



The Catalanian General Tourist Council unanimously approved the structure and representation system of the new Catalanian Tourist Agency

The Catalanian Council of Chambers will take on the representation of the leading tourist sectors of Catalonia in the future new structure of the Agency to which the ACAV lends its full support

Thursday, 23 February 2006— The Executive Committee and the Catalanian General Tourist Council met today and unanimously approved the structure of the future Catalanian Tourist Agency. The General Council agreed that the main actors of the tourist sector should be represented in the new Agency by means of the Catalanian Council of Chambers.

The creation of the Catalanian Tourist Agency is one of the leading objectives of this period of office of the Catalanian Ministry of Trade, Tourism and Consumer Affairs and of *Turisme of Catalunya*. Further, it takes up one of the leading conclusions of the 2nd Catalanian Tourism Congress promoted by the business tourism sector.

At this morning's meeting, presided over by Josep Huguet, the Catalanian Minister of Trade, Tourism and Consumer Affairs, the General Council also approved the Annual Plan of Actions and Objectives and the budget for the year 2006 which allocates 21.7 million euros to *Turisme de Catalunya*. The figure will be destined to the organisation of promotional actions, to consolidate the strategy of segmentation of products, and to take advantage of the potential of the new technologies.

Among the actions contemplated by *Turisme de Catalunya's* Plan of Actions, there stand out the launch of the future web site, the development of new creativity for the advertising campaign, the participation of *Turisme de Catalunya* in 90 tourist fairs, the organisation of more than one hundred press and familiarisation trips, and some fifty presentations, in addition to the celebration of some 30 commercialisation sessions and workshops, and the edition of up to 20 new publications.