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## **Catalonia promotes itself for the second year running in China and Japan through the international pre-season tour of FC Barcelona soccer team**

***Turisme de Catalunya* will accompany FC Barcelona soccer team once more on their Asian tour, and will take the opportunity to hold meetings with operators that are seeking to include Catalonia in their programmes as a destination in which to carry out stays relating to the world of sporting tourism**

Tuesday, 26 July 2005— Catalonia promotes itself for the second year running in China and Japan through the international pre-season tour of FC Barcelona soccer team, within the framework of the tourist promotion agreement signed on 8th June between *Turisme de Catalunya* and Barça. *Turisme de Catalunya* travels this week to Japan to monitor the contacts made with Japanese operators during the trip that took them there last June coinciding with the friendly matches that FC Barcelona played in Tokyo at the end of the season. On that occasion, *Turisme de Catalunya* organised three meetings with a total of one hundred Japanese tour operators to present the Catalonian destination and to consolidate the Brand Catalonia in a market of a great sending potential.

Jordi Secall, *Turisme de Catalunya's* Head of Marketing, will carry out a personalised follow-up of those travel agents that have shown their interest in the Catalonian destination. Some Japanese operators are looking into the possibility of programming stays to watch a match played by Barça and to visit the Club's Museum, and these activities would be combined with other tourist possibilities. Another option is to bring teams from the country to carry out sporting stages in destinations such as Castelló d'Empúries - Empuriabrava (a Sporting Tourist Destination specialising in hosting football players).

*Turisme de Catalunya* will also take the opportunity of being in China to hold a number of meetings in Hong Kong with Chinese operators and to present Catalonia with the objective of increasing the presence of the Catalonian destination in their programmes.



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

Gabinet de Comunicació  
Oficina de Premsa



■ **Comunicat** de premsa ■

Last week, this international tour reached Denmark, where Ignasi de Delàs, Head of *Turisme de Catalunya*, presented the Catalonia tourist brand to the Danish and Catalan press, and to a group of 20 tour operators and Nordic travel agents. These promotion activities are framed within the agreements between *Turisme de Catalunya* and FC Barcelona soccer team, signed on 8th June last, so as to benefit from the synergies between both institutions, and to promote the Catalan tourist destination, thus consolidating the collaboration started last year between the Catalan Ministry of Trade, Tourism and Consumer Affairs and the Club.