

# Barcelona SWOT analysis



# Opportunities

- Development of aircraft discounters
- Development of Uber and Airbnb services
- Reinforcement of gas demand, which can cause the development of CNG terminals
- Development of intra-European tourism
- Increase in demand for sea travelling



# Threats

- Pandemic situation
- Detachment of Catalonia or increased confrontations connected with struggle for independence
- Relocation of approximately 1/3 of big business to Madrid



# Strengths

- Big amount of attractions
- Developed tourist infrastructure(hotels, tour guides)
- Airports with big patency and extensive network of routes
- Cruise terminal
- Availability of beach infrastructure
- Favorable climate for tourism for most of the year
- Low prices(in comparison with other European tourist centers)
- The presence of Barcelona football club, which attracts fans all over the world



# Weaknesses

- Struggle for independence of Catalonia, causing riots
- Protests of Barcelona residents against tourism
- High petty crime rate(4<sup>th</sup> place in EU)
- Huge amount of migrants
- Pollution, related to industrial industry
- Big number of unfinished real estate

