

***Turisme de Catalunya* destines 700,000 euros to the promotion of the Catalanian ski resorts**

The Head of *Turisme de Catalunya* presented today the advertising campaign with which the loyalty is sought of Catalanian skiers, as well as of visitors from the rest of the Spanish state

Tuesday, 8 November 2005.— *Turisme de Catalunya*, the body attached to the Catalanian Ministry of Trade, Tourism and Consumer Affairs, will destine 700,000 euros to the promotion of the Catalanian snow. Ignasi de Delàs, the Head of *Turisme de Catalunya*, presented the new snow communication campaign today, geared to both the Catalanian and Spanish public. According to De Delàs, **“*Turisme de Catalunya increased twofold the budget destined to the campaign this year, and this is the most important effort ever made in the promotion of the Catalanian ski resorts*”**. As a novelty, De Delàs also announced the creation of a virtual flight over the ski resorts **“*to allow getting to know in greater detail the pistes and services offered by the resorts*”**. The campaign will be launched during the week prior to the long Bank Holiday around the 8th December.

Turisme de Catalunya has devised a special campaign under the motto ***Multiply Your Chances of Enjoying the Snow*** to give an impulse to snow tourism among Catalans and also in the Spanish state. Specifically, a TV spot has been created, with versions of 20, 10 and 5 seconds, in both Catalan and Spanish. The spots are complemented with advertising insertions in specialised press and magazines, as well as with radio slots.

Together with the campaign, *Turisme de Catalunya* has created the brand *Catalunya Neu* to increase the knowledge of the Catalanian offer in the leading sending markets. As for the *Virtual Flight* over the Catalanian ski resorts, it will be available in all snow tourism fairs where *Turisme de Catalunya* will take part, as well as on the various resorts' websites as from January.