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## ***Turisme de Catalunya* promotes the Nautical Stations of Catalonia as a quality tourist product that favours the diversification of the offer**

**The Catalanian Director-General of Tourism met today in Salou with the President of the Salou—Cambrils—Mont-roig / Miami Platja Nautical Station, and with the Councillors for Tourist Affairs of Salou and Cambrils, in order to take stock of, and assess, the functioning of the Nautical Station**

Thursday, 4 August 2005.— Isabel Galobardes, the Catalanian Director-General of Tourism, met today in Salou (Tarragonès) with the persons responsible for tourist issues in the municipalities of Salou, Cambrils (Baix Camp) and Mont-roig del Camp (Baix Camp), as well as with representatives from the Nautical Station located in these municipalities.

A Nautical Station is a tourist and recreational area that allows the practice of nautical tourism, seen as an active holiday in contact with water and with the possibility of carrying out all sorts of nautical activities, and to complement it with various types of accommodation and tourist offer in the surrounding areas. During today's meeting, Isabel Galobardes, the Director-General of Tourism, underlined that ***“at the Directorate-General of Tourism we have always believed, right from the beginning, in the possibilities of Nautical Stations as a product, as an element to further quality tourism, and as an important diversification factor of our tourist offer”***.

According to the Director-General of Tourism, ***“Nautical Stations –and that of Salou—Cambrils—Mont-roig/Miami is a good example of this– help to complement and to provide the already-consolidated destinations of sun-and-beach tourism, such as the Costa Daurada, with an offer of great quality”***.

The concept of a Nautical Station is relatively young, but during these last years it has been obtaining greater recognition among tourists visiting Catalonia. Thanks to the support of the Spanish Secretaría General de Turismo, the brand *“Nautical Stations”* was created in 2000, thus promoting the creation and growth of the State's nautical stations network. The Spanish state currently boasts a total of 15 nautical stations, and they are, now in 2005, developing



for the first time a joint plan of action with the economic and technical support of Turespaña, of the Administrations of the autonomous communities involved, and of the Spanish Association of Nautical Stations.

## **The Nautical Stations of Catalonia**

There are currently four operational Nautical Stations in Catalonia:

- *Nautical Station L'Estartit - Illes Medes (Costa Brava)*
- *Nautical Station Badia de Palamós i Sant Antoni-Calonge (Costa Brava)*
- *Nautical Station Salou - Cambrils- Mont-Roig / Miami Platja (Costa Daurada)*
- *Nautical Station Vilanova i La Geltrú (Costa del Garraf)*

On the other hand, the Nautical Station Santa Susanna (Costa del Maresme) is in the process of being opened, and will be inaugurated in the coming months. All these entities come under the umbrella of the Catalanian Association of Nautical Stations.

The Directorate-General of Tourism of the Generalitat de Catalunya has believed in this project from the start. The support it provides to it has reflected itself in a first line of subsidies geared to the provision of infrastructures for the recently-created Nautical Stations. The second phase of this promotion, in which we now find ourselves, consists in the support given by *Turisme de Catalunya* to the task of promoting this brand. Thus, *Turisme de Catalunya* makes all the possibilities of Nautical Stations widely known at the leading tourist fairs in which this tourist promotion body of the Generalitat takes part worldwide.