

BARCELONA CATHEDRAL : SPIRITUALITY AND CULTURE IN THE VISITOR EXPERIENCE

Anna Vilanova Prat ·  Catedral de Barcelona  barcino sacra

| Sílvia Aulet Serrallonga ·  **unesco** Cátedra UNESCO de Políticas Culturales y Cooperación, Universidad de Girona  Universitat de Girona

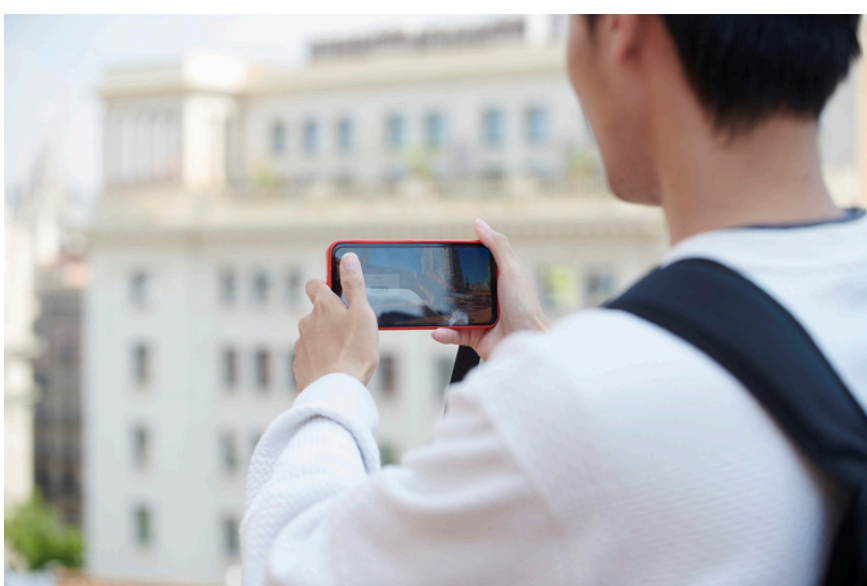
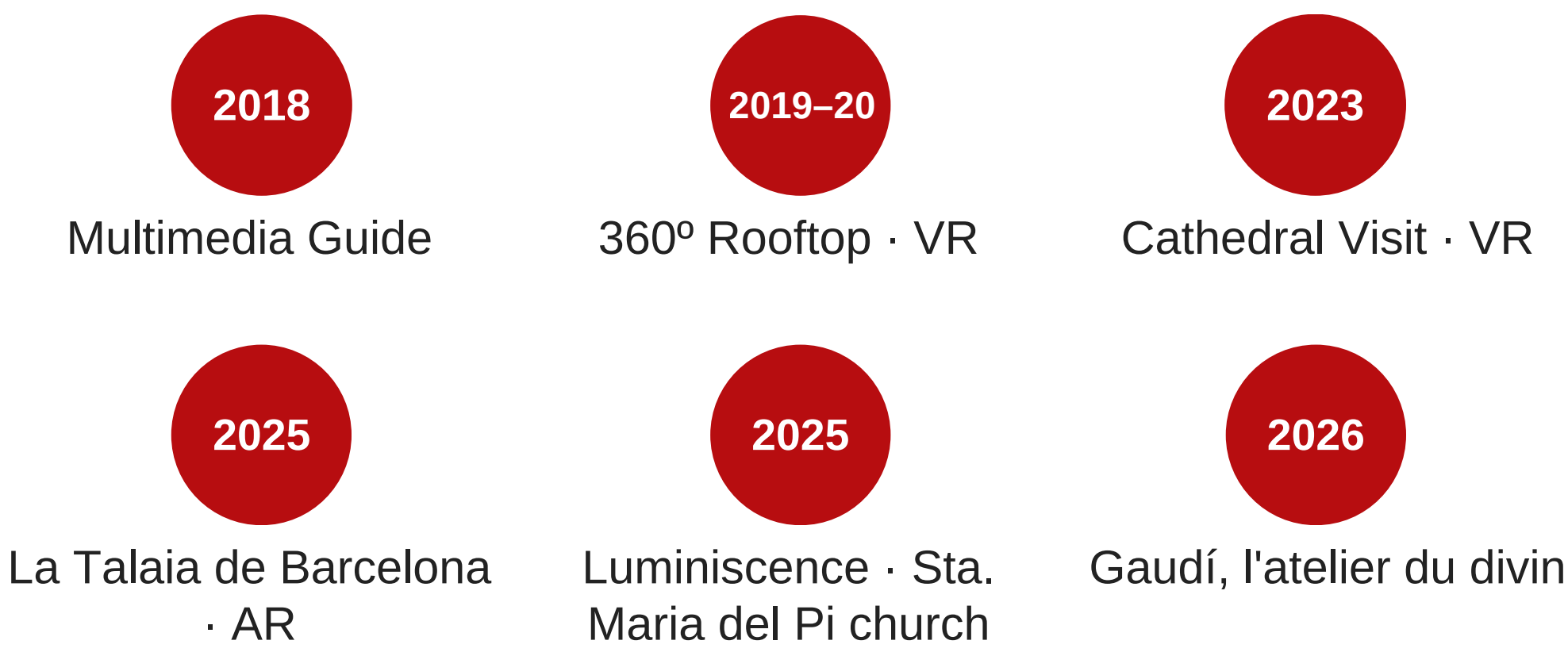
DIGITISATION

Digitisation is the capacity to adapt to new digital models and to gradually incorporate emerging technologies into cultural life. It protects heritage from environmental degradation, reduces visitor pressure through digital content, brings heritage closer to new audiences and supports the sustainability of cultural activity.

SIX DIGITAL TOOLS IN BARCELONA CATHEDRAL

1 · Ticketing Platform 2 · Traditional Audio Guides 3 · Audio Guide App 4 · Multimedia Guide 5 · Augmented Reality 6 · Virtual Reality

DIGITAL PRODUCTS



CONCLUSIONS

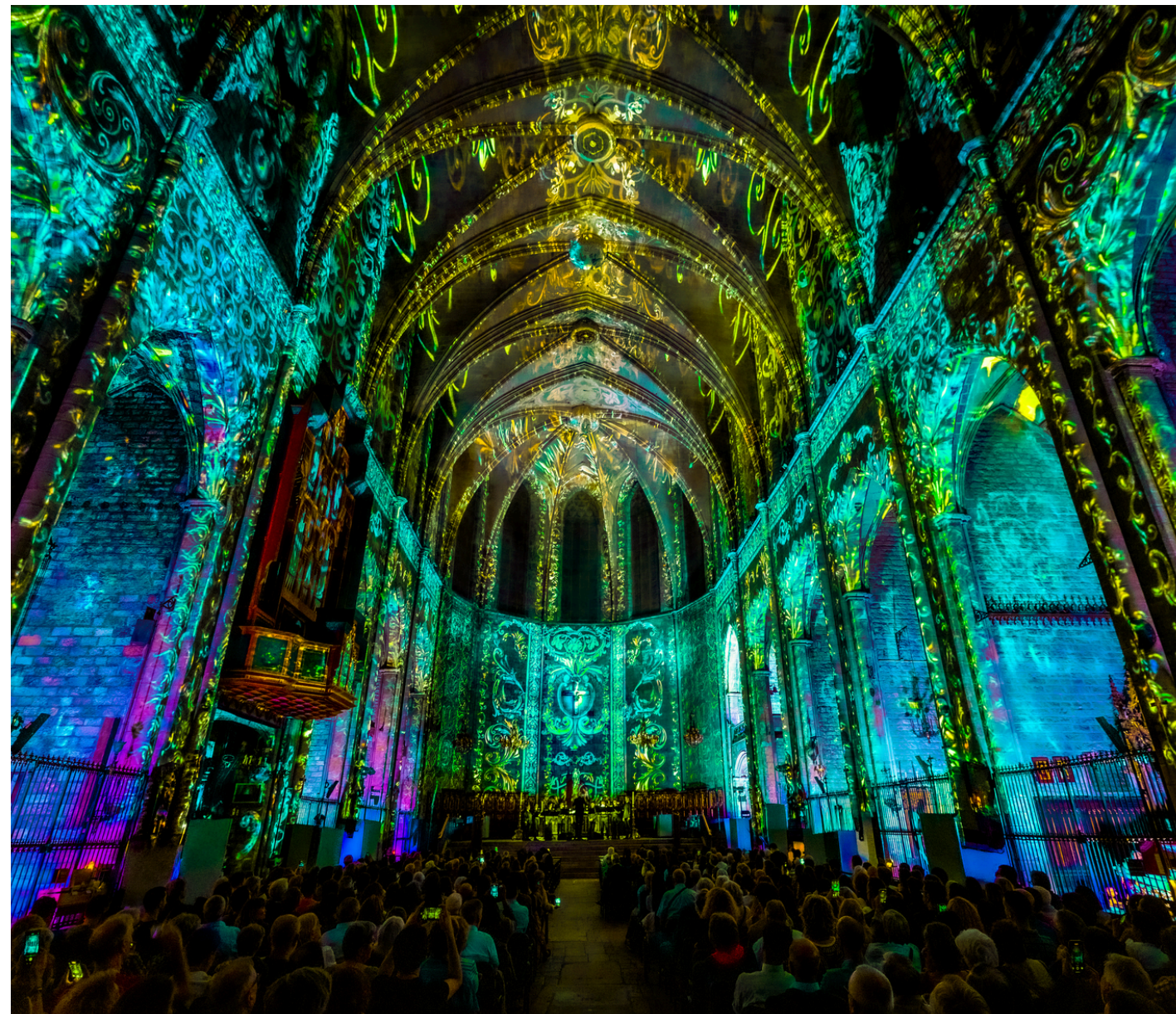
- 1 · Barcelona Cathedral is a pioneer in a fully integrated digitisation model — six tools in active production.
- 2 · Luminiscence confirms the capacity of heritage to generate global projects.
- 3 · Internationalisation consolidated: 135 countries in digital purchases, 116 at Luminiscence.
- 4 · Barcino Sacra: a scalable model with territorial projection across eight sites.
- 5 · A legacy combining sustainability, innovation and heritage mission.

BARCINO SACRA

A scalable model with territorial projection: the expertise built at the Cathedral is deployed across the Archdiocese of Barcelona — 8 sites, 3 modalities of the Barcino Sacra Card and a shared audioguide.

LUMINISCENCE — CASE STUDY

An experience mixing art and technology to enhance heritage and improve visitor experience



KEY FIGURES

- 120,000 attendees · 500 sessions
- 116 countries · 4.81 Google rating
- 1,500 institutional guests
- Top: Spain · USA 5.5% · UK 2.35%
- Furthest: Australia, Argentina, Svalbard, Namibia

