
***Turisme de Catalunya* prepares the *Buy Catalonia* big commercial event, which will be carried out from 6th to 11th June**

More than 150 European operators will have at their disposal expert professionals from the Catalonian tourist sector – Catalonia being the leading tourist destination of the Spanish state

Tuesday, 11 April 2006.- *Turisme de Catalunya* has organised *Buy Catalonia*, a huge workshop to take to Catalonia more than 150 tourist operators from the whole of Europe who specialise in a number of diverse products for the coming 9th of June. This activity implies a unique opportunity for the operators, as they will be able to hold top level commercial interviews with the tourist sector professionals from the leading destination in the Spanish state.

Buy Catalonia is the combination of an educational trip, *Discover Catalonia*, that will help operators to get to know the territory, distributed in small groups sorted into products, and a *Business Catalonia* workshop, to be held in the Centre de Convencions Internacional de Barcelona. This activity will be closed by the optional programme *Leisure Catalonia*, aimed at the participant operators, that will consist in the chance to carry out a number of complementary activities.

Professionals keen to enrol in the *Buy Catalonia* event can do it on www.buycatalonia.com, the site specially created for the occasion with all the information necessary so that the European operators may prepare their participation in this macro workshop. Inscriptions open today, 11th April, and will close on 3rd May. For interviews with the Catalonian experts, operators can apply from 4th to 15th of May. Afterwards, and until 23rd of the same month, they can finish closing their agenda taking into account the requests made by the Catalonian professionals.

Schedule and Programme

The tourist operators arriving from throughout Europe and taking part in *Buy Catalonia* are expected to reach Catalonia on 6th June. A dinner will be held on their honour that same day.

Before the celebration of the macro workshop on 9th June in Barcelona, *Turisme de Catalunya* will have prepared *Discover Catalonia*, consisting of 12 familiarisation trips



to be held between the 7th and 8th of June. The 150 participants will be sorted into groups specialising in the following specific products: Active, Cultural (Music and Geniuses of Painting), Incentives, Family / Sun and Beaches, Sporting, Golf, Wellness, Gastronomy, Nautical, City Breaks and Rural.

Once these trips to discover the Catalonian territory and the multiple tourist options it offers are over, *Business Catalonia* will take over – the one-day working session in which the interviews previously arranged between the European operators and the professionals of the Catalonian tourist sector will be conducted. The day will close with a farewell dinner.

For those operators keen to find out a little more of what the Catalonian destination can offer their clients, there is an option to inscribe themselves to the *Leisure Catalonia* programme. *Turisme de Catalunya* has prepared a number of original and attractive activities, exclusively meant for participants in *Buy Catalonia*, such as taking part in a mini Olympic Games to be held in the facilities of the 1992 Barcelona Olympic Games, or to play on the FC Barcelona pitch, or to spend a whole day in the Formula One Circuit de Catalunya, or to learn how to prepare a typical Catalonian dish, or to work as a Catalonian farmer, among many others.

A Number of Reasons to Join *Buy Catalonia*

- Because Catalonia is the leading tourist destination of the Spanish state, accounting for more than 22 million tourists a year.
- Because Catalonia is a “multi-offer” tourist destination that will satisfy the various needs of the clients of the operators taking part.
- Because Catalonia is a sure value.
- Because Catalonia’s is a privileged climate.
- Because Catalonia understands the visitor.
- Because in Catalonia a good service is the norm.
- Because Catalonia has a complementary offer of the first magnitude.