



***Turisme de Catalunya* allocates 152,000 € for the international tourist promotion of the brand Pyrenees, as an action and nature destination**

The Catalanian Director-General of Tourism signed today the ‘Plan Pyrenees’ agreement in Saragossa, Spain, in a joint action involving Catalonia, the Spanish Secretariat of State for Tourism, and the Autonomous Communities of Aragon and Navarre

Wednesday, 4 May 2005.— *Turisme de Catalunya*, the body attached to the Catalanian Ministry of Trade, Tourism and Consumer Affairs, will destine 152,000 € to the tourist promotion of the Pyrenees in the foreign market. Isabel Galobardes, the Catalanian Director-General of Tourism, signed today the agreement for the execution of the Plan Pyrenees 2005 in Saragossa, in an action of joint promotion involving *Turespaña* and the governments of Catalonia, Aragon and Navarre.

The plan of activities agreed upon today, with a total cost of 800,000 €, includes an international advertising campaign; the participation in European fairs; and the organisation of some international commercialisation sessions with tourism professionals, among other actions. *Turisme de Catalunya* takes part since 1998 in this campaign of joint tourist promotion of the south side of the Pyrenees.

The agreement signed today includes a plan of promotion activities at the leading sending markets of the Spanish state. The advertising campaign implies an investment of 300,000 € and will be carried out in various communication media in France, Germany, Holland, Belgium, Switzerland, United Kingdom, Italy and Portugal. The campaign will be financed 50% by *Turespaña*, and the other half by Catalonia (19%), Aragon (19%) and Navarre (19%).

As for the presence of the brand Pyrenees at various fairs, this will materialise itself in a joint presence at *Turespaña*’s stand. In this sense, the agreement plans on the participation at the leading European Tourist Fairs, to be held in London (*World Travel Market*), Berlin (*ITB*), Paris (*Salon The Randonnée*), Toulouse (*Salon du Tourism*), Munich (CBR), Stuttgart (*Caravan, Motor & Turistik*), Essen (*Reise Camping International*), Antwerp (*Vakantie Salon*), Brussels (*Salon des Vacances*), Utrecht (*Vakantiebeurs*), and Lisbon (*Bolsa of Lisboa*).

Another promotion activity consists in the distribution of brochures of the brand Pyrenees, with a print run of 70,000 copies published in English, Dutch, German, Italian and French. An agreement was also reached about a press trip with media representatives from the United Kingdom, Belgium, Holland and Portugal, as well as familiarisation trips with tour operators and travel agents interested in finding out about the destinations in the Pyrenees.



The agreement signed today includes the celebrations of various activities of direct marketing in Germany, Finland, Norway, Poland, United Kingdom and Sweden, with differences according to the sectors and target markets. Direct commercialisation sessions will also be held with international tour operators specialising in sporting, nature and snow tourism from the United Kingdom, France, Belgium, Switzerland and Italy.

The brand Pyrenees encompasses products of active, rural and snow tourism, complemented by the natural, patrimonial and gastronomic resources offered by the Pyrenees. Cultural routes are also included, as is the ample accommodation offer in family hotels, mountain hotels, rural homes, *Paradores*, and camping sites of Catalonia, Aragon and Navarre.

In addition to Isabel Galobardes, the Director-General of Tourism of the Generalitat de Catalunya, the signing of the agreement was also attended by Raimon Martínez Fraile, the Spanish Secretary-General for Tourism; Benito Ros, the Director-General of Tourism of Aragon; and Cristina Arcaya, the Director-General of Tourism and Promotion of Navarre.