
***Turisme de Catalunya* organises a professional meeting in Barcelona today in which Catalonian business people will present their offer to British tour operators**

Active tourism, golf, culture and the *City Breaks* are the tourist products being commercialised at the workshop organised by *Turisme de Catalunya*

Monday, 20 June 2005.— *Turisme de Catalunya* organises a workshop in Barcelona today in which 42 Catalonian companies will meet with a group of ten operators from the UK's Association of Independent Tour Operators (AITO). The main objective of this meeting is to facilitate to Catalonian tourist business people a space for the direct commercialisation and contracting with British professionals, and for introducing or positioning themselves in this important sending market.

This year all tour operators travelling to Catalonia that seek to specialise themselves in City Breaks/Culture, Active Tourism and Golf Tourism have already selected the Catalonian companies with which they would like to get into contact. Today's workshop is fully devoted to the commercialisation of Catalonia's tourist products, through individual appointments previously made between British operators and Catalonian companies.

The day will finish with three prospective trips – one for each tourist product – so that British wholesalers may get a first-hand knowledge of the Catalonian offer. During two days these specialised tour operators will be able to enjoy active tourism products, such as rowing at La Baells dam; or hiking in the Cadí-Moixeró natural park; or visiting a number of golf facilities in the Costa Brava; or discovering the cultural attractions of Barcelona, Girona, Tarragona, Santes Creus or Montblanc.

One of the functions of *Turisme de Catalunya* is to facilitate the contact and the commercial relation between the business people in the Catalonian sector and the operators from the various sending markets. Along these lines a number of activities are framed, such as this workshop with British operators, the recent business mission to the United States, during which twenty Catalonian companies sold their offer in the meetings and incentives tourist sector, or the workshop for which *Turisme de Catalunya* brought over seventy tourist operators from the Nordic countries.