



***Turisme de Catalunya* presents the Catalonian *Family Tourism Destinations* offer at France's Top Resa fair**

Salou, Calella and Santa Susanna will enjoy an important presence in this event that offers the novelties for the coming season to the tourist sector

Thursday, 22 September 2005- *Turisme de Catalunya*, the tourist promotion centre attached to the Catalanian Ministry of Trade, Tourism and Consumer Affairs, presents tomorrow in Deauville (France) the *Family Tourism Destination* (FTD) seal of quality. This certificate distinguishes those Catalanian municipalities or tourist areas whose services are fully adapted to, and thought for, tourism with children. Catalonia participates with the offer of the three Catalanian municipalities that have been awarded this certificate, namely Salou (Tarragonès), Calella and Santa Susanna (Maresme).

Turisme de Catalunya's FTD seal, a pioneering brand in Spain, will have an important presence at the 27th edition of the Top Resa fair that opens its doors today. The event is aimed exclusively to professionals of the sector and it registers more than 15,000 visitors. It therefore represents a good opportunity to make the latest novelties about the Catalanian destinations known, and to make contacts with the tourist agents and the specialised press visiting the fair.

***Family Tourism Destination* seal**

David Miró, Head of the Centre for the Tourist Promotion of Catalonia in Paris, will be in charge of carrying out a first general presentation about the destination Catalonia and the FTD brand. The event will also be attended by Joaquim Gambin, the Administrator of the *Patronat de Turisme de Calella*; Mercè López, the Administrator of the *Fundació Turística de Santa Susanna*; and Joan Manuel Alonso, the Administrator of the *Patronat de Turisme de Salou*. They will explain the characteristics of each of the only three such certified destinations in Catalonia to date.

Sixty per cent of all tourists visiting Catalonia are families with children. Taking this fact into account, *Turisme de Catalunya* is promoting the FTD project that guarantees to tourists an offer consisting in accommodation, eating facilities, leisure and services specially thought for families with children between 0 and 7 years of age. The certified destinations offer, among other services, day nursery on the beach,



■ **Comunicat** de premsa ■

babysitters who speak various languages, connected rooms in the hotels, children entertainment programmes, and high chairs for children in restaurants.

In addition to the three certified destinations currently displaying the FTD brand, namely Salou (Costa Daurada), Calella and Santa Susanna (Costa del Maresme), there are other municipalities undergoing the certification process: Palamós, Tossa de Mar, and Blanes, in the Costa Brava; Cambrils and Calafell, in the Costa Daurada; and Pineda de Mar and Malgrat de Mar, in the Costa del Maresme. To obtain the seal, the municipalities or tourist areas will have to conform to very strict regulations, and to pass successfully an audit.

In parallel to the presentation of the FTD seal at the Top Resa fair, *Turisme de Catalunya* has launched a specific campaign about the family product in two signal French media, the specialised journals *Tour Hebdo* and *Quotidien du Tourisme*.