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## **Intense promotion of *Turisme de Catalunya* throughout the Spanish state's snow fairs**

**Catalonia has the widest offer in the whole of the Spanish state, with 11 Alpine and 6 Nordic ski resorts, topping the 2 million forfaits annually**

Friday, 28 October 2005— *Turisme de Catalunya* participates actively in the four State snow fairs planned for the months of October and November in order to give an impulse to the snow, one of the products being promoted by *Turisme de Catalunya* as an important Pyrenees resource. The snow tradition in the State finds its origin back in 1943, in the Catalanian resort of La Molina, and nowadays Catalonia has the largest resort of the Spanish peninsula in Baqueira/Beret.

- **“Todo Nieve” in San Sebastián from 28th to 30th October, at the Kursaal Fair precinct.** *Turisme de Catalunya* together with the Catalanian Association of Mountain Ski (ACEM) take part with a joint stand in this first edition of the fair, which used to be known as Exponieve before and is now called Todo Nieve.

- **“Nivàlia Ski Show” in Barcelona from 11th to 13th November.** *Turisme de Catalunya* has been sponsoring this Fair since 1997. It has become the leading snow fair of the Spanish state with 90 exhibitors and a surface of 7,000 m<sup>2</sup>. The Catalanian offer includes 324 pistes, with more than 500 skiable kilometres and a capacity to transport 136,000 skiers per hour. For the second year running, *Turisme de Catalunya* has joined efforts with the ACEM with the aim of presenting the Catalanian offer at the same 210 m<sup>2</sup> where the following Catalanian ski resorts and Nordic ski resorts participate: Pirineu Girona, Pirineu de Lleida and the Xarxa d'Albergs.

- **“Hivernalia” in Valencia, from 18th to 20th November.** The latest novelties from the world of snow are presented here with the aim to attract tourists for the 2005/2006 season, with a view to promoting the snow product. *Turisme de Catalunya* takes part in this fair that has an incidence on the closer market and is of special importance for Catalonia, such as is the Community of Valencia.

- **“Esquí y Montaña” (20th edition) at Madrid's Ifema, from 25th to 27th of November.**

*Turisme de Catalunya's* stand at the Madrid fair will gather Nordic ski resorts and the ski resorts of Baqueira, Boí, Espot, La Molina, La Masella and Port Ainé.



Generalitat de Catalunya  
**Departament de Comerç,  
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