
***Turisme de Catalunya* is to invest 1.2 million euros in the promotion of Catalonia's autumn and winter tourist offer**

A promotion campaign starts today seeking to foster leisure trips and short stays for tourists from the rest of the Spanish state outside the summer months

Wednesday, 2 November 2005– Now that the summer season is over, *Turisme de Catalunya* focuses its promotional effort on an advertising campaign on press and TV to promote the Catalanian tourist offer during this autumn. The ***Catalonia Suits You*** campaign, which has been programmed for the month of November, is aimed at potential clients from the rest of the Spanish state.

Ignasi de Delàs, the Head of *Turisme de Catalunya*, explained that **“the objective of the campaign is to show to potential tourists from the rest of the Spanish state the possibilities of the destination Catalonia during the autumn-winter season”**. The global investment of this campaign of national scope is more than one million euros. According to Delàs, **“this is a very significant portion of our budget and it goes to broadcast the diversity of the Catalanian offer and the possibility of turning it into a tourist offer throughout the year, favouring de-seasonalisation”**.

The TV spots follow the line of the campaign carried out this summer, incorporating a new creativity inspired in the autumn. The spots show a number of different consumer profiles and various settings in Catalonia, where the spectator discovers the products offered by the tourist brand Catalonia: a father with his son at the Aigüestortes natural park (nature tourism, inland tourism, and family tourism); a group of friends next to a Romanesque church in the Boí valley (nature and culture); two girls jumping on the bed at a quality rural tourism establishment (rural and family tourism); a couple on the bridge over the Onyar river in Girona (urban tourism); a couple of retired pensioners at Barcelona's Park Güell (urban and cultural tourism); and a boy on Tarragona's Devil's bridge (urban and cultural tourism).

Catalonia Suits You, *Turisme de Catalunya's* communication campaign in the Spanish state, will have a coverage of 90% of Spanish population, it will involve more than 200 million TV impacts, and is made up of three TV spots: a 20-second one and two 10-second reduced versions.



The spots will be broadcast on state-wide TV channels - TVE, Telecinco, Antena 3 and Canal 4, on digital channels, and on the theme channels Canal Plus, AXN, FOX and Calle13, and on ETB, the Basque television. The campaign focuses specially on the areas considered of top priority promotion given the number of tourist they issue: Aragon, Community of Madrid, Community of Valencia, Navarre, La Rioja and the Basque Country. The TV spots are complemented with publicity in the written media.

Catalonia tops five million Spanish tourists in 2004

In 2004 the Spanish market kept the positive trend of the previous exercise, with 5.1 million tourists (+5.8%) generating 31.3 million night stays (+7.3%). Nearly half of Spanish tourism (48.8%) comes from Aragon, Madrid and Valencia. They, overall, concentrate also 41.4% of all night stays. According to the estimates of *Turisme de Catalunya*, out of the five million tourists from the rest of the Spanish state received by Catalonia every year, more than one million (20%) visit this destination during the months of November to February. The leading tourist brands receiving Spanish tourism are Barcelona, Costa Daurada and Costa Brava.

As from tomorrow, you will find the images of Turisme de Catalunya's autumn campaign at www.catalunyatourisme.com

For further information:

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