



Catalonia promotes its cultural routes and Sporting Tourism Destinations with the UK tourist sector

***Turisme de Catalunya* will be present at London's STEPS professional exhibition this week-end, where it will present to the tourist agents the proposals of Catalonia as a destination specialising in high-performance stays**

Wednesday 30 March 2005.— Catalonia will present to London's tourist agents its cultural offer and its sporting tourism offer with its officially recognised Sporting Tourism Destinations (Destinació de Turisme Esportiu, DTE). *Turisme de Catalunya*, a body attached to the Catalanian Ministry of Trade, Tourism and Consumer Affairs, will take part with its own stand in the fifth edition of London's STEPS exhibition today and tomorrow, where it will show Catalonia's offer as a specialised sporting tourism destination.

The Catalanian presence at the STEPS professional exhibition will be mainly represented by the Sporting Tourism Destinations. This is a brand promoted by *Turisme de Catalunya* to recognise the destinations that offer the visitor a number of quality resources and facilities, also geared to top-level sporting activities. The following are the Catalanian destinations holding the DTE certification: *Banyoles-Pla de l'Estany* (rowing and kayaking), *Val d'Aran* (Alpine running), and *Castelló d'Empúries-Empuriabrava* (parachuting), among other sporting activities.

In addition to the Catalan offer in sporting tourism, *Turisme de Catalunya's* stand at the STEPS exhibition will also offer the promotion of cultural novelties, a product highly valued by the British tourists visiting Catalonia. Specifically, promotional activities will be carried out to make known with the British tourist sector some new products that relate to Catalanian cultural heritage, namely: routes of the Romanesque Art, the *Camí dels Bons Homes* walk, the Cistercian route, the Knights Templar route, the Cathedrals, Jewish Catalonia, and Catalanian castles, among other proposals.

The STEPS exhibition is a professional fair aimed exclusively at tour operators; corporate, conference and incentive travel organisers; and British professionals from the tourist sector, with more than 1,200 visitors in the previous edition. The exhibition is divided into four theme areas – general offer, cultural tourism, golf, and meetings.