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# ***Turisme de Catalunya*, together with FC Barcelona football club, presents the Catalonian tourist offer to one hundred Japanese tour operators**

**Various Japanese operators with an interest in the work of Catalonian artists Gaudí and Dalí, and in Catalonian gastronomy, have already posted on the Internet information about Catalonia, on the occasion of the meetings that are taking place these last days**

Friday, 13 June 2005.— During the five days of FC Barcelona's Japanese tour, *Turisme de Catalunya*, the body attached to the Catalonian Ministry of Trade, Tourism and Consumer Affairs, together with FC Barcelona, organised three meetings with a total of one hundred Japanese tourist operators to present the tourist attractions of the Catalonian destination, and to consolidate the Brand Catalonia in a market with a great sending potential. The first results of this promotion are already forthcoming, as various Japanese operators have posted information about Catalonia on the Internet.

Catalonia's tourist offer adapts to the preferences of Japanese tourists, as this market values very highly the artistic and cultural heritage of the countries it visits, and has shown great interest for Catalonian geniuses such as Antoni Gaudí and Salvador Dalí. Taking this into account, the tourist presentations made by Jordi Secall, the Head of *Turisme de Catalunya*'s Marketing Division, focused on the cultural offer, on the products around the figures of Gaudí and Dalí, and also on the gastronomy, the leading product for this 2005.

FC Barcelona, for its part, took the opportunity to introduce to Japanese tour operators the product *Living Barça's Legend*, by which Japanese Barça supporters travelling to Barcelona will be able to visit the club facilities and the Museum, to watch one of Barça's matches live in the stadium, to attend a training session, and even to jump onto the pitch from the tunnel coming from the changing rooms.

## **Joint Promotion**

As a result of an agreement signed on 8th June between *Turisme de Catalunya* and FC Barcelona, the logo of the Brand Catalonia will be displayed on the sleeve of the shirts of the team's first side during all the friendly matches to be played during the pre-season in Japan, Denmark and a country still to be decided, that could be either China or the United States.

In addition, the agreement guarantees a prominent presence of the Brand Catalonia logo in all press conferences and through the broadcasting of promotional spots on the electronic scoreboards of the stadiums where the team will play.



Generalitat de Catalunya  
**Departament de Comerç,  
Turisme i Consum**

Gabinet de Comunicació  
Oficina de Premsa



■ **Comunicat** de premsa ■