



Catalonia consolidates itself in the Nordic countries as an active tourism and gastronomic destination

Several tour operators are including Catalanian destinations and products in their programmes after taking part in the promotional activities run by *Turisme de Catalunya*

Monday, 26 September 2005.— The promotional activities run by *Turisme de Catalunya* within the Nordic market are yielding the first results. This year, tour operators have incorporated the destination Catalonia in their programmes, also widening the offer of Catalanian products in their catalogues for this season. *Turisme de Catalunya*, the tourist promotion body attached to the Catalanian Ministry of Trade, Tourism and Consumer Affairs, has a Tourist Promotion Centre (CPT) in Helsinki since 1997.

The objective of *Turisme de Catalunya* is to promote and consolidate the destination Catalonia in the Nordic countries. In this sense, Catalonia's CPT in the Nordic countries has taken part in five fairs so far this year and has also organised other promotional activities in this market, all of which have given positive results (five presentations, five familiarisation trips, nine press trips, and a *reverse* workshop).

In the case of the last workshop, carried out during the month of June to promote bicycle tourism, one of the participants — the Danish tour operator Club Natur Rejser — has already included in its catalogues various proposals of rambling and bicycle tourism around the Garrotxa and Costa Brava areas. Five specialised Danish and Swedish tour operators, and seven Catalanian companies took part in this workshop, which had the support of the *Patronat de Turisme Costa Brava Girona*.

Other novelties

The familiarisation trips and the workshops carried out this year with Nordic operators have led to the apparition of novelties about the destination Catalonia in wholesalers' catalogues. It is worth pointing out, for example, to the programming by various Norwegian tour operators of the route '*A Different Catalonia*', in which tourists visit Tarragona, Poblet, Lleida, La Seu d'Urgell, Ripoll, Figueres and Barcelona. The product, which is already being commercialised in Sweden, is thus extended to Norway.



■ **Comunicat** de premsa ■

As for Denmark, the tour operator Granada presents a new trip focused on Catalanian gastronomy, during which visits are paid to Barcelona, Figueres, Santes Creus and Vilafranca del Penedès. In the case of Iceland, IT Travel will start sending teams for soccer stages in the Costa Brava. It is in fact through this tour operator that more than 100 Icelandic handball players took part in the Granollers Cup tournament on 10th June last, and 100 basketball players took part in the Eurobàsquet tournament in Lloret de Mar.

These activities promoted by *Turisme de Catalunya* become an efficacious commercialisation and promotion tool, as they allow journalists, travel agents and specialised tour operators from the various sending markets to get to know the Catalanian products and tourist destinations on the spot.