
The Catalanian Ministry of Trade, Tourism and Consumer Affairs closed 2005 with an investment of nearly 2 million euros in activities by the Centres for the Tourist Promotion of Catalonia abroad

In 2005 new Centres for Tourist Promotion (CTPs) were launched in China and Germany, and in 2006 the network will be further extended with a new centre in Milan (Italy)

Monday, 2 January 2006.— The Catalanian Ministry of Trade, Tourism and Consumer Affairs closes the 2005 exercise with a total investment of 1,954,979 euros in the activities geared to make Catalonia known as a tourist destination that are carried out by the Generalitat's current seven Centres for Tourist Promotion in the world.

The Centres for the Tourist Promotion of Catalonia abroad are located in the cities of Frankfurt (Germany), Brussels (Benelux), Moscow (Russia), Stockholm (Nordic Countries), Paris (France), London (United Kingdom), and Beijing (China). Similarly, *Turisme de Catalunya* will launch this year a new CTP in the city of Milan (Italy).

One of *Turisme de Catalunya's* basic objectives is to ensure the active and permanent presence of Catalonia in the leading tourist sending markets, and to promote the Brand Catalonia, making known the richness and the quality of the tourist products of our land. The Centres for Tourist Promotion act as tourist representatives of the Brand Catalonia before the interlocutors and actors of the tourist activity at the relevant sending markets.

The activity of the Centres for Tourist Promotion seeks to be an instrument at the service of the Catalanian tourist sector as a whole. In this sense, among some of the most significant activities, the preparation, the monitoring and the organisation of workshops must be singled out. In them there take part foreign tour operators and Catalanian companies that work jointly on the land's tourist offer; the organisation of press trips and *fam trips*, to make known to the media and to business persons our tourist offer, and, evidently, the attendance to the leading international tourist fairs.



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

Gabinet de Comunicació
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