

The Catalonia Tourist Promotion Office in Moscow has been elected to the Vice Presidency of ANTOR

The Catalanian office has been chosen after a vote taken among the members of this association grouping the various state tourist offices in the Russian Federation

Monday, 11 July 2005.— The Catalonia Tourist Promotion Office in Moscow was elected to the Vice Presidency of the Association of National Tourist Office Representatives (ANTOR), during its annual general meeting. This international entity has been working in the Russian Federation for the last four years and its main objective is to group and defend the common interests of the tourist offices working in the Russian territory.

ANTOR has currently 24 members in Russia, and enjoys the recognition of the Russian Federation's Tourist State Committee. During the annual general meeting of Russian ANTOR there were also elections to the Presidency and Second Vice Presidency, for which Poland and Dubai, respectively, were chosen.

The Catalonia Tourist Promotion Office in Moscow

Catalonia pioneered tourist promotion in the eastern European countries, as it inaugurated the first centre for the tourist promotion of a foreign destination in the Russian Federation in 1993. In addition, its Moscow office has received a dozen official awards throughout these years in recognition for its promotion task. One of the latest awards was granted within the framework of the MITT 2005 Fair, and it was the prize awarded every year by the leading Russian tour operators. For the sixth time, the award was granted to a Catalonia Tourist Office in the eastern European countries. These aspects were taken into consideration by the ANTOR members at the time of choosing Catalonia's Moscow office as the Vice President of the association.

Through the work carried out from this office, Catalonia has gradually positioned itself in the Russian market as a quality tourist destination, one with the greatest projection world-wide. Only Catalonia concentrates more than half the Russian tourists reaching Spain. Tourists from eastern countries characterise themselves for their high degree of fidelity to Catalonia. 40% of those arriving had already been in Catalonia before and their stays tend to last for ten days. The sun and the beaches are considered to



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be the leading product, although they now combine with cultural and urban offers more assiduously.