
***Turisme de Catalunya* presented the Brand Pyrenees' tourist offer to the tourist sector business people in Valencia**

The presentation events were addressed to the Valencian press and travel agents, and they were part of the plan of activities of the Pyrenees Agreement, whose aim is to promote the richness of the tourist offer of the Catalanian Pyrenees

Wednesday, 15 June 2005.— *Turisme de Catalunya*, a body attached to the Catalanian Ministry of Trade, Tourism and Consumer Affairs, organised for today two presentations at the city of Valencia in order to promote the Brand Pyrenees among Valencian travel agents and communication media. The event is part of the plan of promotional activities included in the Pyrenees Agreement, which was signed in May by the Catalanian Ministries of Trade, Tourism and Consumer Affairs, and of Territorial Policies and Public Works, the Tourist Boards of the Lleida and Girona provincial councils, and the Conselh Generau d'Aran. The Generalitat contributes 339,500 €, an amount representing an increase of the 8,7% with respect to the investment carried out in 2004.

During these presentations in Valencia, various promotional materials about the Catalanian Pyrenees will be delivered, such as the guide *Pirineus. Sensacions per a tothom* (*The Pyrenees: Sensations for Everyone*); a CD with a compilation of images of the destination; and a travel book in which six routes across the various regions of the Pyrenees are suggested to the visitor, detailing the most attractive activities and locations.

Taking advantage of the meeting with the travel agents, the 1st Pyrenees Workshop of tourist products and sporting events will be presented. It will be held on 21st and 22nd of September in Puigcerdà (La Cerdanya, Catalonia). These working sessions will gather tour operators from the whole of the Spanish territory, and professionals of Pyrenees tourism.

The events will close with a taste of products from the area prepared by the chefs from the *Cabillac* and *Esquiró* restaurants in the Val d'Aran, and from the *La Xicoia* gastronomic association of the Pallars Sobirà region.

The Spanish market is the first sender of tourists that visit Catalonia. In this sense, the importance of the tourism arriving from the Valencian Country must be pointed out. Together with Aragon and Madrid, it is the autonomous community that generates the highest number of visitors.

Pyrenees Plan

The Brand Pyrenees, created in 2003, includes all the territory extending from the Cap de Creus to the Val d'Aran, crossing the following Catalanian regions: Alt Empordà, Alta Ribagorça, Alt Urgell, Berguedà, Cerdanya, Garrotxa, Pallars Jussà, Pallars Sobirà, Ripollès, Solsonès and the Val d'Aran.

The Pyrenees Agreement seeks to consolidate this brand and the tourist model it represents, by bringing to bear the tourist resources of the regions that make them up, and singling out the diversity of the offer and its capacity to de-seasonalise demand.

The main challenges faced by the Brand Pyrenees are: to get it to be identified with a quality product and with sustainable tourist development, and strengthen the Brand Pyrenees in opposition to other competing destinations, by offering an image of a brand with personality, of a rich territory, of a unique landscape, and of a varied offer.

In addition to the presentations such as the one held today in the city of Valencia, other promotional activities of the Brand Pyrenees, thanks to the Agreement, are also developed, such as advertising campaigns in the specialised press, and dissemination of the web Pyrenees and of information material for the tourist offices, among others.