



***Turisme de Catalunya* to take part in more than 80 fairs in 2006**

The aim of such intense activity is to promote the Brand Catalonia and the diversity of the Catalonian tourist offer worldwide

Monday, 9 January 2006. — *Turisme de Catalunya* will take part in some 80 fairs this year, 13 more than in the previous year, thus ensuring the presence of the Catalonian tourist sector in the leading international meetings, among which Berlin's ITB, London's WTM or Moscow's MITT stand out. As for the events in Spain, there is Fitur in Madrid, Expovacaciones in Bilbao and Saló Internacional del Turisme de Catalunya (SITC) in Barcelona.

Turisme de Catalunya thus offers to Catalonian tourist destinations and to private companies the chance to work jointly in the external promotion and commercialisation. For this reason a calendar of fairs has been elaborated, something that becomes a tool practice for the professionals in the sector at the time of planning their participation in those fairs that they consider of interest to them according to the market where are held or the theme to which they are devoted.

Turisme de Catalunya will be present in 24 national and in 59 international events. Germany, Benelux, France, Hungary, Italy, Belarus, Georgia, Ukraine, Denmark, Poland, Portugal, EIRE, Czech Republic, Switzerland or China are just some of the destinations programmed in this busy fair calendar of *Turisme de Catalunya* for 2006. The presence of Catalonia for the first time in 14 such fairs should be remarked. This is the case with the Sea Trade Cruise Shipping to be held in Miami in March; Birmingham's Outdoor Show devoted to active tourism, also to be held in the month of March; or Helsinki's City Breaks meeting this coming June. As for the products, *Turisme de Catalunya* will be present in a total of 34 specialised events, covering a good part of the products that make up its tourist offer: golf, nautical sports, snow, culture, cycle tourism/mountain bike, wellness; and meetings, rural, active, family, sport and luxury tourism.

Fitur 2006, first international meeting in the professional tourist calendar

Turisme de Catalunya takes part in a new edition of Fitur, to be held in Madrid from 25th to 29th January. In the new stand designed by *Turisme de Catalunya* for the occasion, within an area of more than 2,000 m², visitors to the event will have within their reach the offer of Costa Brava, Costa Daurada, Terres de Lleida, Costa del Garraf, Costa del Maresme, Catalunya Central, Pyrenees, Val d'Aran, Terres de l'Ebre and Barcelona.



Generalitat de Catalunya
**Departament de Comerç,
Turisme i Consum**

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