



---

# PRESS PACK 2018

---





# INDEX

<b>INTRODUCTION</b>	<b>4</b>
<b>CATALONIA, A QUALITY DESTINATION</b>	<b>8</b>
<b>TOURIST ATTRACTIONS</b>	<b>12</b>
<b>TOURIST ACCOMMODATION</b>	<b>16</b>
<b>TOURIST BRANDS</b>	<b>19</b>
Costa Brava	20
Costa Barcelona	22
Barcelona	24
Costa Daurada	26
Terres de l'Ebre	28
Pirineus	30
Terres de Lleida	32
Val d'Aran	34
Paisatges Barcelona	36
<b>TOURIST EXPERIENCES</b>	<b>38</b>
Activities in Natural and Rural Areas	40
Accessible Catalonia	43
Sports and Golf Tourism	46
Wine Tourism	48
Gastronomy	50
Great Cultural Icons and Great Routes	52
Hiking and Cycling	54
Medical & Health Tourism	56
Premium	57
Business Tourism	58
Family Holidays	60
<b>WHAT'S NEW 2018</b>	<b>62</b>
<b>USEFUL ADDRESSES</b>	<b>76</b>

# INTRODUCTION

**Catalonia** is a **Mediterranean destination** with a **millenary history**, its **own culture and language** and a wealthy **historical and natural heritage**.

**POPULATION.** 7,5 million

**SURFACE AREA.** 32.107 km<sup>2</sup>

**TERRITORY.** Catalonia offers a great scenic variety:

- **580 kilometres** of **Mediterranean** coastline cover Costa Brava, Costa Barcelona, Barcelona, Costa Daurada and Terres de l'Ebre.
- The **Catalan Pyrenees** with their 3000 metre peaks dominate the northern area of the country. Especially interesting is Val d'Aran, a valley draining into the Atlantic Ocean that has preserved its own culture, language (Aranese) and government bodies.
- Both the capital of Catalonia, **Barcelona**, and the three province seats, **Girona**, **Tarragona** and **Lleida**, feature a great variety of sights. In the rest of Catalonia, numerous towns with a distinct character boast some noteworthy heritage: handsome old quarters, buildings from Romanesque to Art Nouveau and a wide range of museums are worth a visit.

**CLIMATE.** Generally speaking, Catalonia enjoys a temperate and mild Mediterranean climate, characterised by dry, warm summers and moderately cool winters.

**CATALUÑA, DESTINO TURÍSTICO.** Catalonia is a prime tourist destination offering **many attractions** for all sorts of visitors: culture, relax, nature, families, sports, business, etc. Its great capacities and excellent facilities place it among Europe's top tourist areas, with approximately 30 million tourists a year, more than half from abroad. At roughly 12% of GDP, tourism is one of Catalonia's main sources of wealth and hence one of its strategic priorities.

**CATALUNYA HAS BECOME AN APPEALING DESTINATION FOR MANY TRAVELLERS. WHILE THE PYRENEES ARE AN IDEAL PLACE FOR WINTER TOURISM, HIKING AND ACTIVE TOURISM, THE CATALAN COASTLINE COMBINES STEEP CLIFFS WITH HIDDEN COVES, LONG SANDY BEACHES, PROTECTED COASTAL AREAS AND A WIDE RANGE OF WATER SPORTS. THE HINTERLAND BETWEEN THE PYRENEES AND THE SEA BOASTS NUMEROUS ATTRACTIONS, SUCH AS COUNTLESS ROMANESQUE CHURCHES AND MONASTERIES, MONTSENY, MONTSERRAT AND SANT LLORENÇ DEL MUNT I L'OBAC NATURAL PARKS, PLUS PEDESTRIANISED OLD TOWNS FEATURING HERITAGE SITES, TRADITIONAL PRODUCTS AS WELL AS FASHION AND ACCESSORIES SHOPS.**

## COMMUNICATIONS NETWORK

**ROADS.** Catalonia has a good road network that enables travel to any main European city in less than twelve hours. Its large commercial airports, Barcelona, Girona, Lleida and Reus, as well as the main cities in the country are well connected by motorway.

**RAIL.** The railway network offers good communications, both within Catalonia and abroad. There is a well-developed commuter train network in the Barcelona metropolitan area, with connections between the city and the tourist coastal areas in Maresme and Garraf joined under the Costa Barcelona brand. Apart from state-run Renfe, there is also Ferrocarrils de la Generalitat (FGC) operating in Catalonia, with a network extending from Barcelona to cities such as Igualada, Manresa, Terrassa and Rubí. The renewed Montserrat and Núria rack railways are also run by this company.

**HIGH SPEED TRAIN.** The high speed rail network is under constant expansion. Andalusia in southern Spain can be reached in six hours from Barcelona thanks to a bypass around Madrid. Spain's capital is just two and a half hours away, Tarragona and Lleida being stops en route in Catalonia. After completion of the high speed line to France via Girona and Figueres, Paris can be reached within 6.15 hours, with further direct connections to Marseille, Lyon and Toulouse. Hence Catalonia is very well communicated with other cities in Europe, making it the true hub of a vast Mediterranean Euroregion.

**AIRPORTS.** Catalonia has five commercial airports:

- **Barcelona.** Over 44 million passengers used Catalonia's main airport in 2017, an ongoing increase year after year since the T-1 terminal started operating. Its maximum capacity is 55 million passengers a year. The old T-2 terminal is served by several low-cost airlines. Future plans for the airport include a 90 hectare aeronautic park for maintenance hangars, La City, a 150 hectare area with hotels, office buildings and all kind of facilities, plus the new high-speed rail link between the T-1 terminal and the city centre. Also, the L9 underground line has been extended to the airport, its fast link to the city being a considerable progress for passengers. The L2 line is planned to reach the airport in 2020.
- **Girona-Costa Brava (Girona).** Situated 100 kilometres from Barcelona and 15 from Girona, Girona-Costa Brava airport is strategically located for tourism (being the closest airport to Costa Brava), trade and business. It welcomes roughly 2 million passengers every year.
- **Reus-Costa Daurada (Reus).** Located 110 kilometres from Barcelona and 13 from Tarragona, it is the closest airport to Costa Daurada and Terres de l'Ebre. It welcomes almost a million passengers every year.

- **Lleida-Alguaire (Alguaire).** Located 15 km from Lleida, it is the first airport planned, built and run by the Government of Catalonia. It allows promoting Catalonia as a top winter and mountain tourism destination. With a customs post, the airport can now handle flights from countries outside the Schengen area, such as Russia and the United Kingdom. Some regular flights are also operated, while the premises are further used for testing, numerous sports events and prototype development.
- **Andorra-la Seu d'Urgell.** The Government of Catalonia, the Government of Andorra and the Spanish Ministry of Public Works have developed the premises into a public infrastructure that has now handled its first regular flights. The airport was reopened in June 2010 following adaptation works on the premises and the runway. It is designed to become the main Pyrenees airport and the gate to Andorra. The installation of a customs post shall enable operating flights from non-Schengen countries.

**PORTS.** Catalonia has 52 ports and yacht clubs, which add to the big seaports in Barcelona and Tarragona.

- **Barcelona.** The largest cruising port in Europe, Barcelona welcomed almost 3 million cruise passengers in 2017. Thanks to its safety, service quality, the lure of the city and Catalonia and proximity to the airport, virtually all cruise ships sailing on the Western Mediterranean stop over in Barcelona. The port has ten terminals, seven of which are devoted solely to cruises. Given the high demand for berths, the port authority is modernising the existing terminals, building new ones and enlarging the port to the south. MSC Cruises has announced the construction of an exclusive terminal for its ships, a project that will be developed by architect Ricardo Bofill. There are also regular ferry lines to Rome, Livorno, Sardinia, Genoa, Tangier, Tunis and Algiers served from the three purpose-built terminals. Regarding goods transportation, all docks from Ponent to Sud have railway access.
- **Palamós.** Palamós has been consolidating its position as a stopover port for cruise ships year after year, making it only second to Barcelona in Catalonia. 22 companies (some of them with smaller luxury boats) operate at this port, where 30 cruise ships with around 32,000 passengers berthed in 2017, allowing visits to the main attractions on Costa Brava. The introduction of a customs post allows now the docking of ships from outside the Schengen area.

- **Roses.** Having joined the cruise port network recently and located at the end of Catalonia's most beautiful bay, Roses is making progress as a destination on northern Costa Brava. Together with Palamós, the port is marketed under the Costa Brava Cruise Ports brand, aimed at promoting cruise passenger traffic and developing the related tourist offer in both this municipality in Alt Empordà county and all of Costa Brava. There are currently ten cruising companies sailing to Roses, with ships up to 150 metres long.
- **Tarragona.** Tarragona is very well positioned regarding goods traffic, being one of Southern Europe's main ports. Featuring fine facilities and an attractive hinterland, 40 cruise ships of varying size called here in 2017. The port has an exclusive cruise berth for two ships at the East dock, plus Port Tarraco marina for smaller cruise boats. Tarragona aims at positioning itself as a home port as this will boost the economy and the whole territory.
- **Sant Carles de la Ràpita.** Located in Terres de l'Ebre, this port welcomes the Star Flyer in summer, a luxury four-masted sailing ship that berths six times during the season with almost a thousand passengers in total.
- **Vilanova i la Geltrú.** Centrally located along the Catalan coast 40 km from Barcelona, Vilanova i la Geltrú has suitable facilities, services and access for small cruise ships sailing through the Mediterranean.

**CATALUNYA BUS TURÍSTIC IS AN INITIATIVE THAT ALLOWS DISCOVERING ALL SECRETS OF CATALONIA, WITH TRIPS FROM BARCELONA TO ENJOY MONTSERRAT AND GAUDÍ'S COLÒNIA GÜELL CRYPT; DALÍ'S ART IN FIGUERES AND THE CITY OF GIRONA; SOME OF THE MOST RENOWNED WINERIES TO SEE HOW CAVA (SPARKLING WINE) IS PRODUCED AND TASTE ACKNOWLEDGED WINES; ENJOYING A SHOPPING DAY IN LA ROCA VILLAGE OR A TRIP TO THE MARITIME TOWN OF BADALONA.**

**[www.catalunyabusturistic.com](http://www.catalunyabusturistic.com)**

# CATALONIA, A QUALITY DESTINATION

Following **European rules on tourist quality**, Catalonia has developed a set of tools and regulations aimed at ensuring its **competitiveness** as a destination where quality in its widest sense is a **key value**. These tools make the **Tourist Quality System** of Catalonia and are under the supervision of the quality and innovation commission of the Tourism Panel of Catalonia. The architecture of the Tourist Quality System of Catalonia is divided into three functional development areas: **categorisation**, **specialisation** and **excellence**.

A tourist **category** identifies the **distinctive characteristics** of each business, while tourist **specialisation** determines the service features aimed at a specific user group. **Excellence** enables **ensuring** that customer expectations are fulfilled according to the characteristics of the business providing the service. Membership to the Catalan tourist quality system is on a **voluntary basis**. There are increasingly more professional businesses every year striving for improving quality so customers may benefit from a top-notch offer.

**TOGETHER WITH THE TOURIST INDUSTRY, THE CATALAN TOURIST BOARD IS DEVELOPING NEW PRODUCTS RESULTING IN SPECIALISATION BRANDS AND CERTIFICATES—DISTINCTIVE HIGH-END PROPOSALS AIMED AT SATISFYING VISITORS' NEEDS.**

**AN EXAMPLE IS THE SPECIALISATION OF THE FAMILY HOLIDAYS BRAND IN THE FAMILY-FRIENDLY BEACH HOLIDAYS AND FAMILY-FRIENDLY ADVENTURE HOLIDAYS INCLUDING BUSINESSES AND MUNICIPALITIES BOTH ON THE COAST AND INLAND, AIMED AT OFFERING ATTRACTIVE PROPOSALS CATERING FOR THOSE TRAVELLING WITH CHILDREN.**

**ANOTHER PROPOSAL IS THE ACCESSIBLE TOURISM PROGRAMME, IN WHICH CATALONIA IS PIONEERING.**

**BEING AWARE THAT TOURISM NEEDS TO BE MADE AVAILABLE TO EVERYBODY, CATALONIA HAS IDENTIFIED MORE THAN 600 FACILITIES AT 27 DESTINATIONS PROVIDING ADAPTED OFFERS AND SERVICES TO PEOPLE WITH DIFFERENT DISABILITIES, AMONG WHICH ARE OVER 150 KM OF GREEN WAYS, ACCESSIBLE HIKING TRAILS AND ST. JAMES' WAY IN CATALONIA FOR EVERYBODY.**

This excellence in service quality is proven by the increasing number of Catalan businesses holding renowned certificates every year such as **ISO 9001, ISO 14001, EMAS, Ecolabel** and the **Environmental Quality Guarantee**. The latter, created by the Government of Catalonia, shall encourage businesses to commercialise environmentally friendly products and services.

The **Gastronomic Hotel** specialisation label has 48 certified member businesses. A very specific and widely accepted product, it identifies hotels spread all over Catalonia with a common denominator: a friendly, familiar atmosphere, 60 rooms maximum and top-quality Catalan cuisine based on local seasonal produce and served at any meal, including breakfast, lunch and dinner.

This label adds to the **wheat ear** scheme rating rural tourism houses (currently 542 businesses rated from 1 to 5 wheat ears based on their services, activities, premises and decoration) and the **key** rating system for **tourist apartments and housing units for tourist use**, the criteria of which are under joint review with the industry to allow better distinction.

## CATALONIA, A BIOSPHERE DESTINATION

Catalonia has been holding since November 2015 the **Biosphere Responsible Tourism certification** by the Institute of Responsible Tourism, a World Tourism Organisation member associated to the Global Sustainable Tourism Council.

Catalonia is the **world's first territory** beyond specific cities or destinations to obtain this all-inclusive certification that ensures visitors a sustainable experience while protecting the culture, improving the local economy and reducing the environmental footprint. This label is an international recognition to the work done by both public and private players in the Catalan tourist industry to foster a sustainable tourism scheme.

All three tourist brands under the Barcelona Provincial Council (**Costa Barcelona, Paisatges Barcelona and Pirineus Barcelona**) feature the Biosphere certificate. Other places such as **Val d'Aran, Terres de l'Ebre, Sitges** and **Barcelona** as well as countless organisations, agencies and tourist businesses have also been certified. Vilafranca del Penedès, the county seat of Penedès, and Tossa de Mar on the Costa Brava are currently undergoing certification.

The Biosphere certification not only sets **quality, accessibility** and **environmental** standards but also includes **sustainability** requirements such as social responsibility, conservation of cultural heritage, satisfying tourist expectations and improving life quality of the local population.

## CATALONIA IN EUROPEAN PROJECTS AND NETWORKS

Through the **Directorate General of Tourism** and the **Catalan Tourist Board**, Catalonia participates, and in some cases leads, different **European Union** projects with a big relevance in protecting nature, cross-border routes and gastronomic and social tourism, among others.

### PROJECTS IN 2018

- **HIKINGEUROPE** is a project led by the Catalan Tourist Board with the goal of promoting a transnational European hiking network in rural areas in Donegal, Emilia Romagna, Dubrovnik-Neretva and Catalonia, aimed at fostering the local economy by preserving the ecosystems and showcasing their natural and cultural resources.
- **WILDSEA EUROPE** encompasses marine areas and coastal destinations in the Mediterranean and the Atlantic. It is aimed at linking European coastal destinations with a great marine biodiversity along a transnational sustainable route, thus providing sea wildlife experiences through open-air activities and water sports.
- **#IDEATE** is a European project to improve employability and training in the tourist industry, also by enhancing the image of its professionals.
- **LAND-SEA** aims at preserving the natural habitats and strategies in ecotourism through management policies by regional and local bodies to create a sustainable impact.
- **WELL-O-LIVE** provides for the creation of a transnational tourist route including wellness, gastronomic and lifestyle experiences at rural destinations based on olives and its products.
- **EUROVELO 8 – MEDITERRANEAN ROUTE (EV08)** is aimed at developing a transnational, sustainable and responsible tourist offer based on a European network of cycling routes.

## EUROPEAN NETWORKS

The Catalan Tourist Board takes part in some European networks fostering **business cooperation** and **cross-regional coordination** in order to create a more **social** and **sustainable tourism**. Catalonia **chairs NECSTouR**, a non-profit organisation composed of European regions aiming at fostering cooperation to consolidate sustainable tourism and lobby before European tourism authorities. It is currently composed of thirty regions and 35 associate members, including companies, institutions, universities and associations from the European tourist industry. Some of Catalonia's goals during its presidency include smart tourist destinations, sharing economy, innovation, training and skills of professionals in the tourist industry, sustainable cultural tourism, sustainable tourism indicators and the use of European funds for sustainable tourist initiatives.

The CTB is also a member of the **International Social Tourism Organisation (ISTO)** and **ENAT**, an international non-profit organisation created to make tourism accessible and addressed at companies and organisations that wish to be pioneering in the research, promotion and practice of accessible tourism.

# TOURIST ATTRACTIONS

---

## UNESCO WORLD HERITAGE IN CATALONIA

The following sites in Catalonia have been declared World Heritage by the UNESCO:

- **PALAU DE LA MÚSICA CATALANA AND HOSPITAL DE LA SANTA CREU I SANT PAU.** Barcelona. Art Nouveau. Built by Lluís Domènech i Montaner in the early 20th century.
- **POBLET MONASTERY.** Poblet (Tarragona). Built in the 12th and 13th century, the largest Cistercian monastery in Europe.
- **ROMAN TARRACO.** Tarragona. In the second half of the 1st century BC, Tarraco was given the status of a colony according to Roman law and became the capital of Hispania Citerior. Important remains from those times are preserved in the city and the neighbouring towns of Altafulla, Constantí and Roda de Barà. Tarragona is a member of the Spanish World Heritage Cities network.
- **MEDITERRANEAN CAVE ART IN THE IBERIAN PENINSULA.** There are 27 sites in Catalonia with listed paintings found in caves, grottoes and shelters.
- **ROMANESQUE CHURCHES IN VALL DE BOÍ.**  
Some 140 kilometres from Lleida, in Alta Ribagorça county, eight churches and one chapel make one of the most significant sets of Catalan Romanesque art regarding both its architecture and paintings:
  - Sant Climent de Taüll
  - Santa Maria de Taüll
  - Sant Joan de Boí
  - Santa Eulàlia d'Erill la Vall
  - Sant Feliu de Barruera
  - La Nativitat de Durro
  - Sant Quirc de Durro
  - Santa Maria de Cardet
  - Assumpció de Còll

### **THE WORK OF ANTONI GAUDÍ:**

- Park Güell. Barcelona. First garden city experience.
  - Palau Güell. Barcelona.
  - La Pedrera (Casa Milà). Barcelona.
  - Casa Batlló. Barcelona.
  - Colònia Güell Crypt. Santa Coloma de Cervelló (Barcelona).  
Unique structure built in stone and brick.
  - Casa Vicens. Barcelona.
  - Sagrada Família Crypt. Barcelona.  
Built between 1884 and 1889, Gaudí's oldest religious work.
  - Nativity Façade at the Sagrada Família. Barcelona.
- **LA PATUM.** The UNESCO declared the ancestral La Patum festival in Berga (Pirineus), celebrated on the festivity of Corpus Christi, a Masterpiece of Intangible Cultural Heritage of Humanity.
- **CASTELLERS.** A genuine piece of Catalan folk culture featuring up to ten-storey human towers, it was recognised by the UNESCO as Intangible Cultural Heritage of Humanity in 2010.
- **SUMMER AND WINTER SOLSTICE FIRE FESTIVAL IN THE PYRENEES.** Recently declared Intangible Cultural Heritage of Humanity, this festival brings together cultural and natural heritage and has a cross-border geographic scope, as it comprises 63 villages from France, Catalonia, Aragon and Andorra.

**THANKS TO CATALONIA'S BOTH TANGIBLE AND INTANGIBLE HERITAGE, APPLICATIONS ARE FILED EVERY YEAR TO HAVE PLACES OR CONCEPTS INCLUDED AS WORLD HERITAGE. THIS IS THE CASE OF TURÓ DE LA SEU VELLA IN LLEIDA, AN ARCHITECTURAL SITE DATING FROM THE 13TH-14TH CENTURIES THAT HAS BECOME THE CITY'S LANDMARK, AS WELL AS THE PORTAL OF RIPOLL MONASTERY, A BIBLICAL DEPICTION CARVED IN STONE IN THE 12TH CENTURY. THESE APPLICATIONS ARE COMPLETED BY PRIORAT-MONTSANT-SIURANA AS A CULTURAL LANDSCAPE, ST. GEORGE'S DAY AND CATALAN RUMBA AS INTANGIBLE HERITAGE AS WELL AS CATALAN CUISINE BASED ON THE SCENIC VARIETY OF ITS TERRITORY, THE WIDE RANGE OF PRODUCTS, ITS DEGREE OF PROTECTION AND THE FACT THAT EUROPE'S OLDEST RECIPE BOOK IS WRITTEN IN CATALAN.**

---

## BEACHES

With its **580 kilometre coastline** and almost **350 coves and beaches**, Catalonia is still one of the best so-called sun & beach destinations. This sort of tourism can be **completed** with fine **heritage** and protected **nature**, which can be enjoyed along numerous signposted walking or cycling paths. **Nautical tourism, family holiday destinations, gastronomy and sports tourism** aimed at both professionals and amateurs are suitable to complete a seaside holiday in great style.

The **Government of Catalonia** is heavily working on **prevention, control and improvement** of coastal waters and beaches, while each municipality is in charge of cleaning its main beaches every day during the summer season. A proof of this is the increasing number of beaches and marinas flying the Blue Flag. Moreover, the portal of the Meteorological Service of Catalonia started a new feature in 2015 providing the weather and sea forecast for beaches and water sports.

The **Allgemeiner Deutscher Automobil Club (ADAC)**, with more than 17 million member families and a high reputation among the German public opinion as an unbiased organisation with tourism expertise, certifies year after year the **quality of Catalan beaches**, which are characterised by their water quality, large environmentally friendly leisure offer and countless tourist facilities, many of which are adapted to be accessible to any kind of users.

Beyond the **blue flags** and **quality certificates** at a vast number of Catalan beaches, the facilities provided in the coastal municipalities and the numerous marinas and water sports businesses, the best quality proof comes from the millions of tourists returning to Catalonia every year.

## NATURAL PARKS AND PROTECTED AREAS

More than 30% of the Catalan territory enjoys some degree of special protection. Apart from one national park, there are 14 natural parks spread all over Catalonia, as well as marine and natural reserves, natural sites of national interest and a dozen natural protected areas managed by the Barcelona Provincial Council.

**Aigüestortes i Estany de Sant Maurici National Park**, belonging to the Spanish national park network, has 14,000 hectares covered by the park as such, plus a further 26,000 of peripheral area. The main gates to the park are at Espot (Pallars Sobirà) and Vall de Boí (Alta Ribagorça), with further access through Vall Fosca (Pallars Jussà) by cable car and Val d'Aran. Noteworthy are also natural areas such as **Montserrat Natural Park** as well as **Terres de l'Ebre**, all declared a **Biosphere Reserve by the UNESCO**.

Also, Montsant and Montgrí, les Illes Medes i el Baix Ter Natural natural parks as well as Foix, Olèrdola and Garraf protected areas have recently been awarded the European Charter for Sustainable Tourism. The EUROPARC Federation has validated these areas and also renewed the certificate for Montseny, Sant Llorenç del Munt i l'Obac and Zona Volcànica de la Garrotxa natural parks, the latter being Spain's first in obtaining it. They are joined by Delta de l'Ebre Natural Park, which also features this European label.

## HEALTH AND WELLNESS

A great number of visitors come to Catalonia to enjoy the treatments provided by its twenty **spas with medicinal mineral waters** declared of public utility. Catalonia's thermal tradition dates back to Roman times, yet spas have adapted their facilities to the new accommodation trends, offering quality standards comparable to modern hotels. Prominent **spa towns** include Benifallet, Caldes d'Estrac, Caldes de Malavella, Caldes de Montbui, El Vendrell, La Garriga, Sant Climent Sescebes, Sant Hilari Sacalm and Santa Coloma de Farners. Their great wealth in mineral waters can be enjoyed in baths, completed by a tourist offer that includes cultural heritage, nature, leisure, gastronomy, festivals and traditions. On top of that comes a good offer of **wellness, thermal leisure and thalassotherapy centres**.

# TOURIST ACCOMMODATION

---

## HOTEL ACCOMMODATION

The offer is subject to strict regulations enforced by the Government of Catalonia, which looks after hotel rating. According to these regulations, there are two groups of accommodation: hotels (H) and boarding houses or hostelries (P), plus another category within the hotel group, hotel-apartments (HA).

As regards **classes**, the range goes from Grand Luxe to 1 star in hotels, whereas boarding houses or hostelries have no specific rating. Some hotels are part of the world's most renowned chains, such as The Leading Hotels of the World or Relais & Châteaux, and many have some sort of quality certificate.

Some specific brands have been developed recently, such as **Petits Grans Hotels de Catalunya**, encompassing 50 hotels with up to fifteen rooms, usually located in heritage buildings and providing a very comfortable atmosphere. Noteworthy are also **Gastronomic Hotels** with 48 certified businesses and **Cases Fonda de Catalunya**, a traditional accommodation and food option including over forty businesses firmly rooted in their local community.

Generally speaking, Catalan hotels are modern and comfortable. In Barcelona, a large number of hotels have been developed all over the city following to the increase of tourism experienced in recent years, especially along the coastline stretching from the Olympic Village to the Forum of Cultures area, where congress and convention facilities were built in 2004. The area around the Montjuïc-2 fairgrounds, very close to the airport, has also seen its top-range hotel offer increase considerably, as is the case of certain quarters in the old town and the Eixample, with historical buildings being refurbished into landmark hotels.

Catalonia has currently **almost 2900 accommodation units** with **approximately 300,000 beds**. Some of them have become specialised in segments such as golf, health and wellness tourism, winter sports, water sports and active tourism. Services provided by Catalan hotels usually include an excellent food offer, which definitely contributes to Catalonia's great gastronomic reputation.

## CAMPSITES

Catalonia has a network of roughly **350 campsites**, with an offer of 100,000 camping plots and a total accommodation capacity of around **270,000 places**. They are classified into four categories: luxury (L), 1st class, 2nd class and 3rd class. Although they tend to concentrate on the coastal areas and the Pyrenees, they can be found all over the territory. Many of these campsites have added an excellently equipped bungalow offer to their plots, thus appealing to a wider audience beyond traditional camping.

---

Thanks to the mild Mediterranean weather allowing for a long summer season, Catalonia is an excellent destination for campers and caravaners. Moreover, members of renowned clubs like the Automobile Touring Club of the Netherlands (ANWB) with nearly 4 million associates or the German ADAC automobile club with 17 million member families honour Catalan camp sites year after year, rating them among the best in Europe for their high quality.

**Catalan Camping and Holiday Town Federation**

[www.campingscatalunya.com](http://www.campingscatalunya.com)

## RURAL TOURISM ACCOMMODATION

The offer in rural tourism accommodation encompasses more than **2300 businesses** providing **over 18,000 beds**. It includes different types, from village houses to isolated country houses. There are different associations by geographic areas, commercialising their member rural tourism homes. A voluntary rating system by **wheat ears** is in place.

Accommodation is classified as follows:

- **“CASES DE PAGÈS” OR AGRO-TOURISM ACCOMMODATION**: accommodation units where the owner, a professional farmer, has agricultural, stockbreeding or forestry earnings and guests can complete their experience by sharing the typical tasks and activities of the attached farming business.
- **RURAL ACCOMMODATION**: accommodation units where the owner has no obligation of earning an income from farming but must actually live in the same county or dwelling, depending on the mode.

There are four modes for each of these two groups: **“masia”** (house shared with owners), **“masoveria”** (independent house rented out as a whole), **shared village house** and **independent village house**. Each group is identified with a specific sign.

**Catalan Confederation of Rural Tourism**

[www.concatur.cat](http://www.concatur.cat)

**Rural Tourism and Agro-Tourism Confederation of Catalonia - Turalcat**

[www.turalcat.com](http://www.turalcat.com)

## **TOURIST APARTMENTS AND HOUSING UNITS FOR TOURIST USE**

Tourist apartments and housing units for tourist use take an important share in Catalonia's accommodation offer. They are spread over almost all of the territory, yet concentrating rather on the coastal areas. There are apartments **for all tastes**: big or small, in cities, on the beach, in the mountains or for skiing. All tourist apartments and housing units in Catalonia need to feature the **identification number** of the Catalan Tourist Register, which proves that they are **legal**.

Hereunder are some tourist apartment associations:

**Costa Brava-Girona Tourist Apartment Association (ATA)**

[www.apartamentos-ata.com](http://www.apartamentos-ata.com)

**Costa Daurada Tourist Apartment Association (AT)**

[www.atcostadaurada.org](http://www.atcostadaurada.org)

**Barcelona Tourist Apartment Association (APARTUR)**

[www.apartur.com](http://www.apartur.com)

**THE DIRECTORATE GENERAL OF TOURISM AT THE CATALAN DEPARTMENT  
OF ENTERPRISE AND KNOWLEDGE EDITS AN OFFICIAL ONLINE GUIDE  
FOR EACH DIFFERENT SORT OF TOURIST ACCOMMODATION  
(HOTELS, CAMPSITES, APARTMENTS AND RURAL TOURISM),  
A GUARANTEE FOR USERS AS BUSINESSES LISTED  
ARE SUBJECT TO CATALAN LEGISLATION.**

# TOURIST BRANDS

Catalonia is made up of **nine tourist brands** gathered under and promoted by tourism boards.



## COSTA BRAVA

ANOTHER GOOD WAY OF DISCOVERING THE AREA IS BY BIKE. COUNTRY ROADS, FOREST TRACKS, GREEN ROUTES, MOUNTAIN BIKE ROUTES AND SECONDARY ROADS PROVIDE COUNTLESS KILOMETRES FOR CYCLING ENTHUSIASTS AND ACTIVE VISITORS WISHING TO GET IN TOUCH WITH NATURE, THE LAND AND ITS PEOPLE.

Costa Brava is a **prime Mediterranean destination**, its **climate, landscape, coastline, natural environment** and **culture** being its main assets. It features many tourist products such as sun & beach, cultural, enogastronomic and active & nature tourism as well as other more specific ones such as golf, wellness and business tourism. The distinctiveness of Costa Brava is made of its long **beaches** and little **coves** surrounded by vegetation and steep cliffs reaching from Portbou to Blanes along 220 km, many of them flying the **blue flag**. It features a wide offer in **water sports** and “**Vies Braves**” (Wild Ways) that provide the opportunity of discovering this unique and varied area from a different perspective, namely public marine routes for sports, leisure and learning. Roses, Castelló d’Empúries, Sant Pere Pescador and

L’Escala are located on the **Gulf of Roses**, the only **bay** in the Mediterranean that is a member of The World’s Most Beautiful Bays after joined the club in 2012.

The Girona province features 15 restaurants with a total **19 Michelin stars**, spearheaded by **El Cellar de Can Roca** in Girona by the Roca brothers, currently one the world’s best restaurants according to Restaurant Magazine, as well as **Miramar** in Llançà by Paco Pérez and **Les Cols** in Olot by Fina Puigdevall. The wines from the Empordà Denomination of Origin are also noteworthy. Their quality can be discovered along the **Empordà DO Wine Route**.

Costa Brava boasts a big natural diversity. It has started the **process** to become a UNESCO **Biosphere Reserve**. The region has four



natural parks, of which **Montseny** was the first to be declared a Biosphere Reserve by the UNESCO. **Aiguamolls de l'Empordà** and **Montgrí, Illes Medes i Baix Ter** natural parks, the latter created recently, help preserve marine and ornithological wildlife, especially migratory birds. Also, **L'Albera** Natural Area of National Interest clearly showcases the transition from a Pyrenean to a Mediterranean landscape. **Adventurous and active** visitors will find a fine way of discovering the stunning landscape of Costa Brava by getting in contact with nature through hiking, road cycling, mountain biking, sailing, scuba diving, skydiving (at Skydive Empuriabrava, one of the world's three best skydiving centres), horse riding, climbing or golf, among others.

The regional capital **Girona** is a well communicated city, half-way between the coast and the Pyrenees. It is a popular **city break** all year round, thanks to its cultural offer—with the **Temps de Flors** and **Temporada Alta** festivals—, heritage and shopping.

The **coast** is dotted with charming villages such as Cadaqués, Begur, Calella de Palafrugell, Palamós and Tossa de Mar, besides tourist resorts like Roses, Platja d'Aro, Lloret de Mar

and Blanes, while the **hinterland** boasts villages with medieval heritage such as Peralada, Castelló d'Empúries, Monells, Pals and Peratallada.

The offer in **cultural tourism** attracts millions of visitors. Iberians, Greeks and Romans discovered the wealth of this area centuries ago, as proves the **Empúries** site. Romanesque art has left true architectural gems like **Sant Pere de Rodes** monastery at the starting point of St James' Way through Catalonia. Castles and fortresses, medieval villages, the Jewish heritage, the great works of Art Nouveau and **Dalí's** surrealist footprint with the Dalí Museum-Theatre in Figueres, the Salvador Dalí Museum-House in Portlligat and the Gala Dalí Castle in Púbol have shaped the identity of this area and its people, completed by **craftsmanship, industrial heritage, music and performing arts festivals** and **traditional folk festivals** of national interest.

Costa Brava features all sorts of **accommodation**, from the classic hotel offer featuring prominently small and charming family-run businesses, holiday hotels and accommodation on the seafront to rural accommodation, tourist apartments and camp sites. In all, Costa Brava has an offer of roughly **250,000 beds**.



[www.costabrava.org](http://www.costabrava.org)

## COSTA BARCELONA



This tourist brand encompasses six counties: Alt Penedès, Vallès Occidental and Oriental inland, the latter including the Montseny range, a natural park and Biosphere Reserve, as well as Maresme, Baix Llobregat and Garraf along the coast. This region has a clear **commitment towards quality** as all counties within Costa Barcelona feature the **Biosphere certification** as a **sustainable tourist destination**.

Costa Barcelona concentrates countless **services** and features a great **leisure** offer. More than two and a half million visitors come to the area every year, with almost 10 million overnight stays. The **accommodation** offer amounts to roughly **82,500 beds**. There are many attractions in Costa Barcelona extending over more than a **hundred kilometres of coast** in Maresme, Baix Llobregat and Garraf counties, with noteworthy towns like Sitges, Mataró and Castelldefels. Arenys de Mar features an important fishing port, Sant Pol de Mar still preserves its nice old town and places in Alt Maresme such as Calella, Pineda de Mar, Santa Susanna and Malgrat de Mar provide a large offer in activities adding to their clear orientation towards tourism.

The towns of Sitges and Vilanova i la Geltrú in Garraf county are perched on the sea. The former features **Es Baluard** in the old quarter as its main cultural attraction, with former palaces now hosting museums. This is completed with fine beaches and a big offer in leisure and restaurants. Vilanova i la Geltrú in its turn has always been looking to the sea, with a large fishing and commercial port, besides maintaining some deeply rooted traditions. Inland, Vilafranca del Penedès and Sant Sadurn d'Anoia are the wine and cava (sparkling wine) capital respectively, featuring a great offer in **wine tourism** that is well present throughout Alt Penedès county.

Sant Cugat in Vallès Occidental is a modern town featuring also some of Catalonia's most relevant medieval monastic sites (9th century). In Vallès Oriental, the **Circuit de Barcelona-Catalunya** racetrack hosts the Formula 1 and Motorcycling Grand Prix, besides offering a large variety in activities for all audiences. Terrassa boasts **Seu Egara**, a unique heritage site in Europe, the **Museum of Science and Technology of Catalonia** and **Masia Freixa**, built in the early 20th century, plus an **Art Nouveau route** through the city.

**AMONG THE RICH CULTURAL AND MONUMENTAL HERITAGE  
IN COSTA BARCELONA STAND OUT GAUDÍ'S ART NOUVEAU WORKS IN BAIX  
LLOBREGAT, FEATURING PROMINENTLY THE COLÒNIA GÜELL CRYPT,  
A UNESCO WORLD HERITAGE SITE.  
THE CIRCUIT DE BARCELONA-CATALUNYA RACETRACK IS THE PLACE TO BE  
FOR MOTORSPORTS LOVERS, WITH ITS FORMULA 1  
AND MOTORCYCLING GRAND PRIX.  
ALL THIS IS COMPLETED WITH THE RICH AND MANIFOLD CUISINE  
AND THE AGENDA FULL OF FESTIVALS AND TRADITIONS IN COSTA BARCELONA.**

Costa Barcelona offers a hundred kilometres of **urban beaches**, featuring all sorts of services and well linked with Barcelona. There are also the **nautical resorts** of Santa Susanna and Vilanova i la Geltrú, and it is an excellent golf destination. **Hot baths** can be enjoyed in towns like Caldes d'Estrac, Caldes de Montbui and La Garriga, known for the quality of their thermal waters, and nature lovers can explore the vast natural park network, including **El Montnegre i el Corredor, Serralada Litoral** and **Serralada Marina** close to the shore as well as Montserrat

with its unique, peculiar rounded shapes, **El Garraf, Sant Llorenç del Munt i l'Obac** and **Montserrat** inland.

The balance between sea, plain and hills shapes a gentle landscape and an excellent climate that make the area a land wealthy in produce, together with a fine cuisine based on **fish** and **seafood**. These climate conditions have also allowed developing **winegrowing**, with three of Catalonia's twelve **Denominations of Origin: Penedès, Alella** and **internationally reputed Cava**.



[www.barcelonaesmoltmes.cat/en/](http://www.barcelonaesmoltmes.cat/en/)

## BARCELONA

The **capital of Catalonia**, Barcelona is an **open, welcoming, diverse** and **sustainable** city with more than 2000 years history. **Cosmopolitan** and **authentic**, it is a place where history and modernity live together in perfect harmony. A **courageous** city, it has been the cradle of pioneering movements for social, cultural and political change.

Perhaps its strategic position on the Mediterranean, having been an important seaport during the Middle Ages, has had an influence on the character of its people. Still today, the city enjoys the sea with kilometre-long beaches and a diverse offer in nautical activities, sailing (Barcelona World Race) and leisure—enjoy the sunset from the sea with the skyline as a backdrop, or watch the trawlers returning to port and have a look at the fish auction. Yes, Barcelona preserves this millenary tradition and provides the opportunity of sailing out with the fishermen and spending a day catching fish with them.

The city is committed to sustainability and environmental protection. It was the first in the world to obtain the **Biosphere certification** for responsible tourism from the UNESCO that acknowledges Barcelona as a sustainable destination.

It is an **innovative** city with a long **industrial** tradition, **pioneering** in design, creativity, use of technologies and smart management of services for its citizens.

Between the old seaside quarters and the hills expands the **Eixample** in all its beauty. This urban planning model is unique in Europe, having been created in 1860 by Ildefons Cerdà, one of the founders of modern urban planning. The Eixample boasts Europe's biggest and most impressive **gems** of **Art Nouveau** architecture.

**Pablo Picasso, Joan Miró** and **Antoni Tàpies** are the painters who best reflect that utmost Catalan duality of “seny i rauxa” (common sense and passion). Beyond museums (from



Romanesque in the Museu Nacional d'Art de Catalunya to modern art in the MACBA and CCCB) and the big Art Nouveau landmarks such as the Sant Pau site ([santpaubarcelona.org](http://santpaubarcelona.org)), Casa de les Punxes ([casadelespunxes.com](http://casadelespunxes.com)) and Casa Vicens ([casavicens.org](http://casavicens.org)), Barcelona is a **city of theatres**, with an increasing number of small venues and art galleries coming up.

Barcelona unites **tradition** and **modernity**. Tradition is conveyed by the five “**colles castelleres**” (human tower teams) from Sants, Gràcia, Poble Sec, Poble Nou and Sagrada Família, which make a fine example of multicultural and cross-generational integration. Modernity comes from countless **music festivals**, such as worldwide known Sónar and Primavera Sound, alongside **popular festivities** like La Mercè or those in Gràcia and Sants quarters.

Barcelona is a highly attractive city for **shopping**, not only thanks to its wide commercial offer (around 35,000 shops all over the city, from historical businesses to state-of-the-art design shops, featuring fashion and countless other products), but also based on its **Mediterranean** profile, inviting to stroll and soak up street life. **Barcelona Shopping City** features a large variety of shops and products that are part of its identity, with an urban setting encouraging strolls while enjoying the different historical areas and attractive sights ([barcelonashoppingcity.com](http://barcelonashoppingcity.com)).

Barcelona has also an international reputation in hosting congresses and conventions. **Professional tourism** is consolidated with major events such as the **Mobile World Congress** or **IBTM World** as well as a large number of relevant congresses in the areas of medicine and technology.

As regards gastronomy, Barcelona has it all, from traditional to the latest cuisine, making almost thirty Michelin stars. Its renewed markets are not only an ideal place for displaying local produce but also for tasting them.

Among the most relevant tourist initiatives to discover the city are the **Barcelona Bus Turístic** (three urban routes with stops at all sights), the **Barcelona Card** (a city ticket including public transport, free museums and over 85 discounts), the **Mirador de Colom** (with an area devoted to wine tourism and wine tasting), the **Barcelona Walking Tours** (four guided walking tours: Gothic Quarter, Picasso, Art Nouveau and Gourmet) and the **Articket** (a pass to visit the city's six main museums), besides a wide range of visits and services in connection with Barcelona and its surroundings featuring natural, cultural and wine sights located a few kilometres away from the city.

Only two hours from the city are the Pyrenees, a true mountain paradise offering all types of sports facilities: winter sports, hiking, mountain biking or adventure sports.

**TURISME DE BARCELONA RUNS A NETWORK OF 23 TOURIST INFORMATION OFFICES WHERE BOTH VISITORS AND LOCALS CAN OBTAIN ADVICE IN 12 LANGUAGES. IT ALSO FEATURES A WIDE ONLINE SERVICE OFFER THAT ALLOWS ANY VISITOR TO ORGANISE THEIR OWN TRIP THROUGH THE WEBSITE [tickets.visitbarcelona.com](http://tickets.visitbarcelona.com)**

[www.visitbarcelona.com](http://www.visitbarcelona.com)

## COSTA DAURADA



Eighty-one kilometres coastline with 60 **fine golden sandy beaches** make the seafront of Costa Daurada, a region encompassing the Baix Penedès, Tarragonès, Baix Camp, Alt Camp, Conca de Barberà and Priorat counties. Costa Daurada is an **ideal destination** for **family** enjoyment, one of its main attractions being **PortAventura World** with its two parks, **PortAventura Park** and **PortAventura Caribe Aquatic Park**, recently joined by **Ferrari Land**, Europe's only theme park devoted to the *cavallino rampante*. The municipalities of Salou and Cambrils also feature the **Sports Tourism** label, a wide active tourism offer that adds to a unique cultural heritage.

In the south of Costa Daurada, Mont-roig del Camp - Miami Platja is a gem for **mountain bike** lovers with 140 kilometres of routes and 12

kilometres of coastline along four beaches and nine coves.

Another outstanding sight is **Roman Tarraco**, with its outstanding circus, amphitheatre, walls, provincial forum, aqueduct and Centcelles, which make some of the monuments listed as **World Heritage by the UNESCO**.

**Poblet** monastery, Europe's largest **Cistercian** monastic site, is also **World Heritage**. Located in Conca de Barberà county and the burial site of the former kings of Aragon, the monastery has been rebuilt and keeps all of the original elements from the Middle Ages, which are currently looked after by the community of Cistercian monks.

The **Montserrat range** in Priorat county is the symbol of the natural park that has been awarded



the **European Charter for Sustainable Tourism**. This county, which has applied for UNESCO recognition as a cultural landscape, includes the **Montsant DO** and the **Priorat DOQ**, where the Grenache red and Carignan varieties predominate, producing some of the world's most appreciated wines. There are also the wines and sparkling wines from the **Tarragona, Penedès, Conca de Barberà** and **Cava Denominations of Origin**.

The wealthy architectonic heritage of **Reus**, created between the late 19th and early 20th century, provides a route including 26

buildings, some of which were made under **Lluís Domènech i Montaner**. Reus also features the **Gaudí Centre**, an Art Nouveau interpretive centre.

Reus, El Vendrell, Mont-roig del Camp - Miami Platja and Horta de Sant Joan have gathered under the **Paisatge dels Genis** (Landscape of Geniuses) brand, a tourist offer featuring unique buildings like the Pau Casals Museum in El Vendrell, the farmhouse where Miró spent several summers in Mont-roig, the Picasso Centre in Horta de Sant Joan or the Gaudí Centre in Reus, among others.

**THE CASTELLS (HUMAN TOWERS), WHICH CAME UP IN VALLS IN THE EARLY 19TH CENTURY, ARE ONE OF CATALONIA'S GREATEST CULTURAL FEATURES. MANY MAJOR FESTIVALS ALONG COSTA DAURADA HOLD FINE HUMAN TOWER EVENTS, FROM VALLS THROUGH TO TARRAGONA, L'ARBOÇ, EL CATLLAR, EL VENDRELL OR REUS, BUT MOST NOTABLY THE CASTELLS CONTEST HELD IN THE TARRACO ARENA PLAZA IN TARRAGONA EVERY EVEN YEAR.**

<https://costadaurada.info/en>

## TERRES DE L'EBRE



Terres de l'Ebre encompasses the four counties on the **river Ebro** on its nearly 130 kilometre stretch through Catalonia: Baix Ebre, Montsià, Terra Alta and Ribera d'Ebre. The landscape and gastronomy in these counties feature a **great diversity**. **Cupped oyster** and local **mussel** culture in the calm and warm waters of the Ebro Delta is completed with **fish** and **seafood** from the Mediterranean and the distinctive **traditional cuisine** from the **hinterland**.

**Citrus fruits**, especially clementines with Protected Geographical Indication, **quality wines** made in Terra Alta with a Denomination of Origin of their own, **rice from the Delta**, one of the area's most important crops, and **honey**, a quality product rounding up any sort of desserts, have all become distinctive gastronomic and tourist icons of Terres de l'Ebre.

The **Ebro** is the area's main artery, playing a key role in its history and economy. Along the coast from L'Ametlla de Mar to Les Cases

d'Alcanar lies the fascinating world of the **Ebro Delta**, a wetland taking 320 square kilometres. Inland can be found **Els Ports Natural Park**, a paradise for wild goats with peaks towering up to almost 1500 metres, whereas other natural areas like the **Montsià, Pàndols, Cavalls** and **Cardó** mountain ranges provide a good opportunity to get in touch with nature. **Birdwatching** can be done in Terres de l'Ebre anytime during the year.

Terres de l'Ebre has a rich and varied tourist offer, with **nature, monuments** and **cultural heritage** found in many towns such as Tortosa with its interesting Jewish quarter, Horta de Sant Joan that fascinated young Picasso, Miravet's old town perched on top of a rock overlooking the Ebro, Tivissa with Castellet de Banyoles, one of Catalonia's most relevant Iberian sites, La Fatarella with its unique arcaded streets in the town centre and Uldecona with some fine **cave paintings** classed as **World Heritage** by UNESCO. The **Ebro Battle Studies** Centre

in Gandesa and several interpretive centres in different towns under the COMEBE (Consorci Memorial Espais de la Batalla de l'Ebre) association have been created to provide an insight into the strong impact caused on the area by the Ebro battle during the Spanish Civil War. Another option for cultural tourism is the Terres de l'Ebre **Green Route** leading along fifty kilometres from Tortosa to Arnes, though plans are being undertaken to extend it to the Ebro Delta. The route can be done by bike, on foot or on horseback.

The Ebro Delta provides a landscape changing according to the season. It was formed by sediments brought by the river over millions of years. A part of it is covered by a natural park, one of the most significant and unique natural areas in the whole Mediterranean. Different **outdoor activities** can be done here, including birdwatching, river navigation, fishing "a la paupa", a revived mode of catching fish by hand, cycling and enjoying numerous unspoilt beaches. This combination of environmental protection and agricultural use has earned the Ebro Delta **international recognition**.

**MOST OF TERRES DE L'EBRE WAS AWARDED THE BIOSPHERE RESERVE STATUS IN 2013, THUS ACKNOWLEDGING THE VALUE OF THE WHOLE ECOSYSTEM OF WHICH THE EBRO IS THE SPINE, A LIVELY AND PARTLY NAVIGABLE RIVER PLAYING A ROLE OF UTMOST IMPORTANCE. IT HAS ALSO BEEN RECOGNISED AS ONE OF THE WORLD'S TOP 100 SUSTAINABLE DESTINATIONS.**



<https://terresdelebre.travel/en>

## PIRINEUS



The Pirineus brand includes the tourist offer of **eleven counties**: Alt Empordà, Alta Ribagorça, Alt Urgell, Berguedà, Cerdanya, Garrotxa, Pallars Jussà, Pallars Sobirà, Ripollès, Solsonès and Val d'Aran, the latter of which forms a brand of its own due to its distinctiveness. The Catalan Pyrenees offer visitors a **splendid range of attractions**: great scenery including Catalonia's highest peak, **Pica d'Estats** (3143 metres), on the limit between Pallars Sobirà county and the French department of Ariège, **beautiful valleys** such as **Camprodon, Núria, Vall de Boí, Vall Ferrera** and **Cardós**, villages with a wealth of **Romanesque art heritage**, numerous **mountain** and **adventure sports** as well as active tourism such as **hiking** or **cycling**. Mountain bikers will find almost a hundred sign-posted routes, while road cyclists can follow different stages of the Tour of Catalonia as well as the Tour de France stage that led from Vielha to La Seu d'Urgell in 2016.

**Winter tourism** is particularly important in the area, with **ten alpine** and **six Nordic ski resorts**. A great economic driver of the mountain counties, winter tourism has been the forerunner of the alternative offer provided by the ski resorts, with year-round proposals suitable for all target groups. In fact, seven of

Catalonia's 16 ski resorts have been certified as **Family-friendly Attractions** by the Catalan Tourist Board: Espot, Boí Taüll, Masella, Vall de Núria, Vallter 2000, Port Ainé and La Molina.

The tasteful **mountain cuisine**, completed with according wines such as those from **Empordà** and **Costers del Segre DO**, plus **health & wellness tourism** make another major attraction of the land, based on good service facilities that allow full enjoyment of the scenery both in winter and in summer.

It is in the Pyrenees where **Catalonia's only national park, Aigüestortes i Estany de Sant Maurici**, is located. Yet there are more protected areas in the Catalan Pyrenees: **Alt Pirineu Natural Park**, the largest in Catalonia with almost 70,000 hectares; **Zona Volcànica de la Garrotxa Natural Park** featuring the biggest volcanic area in the Iberian Peninsula with around forty volcanic cones, providing a distinctive natural setting that is unique in Europe; **Cadí-Moixeró Natural Park** with **Pedraforca**, a Natural Area of National Interest, as its landmark; **Capçaleres del Ter i del Freser Natural Park**; **Aiguamolls de l'Empordà Natural Park**, a wetland that is a habitat for water birds and a stopover for migratory

birds; and **L'Albera Natural Area of National Interest**, which links with **Cap de Creus Natural Park**, where the Pyrenees meet the Mediterranean. All in all, **protected areas** in the Pyrenees amount to 331,661 hectares, half of Catalonia's total.

From a cultural perspective, La Seu d'Urgell with the only Romanesque cathedral in the Catalan Pyrenees, Santa Maria monastery in Ripoll and churches like Sant Quirze de Pedret and Sant Jaume de Frontanyà in Berguedà county are some of the finest examples of Catalan Romanesque art worth visiting in Pirineus. Yet the most outstanding are the Romanesque churches in **Vall de Boí**, the architecture and mural paintings of which earned them recognition

by the **UNESCO** as **World Heritage**. In Sant Climent de Taüll, a spectacular mapping reproduces the decoration of the apse and the church in all its colourfulness. Two **traditional festivals** have been declared **Masterpieces of Intangible Cultural Heritage of Humanity** in 2005 and 2015, respectively: **La Patum in Berga**, a spectacular celebration dating back to the second half of the 14th century, and the **Pyrenees Falles** (Fire Festival).

The **accommodation offer** concentrates on mountain resorts, towns and villages, mostly in the shape of small family businesses. They are completed with camp sites, rural tourism accommodation, tourist homes and apartments as well as hostels.

**WITHIN ITS PIRINEUS PROGRAMME, THE CATALAN TOURIST BOARD HAS EDITED A SPECIFIC HIKING GUIDE COVERING 19 MULTI-STAGE TREKS AS WELL AS A SPECIFIC PUBLICATION ON THE TWO LONG-DISTANCE TRAILS ALONG THE WHOLE CATALAN PYRENEES, GRI AND GRII. THESE PUBLICATIONS ARE AVAILABLE IN SEVERAL LANGUAGES FROM THE [www.catalunya.com](http://www.catalunya.com) AND [www.visitpirineus.com](http://www.visitpirineus.com) WEBSITES.**



[www.visitpirineus.com/en](http://www.visitpirineus.com/en)

## TERRES DE LLEIDA



This brand encompasses Noguera, Pla d'Urgell, Segarra, Urgell, Segrià and Garrigues counties, where a great variety in **sports** and **active tourism**, a **unique culture**, **local gastronomy** and top-range rural tourism can be enjoyed all year round, all of which surrounded by a generous agricultural setting that yields a wide range of products, especially **sweet fruit**, **olive oil** and **wine**, which feature their own denomination of origin and quality labels.

**Lleida**, the capital of Segrià county and the province bearing the city's name, is located in a unique natural setting overlooked by the impressive silhouette of the **Seu Vella**. It is the largest city and the economic hub of inland Catalonia, with an economy based on the agrofood industry and services of all kinds. The city's cultural life has experienced a significant boost thanks to new facilities and offers such as the **Knights Templars Interpretive Centre in Gardeny**, the **Castell del Rei** nearby the Seu Vella, the

**Diocesan and County Museum** and **La Lleida Secreta** route tracing the old urban layout of the city through its archaeological remains.

The opening of **Lleida-Alguaire airport** together with the **high-speed railway** link and **La Llotja Congress Centre** place the Lleida area, its capital and by extension the Pyrenees as **destinations** with large potentialities in tourism and **conventions**.

Other attractions in the area are the **Montsec Astronomy Park**; **Santa Maria de Vallbona** monastery, which forms the **Cistercian Route** together with Poblet and Santes Creus in Costa Daurada; the **Sió Castles Route**, a tourist circuit encompassing about twenty castles in Segarra, Urgell and Noguera counties, with its new interpretive centre in Concabella; recovered **Ivars-Vila-sana lake** in Pla d'Urgell county, Catalonia's largest inner lake and an ideal place for nature lovers, especially birdwatchers;



the **Wine and Olive Oil routes**; the **Vaulted Hut Route**, a guided circuit along different dry stone constructions in Les Garrigues county; and **Camí de Sant Jaume** (St James' Way in Catalonia), together with the **Camí Ignasià** (Ignatian Way) one of the latest big tourist initiatives covering most of Terres de Lleida.

The set of **cave art in the Mediterranean area** of the Iberian Peninsula was declared **World Heritage** in 1998. It encompasses a total 757 sites, 16 of which are located in the Lleida area,

with **Roca dels Moros** and **El Cogul caves** in Garrigues being the best known.

The Lleida area boasts a **wide sports and leisure offer**. Many initiatives have also taken place to **deseasonalise** the tourist industry, such as the **Montsec Universe Observation Centre**, the **Lake Train** along a scenic route from Lleida to La Pobla de Segur, basically aimed at family tourism, or new exhibition areas and routes conveying the area's natural, cultural and heritage wealth.

**THE MONTSEC RANGE BETWEEN NOGUERA AND PALLARS JUSSÀ COUNTIES BOASTS ONE OF CATALONIA'S SKIES WITH THE LOWEST LIGHT POLLUTION. FOR THIS REASON, THE MONTSEC ASTRONOMY PARK WAS CREATED SOME YEARS AGO, A PROJECT COMBINING ASTRONOMIC RESEARCH WITH DISSEMINATION PROGRAMMES FOR A LARGER PUBLIC. AFTER SEVERAL STUDIES, MONTSEC WAS GIVEN THE STARLIGHT TOURIST DESTINATION STATUS UNDER THE AUSPICES OF THE UNESCO IN EARLY 2013.**

[www.aralleida.cat/en/](http://www.aralleida.cat/en/)

## VAL D'ARAN

**MORE THAN 13,000 BEDS, 3000 OF WHICH IN 4 AND 5-STAR HOTELS, AS WELL AS A WIDE SERVICE OFFER IN WELLNESS, HEALTH AND RELAXING MAKE VAL D'ARAN ONE OF THE MOUNTAIN DESTINATIONS WITH THE LARGEST VARIETY AND HIGHEST QUALITY IN SOUTHERN EUROPE.**

Located in the Western Pyrenees on an area covering 633.46 sq km, Val d'Aran provides a natural setting with a leisure offer as large as any **mountain destination** can feature throughout the whole year. Its location and morphology have encouraged a varied **distinctive climate, fauna, flora** and **landscape** as well as a **unique history** that can be seen best in the region's own language, **Aranese**.

A **nature and active tourist destination** par excellence, over 30% of Val d'Aran lie above 2000 metres. Featuring the **Biosphere certification**, it provides some unique landscape and a wide range of ecosystems that make it one of

the areas with the most varied fauna and flora in the Pyrenees. Guided walks and the **Aran Park** fauna park provide an insight into all this biodiversity changing with the seasons.

In winter it provides an awesome backdrop for snow lovers. **Baqueira Beret, to many the best ski resort in the Pyrenees**, features 156 km of slopes where skiing can be enjoyed in all its variations. For non-skiers or to complete a fine day out in the snow, the awesome outdoors in Val d'Aran offers many more activities, such as **trips with snowmobile, dog sled, horse-drawn sled or snowshoes**. The leisure offer in Val d'Aran is endless!



For the rest of the year, take **Aigüestortes i Estany de Sant Maurici National Park**, **peaks** above 3000 metres, over **200 mountain lakes**, breathtaking **waterfalls**, signposted **hiking or cycling paths** suitable for all levels as well as a large variety of water and nature activities. In Val d’Aran you will find all you need to have an unforgettable experience.

The **artistic wealth** of Val d’Aran is one of the best preserved treasures in the Pyrenees. Almost isolated over centuries, the valley has bequeathed to our days a wealthy, varied artistic

heritage, featuring great stylistic pieces of all times with an output ranging across all disciplines (architecture, painting, stone and wood carving), sometimes carried out with great mastery, sometimes with endearing plainness.

**Cuisine** also plays an important role in the Val d’Aran tourist offer. **Over 180 restaurants** invite to have a taste at both traditional dishes (e.g. “òlha aranesa”, pates or game stew) made with **local produce** and trend cuisine with ingredients like duck (made in 100 different ways), sturgeon or caviar, all of which spiced with Aranese knowledge and warm hospitality.



[www.visitvaldaran.com/en/](http://www.visitvaldaran.com/en/)

## PAISATGES BARCELONA

The land in **inner** Catalonia, with its rich **natural heritage**, features the **Biosphere** certification acknowledging it as a sustainable tourist destination. Located close to the city of Barcelona, it covers Anoia, Bages, Moianès and Osona counties. It is dominated by the **large plains** of the Central Depression surrounded by mountains, with **towns** like Vic, Manlleu, Manresa, Cardona and Igualada, bearing a **great history and monuments** as well as a long-standing market tradition. There are also **magnificent monasteries**, the most outstanding being Montserrat alongside others like L'Estany, Lluçà, Sant Benet de Bages and Sant Pere de Casserres. Likewise, there are **attractive mountain areas** like Montseny, a UNESCO Biosphere Reserve bordering with Costa Barcelona, as well as Guillerics and Collsacabra around the Sau reservoir, a great spot for **water sports**. The monastery and mountain of **Montserrat** is much more than just a protected natural area; the natural park combines unique geological formations with numerous hiking trails and climbing routes. There is also **Castell de Montesquiú Park** with its famous castle surrounded by gardens, the origin of which dates back to the 10th century.

**Geotourism** is becoming an increasingly relevant tourist product. Over 36 million years ago, the geographical centre of Catalonia was underneath a sea that disappeared as the Pyrenees rose, a process that left spectacular rock formations and a wealth in natural resources that have shaped Catalonia's landscape and society. The **Geological and Mining Park of Central Catalonia** is a project that exploits the land's geological and mining assets as well as its tourist attractions, placing them under the umbrella of geotourism, thus providing an interesting first-rate tourist offer that blends culture, nature, geology, mining and gastronomy. Tourist attractions include **Toll caves** in Moià and Muntanya de Montserrat Natural Park. In Cardona, **Muntanya de Sal Cultural Park**, the castle, now a "Parador de Turismo" (state-run hotel), and the adjacent Romanesque Sant Vicenç collegiate church make one of the area's most relevant tourist assets.

**Vic**, the capital of Osona county, features some important heritage expanding around arcaded Plaça Major or Plaça del Mercadal, famous for its weekly market. Remains of the old walls, a Roman temple and medieval, baroque and



**THE SANT BENET HERITAGE SITE IN SANT FRUITÓS DE BAGES NEARBY MANRESA COMBINES DIFFERENT SINGULAR PROJECTS: THE ROMANESQUE MONASTERY, AN ARCHITECTURAL AND CULTURAL GEM; THE FUNDACIÓ ALÍCIA UNDER THE LEADERSHIP OF CHEF FERRAN ADRIÀ AND CARDIOLOGIST VALENTÍ FUSTER, DEVOTED TO POPULARISING GOOD FOOD AND HEALTH; FOUR-STAR MÓN HOTEL WITH MEETING ROOMS FOR CONGRESSES; AND L'Ó RESTAURANT FEATURING ONE MICHELIN STAR.**

Art Nouveau buildings can be found in the town centre, yet its most notable landmarks are the cathedral with mural paintings by Josep Maria Sert inside and the Episcopal Museum boasting one of Europe's best medieval art collections. The charming villages of **Rupit** and **Pruit**, placed amidst an utmost attractive ancestral environment, are also well worth a visit.

**Igualada**, the capital of Anoia county, has a long history related with the **leather industry**. One of its main attractions is the Leather Museum featuring also the Anoia County Museum; it is located in two sites, Cal Bover factory and Cal Granotes, a former tannery. Another

appealing option is the shopping route along high-end outlets. An interesting side trip leads to Capellades to visit the Paper Mill Museum and see how paper was made in former times. The county hosts the biggest international balloon meeting in the country, the European Balloon Festival in Igualada. Top **gastronomy** and especially **dry sausages** play a distinctive role in the whole region, together with **Pla de Bages DO** wines and a unique **wine tourism heritage** with the **Vall del Flaquer Wine Vat Route** and its dry stone vineyard huts featuring the extraordinary Tines de l'Escudelleteta i d'en Ricardo vat collection.



[www.barcelonaesmoltmes.cat/en/](http://www.barcelonaesmoltmes.cat/en/)

# TOURIST EXPERIENCES

---

The **Catalan Tourist Board (CTB)** is the official body of the **Government of Catalonia** in charge of **promoting** and supporting **marketing** of Catalonia's **tourist resources**, both in the rest of Spain and abroad. Its purpose is to consolidate the image of the country as a **diverse top-range tourist destination**. A strategic goal of the CTB is to work out an **economically, socially and environmentally sustainable** tourist model for Catalonia. Sustainability has become a main decision-making criterion for customers when choosing a holiday or breakaway destination.

Based on this key requirement, the CTB is envisaging the promotion of the different tourist products by **categories** of experience based on how visitors consume them:

- Stays on the Catalan coast
- Routes and breakaways
- Stays inland and in the mountains
- Trips to cultivate specific interests (gastronomy, oil tourism, wine tourism, sports tourism, golf)
- Other segments (accessible, responsible, sustainable, senior, LGBT)

In order to identify the best tourist experiences and focus their promotion efficiently, the CTB has divided the offer into product lines:

- Family Holidays
- Active and Nature Tourism
- Sports Tourism
- Enogastronomic Tourism
- Cultural Tourism
- Exclusive Tourism
- Business Tourism

## BRANDS, LABELS, ENDORSED PRODUCTS AND RANKINGS

Following the **Tourist Marketing Plan** guidelines, the CTB is working in developing **new products and proposals** contributing to **adding value** and **differentiating** Catalonia's tourist offer through systematic cooperation with the Catalan tourist industry. The aim is to create a **brand and label** scheme generating **attractive segmented top-end proposals** based on specific standards.

**BRANDS:** Each brand created by the CTB designates a homogeneous marketable offer. The brands created so far are Active & Adventure, Barcelona Medical Destination, Premium Catalonia, Catalunya Convention Bureau, Ecotourism, Wine Tourism, Gastronomic Experiences, Golf in Catalonia, Cities and Towns with Character, Arts & Culture as well as Routes of Catalonia.

**LABELS:** The different labels specifying a resource, business or service are defined, endorsed and awarded by the CTB, which is also in charge of making sure that the requirements are fulfilled. The existing labels are Cycling in Catalonia, Sports Tourism, Hiking in Catalonia, Gastronomic Hotels, Family-friendly beach holidays, Family-friendly adventure holidays, Family-friendly Attractions and Charming Villages.

Products with a higher recognition **endorsed by third parties** (Flower Towns of Catalonia, Slow Food, specialist publications, etc.) and **rankings** made by users, specialised media and bloggers will also be promoted.

**THROUGH ITS COMMERCIALISATION PLATFORM ON EXPERIENCE.  
www.catalunya.com, THE CATALAN TOURIST BOARD OFFERS THE BEST TOURIST  
EXPERIENCES PROVIDED THROUGHOUT THE COUNTRY.  
THIS SALES CHANNEL IS COMPATIBLE WITH TABLETS AND MOBILE DEVICES  
AND IS AVAILABLE IN EIGHT LANGUAGES: CATALAN, SPANISH, ENGLISH,  
FRENCH, GERMAN, ITALIAN, RUSSIAN AND PORTUGUESE.**

## ACTIVITIES IN NATURAL AND RURAL AREAS

Catalonia boasts a **wealthy natural heritage** with natural parks and other protected natural areas, ideal for **leisure, adventure** activities and the enjoyment of **nature**. This allows visitors knowing the country's history as well as its natural and cultural heritage in an easy and pleasant way.

### ADVENTURE EXPERIENCES AND ACTIVE TOURISM

Catalonia's extraordinary biodiversity allows visitors doing **rafting** and **hydrospeed** on its rivers as well as river and sea **kayaking, canyoning, hang gliding, paragliding**, flying in a **balloon** or **light aircraft, parachuting, horse riding** and **rock climbing**. The coast boasts a great diversity in its seabed: to the north, the Costa Brava with over thirty **scuba diving** centres and two **marine reserves** (Cap de Creus Natural Park and Illes Medes) plus Illes Formigues joining soon; further south are Costa Barcelona and Costa Daurada.

### HOLIDAYS IN A RURAL ENVIRONMENT

**Rural tourism** in Catalonia has consolidated as a **quality accommodation offer**, reaching a strong footprint across its territory and a high penetration in the Catalan market. More than **2000 rural tourism businesses** registered with the Tourism Registry of Catalonia make Catalonia one of Spain's main destinations as regards the number of homes and beds.

With the aim of meeting the most recent challenges and requirements, rural tourism businesses follow a **5-class** wheat ear rating scheme based on the following parameters: house environment and building type, inner rooms, outdoor area, furniture and equipment, commercialisation conditions, services provided to guests (food, welcome, health, etc.) and cultural, nature, family and rural tourism activities offered to guests.

This rating scheme has been set out jointly by the Catalan rural tourism industry and the Government of Catalonia. It is a **pioneering scheme** in Europe aiming at becoming a key tool to consolidate and grow this tourist product in the future.

The **certification process** is **voluntary** and open to all rural tourism businesses in Catalonia. The five categories within the scheme are graphically identified by **wheat ears**, resulting in the following rating: **Basic - 1 wheat ear; Comfort - 2 wheat ears; Grand Comfort - 3 wheat ears; Superior - 4 wheat ears; Superior Premium - 5 wheat ears.**

## BIRDWATCHING

Catalonia's strategic location and geographic diversity make it a **prime** birdwatching **destination**. The Aiguamolls de l'Empordà, the Ebro and Llobregat deltas, Ivars-Vila-sana lake, the Segre, Cinca and Ebro river junction known as Aiguabarreig, Els Ports, Montserrat, Cap de Creus, Aigüestortes i Estany de Sant Maurici National Park, Cadí-Moixeró, Mont-rebei i La Terreta and Vall de Núria are some of the most interesting areas. Many existing birdwatching **facilities** in Catalonia are **accessible** for persons with **reduced mobility**.

## NAUTICAL ACTIVITIES

Catalonia is a fine destination for **nautical tourism**, which can be done mainly at the sea, but also in rivers, lakes and reservoirs. There are a total **42 marinas** within the Catalan network comprising 50 harbours, all equipped with suitable facilities for sailors, plus **seven nautical resorts**: Roses Cap de Creus, L'Estartit Illes Medes and Sant Feliu de Guíxols in Costa Brava; Santa Susanna and Vilanova i la Geltrú in Costa Barcelona; Salou, Cambrils, Mont-roig-Miami Platja and Vandellòs-L'Hospitalet i l'Ametlla de Mar in Costa Daurada; and Sant Carles de la Ràpita-Delta de l'Ebre in Terres de l'Ebre.

The marinas and nautical resorts provide a **great variety in activities** for both adults and children, such as snorkelling, kitesurfing, flyboard, standup paddle boarding, fly fish, sailing, rowing, jet skiing, kayaking, sailing a catamaran or other available boats and fishing.

## FUN IN THE SNOW

With such charming areas like Cerdanya, Núria Valley and Val d'Aran, the **Catalan Pyrenees** are an ideal destination to enjoy the snow. Catalonia has been pioneering in skiing as La Molina ski resort in Cerdanya opened in 1943, the first in all Spain and now featuring a high accessibility standard. Four years later Vall de Núria followed, also in the Eastern Pyrenees.

Skiing in Catalonia attracts over two million visitors every year. There are **16 ski resorts** in the Catalan Pyrenees, providing a varied offer, the largest in Spain. The overall skiing area encompasses 600 kilometres of slopes and a capacity to carry around 165,000 skiers per hour.

The 10 **alpine ski** resorts are Baqueira Beret, Boí Taüll Resort, Espot Esquí, La Molina, Masella, Port Ainé, Port del Comte, Tavascan, Vall de Núria and Vallter 2000. There are in addition 6 **Nordic ski resorts** with cross-country slopes and snow racket routes. These are Aransa, Guils Fontanera, Lles, Sant Joan de l'Erm, Tuixén-La Vansa and Virós-Vall Ferrera. Besides, resorts such as La Molina, Baqueira Beret and Tavascan also offer adapted activities and circuits.

The Pyrenees also provide opportunities for other snow-related activities, such as **snow racket walks, snow bikes, surfing, Telemark skiing, dog sled riding, ice climbing, heliskiing, ice diving and igloo construction.**

In addition to most ski resorts, different companies provide this sort of services. All this is completed with a **wide accommodation offer** with all imaginable comfort, traditional mountain cuisine that stays up-to-date and numerous personal wellness centres.



**ALL-YEAR SPORTS AND LEISURE FACILITIES HAVE TURNED SKI RESORTS INTO TOURIST DESTINATIONS BEYOND THE WINTER SEASON, FEATURING NOW A SIGNIFICANT YEAR-ROUND OFFER. THANKS TO THEIR TOP FACILITIES, THE CATALAN PYRENEES ARE THE VENUE OF NUMEROUS NATIONAL AND INTERNATIONAL COMPETITIONS EVERY SEASON.**

# ACCESSIBLE CATALONIA

**Catalonia is one of Europe's most accessible tourist destinations.** The Catalan tourist industry is increasingly aware of the need to remove architectural and communication barriers and adapt most places to allow everybody, especially the disabled and persons with reduced mobility, enjoy top-quality holidays and leisure.

This is proven by its **27 proposals and destinations** identified as examples of best practice in accessible tourism, showing that tourism for everybody has actually come true in Catalonia. These tourist proposals chosen for their high degree of accessibility provide a complete tourist experience with a whole set of services and facilities adapted to the visitors' needs: accommodation, restaurants, museums, side activities, beaches, etc. The areas and proposals identified are:

- Vall de Boí- Val d'Aran
- Pallars Sobirà
- La Seu d'Urgell
- La Molina-La Cerdanya
- La Garrotxa
- Costa Brava-Alt Empordà
- Costa Brava-Baix Empordà
- Lleida
- Vic-Osona
- Maresme
- Barcelona
- Delta de l'Ebre
- Garraf-Sitges
- Costa Daurada
- Penedès-Accessible Wine Tourism
- Dalí Route
- Cistercian Route
- Route of the Monasteries along St. James' Way in Catalonia
- Industrial Tourism
- St. James' Way for Everybody
- Terra Alta and Sebes Natural Reserve
- Tarragona-World Heritage
- Montseny and Sant Llorenç del Munt Natural Parks
- Lloret de Mar
- El Montsec-Starlight
- Terrassa

According to its promotion plan, the Catalan Tourist Board has a specific website, [www.turismeperatothom.catalunya.com/en](http://www.turismeperatothom.catalunya.com/en), providing information on the offer in accessible tourism in Catalonia not only in the 27 accessible tourist destinations and proposals singled out as best practice, but also those facilities, resources and services elsewhere also catering for persons with disabilities and/or reduced mobility. The website complies with the highest accessibility and usability standards. It provides information on accessibility according to the type of disability (physical, auditory or visual impairment or persons with reduced mobility). The website is available in Catalan, Spanish, English, Italian, German and French and contains videos with contents in two sign languages (Catalan-LSC and Spanish-LSE) plus International Sign (IS).

## PROPOSALS FOR ALL TASTES

Catalonia offers **over 150 km of accessible Green Ways and paths**. The accessible Green Way stretch in Terra Alta is one of the few Green Ways in all Spain adapted to visually impaired people.

Some examples of best practices in this area are found in **Camins de Vent, Vol de Coloms** and **Globus Kon-Tiki**, companies specialising in **balloon flights**, which were pioneering in Spain in providing gondolas adapted to persons with reduced mobility. Some **scuba diving centres, riding schools** and **kayaking businesses** have adapted their offer to become accessible. **L'Escala sailing school** has become a reference in adapted sailing, and **La Molina ski resort** is pioneering in adapted skiing as it arranged its facilities for the disabled several years ago, allowing them access to winter sports. **Tavascan ski resort** in Pallars Sobirà has also adapted some routes with cross-country ski slopes and snow racket paths for persons with some sort of intellectual impairment, training guides to accompany them.

Especially remarkable is the action taken by many **museums and monuments in Catalonia** to improve accessibility for persons with sensorial disabilities (deaf, hearing impaired, blind and visually impaired). Plans in Braille and high relief, audio descriptions and tactile scale models have positioned **La Pedrera** among Europe's most accessible museums for the blind and visually impaired. With the inclusion of sign guide devices, the **National Art Museum of Catalonia (MNAC)** became the first in all Spain providing this service to the deaf in two sign languages (Catalan and Spanish) plus International Sign (IS). There are also **numerous accessible beaches** along Catalonia's coast with facilities for persons with disabilities or reduced mobility.

Apart from promoting this entire offer, the CTB is working in its marketing. To do so, there are increasingly more **travel agents specialising** in this sort of products.

Within this area, the Catalan Tourist Board has obtained numerous acknowledgements and awards ever since it started the Accessible Tourism – Tourism for Everybody project, featuring prominently the **Intermedia-Globe Silver Award** from the World Media Festival in Hamburg for the “**T'espero**” tourist promotion campaign in sign language and with subtitles, the **Solidary Award of the Spanish National Blind Organisation (ONCE)** in the Public Administration category and the first European **CHARTS 2014** award for promoting cultural and sustainable tourism.

Within the World Travel Market 2017 held in London, the promoters of the “Responsible Tourism Day” initiative gave the **WRTD (World Responsible Tourism Day) award** to the Catalan Tourist Board

(CTB) for a sixth consecutive year as a recognition of Catalonia's work in implementing and promoting accessible tourism.

Accessible Tourism – Tourism for Everybody was one of the main aspects that earned Catalonia the first **Biosphere Label** certification as a fully responsible tourist destination in 2015, which is awarded by the Institute of Responsible Tourism, a body related to the UNESCO and a partner to the World Tourism Organization and the Global Sustainable Tourism Council.

The commitment and effort to implement a true tourism for everybody has led Catalonia to join the **European Network for Accessible Tourism (ENAT)** and the **International Social Tourism Organisation (ISTO)** as well as to **chair** the **Network of European Regions for a Sustainable and Competitive Tourism (NECSTouR)** for the 2016-2018 period. Within this network, several destinations, among which Catalonia, have engaged in developing accessible tourism in Europe and are bringing forward best practices in this area, with different recommendations to be implemented by all EU countries as a part of their tourism policies.

**THE CATALAN TOURIST BOARD ENGAGES IN MAKING CATALONIA AN ACCESSIBLE DESTINATION FOR EVERYBODY. IT CONSIDERS THAT THE CONCEPT OF ACCESSIBLE TOURISM HAS TO BE BASED ON THE PRINCIPLE THAT TOURISM IS A FUNDAMENTAL SOCIAL RIGHT FOR ALL HUMAN BEINGS. FOR THE DISABLED AND PERSONS WITH REDUCED MOBILITY AS WELL AS THE REST, ANYTHING UNDER THE LEISURE AND TOURISM LABEL IS CRUCIAL FOR THE QUALITY OF LIFE.**



## SPORTS AND GOLF TOURISM

Catalonia has a **great sporting tradition**, with internationally renowned **top facilities** such as the Olympic Ring, where the Barcelona 1992 Olympic Games took place, the Circuit de Barcelona-Catalunya in Montmeló or the Camp Nou, home to FC Barcelona. It also boasts a **perfect climate** for outdoor sports throughout the year, as well as a **geographic situation** allowing for doing any sort of sports from the sea to the high mountains.

Catalonia also stands out for **its ability in organising great international sports events**, which makes it a preferred destination not only for top athletes but also amateurs in any discipline. Sports tourism has become one of Catalonia's biggest assets thanks to its top facilities and the great offer it provides for sports camps in both individual and team sports.

### SPORTS TOURISM LABEL

This specialisation label awarded by the Catalan Tourist Board recognises destinations and specialised businesses characterised by offering top-range resources and services aimed at sports-loving visitors. The CTB has developed this label according to four main target groups: tourists making sports-based holidays, tourists spending part of their holidays doing sports, amateurs and attendants of internationally renowned sports events, and top-level athletes.

Apart from the certified municipalities, the label also encompasses sports facilities, specialised travel agencies, specialised accommodation and other specific service providers.

The Sports Tourism label includes the following sports: track & field, football, tennis, team sports, rowing, kayaking, sailing, swimming, road cycling, running and triathlon.

The number of Catalan towns featuring the label has constantly grown since its creation in 2003. Catalonia has currently 12 certified municipalities:



- **Ampostà** (rowing, flatwater kayaking) [www.amposta.cat](http://www.amposta.cat)
- **Banyoles** (rowing, flatwater kayaking) [www.banyoles.cat](http://www.banyoles.cat)
- **Calella** (swimming, running, cycling, triathlon) [www.calellabarcelona.com](http://www.calellabarcelona.com)
- **Cambrils** (football, sailing, cycling) [www.cambrils-turisme.com](http://www.cambrils-turisme.com)
- **Castelldefels** (rowing, flatwater kayaking) [www.castelldefels.org](http://www.castelldefels.org)
- **Girona** (cycling, swimming, running, tennis) [www.girona.cat/turisme](http://www.girona.cat/turisme)
- **L'Ametlla de Mar** (sailing) [www.visitametllademar.com](http://www.visitametllademar.com)
- **L'Hospitalet de Llobregat** (track & field, football, team sports, swimming) [www.l-h.cat](http://www.l-h.cat)
- **Lloret de Mar**(track & field, football, team sports, cycling, swimming)[www.lloretdemar.org](http://www.lloretdemar.org)
- **Salou** (football, sailing) [www.visitalou.eu](http://www.visitalou.eu)
- **Santa Susanna** (football, team sports, sailing, cycling) [www.santasusanna.org](http://www.santasusanna.org)
- **Sort** (whitewater kayaking) [www.sortturisme.com](http://www.sortturisme.com)

The municipalities of **Mataró** and **Sant Cugat** are in the process of becoming certified.

## GOLF TOURISM

The mild Mediterranean climate and a natural environment combining the beauty of the mountains with beaches make Catalonia a perfect place for golf lovers and one of Europe's main golf destinations, where this sport can be done all year round.

Looking back to a long-standing, century-long **golf tradition**, Catalonia's offer is widespread and varied, featuring **37 golf, 5 par 3 and over 40 pitch & putt courses**. Created in some cases by renowned architects, they are all part of resorts or lie close to facilities specifically designed for golf players and amateurs as well as accompanying persons, providing a great side offer generally related to health and wellness, gastronomy, culture and leisure.

**THE PUBLICATION CATALONIA IS SPORTS EDITED BY THE CATALAN TOURIST BOARD LISTS THE MUNICIPALITIES, FACILITIES, SERVICES AND ACCOMMODATION IN CATALONIA CERTIFIED WITH THE SPORTS TOURISM LABEL. THIS PUBLICATION IS AVAILABLE ON THE [www.catalunya.com](http://www.catalunya.com) WEBSITE**



## WINE TOURISM



Catalonia boasts a **winemaking heritage** dating back 2000 years in history, since the Greeks and Romans arrived in Empúries. At over 65,000 hectares of vineyards and an annual output above 380 millions of bottles of wine and cava (sparkling wine), Catalonia is a wine tourist destination with a major potential.

Wine tourism can be enjoyed in any of Catalonia's **twelve denominations of origin**, which give an insight into a diverse, attractive landscape, from breeze-swept vineyards by the seaside to those extending over the large inland plains or climbing up the slopes. Year-round proposals include visits to **over 300 wine cellars**, strolls through vineyards, rich heritage to enjoy as well as wine and food pairing.

### **MUCH MORE THAN JUST TWELVE DENOMINATIONS OF ORIGIN**

Twelve denominations of origin certify the quality of Catalan wines. These are: Alella DO, Conca de Barberà DO, Costers del Segre DO, Empordà DO, Montsant DO, Penedès DO, Pla de Bages DO, Priorat DOQ, Tarragona DO and Terra Alta DO, plus Cava DO and Catalunya DO.

There are well-structured **wine tourist routes** throughout Catalonia, such as Priorat, Lleida-Costers del Segre and Empordà DO wine routes as well as Penedès and Alella DO Wine Tourism.

**Large world-famous wineries, traditional family-run wine cellars** with **organic** and biodynamic **production, Art Nouveau** buildings known as “wine cathedrals”, modest **huts** amidst vineyards, **centennial manor houses, avant-gardist architecture**—all of them provide a glimpse into the world of Catalan wine.

Catalonia's wine-making history can also be discovered by visiting the different **museums and interpretive centres devoted to wine and cava**. The most prominent examples include Castell del Vi (Falset), Vallmora Wine Tourist and Archaeological Centre, Fassina CIC-Cava Interpretive Centre (Sant Sadurní d'Anoia) and Vinseum (Vilafranca del Penedès).

Wine tourism in Catalonia can also be combined with some of the **more than 180 wine gastronomic events** held along the year and all sorts of active proposals to discover the vineyards in a different way: walking, by e-bike, Segway, mountain bike, 4WD, on horseback or even by helicopter or sailing boat. A wine therapy session is a great way of closing a day in style.

There are forty **travel agents** in Catalonia specialising in organising complete high-end wine tourist experiences.

Many **wine tourist experiences** in Catalonia are designed to be enjoyed in family, in couples or with friends and are also prepared to welcome **handicapped people and persons with reduced mobility**.

**THE CATALAN TOURIST BOARD HAS CREATED THE WINE TOURISM BRAND TO DEVELOP, FOSTER AND CONSOLIDATE A SPECIFIC OFFER IN HIGH-VALUE EXPERIENCES AND ACTIVITIES AIMED AT KNOWING AND ENJOYING THE CATALAN WINE HERITAGE AND CULTURE.**



# GASTRONOMY

CATALONIA'S GASTRONOMIC OFFER PROVIDES A GREAT WEALTH OF OPTIONS TO EXPERIENCE THE CATALAN CUISINE IN MULTIPLE WAYS. STROLLING BETWEEN MARKET STALLS, ENJOYING A DAY OUT WITH PROFESSIONAL FISHERMEN, COOKING TYPICAL DISHES, VISITING ARTISAN CHEESEMAKERS, SAUSAGE MAKERS OR OIL MILLS, HAVING AN INSIGHT INTO WINE CELLARS, VISITING SPECIALISED MUSEUMS AND EXHIBITION AND RESEARCH CENTRES... A UNIQUE OFFER IS A STAY AT ONE OF THE 48 GASTRONOMIC HOTELS. THIS SMALL FAMILY-LIKE ACCOMMODATION LABEL PROVIDES A GASTRONOMIC OFFER LARGELY COMPOSED OF CATALAN DISHES MADE WITH LOCAL PRODUCE WITH PROTECTED DENOMINATION OF ORIGIN (PDO) AND PROTECTED GEOGRAPHIC INDICATION (PGI) AS WELL AS CATALAN WINES.



Discovering a country's gastronomy, strolling along market stalls, buying, savouring and chatting with its cuisine makers, travelling along wine routes—all this and much more makes **enogastronomic tourism**. Gastronomy is a part of a nation's cultural heritage. The Catalan cuisine dates back to times immemorial, with a long tradition of recipes gathered in ancient handbooks. An example for it is the **Llibre de Sent Soví**, a Catalan recipe book from the 14th century, considered one of Europe's oldest and a landmark in early Catalan cuisine.

Catalonia is playing an **international leading role** in gastronomy, as its recognition as European Region of Gastronomy 2016 shows. Ferran Adrià, Carme Ruscalleda, Joan Roca, Carles Gaig and Sergi Arola, among others, have become ambassadors of our culture. Catalonia features **68 stars** in the **2018 Michelin Guide**. In addition to the great names of Catalan cuisine, the gastronomic landscape also features the **Cuisine Associations of Catalonia**, groups of restaurants and other food establishments whose offer is based on local produce, the cuisine and the territory they represent.

They are the following:

**In Costa Brava:**

- Cuina de l'Empordanet
- Cuina del Vent
- Girona Bons Fogons
- Grup Gastronòmic del Pla de l'Estany
- Girona Territori d'Estrelles

**In Costa Barcelona:**

- Club de Tast del Gremi d'Hostaleria de Sitges
- Corbera Sabors
- Col·lectiu Cubat
- Cuina Vallès
- Cuina VO
- Vilafranca Ve de Gust

**In Barcelona:**

- Barceloneta Cuina

**In Costa Daurada:**

- El Gust és Nostre
- Tarragona Gastronòmica
- Terra i Taula

**In Pirineus:**

- Cuina Pirinenca de Cerdanya
- Cuina Volcànica
- Cuines de la Vall de Camprodon
- Fogons de la Vall de Ribes
- La Xicoia
- El Club dels Sabors del Berguedà

**In Terres de l'Ebre:**

- Cuina La Ràpita-Delta de l'Ebre
- Club de Gastronomia de l'Ametlla de Mar
- L'Essència de l'Arròs d'Amposta

**In Terres de Lleida:**

- Noguera Cuina

**In Paisatges Barcelona:**

- Osona Cuina
- Els Fogons del Bages
- Cardona Sabors

Catalonia cultivates and produces a large **basket of quality products**. Some of them have different origin and food quality labels such as the denominations of origin and protected geographic indications. **Organic products** take a relevant position in the Catalan agrofood offer and are audited and certified by the Catalan Organic Agricultural Production Council (CCPAE). The **Slow Food** movement in its turn is gaining support year after year. This international association intends to safeguard food, raw materials and growing and processing techniques passed on by local tradition consolidated over time. A total **63 restaurants** from all over Catalonia have been awarded the **km 0 label** by the Slow Food association.

The role of **crafts** at the table is also important. The ties between cuisine, produce and the land shall point out the role of craftspeople manufacturing products related with gastronomy, for either the kitchen or the table, like basketry, wooden spoons and forks, blown glasses and earthenware pots.

In Catalonia there are numerous **gastronomic meetings and routes** that allow discovering the land this way. **More than 300 enogastronomic events and shows** take place during the year. Biannual events such as the Gastronomic Forum held this year once again in Girona from 18 to 19 November, Alimentaria Barcelona, the Catalan Wine and Cava Show and Mercat de Mercats, also in Barcelona, as well as the Health and Slow Food Fair in Lleida are noteworthy.

## GREAT CULTURAL ICONS AND GREAT ROUTES



**Culture is Catalonia's hallmark**, a land of artists and entrepreneurs drawing its innovation spirit and cosmopolitanism from its past. Being a millenary country, Catalonia boasts a **unique artistic and monumental heritage** in Europe, making it a preferred destination for cultural tourism. As a result of this historical and cultural legacy, the **UNESCO** has **declared** a total **eleven World Heritage sites**, three masterpieces of **Intangible Cultural Heritage** and two **Biosphere Reserves** in Catalonia (cf. Tourist Attractions).

Catalonia's cultural potential is manifold and follows the track of history from the Neanderthal man to the present, including Iberians, Greeks and Romans, as well as **different architectural styles**, from Romanesque, Gothic and Art Nouveau to the present day, in which renowned architects like Jean Nouvel, Norman Foster, Richard Meier, Enric Miralles, Benedetta Tagliabue, Jacques Herzog, Pierre de Meuron and the RCR studio from Olot, 2017 Pritzker Prize winners, have left their imprint to create the symbols of the new Barcelona that is looking for a prominent place in the world. **Art Nouveau architects** like Gaudí, Domènech i Montaner, Puig i Cadafalch and Josep M. Jujol left their works scattered all over the country. Apart from **renowned writers**, Catalonia also boasts the creations of **great geniuses of art**, like the members of the so-called Catalan painting school (Joaquim Vayreda, Hermen Anglada Camarasa, Ramon Casas, Isidre Nonell, Joaquim Torres-Garcia, Albert Ràfols Casamada, etc.) or **contemporary artists** such as Dalí, Picasso, Miró and Tàpies. Their work can be admired in museums.

This is added by **routes** that have become consolidated as prime tourist attractions, like Camí de Sant Jaume (the Catalan stretch of St. James' Way), Camí dels Bons Homes (Good Men's Way), Catalunya Jueva (Jewish Catalonia), Ruta dels Íbers (Iberian Route), Ruta del Císter (Cistercian Route), Ruta del Romànic (Romanesque Route) or the various routes associated to cultural, industrial and religious heritage, including the Ignatian Way.

There is further an endless offer in cosmopolitan **Barcelona** and other cities such as **Tarragona**, **Girona** and **Lleida** (all of which are connected by **high-speed train**), ideal places for **urban tourism** combining their cultural lure with a wide range of leisure options. In this respect, the offer in musical tourism is large, with unique venues like the Girona Auditorium, La Llotja in Lleida as well as the Gran Teatre del Liceu, the Auditori and the Palau de la Música Catalana in Barcelona.

Several towns also organise summer **music festivals** in heritage sites and areas of special artistic interest, such as the Castell de Peralada International Festival, the International Music Festival in Torroella de Montgrí, the Santa Florentina Music Festival, the habanera singing in Calella de Palafrugell and the International Music Festival in Cantonigròs. In this respect, great cellist **Pau Casals** is also noteworthy. His birthplace **El Vendrell** (Costa Daurada) features the Vil·la Casals museum house and the Pau Casals Auditorium with a fine music programme.

Catalonia has more than **400 museums and arts centres** devoted to all periods and styles, completed by a vast exhibition programme. Three of its finest examples are the National Art Museum of Catalonia (MNAC), housing one of the world's largest collections of Romanesque art and an Art Nouveau collection, the Museum of Contemporary Art of Barcelona (MACBA) and the Museum of Science and Technology of Catalonia (mNACTEC), located in the Art Nouveau Vapor Aymerich, Amat i Jover building in Terrassa, with branches scattered throughout Catalonia.

**Sanctuaries and monasteries** can be found all over Catalonia, most of them devoted to the Virgin Mary. The most noticeable shrines are in Montserrat, Catalonia's main spiritual centre located in an astonishingly shaped mountain, and Núria in a Pyrenean valley.

**THERE ARE ALSO SEVERAL PILGRIMAGE ROUTES IN CATALONIA.  
ONE OF THEM IS THE CISTERCIAN ROUTE BETWEEN THREE MONASTERIES  
OF THAT RELIGIOUS ORDER IN CONCA DE BARBERÀ, ALT CAMP  
AND URGELL COUNTIES, FEATURING WORLD HERITAGE SITE POBLET.  
THE CAMÍ DE SANT JAUME (CATALAN STRETCH OF ST. JAMES' WAY)  
LINKS CATALONIA WITH SANTIAGO DE COMPOSTELA,  
WHILE THE CAMÍ IGNASIÀ (IGNATIAN WAY) CROSSES THE COUNTRY  
IN SEVEN STAGES TO MANRESA.  
IN A NEARBY CAVE ON THE RIVER LLOBREGAT,  
IGNATIUS OF LOYOLA WROTE HIS SPIRITUAL EXERCISES.**

## HIKING AND CYCLING



The Catalan footpath network is linked to the European and Peninsular networks thanks to its almost **9000 kilometres of signposted ways**, more than half of which are part of the long distance footpaths (GR), the rest being short distance (PR) and local ones (SL). Some **routes** are noteworthy for their **uniqueness**: Camí dels Bons Homes (Good Men's Way) follows the ancient routes of the Cathar exiles; Carros de Foc (Fire Chariots) connects different huts in Aigüestortes National Park; Porta del Cel (Gate to Heaven) links four huts in Alt Pirineu Natural Park; Cavalls del Vent (Wind Horses) leads through Cadí-Moixeró Natural Park; and Estels del Sud (Southern Stars) is a trek through Els Ports Natural Park.

**Other interesting routes** are Camí de Sant Jaume (St. James' Way), the pilgrimage way between Sant Pere de Rodes and Alcarràs, accessible and featuring downloadable information on all its stages; the Ignatian Way through half Catalonia; Els Tres Monts (The Three Mountains) linking three significant natural areas, Montseny, Sant Llorenç del Munt i l'Obac and Montserrat; Ruta dels Refugis (Hut Route) through Montsant Natural Park and the Prades range; Ruta del Ter (Ter Route) along the course of that river; El Cinquè Llac (The Fifth Lake), a responsible and sustainable circular hiking route in five stages through the Lleida counties in the Catalan Pyrenees; Camins del Bisbe i Abat Oliba (Bishop and Abbot Oliba Ways) through Paisatges Barcelona; Picasso Way in the Pyrenees; and the Itinerànnia footpath network in the Girona counties in the Catalan Pyrenees.

In this respect, Catalonia is leading the **Hiking Europe** project created to foster rural development by creating a tourist product focusing on **hiking routes**.

There is also a wide offer to discover and enjoy Catalonia by **bike**. The **Green Ways** (Vies Verdes), accessible paths along abandoned railway lines, the Pedals de Foc route to discover the surroundings of Aigüestortes i Estany de Sant Maurici National Park and some **cycling route** networks like that in Baix Empordà are most notable.

For **mountain bikers**, Catalonia has a complete network of **mountain biking centres** spread all over the country, a pioneering project in Spain set up seventeen years ago. The **Transcatalunya** mountain bike route covering more than 1200 kilometres allows exploring the land by stages, linking the Catalan mountain biking centres. Mountain biking centres in Catalonia are freely accessible areas with a minimum 100 kilometres of signposted ways starting from a visitor centre with tourist information and cycling services. The 18 mountain biking centres composing the network offer **more than 300 routes** with **over 6400 kilometres** of signposted ways and different degrees of difficulty.

Catalonia also boasts a wide network of roads and sealed rural paths for **road cycling**, as well as fine weather, varied landscape and services catering for cyclists. The CTB has edited a map with some routes, available at [www.catalunya.com](http://www.catalunya.com)

**CATALONIA IS PREPARED FOR WELCOMING CYCLING TOURISTS,  
PROVIDING FACILITIES AND SERVICES IN MANY MUNICIPALITIES  
AS WELL AS CYCLING ROUTES, BIKE RENTAL COMPANIES  
AND ACCOMMODATION ADDRESSED AT THIS TOURIST SEGMENT,  
ABLE TO CATER FOR ALL ITS SPECIFIC NEEDS:  
SAFE STORAGE ROOMS, WASHING FACILITIES, REPAIR TOOLS, ETC.**



## MEDICAL TOURISM

Barcelona and Catalonia provide **top-quality medical care** that attracts numerous foreign visitors, completed by a prime tourist offer with great services and facilities. Thanks to the high level of medical research and hospital care, thousands of patients come each year to Catalan clinics and hospitals from abroad, attracted by the excellent facilities and specialists in the different branches of medicine and healthcare to follow some treatment or undergo surgery.

Ophthalmology, obstetrics and foetal medicine, gynaecology and reproductive medicine, cosmetic and restorative surgery, oncology and haematology, neurorehabilitation, traumatology and orthopaedics, cardiology and transplantations are some areas in which Catalan medicine takes a leading position.

The World Health Organisation and independent experts acknowledge the **Catalan health system as one of the world's best**. Medical tourism is precisely a main factor in retaining medical talent in Catalonia and keeping this excellent level of Catalan healthcare.

The institutions associated to Barcelona Medical Destination are:

- Barnaclínic+ (Hospital Clínic Group)
- Barraquer (Barraquer Ophthalmologic Centre)
- Clínica ServiDigest (Medical-Surgical Centre)
- Dexeus (Dexeus University Hospital)
- ICO (Institut Comtal d'Oftalmologia)
- IMO (Institute of Ocular Microsurgery)
- IMOR (Medical Institute for Radiation Oncology)
- Guttman Institute
- Quirón (Hospital QuironSalud Barcelona)
- Sant Joan de Déu (Mother & Child Hospital)
- Teknon (Teknon Medical Centre)

**BARCELONA MEDICAL DESTINATION IS THE PROMOTION BRAND FOR MEDICAL  
TOURISM CREATED BY THE CATALAN TOURIST BOARD.**

**IT IS PARTNERED BY BARCELONA CENTRE MÈDIC  
AND BARCELONA MEDICAL AGENCY ASSOCIATIONS**

**AND GATHERS RELEVANT HEALTHCARE CENTRES**

**WITH THE AIM OF POSITIONING CATALONIA,**

**AND MORE SPECIFICALLY BARCELONA,**

**AS AN INTERNATIONAL TOP MEDICAL TOURIST DESTINATION.**

## PREMIUM

**Catalonia** is a small yet extraordinarily **diverse** territory. Its flavours have been inherited from a millenary history, but are also founded on the avant-garde of arts and cuisine. Roman and medieval remains come together with unparalleled architecture by the great masters from Gaudí to Norman Foster, while centennial shops and craft workshops share the same neighbourhoods with **boutiques** featuring the latest trends and luxury hotels. This is a land rich in wines and fresh produce from the sea, the orchard and the mountains. Together with a long-standing culinary tradition, this has placed the Catalan cuisine among the most reputed in the world. Numerous chefs in Catalonia feature Michelin stars, their restaurants being scattered across the whole territory. Besides haute cuisine, Catalans have been able to preserve their most traditional recipes carrying us back to the origins of this fascinating Mediterranean culture.

The city of **Barcelona** is the **gate** to the whole **universe of feelings** conveyed by this fascinating territory. It is just a short way from the capital to the Pyrenees, the medieval villages in Lleida or the beaches—wide in Costa Daurada and Terres de l'Ebre, secluded between cliffs in Costa Brava. All this is completed by a climate that allows enjoying the snow in winter and the sun and the sea during many months of the year, especially in summer. Add to this a well-preserved legacy declared World Heritage: Art Nouveau architecture, Roman Tarraco, Poblet monastery and the Romanesque churches in Vall de Boí, together with the Immaterial Heritage of La Patum, the Castellers and the Pyrenees Falles.

Catalonia boasts a **wide range** of **top-level** facilities, hotels and restaurants. On top of that, there are also experts ready to take care of any detail to allow you enjoy some exquisite experiences you will never forget. Catalonia has always a select proposal to offer, suiting everybody, no matter their age, lifestyle or origin.



**THE CATALAN TOURIST BOARD HAS CREATED THE PREMIUM CATALONIA BRAND AIMED AT COMPANIES AND ORGANISATIONS WITHIN THE LUXURY SEGMENT PROVIDING PREMIUM OFFERS TO EXCITE VISITORS TO CATALONIA WHO ARE LOOKING FOR SOME TRUE, EXCLUSIVE AND CUSTOMISED EXPERIENCE.**

## BUSINESS TOURISM

**Catalonia** is one of Europe's **most dynamic destinations** and Spain's leading **economic, industrial and business** region. Its strategic position, the mild Mediterranean climate and one of Europe's highest living standards make it an ideal place to live and do business.

**Organisers of meetings** will find good facilities, a big variety of locations, unique settings and highly qualified specialist services in Catalonia, which add to a long-standing tourist expertise. There are many reasons to choose Catalonia as the venue of an event, like great organisational skills, a wide side offer and the status of its capital Barcelona as an international landmark in business tourism.

### CATALUNYA CONVENTION BUREAU

The **Catalunya Convention Bureau (CCB)** is a brand of the Catalan Tourist Board aimed at positioning Catalonia as a fully-fledged business tourism destination. After several years of functioning, the CCB has reformulated its relations with institutions and companies working in bringing meetings to Catalonia. The goal of this new model of relations is to implement new working patterns between the existing Convention Bureaux, thus providing more marketing services and support actions to companies while optimising resources and bundling efforts to make Catalonia a more competitive destination.

Based in Barcelona, the Catalunya Convention Bureau welcomes professionals of the meeting industry at any of the twelve offices held by the Catalan Tourist Board in Spain, France, the UK, Germany, Italy, Scandinavia, the US, Russia, China, the Benelux, Southeast Asia and South America.

Main services for organisers:

- Exhaustive knowledge of Catalonia
- Free and unbiased professional advice
- Contact and intermediation with companies
- Support to nominations to capture congresses.
- Prospection trips and actions to communicate the offer.

The CCB has a website, <http://www.catalunya.com/es/catalunya-convention-bureau-ccb>, featuring the whole offer in Catalonia related to the brand. The different supports created to promote Catalonia as a complete destination for events, congresses and incentives are published there:

- **CATALONIA CONGRESSES AND EVENTS** featuring nine destinations with capacity to host congresses as they provide modern facilities and a big organisational expertise in this area. These are Barcelona, Sitges, Castelldefels, Girona, Lloret de Mar, Tarragona, Reus, PortAventura and Lleida.
- **CATALONIA CONVENTIONS, INCENTIVES AND EVENTS.** bringing together the complete offer in Catalonia regarding meeting facilities and proposals for post-meeting or incentive-related activities: urban, Mediterranean coast, Pyrenees and inland landscapes.
- **MEETING PLANNER GUIDE.** containing all the necessary information to organise any kind of meeting in Catalonia. This publication includes the offer of over 170 CCB member companies and organisations. It is distributed to agencies specialising in the organisation of congresses, conventions and incentive trips as well as associations and companies looking for a destination and facilities to hold their events and meetings.
- **PROMOTIONAL VIDEO** on Catalonia as an ideal destination to host all sorts of business meetings.

**ONE OF THE MOST RECENT CCB PROGRAMMES  
IS THE AMBASSADORS PROGRAMME, WITH CURRENTLY AROUND  
150 MEMBERS THROUGHOUT CATALONIA.  
THE PROGRAMME INTENDS TO SINGLE OUT AND PROVIDE SUPPORT  
TO CATALAN PROFESSIONALS FROM DIFFERENT BRANCHES ABLE TO ATTRACT  
CONGRESSES AND EVENTS AND THUS CREATE NEW BUSINESS  
AND KNOWLEDGE OPPORTUNITIES FOR THE COUNTRY.**



## FAMILY HOLIDAYS

A high number of tourists visiting Catalonia are families. Hence, Catalonia has been therefore pioneering in Europe in looking for a **certified brand** for family-friendly destinations.

The Catalan Tourist Board features three **specialisation labels** ensuring that a destination has an offer in accommodation, restaurants and leisure adapted to the needs of families: miniclubs with wardens, children playgrounds, water and theme parks, children seats and menus in restaurants, children swimming pools, identification wristbands, safety at all destinations, a wide children animation programme at the accommodation and in the street, connected rooms, available cots and pushchairs, socket protectors, etc. There are currently 25 **family-friendly destinations** in Catalonia, of which 19 feature the **Family-friendly beach holidays** label and 6 the **Family-friendly adventure holidays** label:

### FAMILY-FRIENDLY BEACH HOLIDAYS

In **COSTA BRAVA:**

- **Blanes** / [www.visitblanes.net](http://www.visitblanes.net)
- **Calonge-Sant Antoni** / [www.calonge-santantoni.com](http://www.calonge-santantoni.com)
- **Castell-Platja d'Aro** / [www.platjadaro.com](http://www.platjadaro.com)
- **Lloret de Mar** / [www.lloretdemar.org](http://www.lloretdemar.org)
- **Roses** / [www.visit.roses.cat](http://www.visit.roses.cat)
- **Sant Feliu de Guíxols** / [www.visitguixols.com](http://www.visitguixols.com)
- **Torroella de Montgrí - l'Estartit** / [www.visitestartit.com](http://www.visitestartit.com)
- **Sant Pere Pescador** / [www.visitsantpere.com](http://www.visitsantpere.com)

In **COSTA BARCELONA:**

- **Calella** / [www.calellabarcelona.com](http://www.calellabarcelona.com)
- **Malgrat de Mar** / [www.turismemalgrat.com](http://www.turismemalgrat.com)
- **Pineda de Mar** / [www.pinedademarturisme.cat](http://www.pinedademarturisme.cat)
- **Santa Susanna** / [www.stasusanna-barcelona.es](http://www.stasusanna-barcelona.es)
- **Castelldefels** / [www.castelldefelsturisme.com](http://www.castelldefelsturisme.com)
- **Vilanova i la Geltrú** / [www.vilanovaturisme.cat](http://www.vilanovaturisme.cat)

In **COSTA DAURADA:**

- **Calafell** / [www.turisme.calafell.cat](http://www.turisme.calafell.cat)
- **Cambrils** / [www.cambrils.cat/turisme](http://www.cambrils.cat/turisme)
- **Salou** / [www.visitsalou.eu](http://www.visitsalou.eu)
- **Vila-seca la Pineda Platja** / [www.lapinedaplatja.info](http://www.lapinedaplatja.info)
- **El Vendrell** / [www.elvendrellturistic.com](http://www.elvendrellturistic.com)

## FAMILY-FRIENDLY ADVENTURE HOLIDAYS

In **PIRINEUS**:

- Berga / [www.turismeberga.cat](http://www.turismeberga.cat)
- Valls d'Àneu / [www.vallsdaneu.org](http://www.vallsdaneu.org)
- Vall de Boí / [www.vallboi.cat](http://www.vallboi.cat)
- Vall d'en Bas – les Preses / [www.vallbas.cat](http://www.vallbas.cat)

In **COSTA DAURADA**:

- Muntanyes de Prades / [www.muntanyescostadaurada.cat](http://www.muntanyescostadaurada.cat)

In **TERRES DE L'EBRE**:

- Els Ports / [www.terresdelebre.travel](http://www.terresdelebre.travel)

In addition to these 25 certified destinations, there are further four **in the process of certification or enlargement**: Vall de Camprodon, Vall de Núria-Vall de Ribes, Sort-Rialp-Port Ainé and Alp-La Molina-Masella.

Finally, the Catalan Tourist Board awards the **Family-friendly Attractions label** to those specific tourist facilities (water parks, ski resorts, nautical resorts, amusement parks, etc.) that wish to become certified in family tourism and are located outside destinations that already feature one of the two aforementioned labels. There are currently 15 **facilities certified** as Family-friendly Attractions.

**THE CERTIFIED FAMILY-FRIENDLY OFFER IS PROVIDED BY PARTNER BUSINESSES  
HAVING MADE AN EFFORT TO ADAPT AND IMPROVE THEIR SERVICE,  
THUS PROVIDING OPTIMUM QUALITY TO FAMILIES.  
THE RANGE GOES FROM ACCOMMODATION TO LEISURE INCLUDING  
WATER PARKS, MUSEUMS, NAUTICAL BUSINESSES AND RESORTS  
AND RESTAURANTS WITH AN OFFER ADAPTED TO CATER FOR CHILDREN.**



# WHAT'S NEW 2018

---

## 2018, YEAR OF CULTURAL TOURISM

2018 has been designated the European Year of Cultural Heritage. The Catalan Tourist Board joins this initiative to claim the role of culture and both material and immaterial cultural heritage as a key factor for differentiation and uniqueness of our destination. The Catalan Tourist Board wishes to take advantage of this year to display the value of its entire cultural heritage, from the best known to the least known, thus improving the economic balance and performance of the different areas in Catalonia.

Catalonia is a millenary land with a history and culture dating back to times immemorial and a heritage starting from the times when Iberian tribes and the Romans settled here down to the present day. Medieval castles, Romanesque chapels, Gothic churches and Art Nouveau scattered throughout the territory form a unique basis for visitors to approach a part of Catalonia's traditions, crafts, culture, history and identity.

[www.catalunya.com](http://www.catalunya.com)

## 2018, YEAR OF EU-CHINA TOURISM

2018 is also the Year of EU-China Tourism. This is an opportunity to know and show this far destination. The Catalan Tourist Board will be doing actions in this market, one of the world's biggest both in terms of visitors and expenditure at destinations.

[www.europarl.europa.eu](http://www.europarl.europa.eu)

## NEW DESTINATIONS CERTIFIED WITH THE FAMILY HOLIDAYS LABEL

After the certification of Els Ports (Terres de l'Ebre) and Vall d'en Bas-Les Preses (Garrotxa) as Family-friendly Adventure Holidays destinations, Catalonia has now 25 certified Family Holidays destinations, 19 with the Family-friendly Beach Holidays and 6 with the Family-friendly Adventure Holidays label. Besides, Muntanyes de Prades, which was already featuring this distinction, has enlarged its area to encompass four new municipalities: L'Espluga de Francolí, Vallclara, Vilaverd and Vimbodí i Poblet.

[www.catalunya.com](http://www.catalunya.com)

## FIRST EIGHT CITIES AND TOWNS WITH CHARACTER IN CATALONIA

Lleida, Tarragona, Girona, Terrassa, Vic, Reus, Vilafranca del Penedès and Tortosa are the first cities featuring the Cities and Towns with Character label awarded by the Catalan Tourist Board.

This distinction aims at displaying Catalonia's urban heritage beyond Barcelona, thus promoting those cities combining different features (culture, arts, gastronomy, architecture, innovation, etc.) to provide visitors with a full tourist experience.

The Cities and Towns with Character brand is part of the Catalan Tourist Board working programmes within cultural tourism. Its goal is to attract visitors interested in cultural tourism and position Catalonia as a reference destination within this segment.

[act.gencat.cat](http://act.gencat.cat)

## **MONUMENTS AND SITES IN CATALONIA GEO-REFERENCED IN ONE SINGLE WEB PORTAL**

For the first time, all geographical information on heritage in Catalonia can be accessed altogether at one single point, featuring more than 25,000 monuments, 12,000 archaeological sites and more than 300 paleontological sites. The Geoportal's main function is publishing and disseminating geographical information on cultural heritage through a user-friendly navigation system with complete detailed information covering all of Catalonia.

<http://sig.gencat.cat/portalsigcultura.html>

## **WHAT'S NEW IN THE 2017-2018 WINTER SEASON**

Catalonia features 16 ski resorts with 529 km alpine ski and 203 km cross-country slopes. Several school promotion programmes will be launched this year aimed at familiarising kids with skiing.

As a new feature, the season pass for the ski resorts belonging to the FGC group will allow free access to the Montserrat and Núria rack railways and the seven Tot Nòrdic resorts. Thus all Nordic ski resorts add to six alpine ski resorts featuring 150 km slopes.

La Molina will celebrate its 75th anniversary next year and renew its already known November promotion with the RECarnet pass, a card by ski days that can be recharged from home, thus saving skiers time and money when buying and accessing the resort. Moreover, the Alp 2500 cable car route has been extended.

With its "Anticipate winter" promotion, Vall de Núria resort offers two options for visitors to enjoy a full experience of the valley: the Vostre Gust package including the cog railway trip, hotel accommodation and breakfast and the Esquí package, which also includes the ski pass. Both packages are 20% cheaper than the original single price.

Baqueira Beret has made a big investment to refurbish the Bosc cafeteria, enlarge its slopes and off-piste areas, replace snow groomers and optimise the snow production system. Port Ainé is building a new lookout on Pic de l'Orri and a minibar on the terrace at 2000 metres. Masella is turning 50 and will place snow guns on the Pou de la Neu black slope and the Coms de Das area; it is further renewing the Coma Oriola cafeteria and acquiring a new snow groomer. The season pass allows skiing in certain resorts in the French Pyrenees, the Apennines, the US and Japan. Tavascan takes on improving and promoting ski touring and freeriding with joint and guided activities on weekends.

<http://www.catneu.cat/>

## **THE MICHELIN GUIDE PAYS TRIBUTE TO CATALONIA'S CUISINE**

The renowned red guide goes on awarding Catalonia's restaurants. In its latest edition, the 54 selected restaurants amount to a total 68 stars. This year the restaurants Caelis and Enigma from Barcelona and Castell de Perelada from Girona province have entered the list, whereas Disfrutar and Dos Cielos, both in Barcelona, have added a second star, while Àbac, also located in the capital of Catalonia, has earned a third star. There are currently four restaurants in Catalonia featuring three Michelin stars: Àbac (Barcelona), El Cellar de Can Roca (Girona), Lasarte (Barcelona) and Sant Pau (Sant Pol de Mar).

[www.catalunya.com](http://www.catalunya.com)

# BARCELONA

## ARTS AND MUSIC IN BARCELONA

The Picasso Museum will feature “Picasso’s Cuisine” in May, showing how food played an important role in the painter’s work. In July, the National Art Museum of Catalonia (MNAC) will host an exhibition devoted to Gala, Salvador Dalí’s great muse and wife. Called **Gala Salvador Dalí. A room of her own at Púbol**, it will show an amazing collection of works by Dalí plus several objects that belonged to Gala and a selection of works by other artists. Another fine exhibition featured at the same museum in 2018 is that devoted to **William Morris** and the **Arts and Crafts** movement, organised together with the Joan March Foundation. It looks into the great artistic movement related with Art Nouveau, one of the main pillars of the museum’s collections. It will be the first time an exhibition on this subject is held in Catalonia, for which the cooperation with the Victoria and Albert Museum and the British Museum has been paramount.

CaixaForum will host two exhibitions in autumn, one on Toulouse-Lautrec in October and another on Velázquez, with artworks coming from the Museo del Prado in Madrid, starting from November. As far as music is concerned, 2018 will see the Sónar Festival celebrate 25 years of advanced music and the 50th anniversary of the Barcelona International Jazz Festival, plus the best groups at the Primavera Sound Festival.

[www.visitbarcelona.com](http://www.visitbarcelona.com)

## CASA BATLLÓ AND CASA VICENS, GAUDÍ’S GEMS OPEN FOR VISITORS

Visitors to Casa Batlló will enjoy a new offer in 2018. It provides an interactive sensorial view of Gaudí’s world and an insight behind the scenes of Casa Batlló. The new area is part of a visit to the recently refurbished building, created to raise the interest of all audiences. On the other hand, Casa Vicens in the Gràcia neighbourhood has now opened for good. This masterpiece was built by young Gaudí as a holiday home for the Vicens family, around 130 years ago. The three-storied house is richly decorated both outside and inside, clearly inspired by natural shapes.

[www.casabatllo.cat](http://www.casabatllo.cat)

[www.casavicens.org](http://www.casavicens.org)

## **BARCELONA PASS MODERNISME**

Art Nouveau lovers can now take advantage of the Barcelona Pass Modernisme. This is a pass allowing a visit to the Art Nouveau buildings in Barcelona and neighbouring towns like Sitges, Mataró, Canet de Mar and Terrassa for seven days, including relevant sites like Casa Amatller, Casa de les Punxes, Palau Baró de Quadras, Palau de la Música or the ancient Hospital de Sant Pau.

[www.visitbarcelona.com](http://www.visitbarcelona.com)

## **REFURBISHED SANT ANTONI MARKET**

After being refurbished, beautiful Sant Antoni market will reopen next spring with different features. Besides a market, it will host a cultural and community centre. Once the works are completed, it will be Barcelona's largest public market, keeping its metal structure like most of the city's century-old markets, with an area of 40,000 square metres and four underground levels.

[www.mercatdesantantoni.com](http://www.mercatdesantantoni.com)

## **COSTA DAURADA**

### **ESCALADEI CHARTERHOUSE RECOVERS SOME OF ITS SPLENDOUR**

The entrance has been adapted and the orchard and the lookout of cell C restored to improve the visitor experience and visualise the lifestyle of Carthusian monks. This action contributes to complete the application of Priorat-Montsant-Siurana as a UNESCO World Heritage site.

<http://patrimoni.gencat.cat/es/coleccion/cartuja-de-escaladei>

### **TARRAGONA IS PART OF A UNESCO ROUTE**

Catalonia has been chosen to become part of a World Heritage journey planned by the UNESCO and National Geographic to be marketed from the second half of 2018. The Ancient Europe journey will have Tarragona as a stopover, which will allow the city to showcase all its architectural, cultural and oenogastronomic heritage.

[www.tarragonaturisme.cat/es](http://www.tarragonaturisme.cat/es)

### **2018 MEDITERRANEAN GAMES**

The XVIII Mediterranean Games will be held in Tarragona from 22 June to 1 July 2018. This multi-sport competition will gather approximately 4000 athletes from 26 countries competing in 33 different sports. The Mediterranean Ring will be one of the main venues. The existing sports facilities have been refurbished and two new sites—a sports arena with a seating capacity of 5000 people and an open-air 50-metre pool—have been built to have this project come true. The current track & field stadium and the velodrome will also be renewed.

[www.tarragona2018.cat/es/](http://www.tarragona2018.cat/es/)

### **MUSEUM AND RESTORATION PROJECT OF THE CAPÇANES CAVE PAINTINGS**

Capçanes in Priorat county features Catalonia's biggest concentration of cave paintings. Thanks to this project, the depicted figures can be read again and new ones have been recorded, including a new interpretation of the painted scene. Nine sets of cave paintings were discovered in 2014, among which the Parellada III bull, the largest animal shape recorded in Catalonia, measuring more than 50 cm, and the Valley II scene known as "The slaughter".

[www.capcanes.org/ca/Art-rupestre](http://www.capcanes.org/ca/Art-rupestre)

## **COSTA BRAVA**

### **THE SEA OTTER EUROPE COSTA BRAVA - GIRONA BIKE SHOW IS BACK**

The second Sea Otter Europe Costa Brava – Girona Bike Show will take place from 8 to 10 June 2018. It thus consolidates the interest in an international event that gathered 30,000 visitors, 350 brands (exhibiting their products) and more than 4000 cyclists participating in the 15 competitions of its first edition, providing three days of sports and business activities.

The Fontajau municipal arena in Girona will host again this event, thus placing the area not only as a tourist but also a sports and cycling destination, an international hotspot that provides a home and training ground to more than a hundred professional cyclists.

<http://es.costabrava.org/>

### **“FOREST BATHING”, A NEW ECOTOURIST PRODUCT**

The Costa Brava Girona Tourism Board and the Sèlvans Association have started Catalonia’s first Healthy Forest and Therapeutic Way network. This project is inspired in existing examples from countries such as Japan, the United States, South Korea and Germany and aims at making a contribution to conserving unique forests of natural value and introducing an innovative ecotourist product related with health, called forest bathing, on the Costa Brava and in the Girona Pyrenees. The forests of Can Fornaca in Caldes de Malavella, Palau-sacosta in Girona, Les Torreneres in Vidrà, Salvador Grau i Tort in Les Preses, Serra d’Heures in Sant Hilari Sacalm, Requesens in La Jonquera and Sant Grau in Tossa de Mar offer forest bathing for all those visitors interested in enjoying therapeutic trails to improve their well-being. All forests are adequately accessible and suitable for public use.

<https://selvans.org/>

## **COSTA BARCELONA AND PAISATGES BARCELONA**

### **BIOSPHERE CERTIFICATION**

The Barcelona Provincial Council has obtained the Biosphere certification as a sustainable tourist destination. Catalonia holds this label as a full destination, which acknowledges the three tourist brands in the province—Costa Barcelona, Paisatges Barcelona and Pirineus Barcelona, promoted by the Barcelona Provincial Council—as fulfilling the Biosphere Destination standards and implementing successfully six specific criteria in their tourist policies: sustainable management, economic and social development, cultural heritage conservation and improvement, environmental conservation, quality and safety as well as visitor involvement.

[www.biospheretourism.com/es](http://www.biospheretourism.com/es)

### **NEW CONVENTION CENTRE IN CARDONA**

The former Cine Modern has become the Valentí Fuster Auditorium and is set to be a key piece of the Cardona Integral project to make Cardona a landmark in MICE tourism and a new tool to boost the town in both economic and social terms.

[www.cardona.cat/es](http://www.cardona.cat/es)

### **CIRCUIT DE BARCELONA-CATALUNYA**

Catalonia is positioning itself as a motorsport hotspot, hosting top competitions at a legendary track, the Circuit de Barcelona-Catalunya. The Circuit features the best car and motorbike racing competitions: Formula 1 and MotoGP. The F1 Grand Prix of Spain (11-13 May) and the Moto GP Grand Prix of Catalonia (15-17 June) provide an occasion to experience motorsport in a vibrant way and in a unique setting, Barcelona and all it has to offer.

These two sports events also provide the opportunity of enjoying different gastronomic and leisure options, either alone or with the family and small kids. Fans can also approach their heroes, some of the world's best drivers, at the autograph session in the pit lane of the track. Adrenaline, speed and excitement have been combining for over 25 years to provide the greatest show in motorsport.

<http://www.circuitcat.com/es/>

## **TEN ROUTES THROUGH THE BARCELONA AREA**

The Barcelona Provincial Council has edited the “10 Routes in Barcelona” guide, a collection of tourist routes through the Barcelona area to be done on foot, many of them also by bike and on horseback. Most of them are long-distance tracks to be covered in several days. If time is pressing, the guide suggests doing just one stretch for shorter hikes. It will also be available in English in 2018.

[www.barcelonaesmoltmes.cat/en/web/planifica/guies-i-mapes](http://www.barcelonaesmoltmes.cat/en/web/planifica/guies-i-mapes)

## **NEW BARCELONA IS MUCH MORE ROUTE APP**

A new app for mobile devices (IOS and Android) has been launched, which includes almost 80 routes to discover the most interesting and magic places in the Barcelona area. Each route includes a description, detailed information on height difference and length as well as pictures of the most interesting sites.

[www.barcelonaesmoltmes.cat/en/web/planifica/app](http://www.barcelonaesmoltmes.cat/en/web/planifica/app)

## **THE THERMALIA MUSEUM NOW FEATURES AUDIO DESCRIPTIONS**

Caldes de Montbui has been related to thermal baths ever since the Romans discovered and used its waters. The Thermalia Museum tells us about this thermal tradition dating back to Antiquity and about Manolo Hugué and his relationship with Picasso. To make a visit better understandable, the museum now features audio descriptions so guests can now enjoy its permanent exhibition in four languages: Catalan, Spanish, English and French.

[www.visiteucaldes.cat](http://www.visiteucaldes.cat)

# PIRINEUS

## **PALLARS JUSSÀ, CULTURAL AND NATURE TOURISM**

When autumn comes to this county in the Lleida Pyrenees, the Boumort range, a natural reserve, is an ideal area to watch stags bellowing. Wildlife can also be observed, above all roe deer as well as four species of birds of prey: bearded vulture, Egyptian vulture, cinereous vulture and griffon vulture. There is a 4WD taxi service with guide to make visits easier.

[http://salas.ddl.net/boer/ca/centre\\_visites.html](http://salas.ddl.net/boer/ca/centre_visites.html)

Salàs de Pallars became a role model some time ago as it recovered different old shops to make them a museum. The barbershop, the chemist, the grocery, the tobacco and stamp shop, the bar... They all show how they used to be in past times, with all the goods and services they had to offer. A true delight that has parents and grandparents revive their youth and leave the youngest astonished.

<http://www.pallarsjussa.net/es/patrimonio-cultural/ciac-salas>

Conca Dellà in Isona is one of the areas featuring most dinosaur footprints (ichnites). The local museum organises guided tours to the different sites, completed with a visit to the museum itself.

[www.parc-cretaci.com/es/](http://www.parc-cretaci.com/es/)

## **THE RAFTING PARC IS BORN**

The Segre Olympic Parc was created in La Seu d'Urgell in 1992 to host the whitewater kayaking competitions. The facilities have been later used for training and the public wishing to do rafting in a closed circuit. It will be promoted precisely under the name of Rafting Parc, featuring activities such as rafting, kayaking, hydrospeed and sit-on-top kayaking under the supervision of an expert team of instructors.

[www.parcolimpic.cat](http://www.parcolimpic.cat)

## **SPECIAL OLYMPICS**

Held in La Seu d'Urgell and Andorra la Vella from 4 to 7 October 2018, the Special Olympics will gather 2500 people including athletes, coaches, relatives, volunteers and the public. La Seu d'Urgell will be the opening venue and host the basketball, badminton, inline hockey, boules, table tennis and cycling competitions, while Andorra la Vella will host the closing ceremony and the gymnastics, judo, track and field, swimming, futsal, handball and tennis competitions.

The Special Olympics are the most important sports event for persons with intellectual disability and become a space of togetherness, social activities, leisure and tourism beyond competition, essential to achieve a higher visibility for these persons.

[www.turismelaseu.com](http://www.turismelaseu.com)

## **2019 KAYAKING WORLD CHAMPIONSHIP IN LA SEU D'URGELL AND SORT**

Sort has been the venue of different whitewater competitions in recent years, including both European and world championships. The capital of Pallars Sobirà county in the Pyrenees plans to renew the racecourse in the Noguera Pallaresa river, hosting a freestyle world cup race in 2018 that will serve as a general test for the World Championship to be held one year later in this town and La Seu d'Urgell.

<http://www.visitpirineus.com/>

## **MOUNTAIN BIKE ROUTES IN ALT PIRINEU NATURAL PARK**

A new map covers 35 mountain bike routes in Alt Pirineu Natural Park. It is the first single guide including all available mountain bike routes within the park, fifteen of which are new. It also features eight combined packages involving local businesses and organisations to promote tourism and foster the economic development of the area.

<http://www.visitpirineus.com/>

## **TERRES DE L'EBRE**

### **TERRES DE L'EBRE, A SUSTAINABLE DESTINATION**

For a second consecutive year, Terres de l'Ebre has been chosen one of the world's top 100 sustainable tourist destinations by the Global Green Destinations association. This is a recognition of the work done to improve the quality, sustainability and market visibility. Global Green Destinations aims at creating tools and platforms to support destinations in improving their sustainability and quality as well as provide them with public promotion.

<https://terresdelebre.travel/es>

### **THE PORT OF LA RÀPITA, A CHARTER ROUTE BASE**

Cruesa is the first company operating charter routes from the port of Sant Carles de la Ràpita to the Balearic Islands, the ports in Castelló and the Columbretes Islands. It will start operating with a 13-metre long catamaran (holding 12 passengers max.), a sailing boat and a motor yacht, both 10 metres long (6 passengers max.). Besides, the company further operates 17 rental boats. This activity starting in June has already had its first bookings and shall foster nautical tourism and boost economic activity in the municipality and its hinterland.

<http://www.turismelarapita.com/>

### **TERRA ALTA HOSTS THE INTERNATIONAL WORLD GRENACHE CONTEST**

Terra Alta DO will host the international Grenaches du Monde 2018 contest, which will be held on 11-15 April. It provides a unique opportunity to showcase Grenache from Terra Alta, especially its white variety, a symbol and a sign of identity for the Denomination of Origin.

<http://www.terra-alta.org/>

## **TERRES DE LLEIDA**

### **NEW PARADOR DE TURISMO IN LLEIDA**

The former Roser nunnery in the city centre of Lleida has become the eighth Parador in Catalonia and the 97th of the whole network of these state-run luxury hotels. Named Parador Convent del Roser, it is located in a historical building declared Cultural Site of Local Interest. The building has 53 rooms distributed in three stores around a fine cloister and a former church that is now the main restaurant serving regional Catalan cuisine.

[www.parador.es/es/paradores/parador-de-lleida](http://www.parador.es/es/paradores/parador-de-lleida)

### **FRUITURISME, GOING FOR TOURISM IN ORCHARDS**

The blossoming peach tree orchards in spring make a new offer in Segrià county, specifically the municipality of Aitona. Rows of trees blossoming in pink lure thousands of visitors with their cameras. Guided tours are organised during blossoming, usually lasting just a couple of weeks. The towns of Soses, Alcarràs, La Granja d'Escarp and Torres de Segre in the Baix Segre area also have joined this initiative.

[www.aitona.cat](http://www.aitona.cat)

### **GASPAR DE PORTOLÀ ROUTES**

The Lleida Provincial Council is working through the Institut d'Estudis Ilerdencs and the Tourism Board in the creation of a range of tourist routes in Pirineus and Terres de Lleida related with Gaspar de Portolà, born in Os de Balaguer (Noguera county) and the first governor of California (1767-1770), explorer and founder of the cities of San Diego and Monterrey.

Born into a noble family from Balaguer, Gaspar de Portolà i Rovira owned several estates throughout the territory. Upon his death, he bequeathed all his fortune to the city of Lleida, which allowed to build an orphanage that is currently the seat of the Lleida Provincial Council.

[www.aralleida.cat/es/](http://www.aralleida.cat/es/)

## **VAL D'ARAN**

### **VAL D'ARAN ENLARGES ITS HIKING OFFER FOR THE 2018 SEASON**

Val d'Aran offers specific routes in stages addressed at families or people with little mountain experience. With this aim in mind, the company Camins has created two new hiking offers, the Aneto Tour and the Garonne Sources. The former leads to one of the most beautiful areas in Val d'Aran and one of the finest lookouts of the Aneto-Maladeta range. This three-day route with maximum five-hour stages allows for some free time, thus including some side offers related with culture, nature, shopping or sports.

"The Garonne Sources" is a hike through the three areas where the sources of this river are located. From there it flows 600 km from Val d'Aran down into the Atlantic Ocean, its mouth being close to the French city of Bordeaux.

Exciting Events is a company that has created a new tourist product, ARAN TOURS & TREK. This offer is addressed at people with some mountain hiking experience and can be enjoyed during both summer and winter with touring skis or snowshoes. Depending on the number of days available, the route can be done in 3-7 stages and leads through three natural parks. ARAN TOURS & TREK also provides the option of guided fishing tours with experts and professional gear.

[www.visitvaldaran.com](http://www.visitvaldaran.com)

### **HIGH MOUNTAIN TRAILS**

The renewal and enlargement of the Artiga de Lin hut is part of a plan to promote the Aranese climbing route to Aneto. Aran-Pirineus is the name of the new tourist route covering the St James' Way stretch between Saint Bertrand de Comenges and Berbegal (Huesca) through Val d'Aran. The Montluda (2518 m) route starting from the villages of Les, Bossòst, Canejan, Arres and Vilamòs has been prepared with the aim of promoting high mountain areas.

[www.visitvaldaran.com](http://www.visitvaldaran.com)

## **VAL D'ARAN WALKING FESTIVAL**

Val d'Aran organises guided tours throughout the county during the week from 1 to 8 July. This is a unique opportunity to get in touch with this hiking paradise featuring trails that take to the most beautiful corners in Val d'Aran.

Three hikes will be done every day, with different degrees of difficulty allowing beginners to choose from. A total 18 walks will be organised, featuring nature and heritage, and passing through villages, valleys like Artiga de Lin or Aiguamòg and mountain areas like Colomèrs Lakes. The programme also includes cultural visits and side events.

[www.visitaldaran.com](http://www.visitaldaran.com)

## **HIGH-MOUNTAIN HIKING AND BIKING RACES**

When the snow melts, the local trails and routes of Val d'Aran become the perfect venue to hold numerous mountain competitions. With the Trail Vielha-Molières 3010, Val d'Aran strengthens its position as a mountain destination for biking and trail running events. This marathon covers five peaks in Val d'Aran above 2000 metres, including Molières, the region's highest mountain at 3010 metres. Another noteworthy race is Pedals de Foc Non Stop MTB Ultramarathon, which will be held for the 13th time this year. Other competitions in Val d'Aran are Trail Carlac, Ultra Trail Naut Aran, Corsa e Caminada des 15 Pòbles, Era Nocturna de Vielha and La Vertical d'Aran.

[www.visitaldaran.com](http://www.visitaldaran.com)

# USEFUL ADDRESSES

---

## TOURIST BODIES

### CATALAN TOURIST BOARD

Tel. 934 849 900

[www.catalunya.com](http://www.catalunya.com)

[act.gencat.cat](http://act.gencat.cat)

### Costa Brava Girona Tourism Board

Tel. 972 208 401

[www.costabrava.org](http://www.costabrava.org)

### Tarragona Provincial Council Tourism Board

#### Costa Daurada

Tel. 977 230 312

[www.costadaurada.info/es](http://www.costadaurada.info/es)

#### Terres de l'Ebre

Tel. 977 444 447

[www.terresdelebre.travel](http://www.terresdelebre.travel)

### Turisme de Barcelona

Tel. 933 689 700

[www.barcelonaturisme.cat](http://www.barcelonaturisme.cat)

### Barcelona Provincial Council Tourism Delegation

Tel. 934 022 966

[www.barcelonaesmuchomas.es](http://www.barcelonaesmuchomas.es)

### Lleida Provincial Council Tourism Board

Tel. 973 245 408

[www.lleidatur.com](http://www.lleidatur.com)

### Torisme Val d'Aran

Tel. 973 640 688

[www.visitvaldaran.com](http://www.visitvaldaran.com)

## TOURIST PROMOTION CENTRES OF CATALONIA

### **Benelux**

Tel. (+32) 26 406 151

[info.act.bnl@gencat.cat](mailto:info.act.bnl@gencat.cat)

### **France**

Tel. (+33) 1 40 46 98 92

[media.act.fr@gencat.cat](mailto:media.act.fr@gencat.cat)

### **Italy**

Tel. (+39) 02 873 935 73

[info.act.it@gencat.cat](mailto:info.act.it@gencat.cat)

### **Central Europe**

Tel. (+49) 69 7422 4873

[info.act.de@gencat.cat](mailto:info.act.de@gencat.cat)

### **Nordic Countries**

Tel. (+358) 407 17 72 95

[info.act.nordic@gencat.cat](mailto:info.act.nordic@gencat.cat)

### **UK & Ireland**

Tel. (+44) 207 583 88 55

[info.act.uk@gencat.cat](mailto:info.act.uk@gencat.cat)

### **Eastern Europe**

Tel. (+7) 495 567 18 71

[info.act.ru@gencat.cat](mailto:info.act.ru@gencat.cat)

### **USA**

Tel. (+1) 212 78 23 332

[info.act.usa@gencat.cat](mailto:info.act.usa@gencat.cat)

### **Asia Pacific**

Tel. (+65) 622 040 22

[info.act.sea@gencat.cat](mailto:info.act.sea@gencat.cat)

### **South America**

Tel. (+55) 11 305 304 77

[info.act.latam@gencat.cat](mailto:info.act.latam@gencat.cat)

### **China**

Tel. (+8610) 848 682 84

[promotion.act.cn@gencat.cat](mailto:promotion.act.cn@gencat.cat)

### **Blanquerna Cultural Centre (Madrid)**

Tel. 915 241 000

[turisme.blanquerna@gencat.cat](mailto:turisme.blanquerna@gencat.cat)

## OTHER RELEVANT TOURIST WEB SITES

### Catalonia

[www.catalunya.com](http://www.catalunya.com)

### Catalan Tourist Board

[act.gencat.cat](http://act.gencat.cat)

## ACTIVITIES IN NATURAL AND RURAL AREAS

### Pirineus

[www.visitpirineus.com](http://www.visitpirineus.com)

### Catalan Ski Resort and Mountain Activity Association – ACEM

[www.catneu.cat](http://www.catneu.cat)

### Ferrocarrils de la Generalitat de Catalunya

[www.fgc.cat](http://www.fgc.cat)

### Catalan Confederation of Rural Tourism - Concatur

[www.concatur.cat](http://www.concatur.cat)

### Rural Tourism and Agro-Tourism Confederation of Catalonia – Turalcat

[www.turalcat.com](http://www.turalcat.com)

## ACCESSIBLE CATALONIA

### Accessible Catalonia

[www.turismeperatothom.com/es](http://www.turismeperatothom.com/es)

### St James' Way for Everybody

[www.camidesantjaumeperatothom.cat](http://www.camidesantjaumeperatothom.cat)

## SPORTS

### Marinas

[www.acpet.es](http://www.acpet.es)

### Nautical Resorts of Catalonia

[www.encatalunya.info](http://www.encatalunya.info)

### Secretariat General of Sports (Government of Catalonia)

[www.esport.gencat.cat](http://www.esport.gencat.cat)

### Catalan Golf Federation

[www.catgolf.com/](http://www.catgolf.com/)

### Costa Brava Golf

[ca.costabrava.org/que-fer/golf](http://ca.costabrava.org/que-fer/golf)

### Costa Daurada Golf Association

[www.costadauradagolf.com/](http://www.costadauradagolf.com/)

## **WINE TOURISM**

**Incavi – Catalan Vineyard and Wine Institute**

[www.incavi.cat](http://www.incavi.cat)

**Priorat Wine Route**

[www.turismepriorat.org](http://www.turismepriorat.org) / [www.prioratenoturisme.com](http://www.prioratenoturisme.com)

**Lleida-Costers del Segre Wine Route (Wine Route of Spain)**

[www.rutadelvidelleida.com](http://www.rutadelvidelleida.com)

**DO Empordà Wine Route (Wine Route of Spain)**

[www.rutadelvidoemporda.org](http://www.rutadelvidoemporda.org)

**Penedès Wine Tourism (Wine Route of Spain)**

[www.enoturismepenedes.cat](http://www.enoturismepenedes.cat)

**DO Alella Wine Tourism**

[www.doalella.cat](http://www.doalella.cat)

## **GASTRONOMY**

**Som gastronomia**

[www.somgastronomia.cat](http://www.somgastronomia.cat)

## **HIKING AND CYCLING**

**Hiking Europe.**

[www.hikingeurope.net/](http://www.hikingeurope.net/)

## **BUSINESS TOURISM**

**Catalunya Convention Bureau**

[www.catalunya.com/mice](http://www.catalunya.com/mice)

## **HEALTH & WELLNESS TOURISM**

**Spa Association**

[www.balneario.org](http://www.balneario.org)

**Consortium of Catalan Thermal Towns**

[www.catalunyatermal.cat](http://www.catalunyatermal.cat)

## **MEDICAL TOURISM**

**Barcelona Medical Destination**

[www.barcelonamedicaldestination.com/es](http://www.barcelonamedicaldestination.com/es)



Generalitat de Catalunya  
Government of Catalonia  
**Catalan Tourist Board**

Partners:



FCBARCELONA  
*més que un club*



Circuit de  
Barcelona  
CATALUNYA

vueling



BARCELONA  
1876



PARKS & RESORT



LA ROCA  
VILLAGE

