

SECTOR OVERVIEW

Trade and Tourism

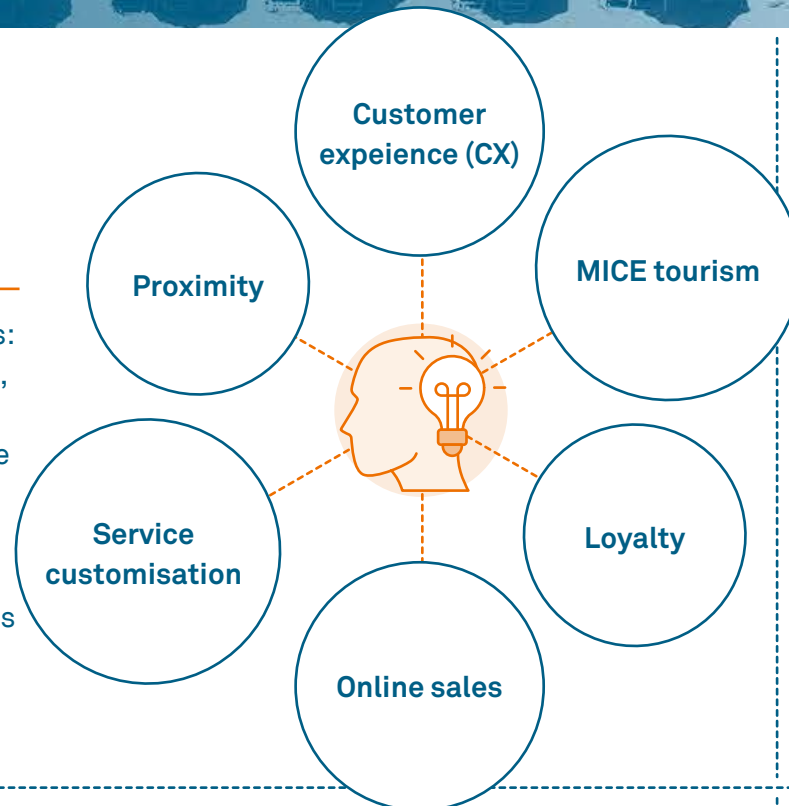


IN A NUTSHELL

It brings together two closely related areas: **trade** in all its forms -proximity, wholesale, e-commerce, etc.- and **tourism**, which incorporates the activities that support the tourist experience.

Three subsectors of activity:

- Accommodation & Restaurant Industries
- Trade
- Tourist Experience



DIGITAL TRANSFORMATION



E-commerce



Digital marketing



Virtual assistants



Immersive technologies



Social media and positioning

SECTOR STRENGTHS IN BARCELONA



Fully consolidated sectors in the city of Barcelona.



Market expansion due to the **digitalisation** process.



Barcelona, a hub for **international tourism**.



Local, responsible and sustainable tourism and trade.

4th city in MICE tourism in Europe: Barcelona

800,000 people employed in Catalonia

13.6% of Spanish GDP el PIB comes from tourism

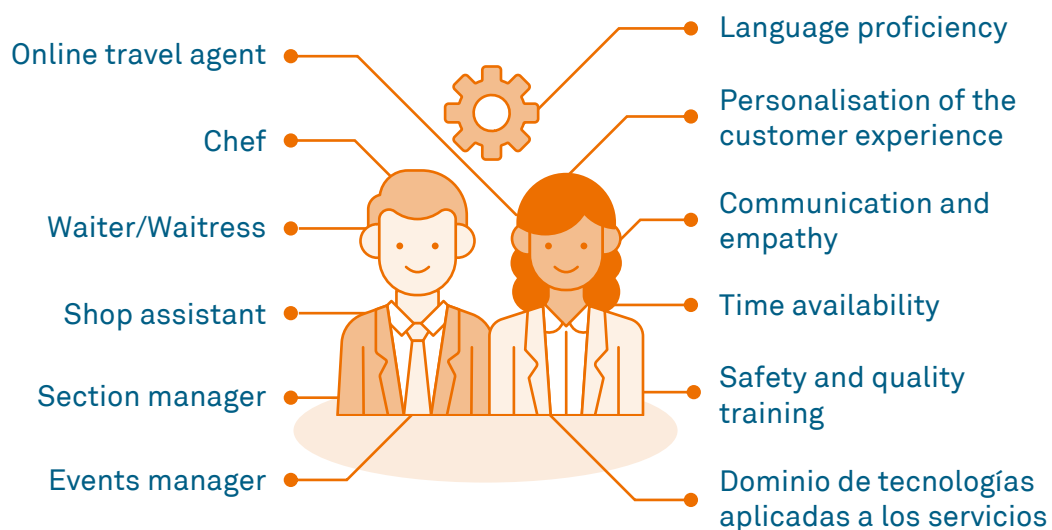
THE MOST WANTED



Professional profiles



Skills



THE FUTURE OF THE SECTOR

- Detection of **new market niches** for further segmentation of users.
- Culture and sport as a strategy for the **deseasonalisation of tourism**.
- **Digitalisation and sustainability**, vectors for the future of commerce



CHALLENGE

Moving towards the **deseasonalisation** of recruitment, boosting **professional qualification** and promoting the **digitalisation** of local trade and tourism.

Do you want to work in **Trade and Tourism**?

On the Barcelona Treball website, you will find resources to continue learning about the sector and boost your job search process.