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# **The Head of *Turisme de Catalunya* travels to India to promote the destination Catalonia among the operators of this emerging sending giant**

**The participation in this business mission will allow the analysis of the tourist business opportunities offered by the Indian destination and to strengthen the relations with the professionals of the sector from this country**

Thursday, 20 October 2005.— Ignasi de Delàs, the Head of *Turisme de Catalunya*, the body attached to the Catalanian Ministry of Trade, Tourism and Consumer Affairs, travels to India tomorrow to take part in three workshops with professionals of the tourist sector from New Delhi, Mumbai and Bangalore, the leading tourist sending Indian cities.

For the seven days of the mission, Ignasi de Delàs has planned a number of personalised meetings with operators, journalists and authorities of the country. The main objectives are to analyse the tourist opportunities offered by the Indian destination, to strengthen the relations with the local companies of the sector, and to promote the Catalanian tourist destination in order to increase the arrivals of tourists from India.

This trip is yet another proof of *Turisme de Catalunya's* belief in opening up to new markets and promoting the Catalonia tourist brand internationally. This action is framed within the *Business Bridge* mission of the Barcelona City Hall and Barcelona's Official Chamber of Trade, Industry and Navigation.

## **India, a Giant Sending Market**

India has a population of 1.05 billion inhabitants (2003). According to Turespaña's Tourist Situation Report, during the year 2004 Indians made a total of 5.4 million trips outside their country. Given India's potentiality as a sending market, its foreseeable social and economic development, and the mid-term perspectives it shows, India would appear, together with China, to be one of the great emerging sending markets to be taken into account by the European destinations.

In this sense, we should underline that Europe features among the favourite destinations of Indian tourists. The aspects they value most are the cities and their possibilities of leisure, landscape, and shopping. Lately, the demand is growing



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thanks to the cruisers that tend to combine their arrivals or their departures with stays in the port cities.