

## ***Turisme de Catalunya* presents Miquel A. Cusí as the new Head of the Catalonian Tourist Promotion Centre for the United Kingdom and Ireland**

**The Catalonian Director-General of Tourism presented the new Head of *Turisme de Catalunya's* Tourist Promotion Centre (TPC) in London within the framework of that city's World Travel Market fair yesterday**

Tuesday, 15 November 2005.— London's Royal Horseguards Hotel hosted a dinner yesterday to close the international gastronomic tour that *Turisme de Catalunya* has been organising throughout this year. Within the framework of this gastronomic exhibition, and in the presence of British and Catalonian professionals from the sector, Isabel Galobardes, the Catalonian Director-General of Tourism, in the company of Ignasi de Delàs, the Head of *Turisme de Catalunya*, officially presented Miquel A. Cusí as the new Head of the Tourist Promotion Centre in London.

The new Head replaces Mr Joan R. Romero, who has recently joined the private sector. Miquel A. Cusí takes over the tourist representation of Catalonia in the British market with the objective of maintaining the position of the Catalonia destination among the preferences of British travellers. The United Kingdom is, after France, the second most important sending market for Catalonia, with more than 2.2 million tourists a year.

Cusí, a specialist in Tourist Companies and Activities, has a wide working experience in the field of tourism. His career has been linked mainly to the hotel and tour operating sectors. Among other positions, Miquel A. Cusí was Head of Pullmantur and *Club de Vacaciones* in several destinations; Head of Travelplan in New York; and Corporate Head of the Melià White House hotel in London.

### ***Turisme de Catalunya* in London**

*Turisme de Catalunya's* Promotion Centre for the United Kingdom and Ireland opened its doors in London in 1997. Among some of the tasks it carries out, the following should be mentioned: to establish and hold contacts with the destination agents; to research into, and analyse, the situation and evolution of the tourist sector in this market; and to develop a number of promotion and marketing activities.



Generalitat de Catalunya  
**Departament de Comerç,  
Turisme i Consum**

Gabinet de Comunicació  
Oficina de Premsa



■ **Comunicat** de premsa ■

*Turisme de Catalunya* has a number of tourist promotion centres: for the Nordic countries; for Belgium, Netherlands and Luxembourg; for France; for the eastern European countries; and since September last, it has a representation in China.