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## Catalonia is promoting itself in London buses and Underground stations during the WTM'05, the world's leading tourist fair

***Turisme de Catalunya*** designed a communication campaign in the United Kingdom to promote Catalonia as a quality tourist destination. The Catalanian Director-General of Tourist Affairs presented the campaign coinciding with the celebration of the World Travel Market 2005 fair, to be inaugurated in London today

Monday, 14 November 2005– Isabel Galobardes, the Director-General of Tourist Affairs of the Catalanian government, and Ignasi de Delàs, the Head of *Turisme de Catalunya*, presented this morning in London a wide ranging advertising campaign that seeks to position the brand Catalonia among potential British tourists. The presentation coincides with the inauguration of the Catalonia stand at the World Travel Market 2005 fair (WTM'05), considered one of the leading professionals tourist fairs in the world.

The Director-General of Tourist Affairs said that during the month of November, 75 buses were circulating around the centre of London with a slogan on their sides that said *"Catalonia Makes You Feel Good"*, and that 50 advertising posters with the words *"Catalonia Is Good for Your Family"*, *"Catalonia Is Good for Your Smile"* or *"Catalonia is Good for Your Imagination"* had been placed in 30 of the busiest London Underground stations. ***"The objective is to make the brand Catalonia visible among the citizens of London and potential clients, coinciding with the days in which tourist professionals sign their first contracts and catalogues for the coming season"***, said Galobardes.

In addition to its presence in London's public transport, *Turisme de Catalunya* complements the visual effort with other actions, such as advertisements in the special issues devoted to Travel published by *The Times* and *The Daily Telegraph*; the decoration of a bus especially decked for the occasion with pictures of the Catalanian advertising campaign that travels around the city of London during the two days of the fair; or the setting up of a 6 x 6 metre canvas at the venue where the WTM'05 takes place.

Isabel Galobardes pointed to the importance of the United Kingdom for the Catalanian sector: ***"A market such as the British market is key to our tourist***

***sector. 2.2 million tourists a year justify the design of a special campaign – something that, on the other hand, had never been done before”.***

As a support to this promotional action specific to the British market, Eurosport, the international channel, is featuring a 20-second TV spot to promote Catalonia throughout the month of November. In little less than three weeks, 200 showings of the Catalonia spot are planned in this channel whose coverage is higher than 100 million households, and has a daily following of 11 million viewers.

Ignasi de Delàs, the Head of *Turisme de Catalunya*, explained the intention to extend this campaign specific to the United Kingdom to the rest of Europe in order to increase the presence and the notoriety of the brand Catalonia. ***“Overall, Turisme de Catalunya is to destine more than 1.5 million euros in promotional communication in all the leading European cities, and fundamentally in those that have a direct connection with the Catalan airports of Barcelona, Girona-Costa Brava, and Reus-Costa Daurada”***, said De Delàs.

### **London closes *Turisme de Catalunya*'s international gastronomic tour**

Tonight, still within the framework of the WTM'05, *Turisme de Catalunya* organises a gastronomic presentation addressed to the professionals of the tourist sector. The Royal Horseguards Hotel hosts the presentation of the cooks that make up the collective *La Cuina del Berguedà*, who will prepare a number of dishes live.

The presentation in London closes the international tour organised by *Turisme de Catalunya*, coinciding with the celebration of the Year of the Gastronomy. The objective of this initiative is to promote and to consolidate the Catalan gastronomic product as a tourist attraction of the first order. Other stages in this gastronomic tour included the cities of Chicago, Minneapolis, Rome, Aichi, Lyon, Moscow and Turin. The presentations are attended by Catalan collectives and cooks of international prestige and their central themes are the products, the territory and the cuisine.

Catalan gastronomy is going through an extraordinary moment due to the international prestige it enjoys. Its gastronomic potential has become one of the leading tourist products that adds value to the destination Catalonia. The possibility of offering a high quality product, such as gastronomy, gives an excellent advantage in the face of other competing markets.



## TURISME A CATALUNYA - ANY 2004

### MERCAT TOTAL

**Turistes, pernoctacions i estada mitjana per mercat d'origen. Any 2004.**

<i>Mercat</i>	<i>Turistes (milers)</i>	<i>% Var 04/03</i>	<i>Pernoctes (milers)</i>	<i>% Var 04/03</i>	<i>Estada mitjana</i>
Estranger <sup>1</sup>	13.470	8,7%	111.354	12,1%	8,3
Espanyol <sup>2</sup>	5.060	5,8%	31.294	7,3%	6,2
Català <sup>2</sup>	4.148	1,5%	18.304	3,3%	4,4

Font: <sup>1</sup> - Turisme de Catalunya i Institut d'Estadística de Catalunya, a partir de les dades de Frontur de l'IET.

<sup>2</sup> - Turisme de Catalunya i Institut d'Estadística de Catalunya.

### MERCAT

**Turistes, pernoctacions i estada mitjana d'estrangers per país de procedència. Any 2004.**

<i>País</i>	<i>Turistes (milers)</i>	<i>% Var 04/03</i>	<i>Pernoctes (milers)</i>	<i>% Var 04/03</i>	<i>Estada mitjana</i>
França	3.566	6,4%	27.153	-1,2%	7,6
<b>Regne Unit</b>	<b>2.223</b>	<b>18,0%</b>	<b>18.662</b>	<b>22,8%</b>	<b>8,4</b>
Bèlgica i P.Baixos	1.488	-1,0%	15.388	5,7%	10,3
Alemanya	1.393	3,7%	14.959	4,9%	10,7
Itàlia	986	34,0%	7.210	31,8%	7,3
Suïssa	326	1,8%	3.158	3,1%	9,7
Estats Units i Japó	596	0,6%	2.822	14,4%	4,7
Països nòrdics	330	1,3%	2.465	10,9%	7,5
Federació Rússia	134	3,9%	1.345	16,1%	10,0
Altres països	2.429	9,8%	18.193	35,5%	7,5
<b>Total</b>	<b>13.470</b>	<b>8,7%</b>	<b>111.354</b>	<b>12,1%</b>	<b>8,3</b>

Font: Turisme de Catalunya i Institut d'Estadística de Catalunya, a partir de les dades de Frontur de l'IET.

### MERCAT

**Turisme britànic que visita Catalunya. Anys 2003 i 2004.**

	<b>Any 2003</b>	<b>Any 2004</b>
Turistes ( milers)	1.883	2.223
Pernoctacions ( milers)	15.195	18.662
Estada mitjana	8,1	8,4

Font: Turisme de Catalunya i Institut d'Estadística de Catalunya, a partir de les dades de Frontur de l'IET.

**Britànic respecte al total de turistes estrangers a Catalunya. Anys 2003 i 2004.**

	<b>Any 2003</b>	<b>Any 2004</b>
Turistes estrangers ( milers)	12.393	13.470
Variació respecte l'any anterior	0,6%	8,7%
Turistes britànics ( milers)	1.883	2.223
Variació respecte l'any anterior	24,2%	18,0%
% que representa	15,2%	16,5%
Pernoctacions estrangers ( milers)	99.304	111.354
Variació respecte l'any anterior	-4,8%	12,1%
Pernoctacions dels britànics ( milers)	15.195	18.662
Variació respecte l'any anterior	20,9%	22,8%
% que representa	15,3%	16,8%
Estada mitjana estrangers	8,0	8,3
Estada mitjana dels britànics	8,1	8,4

Font: Turisme de Catalunya i Institut d'Estadística de Catalunya, a partir de les dades de Frontur de l'IET.



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