



Pirineus-Prepirineus, Val d’Aran, Terres de l’Ebre and Barcelona are the Catalanian tourist brands with the best hotel behaviour during Easter, with a tourist occupancy nearing 90%

The Catalanian Minister of Trade, Tourism and Consumer Affairs, informed today of the tourist occupancy results for Easter, which in hotels rose to 81.2%, and in rural accommodation reached 100% between Good Friday and Easter Monday

Thursday, 31 March 2005.— Mountain and interior destinations, together with Terres de l’Ebre and Barcelona are the tourist brands that registered the best hotel behaviour over Easter, with occupancies nearing 90%. Josep Huguet, the Catalanian Minister of Trade, Tourism and Consumer Affairs, and Marién André, the Head of the Catalanian Observatori de Turisme, reviewed tourist occupation in the 10 Catalanian destination brands for this period today. Overall, occupation during the holidays was 81.2%.

The good behaviour of rural tourism was the protagonist of this holiday period, reaching an occupation of 100% from Good Friday to Easter Monday. Minister Huguet valued the positive change of trends ***“where the interior and mountain areas, together with the city of Barcelona, constitute once again the leading tourist attraction of Catalonia for this period of the year”***.

Minister Josep Huguet also pointed out that ***“we are showing that rural tourism is the great protagonist of this time of the year, in a practically wintry Easter”***. With all, the Minister underlined that the seaside destinations must not renounce to their attraction ***“provided they complement their offer with other products”***. In this sense, the Minister recalled the good occupancy in seaside destinations such as Terres de l’Ebre ***“that combine their offer with other leisure elements”***.

According to the report elaborated by the Observatori de Turisme de Catalunya, tourist occupancy over Easter was similar to that of last year. From Monday to Thursday, the level of hotel occupancy was 54.6% (-4.6 points), rising during the strong days of the week to 81.2% (-1.2 points). From Good Friday to Easter Monday, the tourist brands experimenting the best behaviour were Pirineus-Prepirineus



(90.5%), Val d'Aran (89.6%), Terres de l'Ebre (89%) and Barcelona (88.2%). In this sense, Barcelona was the brand obtaining the most stable behaviour during the whole week, with a global occupancy of 80%. Terres de Lleida also showed great dynamism, with a percent increase of +3.5 points, and Pirineus-Prepirineus, with an occupancy increase of 2 positive points compared to the same period last year.

As for the seaside destinations, the occupancy behaviour stayed above the mean for Catalonia. From Good Friday to Easter Monday, Costa Daurada experimented a positive increase of +1.7 points (79.3%) and Costa Brava had an average occupancy of 82.2% (-3.5 points). Terres de l'Ebre nearly reached 90% hotel occupancy during the holidays, and for the whole week's global (Monday to Monday), occupancy stayed at 80%, with an increase of +1.8 compared to last year.

As for occupancy in rural accommodation establishments, the associations of the sector informed that during the first days of the week, occupancy oscillated between 40% and 60%, reaching full occupancy from Good Friday to Easter Monday.

Camping establishments were the most adversely affected by the calendar and the weather. Easter occupancy over the holidays reached 38.9%, the best results being registered in the camping sites at Terres de Lleida (72.7%) and Costa del Garraf (64.3%). On the other hand, a greater dynamism than in 2004 was registered with the establishments of these Catalan tourist brands: Pirineu-Prepirineu (+11.5), Costa del Garraf (+13.7%), and Terres de l'Ebre (+3.9). Global occupancy of camping sites over the week stayed around the 28% mark, a figure implying a -8.7 point decrease with respect to Easter last year.