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# Tourist promotion of Catalonia and Barcelona in Argentina and Chile

**The aim is to increase the tourist flow between Catalonia and Latin America, and to lend support to the companies, such as Aerolíneas Argentinas, that have invested in the launch of direct flights between these destinations**

Friday, 24 March 2006.— Ignasi de Delàs, the Head of *Turisme de Catalunya*, and Jordi Portabella, the second Deputy Mayor of Barcelona, travelled to Buenos Aires this weekend to take part in the Barcelona-Catalonia-Buenos Aires *business bridge*. The Official Chamber of Commerce, Industry and Navigation of Barcelona also takes part in this business mission – an initiative by the Development of Air Routes Committee.

The aim of these work sessions is the promotion of the tourist Brands Catalonia and Barcelona among long-distance sending markets and to analyse and capture the opportunities of growth offered by them.

Within the framework of this *business bridge*, *Turisme de Catalunya* and *Turisme de Barcelona* organise a gastronomic dinner at the Faena & Universe hotel of Buenos Aires on 28th March to present the destination Catalonia and its capital. Taking advantage of their stay in Latin America, the tourist heads of Catalonia and Barcelona will travel to Santiago de Chile, where they will hold a second presentation at this city's Centre Català. The Catalanian chefs in charge of these gastronomic exhibitions are Xavier Pellicer, of the restaurant *Àbac* (1 Michelin star), Jean-Luc Figueras, of the restaurant *Jean-Luc Figueras* (1 Michelin star), and Isidre Soler, of the restaurant *Tram-Tram*.

Through promotional initiatives such as this, *Turisme de Catalunya* and *Turisme de Barcelona* lend support to the companies that have invested in the creation of air connections with Catalonia providing direct intercontinental flights. Since the month of October 2005, Aerolíneas Argentinas links up twice a week the Catalanian capital with Buenos Aires.

## **Some Figures of the Argentinian Sending Market**

In 2005, Catalonia hosted approximately 40,000 tourists from Argentina. Argentinian tourists travel mainly on business missions and for holidays. Most of them effect long stays of more than 16 days, and they tend to stay in hotel establishments or with relatives or at friends'.