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## The Catalanian Ministry of Trade, Tourism and Consumer Affairs backs family, culture and gastronomy tourism in the tourist promotion campaign of Catalonia for the Spanish state

The Catalanian Minister of Trade, Tourism and Consumer Affairs presented the tourist campaign *'Catalonia Suits You'* (*Cataluña te sienta bien*) aimed at a market in which 90% of tourists say they would repeat destination, according to a study conducted by the Ministry about the degree of loyalty of Spanish tourists

Wednesday, 1 June 2005.– Catalonia is launching a tourist promotion campaign in the Spanish state through *Turisme de Catalunya*, the body attached to the Catalanian Ministry of Trade, Tourism and Consumer Affairs. The emphasis this year is laid on the tourism that involves the family, cultural traditions, and gastronomy. Josep Huguet, the Catalanian Minister of Trade, Tourism and Consumer Affairs, presented today the novelties of the tourist promotion campaign **'Catalonia Suits You'**, aimed at the rest of the Spanish state. The objective of the campaign to be broadcast on television over the month of June is to seek the loyalty of 5 million Spanish tourists that Catalonia receives annually. According to a survey commissioned by Turisme about the degree of loyalty, most Spanish tourists visiting Catalonia declared that they would repeat their destination.

Minister Josep Huguet pointed out that ***"the Ministry's objective is to position Catalonia as a destination that fills and amuses, a safe destination with a wide range of possibilities"***. To the more traditional leisure, sea and mountain products ***"more elements are added every day, such as the gastronomy, the popular festivals, and the leisure activities"***, the Minister said. ***"A clear choice of family tourism that sees a safe option in proximity and in the cost of the trip"***.

According to Minister Huguet, the **'Catalonia Suits You'** tourist promotion campaign ***"is a strategic choice to increase the number of tourists and to procure the loyalty of 5 million Spanish citizens who have never stopped from visiting us"***. Concerning this year's TV spots, the Minister pointed out that ***"we have stressed those elements in our identity that make us unique, such as the popular festivals and a top-level gastronomy, and this is what we want to offer to those visiting us"***.



The '**Catalonia Suits You**' communication campaign by *Turisme de Catalunya* in the Spanish state consists of six TV spots and publicity inserts in specialised magazines and Sunday supplements of general information, and actions of external publicity. The amount destined by the Consortium to the promotion of Catalonia in the Spanish state amounts to 1.6 million euros. The campaign will have a coverage of 91% of the Spanish population, and will imply a total amount of 290 million television impacts.

The TV spot follows along the line inaugurated last season, and incorporates new creativity geared mainly to seek the loyalty of those keen on family tourism in the Catalonian destinations, and to consolidate the promotion of tourist products such as rural, cultural and urban tourism. In this sense, the spots show various locations of Catalonia in which the viewer discovers the different products offered by the Brand Catalonia. The spots of this year's campaign incorporate new sequences: a father with his son at the Aigüestortes natural park (nature tourism, inland tourism, and family tourism); a young woman next to the Romanesque church of Alòs d'Isil (nature and culture), popular festivals (traditions and culture); two girls jumping on the bed at a quality rural tourism establishment (rural and family tourism); a couple on the bridge over the Onyar river in Girona (urban tourism).

The TV spot has 6 different versions: there are two generic spots about Catalonia, each lasting 20 seconds, and another four for specific locations, namely the Costa Brava (20'), the Costa Daurada (20'), the inland regions (10'), and the Catalonian beaches (10').

**Generic Spots about Catalonia (20')**: It's two generic TV ads that combine the main points of attraction offered by the Brand Catalonia. The spot makes the following references:

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|------------------------------------|-----------------------------|
| - <i>Catalonia suits your skin</i> | Costa Brava                 |
| - <i>... your hair</i>             | Port Aventura               |
| - <i>... your smile</i>            | Barcelona                   |
| - <i>... your heart</i>            | Aigüestortes                |
| - <i>... your spirit</i>           | Pont del Diable (Tarragona) |
| - <i>... your family</i>           | Costa Daurada               |
| - <i>... your friends</i>          | Popular Festivals           |
| - <i>... your imagination</i>      | Dalí Museum (Figueres)      |
| - <i>... your palate</i>           | Gastronomy                  |
| - <i>... your ego</i>              | Costa Brava                 |

'*Catalonia Suits You... Come and See for Yourself!*' The two versions close with a take of two little girls jumping on a bed of a rural tourism establishment.

**Costa Brava spot (20')**: The objective of this spot is the promotion of the Costa Brava as a tourist destination. Its content combines the offer, specially geared to the families, with the gastronomic tourism and the Dalinian heritage. The spot runs:



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|---|----------------------------|
| - <i>The Costa Brava suits your heart</i> | Girona                     |
| - <i>... your skin</i>                    | Cala Castell (Palamós)     |
| - <i>... your imagination</i>             | Dalí Museum (Figueres)     |
| - <i>... your spirit</i>                  | a beach at the Costa Brava |

*'Catalonia Suits You... Come and See for Yourself!'*

**Costa Daurada spot (20')**: The objective of this spot is the promotion of the Costa Daurada. Its content combines the offer of the Tarragona coastline with family tourism, cultural tourism – Tarragona's archaeological heritage – and gastronomic tourism:

- |  |                              |
|--|------------------------------|
| - <i>The Costa Daurada suits your family</i> | A beach at the Costa Daurada |
| - <i>... your hair</i>                       | Port Aventura                |
| - <i>... your spirit</i>                     | Pont del Diable (Tarragona)  |
| - <i>... your skin</i>                       | A beach at the Costa Daurada |

*'Catalonia Suits You... Come and See for Yourself!'*

On the other hand, a further two spots were filmed of more than 10 seconds each dedicated to the promotion of the beaches in the Catalonian coastline, and to the promotion of the tourist attractions offered by the inland and mountain regions related to family, nature and culture tourism.

These TV spots will be broadcast from today to 24 June in state-wide TV stations (TVE, Telecinco, Antena 3), and in stations integrated into digital platforms (Calle 13, AXN, C+2, Canal Plus 1, 2, 3, Fox and Eurosport). The spot will also be shown on the autononomical TV stations in those areas considered to have priority of promotion due to the number of tourists they send. In this sense, broadcasting of spots has been reinforced in the following TV channels: ETB 1 (Basque Country) and Telecinco (disconnections to Euskadi, Rioja, Navarre and Castile-Leon, coinciding with the showing of the film *La pelota vasca*).

The press campaign will run from June to September, and it will consist in more than 50 advertising insertions in newspapers and specialised journals. In total, there will be 10 different advertisements relating to family tourism, popular traditions and festivals, gastronomy, the inland regions, urban tourism, cultural tourism, as well as specific ads for the brands Costa Daurada, Costa Brava and Terres de Lleida.

Another novelty being incorporated to the tourist promotion campaign of Catalonia in the Spanish state is the collaboration of cook Karlos Arguiñano on the gastronomic side of the campaign, on the occasion of the celebration of the Gastronomy Year during the year 2005. During the month of June, Arguiñano – in his cooking programme in Telecinco – will devote five programmes to the promotion of Catalonian gastronomy, and he will prepare representative cooking recipes from the Catalonian cuisine and will invite viewers to visit Catalonia.



**Nearly 7 out of each 10 Spaniards visited Catalonia, and most of them declare that they would repeat destination**

According to a study conducted by the Catalanian Ministry of Trade, Tourism and Consumer Affairs about the degree of loyalty to Catalonia by Spanish tourists, 66% of Spanish tourists say they have been to Catalonia before, and 90% of them say they would repeat the journey. According to the survey, out of those who have travelled to Catalonia on some occasion, more than half of them have been there twice (between 2 and 4 times) and 38% have journeyed there four times. As for the time lapsed since their latest visit, in 26% of the cases it's one year, in 14% two years, and in 8% three years. That notwithstanding, 52% repeated with the destination after four years.

On the other hand, 35% of the people surveyed had never been to Catalonia, of whom 88% say that they never had the chance, and 66% admit that they would like to go if they ever had the chance.

The survey also reveals the effect of Spanish travellers on the de-seasonalisation of tourist activity. In this sense, even if more than half of them would visit Catalanian destinations during the months of July and August (58%), 42% say they would visit Catalonia during the rest of the year.

<i>What time of year would you choose to visit Catalonia?</i>	(%)
January-June	13
Easter	9
July-August	58
September-December	19
Christmas	2
<b>Total</b>	<b>100</b>

To the question *Who would you travel with?*, 45% of the Spaniards asked say they would travel only in the company of their couple, and 35% say they would visit Catalonia as part of a family group.

**Catalonia breaks the 5 million barrier of visits by Spanish tourists during the year 2004**

The year 2004 the Spanish market kept the positive trend of the previous exercise, with 5.1 million tourists (+5.8%) generating 31.3 million night stays (+7.3%). The expense made by Spanish tourists in Catalonia has also increased by +11.2% compared to the previous year, staying in 1.7 million euros.

Nearly half of Spanish tourists (48.8%) came from Aragon (866,000), Madrid (816,000) and the Valencian Community (788,000). These groups together concentrate also 41.4% of all night stays. Aragon is the Community that has increased the number of tourists in Catalonia (+8.1%), as well as the number of night stays (+12.6%). The leading tourist brands visited by Spanish tourists are Costa Brava, Barcelona and Costa del Maresme.