



## **CATALONIA TAKES PART IN BERLIN'S INTERNATIONALE TOURISMUS BÖRSE (ITB) DISPLAYING ITS GASTRONOMY, WINES AND SPARKLING WINES ('CAVES') AS THIS YEAR'S OUTSTANDING PRODUCTS OF THE BRAND CATALONIA**

***From today until 15th March Turisme de Catalunya will present on the German market, from its 325 m<sup>2</sup> stand at the Fair, in conjunction with a further fifteen companies and entities of the tourist sector, Catalonia's offer of destinations***

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Friday, 11 March 2005.— *Turisme de Catalunya*, the Catalanian Ministry of Trade, Tourism and Consumer Affairs' tourist board, takes part from today until the coming 15<sup>th</sup> March in Berlin's Internationale Tourismus Börse (ITB) using Catalanian gastronomy, wines and sparkling wines (*caves*) as the leading attractions of this year's tourist offer on the occasion of Catalonia's *Gastronomy Year*. Catalonia's offer at Berlin's Tourist Fair will be represented by fifteen companies and entities of the sector, at a stand of 325m<sup>2</sup>. The ITB is one of Europe's leading tourist meetings, with more than 10,000 exhibitors from all over the world.

Ignasi de Delàs, Director of *Turisme de Catalunya*, will attend the ITB next Sunday, when he will present to the German tour operators and customers the offer of products of the Catalan destinations. During the days of the Fair and coinciding with Catalonia's *Gastronomy Year*, the stand of Catalonia will offer a taste of Catalanian wines and sparkling wines (*caves*).

The stand of Catalonia counts on the participation of the following companies and entities: Turisme de Barcelona; the tourist boards of Costa Brava and Costa Daurada, and the Town Council of Castelldefels; the Catalonia Formula One Circuit; Costa Brava Verd Hotels; Viajes Terramar-Tour; Traveltec Touristic Services; Viatges Macuvi; Balneari Caldes de Boí; Barcelona Online; Futbol Club Barcelona; and Barcelona Serveis Municipals-Barcelona Zoo.

The promotion of cultural tourism also has its own space at the ITB, at the *Hall of Culture*, where the wide offer of cultural products and events organised in Catalonia throughout the year are exhibited. This edition will also see the participation of the



Patronat Municipal de Turisme de Tarragona, with the objective of promoting the culture and the heritage of this city declared a World Heritage site by the UNESCO.

Berlin's ITB Fair is considered to be a point of reference and one of the leading fairs in the international tourist industry. In 2004, for example, a total of 141,000 people visited this exhibition, of which 75,000 were professionals. As for exhibitors, there was a total of 10,023, of which 2,187 were German and 7,836 from the rest of the world.

### **German tourism in Catalonia**

The German market represents one of the main sending markets of foreign tourism in Catalonia. During the year 2004, Catalonian destinations received nearly 1.5 million German tourists, which supposes 10.3% of the total of the foreign market. The German tourist goes for long sojourns in Catalonia, with an average length of over 10 days, with 15 million accumulated night stays during the year 2004.