
***Turisme de Catalunya's* first participation in Brazil's ABAV professional fair**

The event is an excellent opportunity to make contacts with travel agents and tour operators from across Latin America

Wednesday, 26 October 2005— *Turisme de Catalunya* takes part in Feria de las Américas – ABAV 2005, to be held in Rio de Janeiro from today to 30th October. This is one of the leading sector events in Latin America and is geared specifically to Brazil's travel agents and neighbouring countries.

The participation in this Brazilian event shows the interest of *Turisme de Catalunya* to branch out into new markets, in this case America, and to promote the tourist brand Catalonia at international level.

With an available space of 51,000 m², the Feria de las Américas 2005 brings together nearly 700 companies, including tour operators, hotels, air and maritime companies, destinations and officials tourist bodies, among others. *Turisme de Catalunya* has the chance here to present the Catalonian tourist offer and the various products that make it up, and to establish professional contacts at an event that last year registered 18,000 visitors.

Brazil

Brazil has a population of more than 175 million inhabitants. According to figures issued by Turespaña, 2004 was a particularly good year, as the number of Brazilian travelling to Spain increased by an 18% compared to 2003, reaching the figure of 230,000. Forecasts point to a 7 to 10% growth in this market.

The profile of the Brazilian tourist is especially interesting for Catalonia as he is a person essentially of high-middle class extraction, who usually travels off season and is interested in the culture, the history and the gastronomy.

For further information:

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