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# The Catalanian Minister of Trade, Tourism and Consumer Affairs will promote a number of one-day sessions on Catalanian Active and Leisure Tourism in collaboration with the sector

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Wednesday, 31 August 2005.— Josep Huguet, the Catalanian Minister of Trade, Tourism and Consumer Affairs, announced today that the Ministry ***“will promote the celebration of a number of one-day sessions on Catalanian Active and Leisure Tourism in co-ordination with this tourist sector”***. During his visit to the Ripollès region, Minister Josep Huguet also said that *Turisme de Catalunya* will step up the promotion of the active tourism offer in the markets of France and the Low Countries.

Concerning the sessions on Active and Leisure Tourism, the Minister said that they ***“would help to consolidate Catalonia as an integral tourist destination providing a specialised and diversified offer of complementary activities”***. Minister Josep Huguet also advanced that ***“there would be an in-depth study on how other countries and leading regions work on active tourism, and associationism of the sector in Catalonia will also be encouraged”***. According to the Minister of Tourism, ***“we must take advantage of the potentialities and go and explain them in other markets in which maybe we are not so well known”***.

At the moment, the main clients of active tourism (about 60%) come from Catalonia itself; 30% from Madrid and the Valencian Community; 5% from the remaining autonomous communities of the Spanish state; and only 5% from abroad. For this reason, and following on a global policy of promotion of Catalonia as a brand, special attention will be paid to the promotion of active tourism, together with the rest of products, at the leading international fairs where *Turisme de Catalunya* takes part.

Minister Huguet met today with Josefina del Pozo and Joan Bonet, President and Administrator respectively of the *Consorti Ripollès Desenvolupament*, an entity that structures the active tourism offer in the Ripollès region. Similarly, the titular of Tourism held meetings today with Jaume Kleiner, President of the active tourism association of the Girona area, *Oci Girona*, and with Carles Sanz, President of the



*Associació de Professionals de Turisme de les Administracions Locals de Catalunya.*  
At noon, Minister Huguet visited the Mountain Bike Centre of the Ripollès region, located in Sant Joan de les Abadesses, and *La Peçallarga*, the active tourism company, located in Ogassa.

Active tourism encompasses all those activities that are carried out in direct contact with nature, such as rambling, touring by bicycle, mountain bike, horse riding, rowing or sailing, mountain climbing, or activities from the air. The **Active Tourism Club** is an initiative of *Turisme de Catalunya* created in 1996, and is made up by more than 70 Catalanian companies linked to the product. Since its creation, the number of Club members has trebled, growing from 26 to 80 companies, 35% of which are adventure sports companies; 31.5% are promotion bodies and entities; 22.8% offer accommodation linked to the product; and 10.5% are travel agents and reservation centres.

### **Network of Recognised Mountain Bike Centres of Catalonia**

The Recognised Mountain Bike Centre is a brand created and registered by *Turisme de Catalunya* since 1997.

The objective of the creation of the network of Recognised Mountain Bike Centres is to constitute a new tourist galvaniser for the territory, thereby favouring the structuring of the product that will enable de-seasonalisation and specialisation.

A Recognised Mountain Bike Centre is an open-space free-access centre located in a special natural environment, organised through a network of circuits, with varying levels of difficulty, specifically signposted for the practice of mountain bike and the discovery of tourist resources.

#### ● **FCC's Recognised Mountain Bike Centres currently open\***

(\* FCC stands for *Federació Catalana de Ciclisme* or Catalanian Cycling Federation)

<b>FCC's Recognised Mountain Bike Centre <i>Pla de l'Estany</i></b>	<ul style="list-style-type: none"> <li>▪ It was inaugurated in 1999. It has 10 circuits and a total of 253 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>El Gironès</i></b>	<ul style="list-style-type: none"> <li>▪ It was inaugurated in 2000. It has 9 circuits and 4 link routes, with a total of 173 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>La Selva</i></b>	<ul style="list-style-type: none"> <li>▪ It was inaugurated in April 2001. It has 22 circuits and a total of 376 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>Val d'Aran</i></b>	<ul style="list-style-type: none"> <li>▪ It was inaugurated in June 2001. It has 7 circuits and un total of 119 km fully signposted.</li> </ul>



<b>FCC's Recognised Mountain Bike Centre <i>Mont-roig del Camp</i></b>	<ul style="list-style-type: none"> <li>It was inaugurated on 4th May 2002. It has 10 circuits and a total of 126 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>Baix Empordà</i></b>	<ul style="list-style-type: none"> <li>It was inaugurated on 27th June 2002. It has 19 circuits and a total of 326 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>El Solsonès</i></b>	<ul style="list-style-type: none"> <li>It was inaugurated on 14th July 2002. It has 9 circuits and a total of 149 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>L'Alt Urgell</i></b>	<ul style="list-style-type: none"> <li>It was inaugurated on 5th August 2002. It has 22 circuits and a total of 745 km. signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>El Ripollès</i></b>	<ul style="list-style-type: none"> <li>It was inaugurated on 17th November 2002. It has 9 circuits and a total of 151 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>El Berguedà</i></b>	<ul style="list-style-type: none"> <li>It was inaugurated on 23rd November 2002. It has 9 circuits and a total of 190 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>Vall de Sau-Collscabra</i></b>	<ul style="list-style-type: none"> <li>It was inaugurated on 15th May 2004. It has 15 circuits and a total of 245 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>El Pallars Jussà</i></b>	<ul style="list-style-type: none"> <li>It was inaugurated on 19th June 2004. It has 9 circuits and a total of 240 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>Santa Susanna</i></b>	<ul style="list-style-type: none"> <li>It was inaugurated on 16th July 2004. It has 8 circuits and a total of 84 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>Salines Bassegoda</i></b>	<ul style="list-style-type: none"> <li>It was inaugurated on 24th July 2004. It has 33 circuits and a total of 720 km fully signposted.</li> </ul>
<b>FCC's Recognised Mountain Bike Centre <i>Osona-Lluçanès</i> (inaugurated on Sunday, 24th July, 11 am)</b>	<ul style="list-style-type: none"> <li>It will have 8 circuits and a total of 220 km fully signposted.</li> </ul>

The network of Recognised Mountain Bike Centres has a specific promotion plan developed by *Turisme de Catalunya*.