

A group of Chinese operators discovers the variety and quality of the Catalonian tourist offer through *Turisme de Catalunya*

This prospective trip falls within a complete special Plan of Action for China, one of the emerging tourist markets with a greatest sending potential

Friday, 3 March 2006— Seven Chinese tour operators have been visiting a number of Catalonian regions lately invited by *Turisme de Catalunya*. During this familiarisation trip, that lasted for a week, the professionals from this Asian country visited Barcelona, Costa Daurada, Central Catalonia and Costa del Garraf.

During their first days in Catalonia, the group got to know Gothic and Modernist Barcelona, visited the Boqueria market, and took part in a cuisine workshop to elaborate and taste a traditional Catalonian menu. Among other activities, the Chinese operators also had the chance to pay a visit to the La Roca Village outlet complex, and to spend a day in Montserrat and listen to the oldest boys' choir in Europe, the *Escolania*.

While in the Costa del Garraf, *Turisme de Catalunya* invited the group to discover the area following a wine-growing route and to take part in the popular Sitges Carnival. The trip was rounded off with a stay in the Costa Daurada, where these Chinese professionals visited Roman Tarraco and, in El Vendrell, saw for themselves the quality of the Catalonian offer as regards the Health and Wellness tourism.

The trip allowed visitors to discover not just the Catalonian products and cuisine, but also the diversity of Catalonia regarding its territories, services and landscapes.

***Turisme de Catalunya* in China**

This familiarisation trip falls within the Plan of Action launched by *Turisme de Catalunya* to galvanise the tourist flow coming from the Asian market. In this sense, the recent creation of a Tourist Promotion Centre in Beijing must be remarked.

In addition to this, *Turisme de Catalunya* has for some time now been developing special promotion activities in that country, such as road shows, press and familiarisation trips, joint promotion with FC Barcelona football club, participation in



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some of the leading Chinese fairs in the sector, the issuing of a tourist publication in Chinese, and the creation of a website containing information about Catalonia specifically geared to this Asian market.