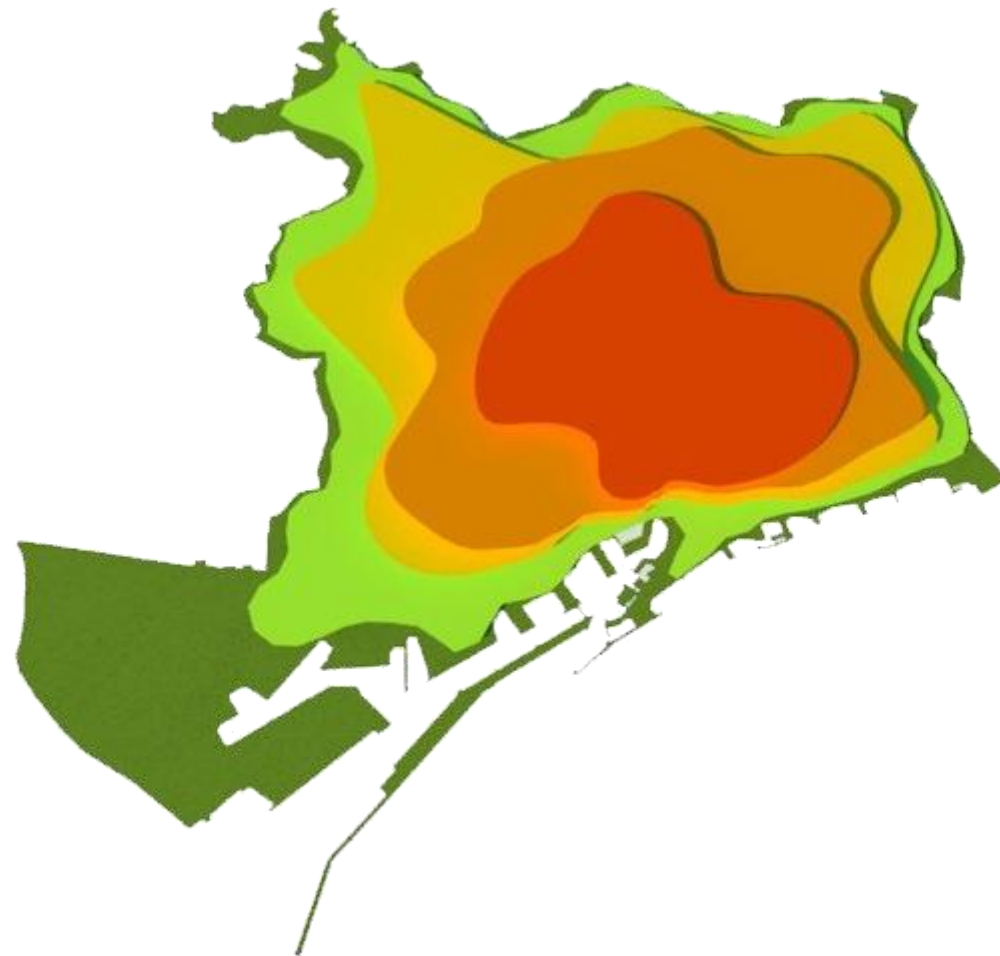
- Lives in Gràcia and **rents out a 2-room apartment** in Poblenou through Airbnb
- The rent p.P. per night is **30€**
- Her guests are staying **one week in March**

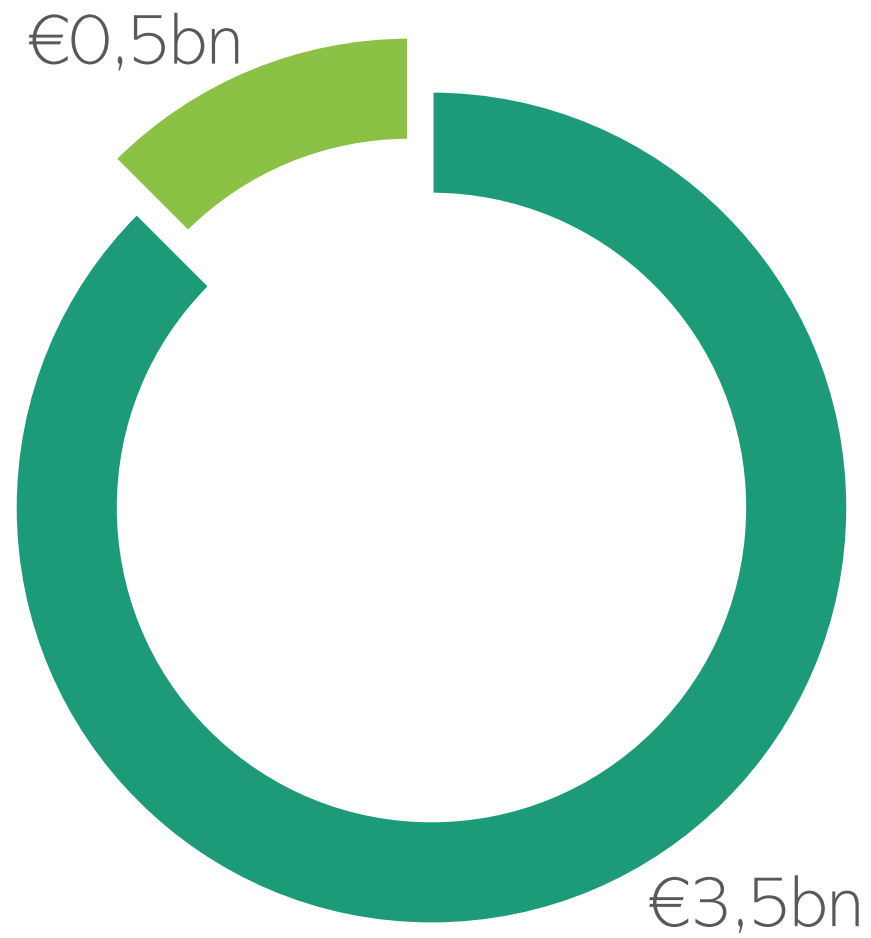
She would have to collect
€0,34 p.P. per night

Before



After

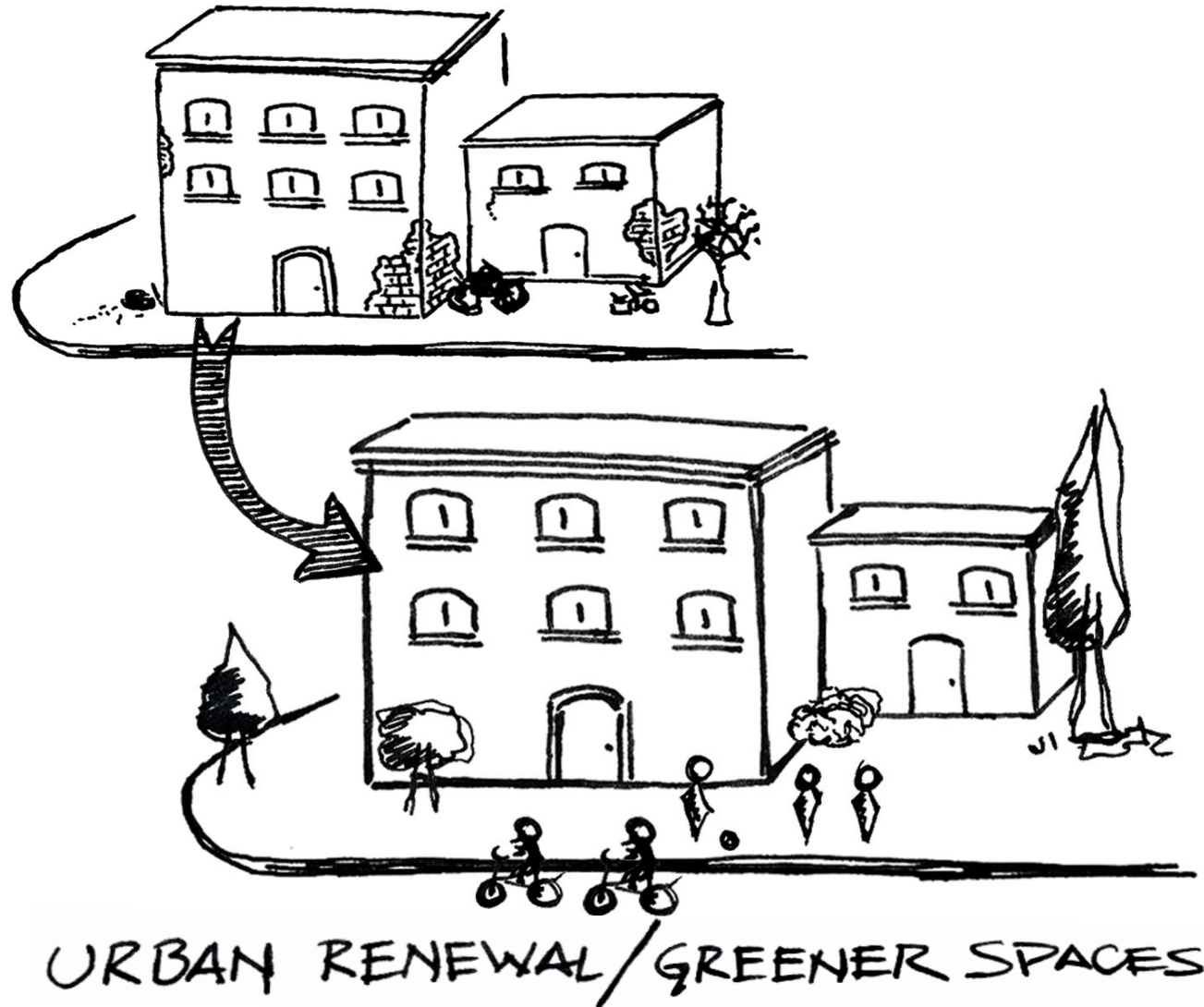




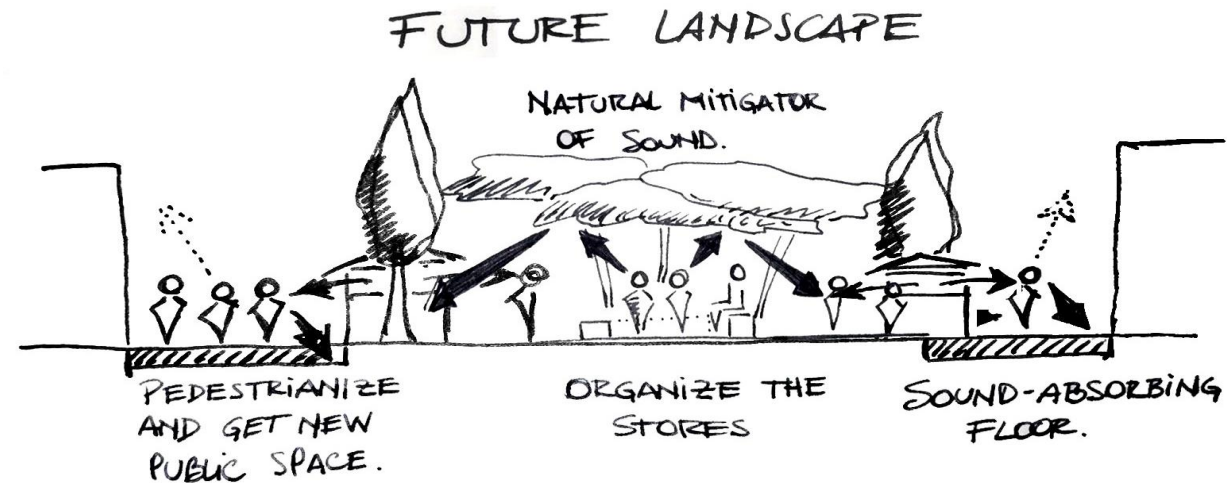
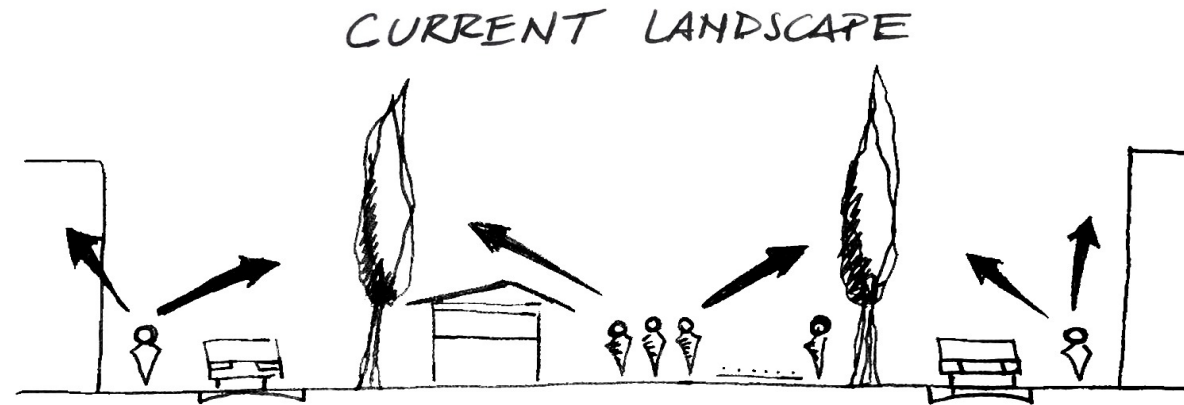
- BCN income 2017
- Estimated STT

How to use the money?

Promote living in Barcelona – Urban renewal



Promote living in Barcelona – Noise cancelling trees and materials



Social Housing Spending per Capita

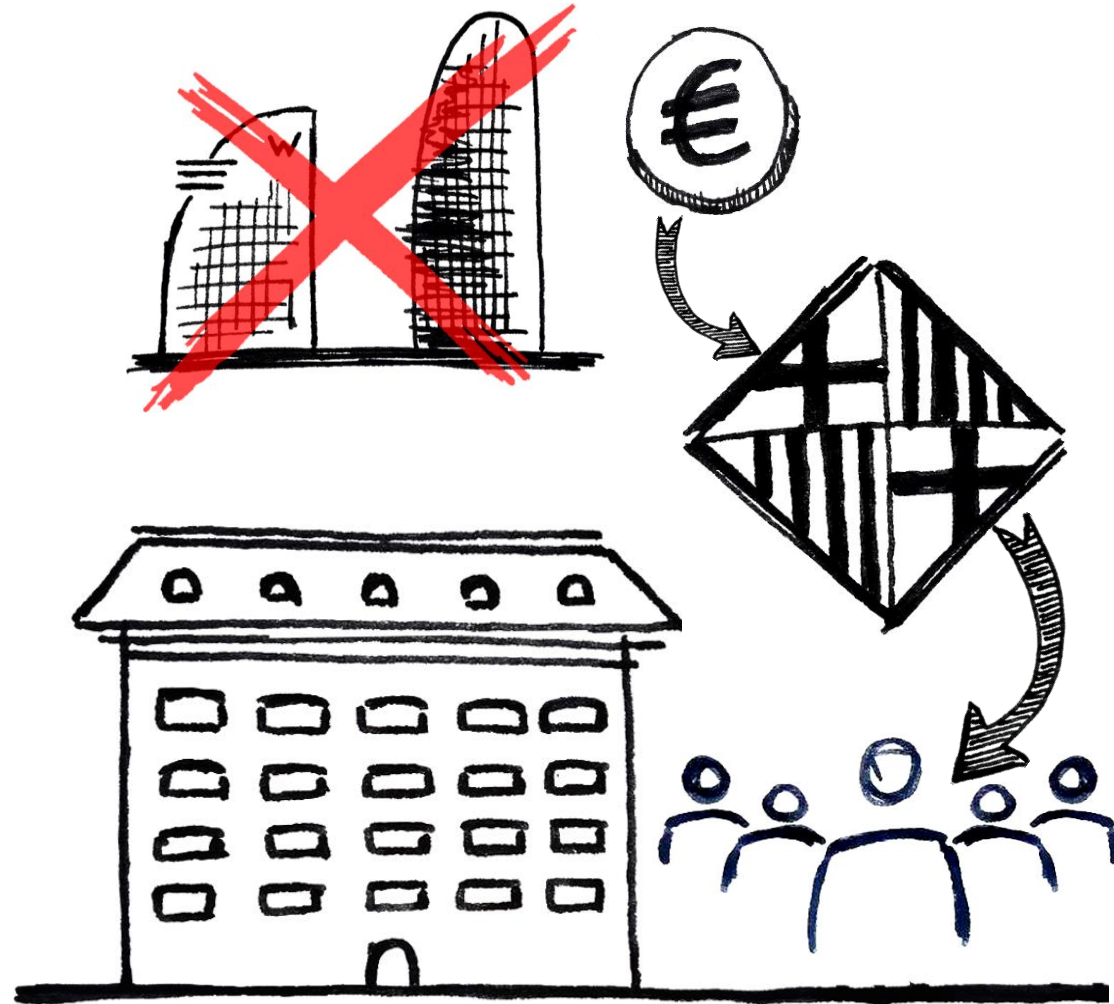
Spain



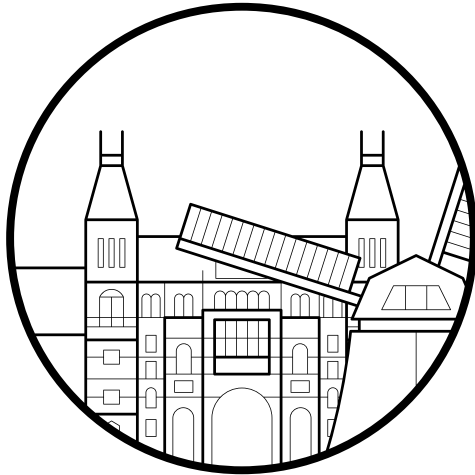
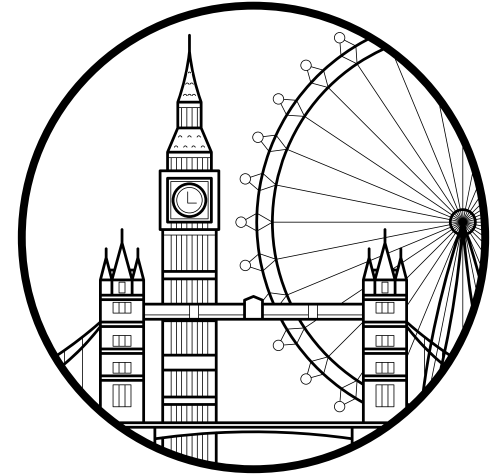
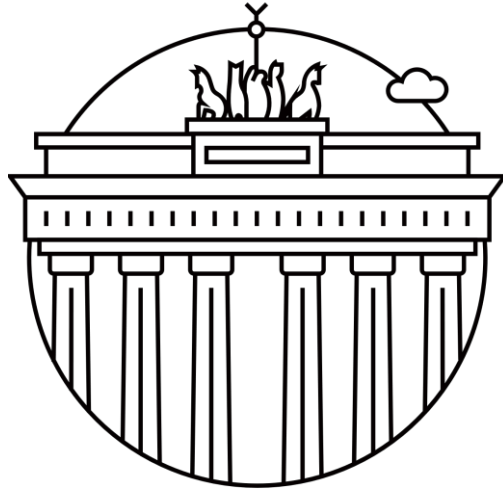
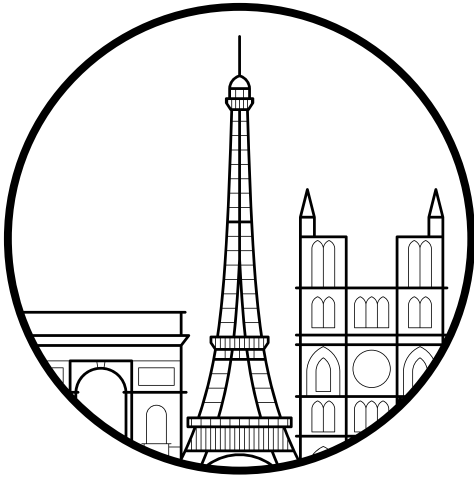
EU average



Promote living in Barcelona – Property buy back



Framework is generalizable



Team Gentlyfication



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Data Scientist



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Nicolas
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Computer Scientist



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