
International press shows interest for the tourist attractions of Catalonia

***Turisme de Catalunya* has invited journalists from Oceania, Asia and America who show interest to find out about Catalonia as a tourist destination**

Tuesday, 11 October 2005.— Catalonia consolidates itself year after year as an international tourist destination. Girona, Tarragona and Sitges have recently been visited by journalists from various distant markets, such as Mexico, Singapore and New Zealand, a fact that confirms the interest generated worldwide by the Catalonia destination and its tourist products.

The feature being prepared by *New Zealand Herald* journalist Linda Herrick will essentially focus on Catalanian art, architecture and gastronomy. In this sense, *Turisme de Catalunya* invited her to go on a route on the Catalanian Tourist Coach that took her to Figueres and Girona, including a visit to the Teatre Museu Dalí. The *New Zealand Herald* is a newspaper of wide national scope, with a print run of 600,000 copies.

The Singapore national newspaper *The Straits Times*, with 400,000 copies and 1,351,000 daily readers, will echo the tourist attractions of Catalonia. In this particular case, the journalist Lynn Seah travelled to Barcelona. Once in the Catalanian capital city, she also travelled on the Catalanian Tourist Coach, this time to the Colònia Güell, the Codorniu cellars, and Sitges.

In the case of the two Mexican journalists from the *Milenio* newspaper, the trip led them to get to know Roman Tarragona, a city declared Heritage of Humanity since the year 2000, and the coastal town of Sitges, in the Costa del Garraf. The feature will be published shortly in the monographic supplement of this newspaper, with a print run of 60,000 copies.

In addition to the collaboration of *Turisme de Catalunya*, these trips have had the support of the Spanish Tourist Offices (OET) in Singapore and Mexico.

Catalonia, Quality Destination in the French Market

On another front, another press trip was organised by the Catalonia Tourist Promotion Centre in Paris, this time for a group of journalists from the French media who showed a basic interest in cultural and gastronomic tourism: *City Magazine* (a



■ **Comunicat** de premsa ■

quarterly magazine with a print run of 60,000 copies), *Le Quotidien du Tourisme* (a daily magazine for professionals with a print run nearing 16,000 copies), *Maxi* (a weekly publication of 500,000 copies a week), and *Paris Capitale* (a monthly magazine with a print run of 65,000 copies).

As part of a programme with the name of *State Hotels, Castles and Fortresses of Catalonia*, these journalists visited from 29th September to 2nd October places such as the walled town of Hostalric, the fortress of Sant Ferran in Figueres, the salt mines of Cardona, the Seu d'Urgell, and the Romanesque churches at Unha and Arties. The group also had the chance to go on a four-wheel drive around the Aigüestortes national park. The journalists also visited four of the seven state hotels located in Catalonia: the Ducs de Cardona, the one in Seu d'Urgell, the Don Gaspar de Portolà (Arties), and the one in the Val d'Aran.