

***Turisme de Catalunya* opens a Tourist Promotion Centre in Italy**

The new office, located in Milan and managed by Cristina Gargallo, ensures Catalonia's active and permanent presence at a leading market in Catalonia's tourist sector

Thursday, 2 February 2006. — *Turisme de Catalunya* has just launched in Milan the Catalanian Tourist Promotion Centre (TPC) in Italy, to be managed by Cristina Gargallo, a professional with a wide experience in marketing, market research, and elaboration and management of tourist projects.

The new Head of this TPC in Italy holds a degree in Economic and Business Sciences from the Autonomous University of Barcelona, and a degree in Business Studies from Oxford Brookes University. Gargallo worked in London's Catalanian Tourist Promotion Centre from 1997 till 1999 thanks to one of the first grants awarded by *Turisme de Catalunya*. The person now to take over the management of the TPC in Milan moved on to become Supervisor of the Tourist Area at Deloitte consultancy firm, and Office Manager of THR tourist consultancy firm in London, among other positions.

After the recent inaugurations of TPCs in China and Germany, *Turisme de Catalunya* is now working on a stable presence in Italy, a market of proximity that has been traditionally important and of great potential. *Turisme de Catalunya* thus widens and consolidates its network of offices abroad, currently made up of the TPCs in France, United Kingdom and Ireland, Benelux, Nordic Countries, eastern European countries, China, Germany and, from now, Italy too.

Italian tourism in Catalonia

The Italian market represents one of the leading sending markets of foreign tourism to Catalonia. During 2004, Catalanian destinations registered 986,000 Italian tourists, a figure representing 7.2% of the total foreign tourist market arriving in Catalonia, and 6.5% of all night stays. The average stay of Italian tourists is of one week approximately.