



A group of eight Austrian journalists discovers the diversity of Catalonia through its gastronomy

Barcelona, El Priorat, Osona and L'Alt Penedès are some of the regions visited by these Austrian communication media

Monday, 4 July 2005.— *Turisme de Catalunya*, the body attached to the Catalanian Ministry of Trade, Tourism and Consumer Affairs, organised a gastronomic press trip for some Austrian communication media. In their first day in Catalonia, the journalists followed the *Route of the Gourmet* in Barcelona, which includes a walk through market places and specialised establishments of the city, in addition to a cooking workshop where they elaborated and tasted a menu based on traditional Catalanian cuisine. The Austrian professionals also went for a taste of oils in Siurana, of wines in Scala Dei, of cheeses in Vic, and also paid a visit to the Confraria de Pescadors (fishermen's guild) of Cambrils. In Gratallops and Sant Martí Sarroca, the group had the opportunity of visiting a couple of cellars.

Apart from these gastronomic activities, the Austrian group took the opportunity to visit other towns, such as Sitges. This itinerary allowed these visitors to discover, not just the products of Catalonia, together with its cuisine, but also the diversity of Catalonia concerning its territories and landscapes.

This activity is part of the plan launched by *Turisme de Catalunya* to promote gastronomy as a quality resource, becoming an important core issue in the policy of Catalanian tourist promotion. This impulse to the gastronomy is based on three main actions: an international gastronomic tour, as part of which Palma de Mallorca, San Sebastián and Chicago have already been visited; trips organised with operators, travel agents, and the specialised media, so that they may get a closer knowledge of the gastronomy of Catalonia; and the promotion of special publications.