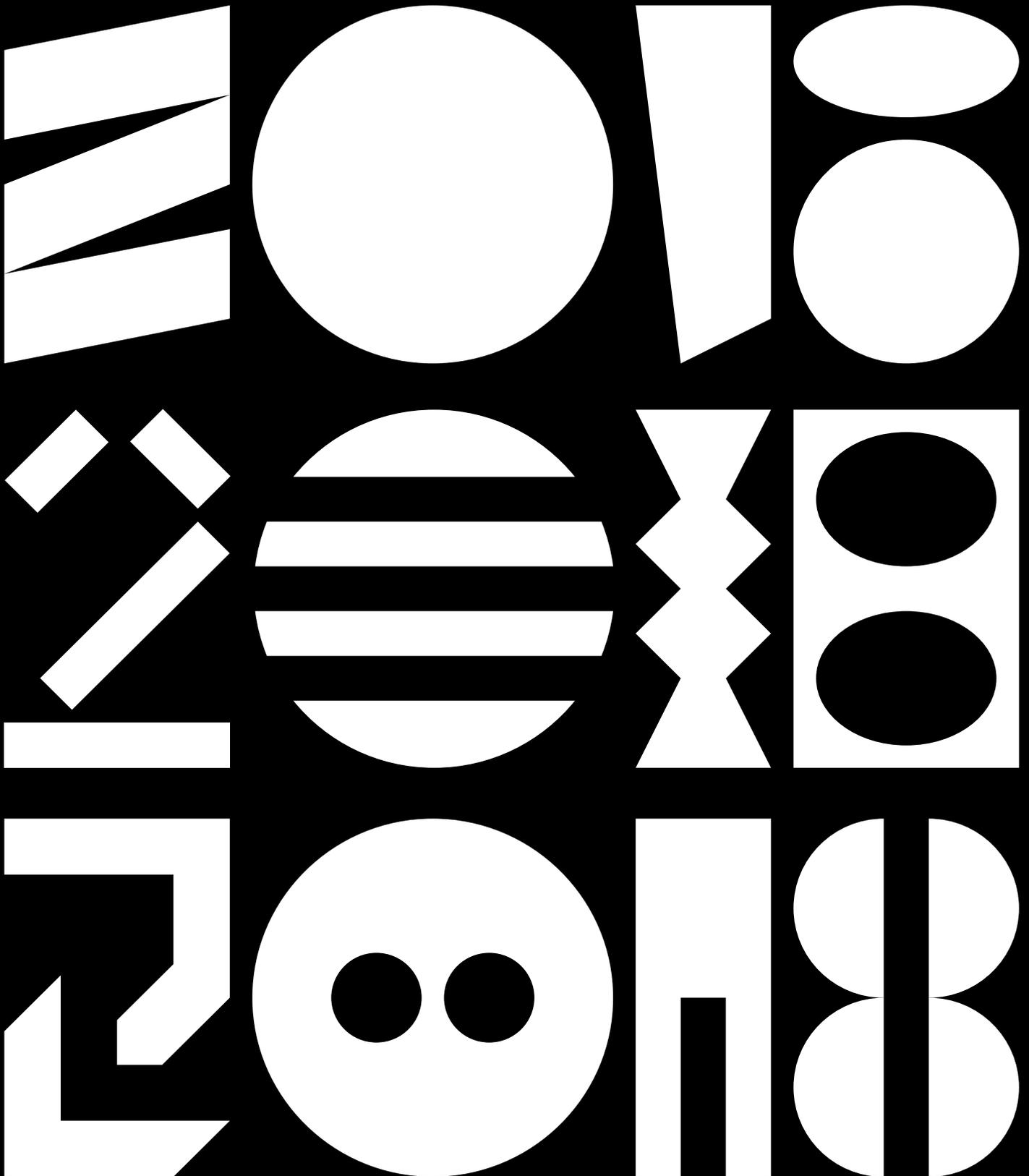
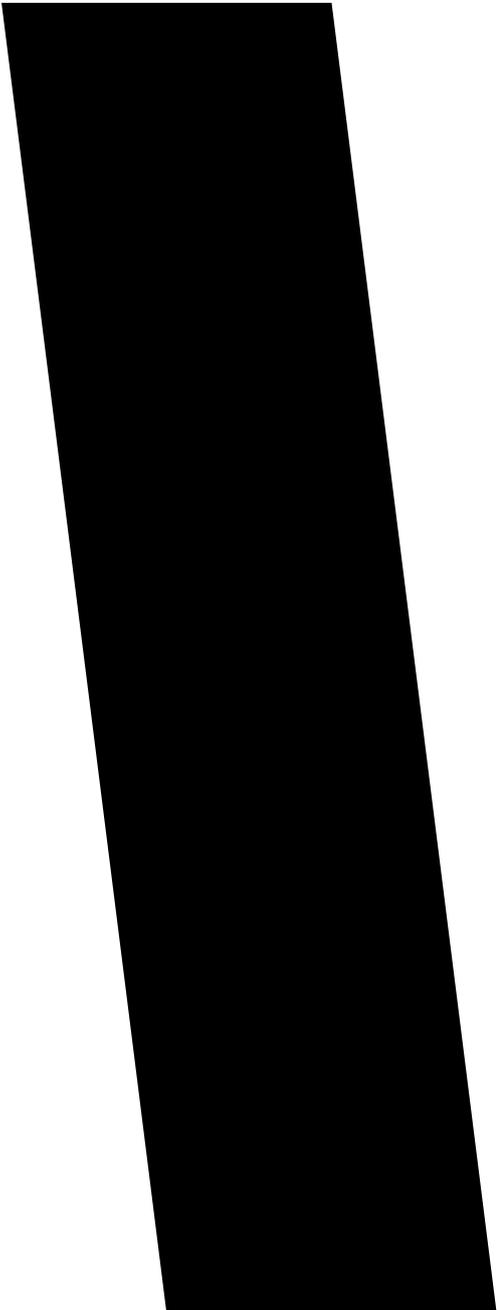
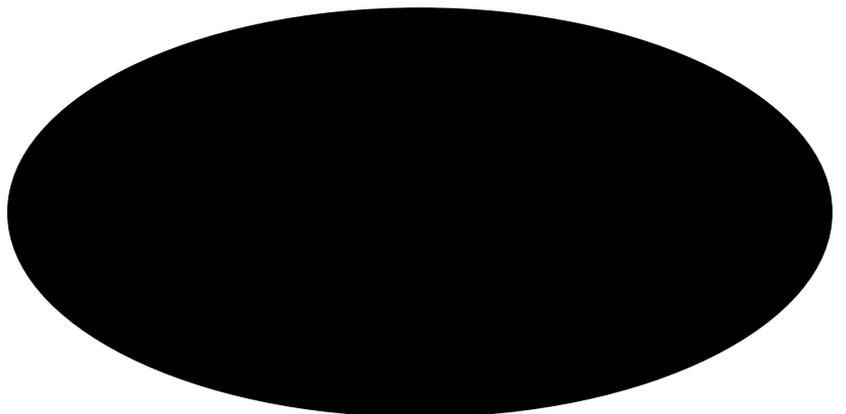


Year of Cultural Tourism 2018 Dossier



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Introduction



The year 2018 has been declared European Year of Cultural Heritage. The Council of Europe and the European Parliament have decided to establish this year in order to raise public awareness of European values and history and strengthen a sense of community identity.

Cultural heritage includes not just monuments, landscapes, traditions, transmitted knowledge and expressions of human creativity, but also collections kept and managed by museums, libraries and archives, all of which are means of presenting, preserving and valuing the past.

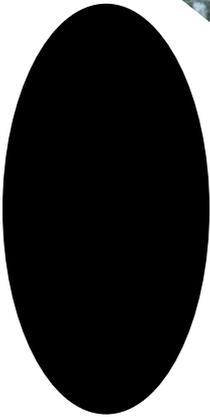
European cultural heritage is bountiful and highly valuable, offering numerous opportunities for conveying its values. This heritage must be preserved from environmental and physical pressures, the increasingly prevalent digital environment and the illegal trafficking of cultural assets, all of which are threats that need to be met.



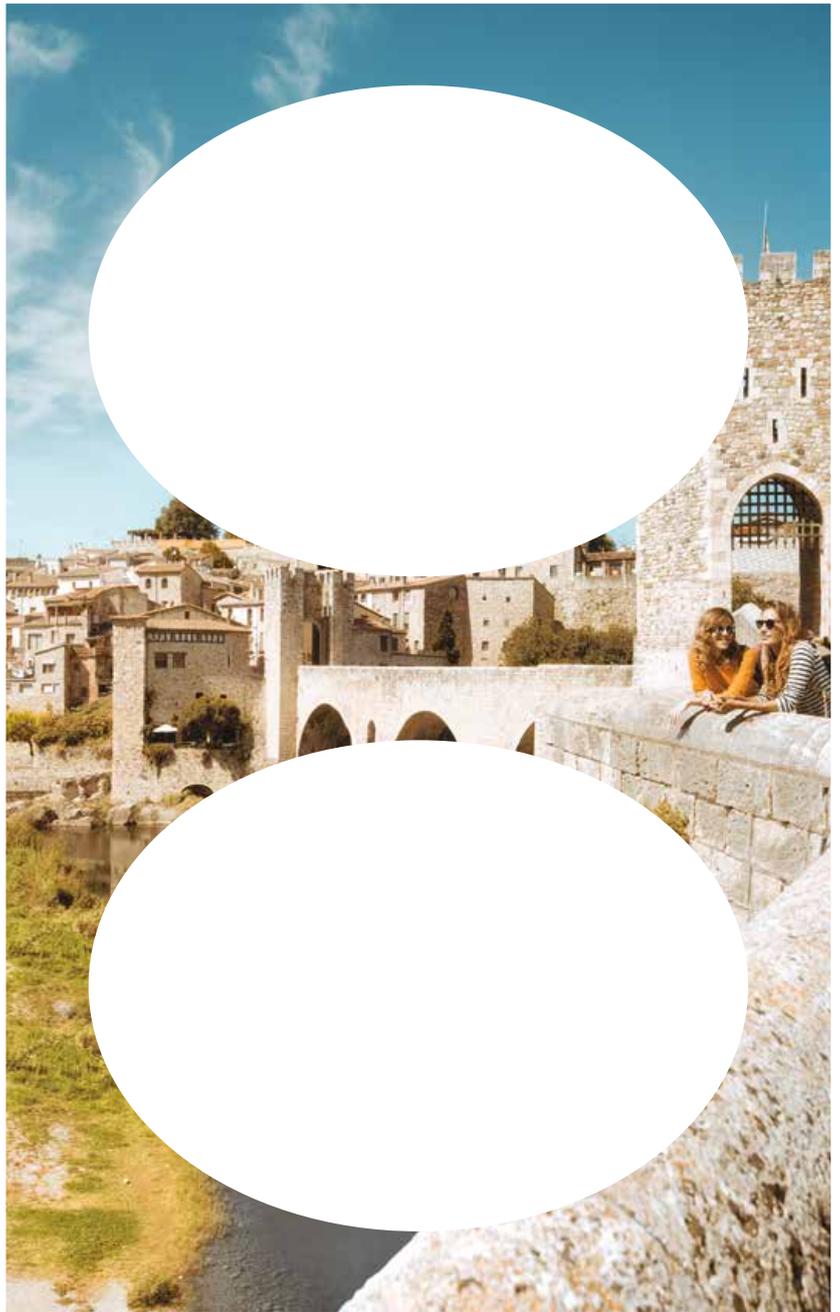
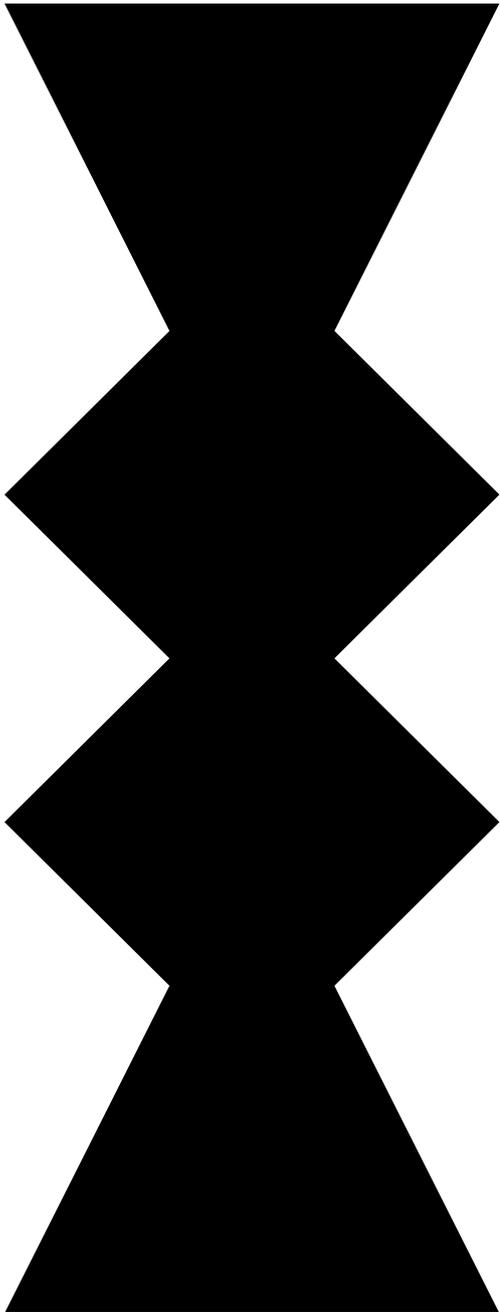
The main goals of the European Year of Cultural Heritage are: to promote cultural diversity, intercultural dialogue and social cohesion; highlight the economic contribution of cultural heritage and creation, in particular by small and medium-sized businesses, and in local and regional development, while stressing the role of cultural heritage in the European Union's foreign relations, preventing and resolving conflicts and reconstructing cultural heritage that is damaged or destroyed.

The Catalan Tourist Board is joining this initiative with a view to promoting cultural tourism and will be organizing a number of specific actions related to this product, providing a specifically ear-marked budget of over €2,800,000 million.

In doing this, 2018 continues the line taken in previous years, which focused on family tourism (2014), inland and mountain tourism (2015), gastronomy and wine tourism (2016) and sustainable tourism (2017).



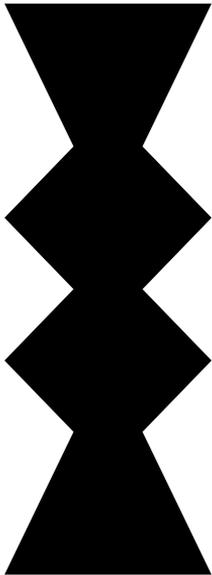
Cultural Tourism in Catalonia



Catalonia is a highly diverse Mediterranean destination with a mild climate and incomparable natural wealth, combining stunning mountain scenery with the intense light of the seashore.

It is a region with a long history and a restless, innovative society that has made its mark as a pioneering, highly dynamic region in the fields of industry, commerce and services. It offers an excellent quality of life and business climate, and high class infrastructures.

Culture is a characteristic trait of Catalonia, as it is a country of artists and entrepreneurs who search the past for the essence of its innovative, open spirit. With its own language and a welcoming attitude towards visitors, Catalonia offers its rich cultural, tangible and intangible heritage to the world.



Land of geniuses

Catalonia is a region full of contrasts in its 32,107 square kilometers.

Time passes more slowly in the Catalan Pyrenees. One can still find elements of the area's rural essence, its bygone days, villages and artistic heritage, the most striking being the Romanesque art.

Little more than two hours' drive from the Pyrenees, the sea washes up against the Catalan coast. The Mediterranean, the cradle of western civilizations in ancient times, boasts one of the world's most highly concentrated areas of biodiversity.

Barcelona, the Catalan capital, is one of the most cosmopolitan Mediterranean cities. Its unique personality blends design and the avant-garde with its heritage from over two thousand years of history. It is a city that refuses to present a single face, a single profile of its controversial physiognomy. Ancestral, bohemian, bourgeois, revolutionary, warm, welcoming, friendly... all such qualities can describe Barcelona, yet none of them fully defines it.

Other notable cities, such as Girona, Lleida, Tarragona and Reus (all connected by high-speed train) and Terrassa, Tortosa, Vic and Vilafranca del Penedès, have their own unique character. They are at the forefront of exciting, cutting-edge and avant-garde sociocultural movements, but also look to their past, in building human towers, or *castells*, cultivating fruit trees, tending vines to produce the finest wines and giving shape and color to pottery.

These landscapes have provided inspiration to universal artists, helping shape the artistic sensibilities of the 20th century. Creative geniuses have spread the name of Catalonia beyond its borders. Such is the case of the Picasso's blue period, the Miró's use of light, Dalí's surrealism and Tàpies's material painting.

Catalan culture has successfully combined tradition and roots to produce works that linger in memory and time, such as the Sagrada Família church, designed by the genius Antoni Gaudí. The fascination of Gaudí's architecture lies in the structural elements he creates, the sophisticated building techniques and the use of materials, fantasy and originality in the decorative elements.

Works by other Catalan Modernist architects, such as Domènec i Montaner, Puig i Cadafalch and Josep M. Jujol, who have left their creations scattered throughout the country, are also striking.

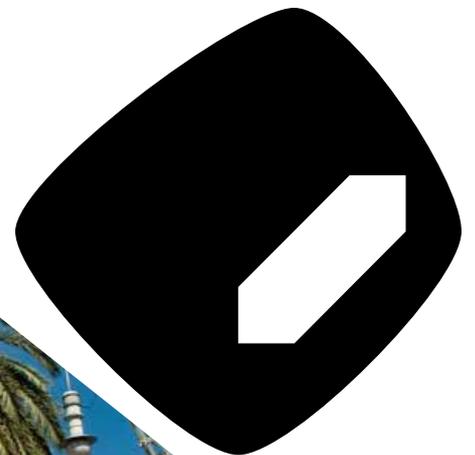


Culture yesterday, today and tomorrow

From Romanesque paintings to fashion accessories, via the architecture of Catalan Modernism, Catalonia is a propitious territory for creativity. This is true not only of the visual arts, but also of literature and cuisine, to give just three examples. Maybe it's the vision of the sea, the pure mountain air or the inland landscapes; one can only conclude that the country is an inspiration for local and visiting artists.

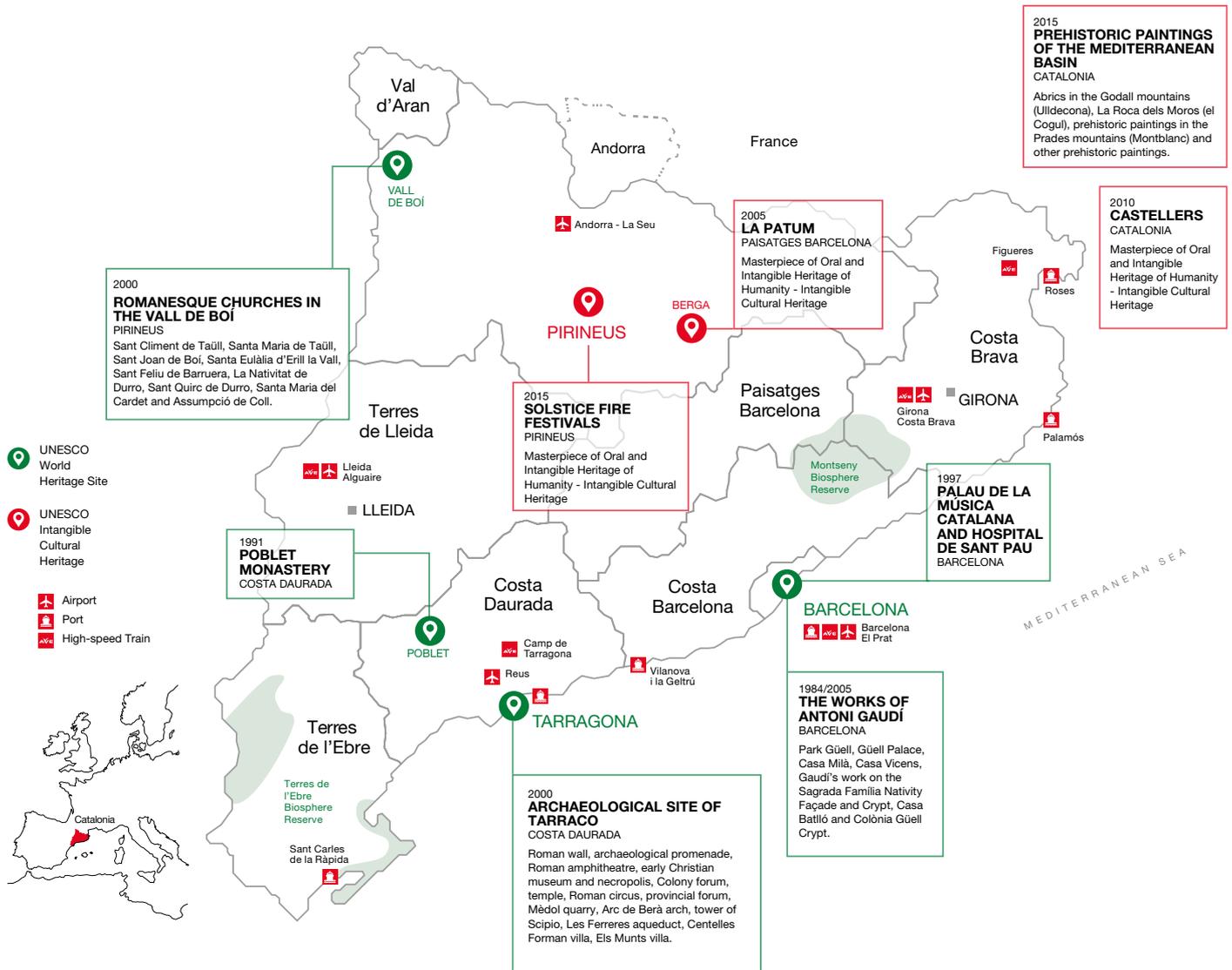
The broad range of cultural possibilities in Catalonia means visitors can follow the 8,000-year-old footsteps of Neanderthal man right up to those of today's inhabitants, passing through the ages of the Iberians, Greeks and Romans, and through different architectural styles, such as Romanesque, Gothic and Modernisme, among others, up to the present day, in which renowned architects such as Jean Nouvel, Norman Foster, Richard Meier, Enric Miralles, Benedetta Tagliabue, Jacques Herzog, Pierre de Meuron and the RCR studio have become symbols of the new Catalonia seeking its place in the world.

Catalonia also has over 400 museums and cultural centers featuring all periods and styles, supplemented by an extensive program of exhibitions open and adapted to all visitors.



Unesco Heritage

Catalonia's artistic and monumental heritage is unique in Europe and as a result of this historic and cultural legacy there are a total of 11 UNESCO World Heritage assets in the country, 3 of which are intangible heritage and 2 biosphere reserves.



Cultural routes

In addition, a number of routes are now well established as tourist attractions, such as the Way of Saint James, the Camí dels Bons Homes (Cathar Road), Jewish Catalonia, the Route of the Iberians, the Cistercian Route, the Romanesque Route. Numerous other routes are linked to the countries cultural, industrial and religious heritage, such as the Ignatian Way, proposals for discovering Church heritage, following the Catalonia Sacra routes, and others for exploring the heritage of the Industrial Revolution through the Industrial Tourism Network of Catalonia.

Arts festivals and performances

In Catalonia, there are arts festivals and cultural events associated with music, theatre, film, food and wine throughout the year.

Music tourism in large concert halls is also worthy of mention. Furthermore, in the summer many towns organize music festivals at monument sites and in areas of special artistic interest.

Festivals and traditions

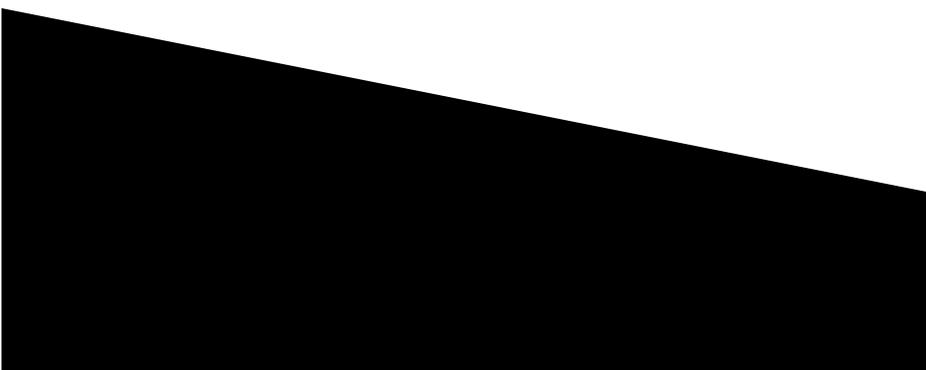
The Catalan public place great value on maintaining their festivals and traditions deeply rooted in their history. This is why many significant festivals are held throughout the year, such as the Diada de Sant Jordi (Saint George's Day), when roses and books are traditionally given as gifts.

Some of these festivals are considered Intangible World Heritage. This is the case of the *castells*, or human towers, the Patum festival in Berga and the Fire and Summer Solstice festivals.

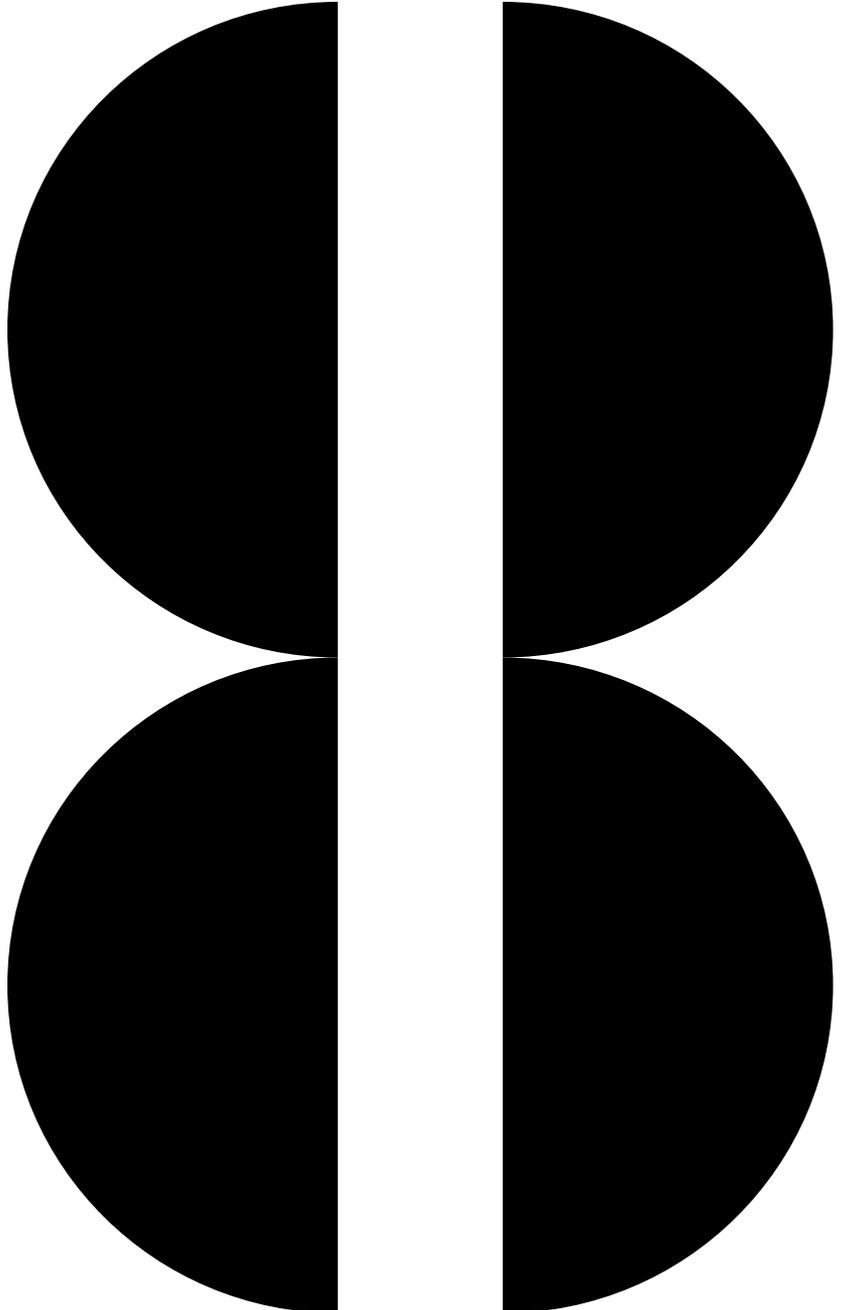
Cuisine and wine

Since the times of the first Greek and Roman settlements, Catalonia has been fascinated by food and wine. It is omnipresent in every corner of the country, whether in the form of producers, the first step in the gastronomic chain, or restaurants. The latter have been at the forefront of the culinary revolution experienced in Catalonia over the last 25 years that has made it a world leader. Chefs such as Ferran Adrià, Carme Rusalleda and the Roca brothers have placed Catalan cuisine among the finest in the world. The 68 Michelin stars held by 54 Catalan restaurants acknowledge their tradition, quality, innovation and hard work.

Catalan cuisine is landscape put in a pot, as the writer Josep Pla said. Surf and turf are often mixed in traditional Catalan cuisine in a number of different products. The Catalan pantry is varied, delicious and of the highest quality. Cheeses, cured meats, wines and cava, with 12 different designations of origin, meats, fish and vegetables. Products that vary with the seasons, filling the markets of towns and cities.



Year of Cultural Tourism 2018



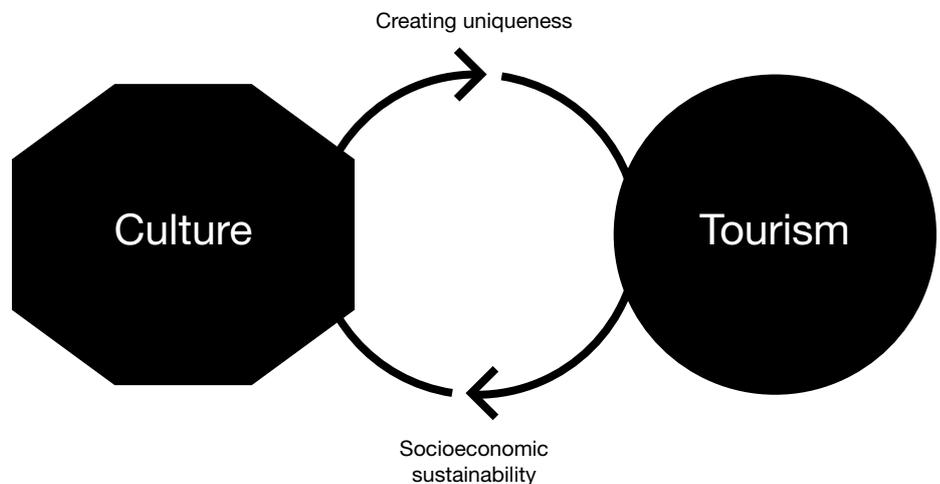
Challenge

The challenge facing the Year of Cultural Tourism is to position culture as a key, differentiating factor for the destination, with tourism playing an essential role: highlighting the value of culture and contributing to its social and economic sustainability.

Thus, it is a two-way challenge whereby culture strengthens the uniqueness of cultural tourist attractions; while tourism ensures the sustainability of culture.

This European declaration is an opportunity for the Catalan government to stress the role of culture and cultural heritage, both tangible and intangible, as a key, differentiating and unique factor for destinations in Catalonia.

The Catalan Tourist Board wants to stress the value of all cultural heritage, from the internationally renowned to the more local and less known. Cultural heritage is found all over Catalonia and the aim is to constantly improve the balance between the different regions and ensure that the economic benefits of cultural tourism are widely distributed.



Creating differentiation and uniqueness

That which defines the identity of a destination, which characterizes it, is its cultural legacy. Cultural legacy includes language, customs, traditions, architecture, music, arts, cuisine, the way of understanding life and everything that distinguishes one region from another. The aim is to publicize the cultural legacy of Catalonia in a very special way during the Year of Cultural Tourism 2018.

It is essential to stress the distinguishing features of Catalan culture, because they represent the country's wealth and are the most valuable assets of its destinations. Thus its preservation must be guaranteed, so that many more generations of citizens and tourists can enjoy this wealth.

Strengthening these distinguishing features and guaranteeing their preservation requires they be publicized and shared, reinforcing highlighting makes them different while maintaining their authenticity. And all this can be done through tourism.

The uniqueness of Catalan culture in its identity and present in each of the country's destination is also shared with European culture. Thus, the cultural heritage of each European destination is all part of the European brand as a destination.

Europe has a common history and heritage in terms of political events and the cultural, economic and social trends that have shaped its essence over the centuries. And this is what visitors from around the world find in Catalonia, a unique territory and an experience shared through tourism.

Goals

The goals of the Year of Cultural Tourism 2018 in Catalonia are to:

- Link culture as a differentiating factor more closely to the Catalonia brand.
- Increase the volume of tourism income by offering a higher value tourism experience.
- Promote the creation of a quality offer oriented towards quality demand, by transforming cultural resources into saleable tourism products.
- Stress Catalonia's value as a destination of self-governed, sustainable and competitive destinations, promoting better territorial distribution of tourism.
- Take this opportunity to reduce seasonal differences in tourism, highlighting the tourism value of Catalan culture.
- Increase the consumption of cultural tourism experiences by visitors once in Catalonia.
- Maximize the benefits to local residents from culture when it makes the most of tourism.

Involvement

The tourism and cultural industries in Catalonia are deeply involved in organizing and executing the different actions in the Year of Cultural Tourism 2018, including both their own activities and those proposed by the Government of Catalonia Ministries of Tourism and Culture.

The Year of Cultural Tourism is a proposal by the Catalan Tourist Board, part of the Ministry of Business and Knowledge, and is being developed jointly and in coordination with the Government of Catalonia's Ministry of Culture, which is responsible for implementing a specific cultural heritage promotion program as part of the European Year of Cultural Heritage in Catalonia.

The provincial council tourist boards and Turisme de Barcelona, all members of the Catalan Tourist Board's Governing Body, are also working closely to propose actions for promoting cultural tourism.

In addition, Catalan institutions, companies and cultural organizations provide information on actions they organize to promote Catalan culture that could also be of interest to tourists.

The main cultural institutions meet regularly. They make up the Year of Cultural Tourism 2018 General Council and establish the lines to follow. And the two Catalan government ministries involved meet in several committees (both executive and technical) to manage the day-to-day running of the strategies being implemented.



Markets

As well as publicizing the Year of Cultural Tourism in the Catalan market, the Catalan Tourist Board has selected a number of markets in which to focus promotional actions during the year. These are either markets where tourists show a high interest in cultural tourism or ones where, although they are major generating markets, culture is not one of the main reasons for travel, with the aim of making it so:

Nearby markets

- France
- Germany
- Russia
- Italy
- United Kingdom and Ireland
- Spain
- Belgium
- Nordic countries



Distant markets

- United States and Canada
- Australia
- China
- Japan
- Chile



Key actions

Different organizations and companies taking part in the Year of Cultural Tourism 2018 plan to organize a number of promotional activities to bring Catalan culture to different markets. A number of actions targeting both the professional and the general public have been organized in Catalonia and abroad.

Actions aimed at professionals

International



Roadshows

Organized by: Turisme de Barcelona and the Catalan Tourist Board

Dates: From January to November

Place: New York, Washington, San Francisco, Chicago and Los Angeles (USA); Montreal (Canada); Melbourne and Sidney (Australia), Auckland (New Zealand) and China

Marketing actions to publicize Catalan cultural tourism in different distant generating markets such as the USA, Canada and China. The aim is to consolidate the positioning of Barcelona and the rest of Catalonia in these markets.

The Catalan Tourist Board is organizing two roadshows: one from 23 to 27 April in the USA (New York, Washington) and Canada (Montreal) and another from 19 to 23 November in Australia (Melbourne, Sydney) and Auckland (New Zealand). Turisme de Barcelona is organizing a further two roadshows: one from 12 to 16 February in the United States (San Francisco, Chicago and Los Angeles) and another in China, from 22 to 26 October (to be confirmed).

SomCultura Tour

Organized by: Catalan Tourist Board, provincial council tourist boards and Turisme de Barcelona.

Dates: From February to November

Place: Paris (France), Hamburg (Germany), Washington (USA), Melbourne (Australia) and Santiago de Chile (Chile).

Presentations of the Catalan cultural tourism offer, one from each zone, via a route around the country to discover its cultural and natural history.

Presentations of the Catalan cultural tourism offer by the provincial council tourist boards and Turisme de Barcelona are planned in the main generating European cities and in Washington, Melbourne and Santiago de Chile.

The presentations will use innovative dynamics and, whenever possible, will be related to key events associated with Catalonia, such as the Miró exhibition in the Gran Palais in Paris, the Smithsonian in Washington and the Gaudí exhibition opening in Santiago de Chile.

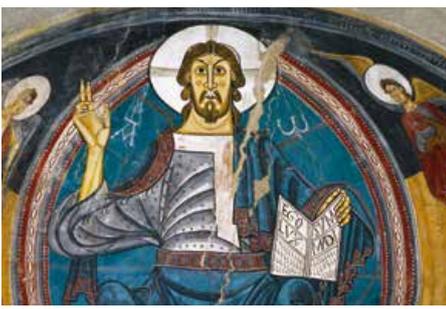


Presentation related to a Picasso exhibition in Milan

Organized by: Catalan Tourist Board

Dates: 18 October to 17 February 2019 (exhibition).

Presentation of Catalonia as a destination for cultural tourism, coinciding with a major Picasso exhibition at the Palazzo Reale in Milan, with over 350 works on display.



Presentation of Lleida World Heritage in the south of France

Organized by: Lleida Provincial Council Tourist Board in conjunction with the Catalan Tourist Board

Dates: Spring 2018

Place: France

Presentation of the culture of Lleida to French press and travel agents, on the theme of World Heritage.



33rd International Film Festival of Guadalajara (Mexico)

Organized by: Ramon Llull Institute and ICEC Catalan FILMS & TV, in conjunction with the Catalan Tourist Board

Dates: From 9 to 16 March

Place: Guadalajara (Mexico)

Website: www.ficg.mx/33/index.php/es/

Catalonia will be the guest of honor at the most important Latin American film festival.

The festival is an event for creative exhibition, learning and exchange among professionals, international film critics and Latin American students. It is an excellent opportunity to consolidate the international standing of Catalan film.

Additional activities include the screening of contemporary Catalan cinema with around 30 films, attendance of Catalan directors, actors and producers at the different festival sections and a large professional Catalan delegation who will be taking part in talks and industry activities.



Presentation of cultural tourism on the Costa Daurada – World Heritage

Organized by: Tarragona Provincial Council Tourist Board and the Catalan Tourist Board

Dates: April (London) and October (Amsterdam)

Place: London (United Kingdom) and Amsterdam (Netherlands)

Presentations of the Catalan cultural tourism offer in London and Amsterdam, cities that have direct flights to Reus airport.



Presentations of the cultural tourism offer in the United Kingdom

Organized by: Catalan Tourist Board

Dates: 14 to 18 May

Place: Dublin (Ireland) and Glasgow and Manchester (United Kingdom)

Presentation of the Catalan cultural tourism offer in Dublin (Ireland) and in Glasgow and Manchester (United Kingdom).



16th Biennale of Architecture in Venice

Organized by: Ramon Llull Institute in conjunction with the Costa Brava Girona Tourist Board

Dates: From 26 May to 25 November

Place: Venice (Italy)

Website: www.labiennale.org/en/architecture/2018

The Olot-based RCR team of architects (Rafael Aranda, Carme Pigem and Ramon Vilalta) and their creative universe will represent Catalonia at the Biennale of Architecture.

Having been awarded the Pritzker Prize, they will be presenting a unique exhibition in Venice, putting their most intimate universe on display. A program of parallel activities (including debates, round tables and events) will provide a showcase for other visions of the RCR universe, from the point of view of international architects, architecture students and other representatives of the sector.

The Venice Biennale is one of the most important architectural events worldwide, bringing together over 80 participants for more than 30 countries and around 260,000 visitors.



Joint Catalonia – Lombardy promotion

Organized by: Catalan Tourist Board and the Region of Lombardy

Dates: All year

Place: Europe

Joint promotional actions based on the twinning of Barcelona and Milan: design, fashion, gastronomy, football and skiing.

Catalonia and Lombardy have signed an agreement for the joint promotion of both regions and their capitals. The inauguration will take place on 19 January in Venice and various other events are planned throughout the year. A number of activities will be held in the context of the Year of Europe in China.



Presentations at classical music concerts

Organized by: Barcelona Obertura, Turisme de Barcelona and the Catalan Tourist Board

Dates: First presentation, 8 May (Berlin)

Place: Germany

Presentations of Barcelona and Catalonia aimed at music tourism opinion leaders in the main European markets, who will be invited to concerts by Jordi Savall and the Casals Quartet.



Presentation of the Routes of Catalonia

Organized by: Catalan Tourist Board

Dates: 12 April

Place: Madrid

A presentation will be given on cultural proposals on car routes to explore Catalonia, with the aim of explaining the six major Catalan routes to Spanish operators specializing in this kind of travel. A blogger will be taking part in the presentation to explain her experiences following the Mediterranean route during the low season, as an idea for reducing the seasonal variation in tourism.

In Catalonia



XIII ENCUENTRO DE
LA RED ESTATAL DE
CIUDADES EDUCADORAS

KARKA ESTATAL CIUTATS EDUCADORES
REDE ESTATAL DE CIDADES EDUCADORAS
HIRI HEZITZAILEEN ESTATUKO SARREA

FEBRERO 2018
LLEIDA

Educating Cities Conference

Organized by: Lleida City Council

Dates: 1 and 2 February

Place: Lleida

Website: www.edcities.org/rece/

The 13th Congress of the State Network of Educating Cities is to be held in Lleida, on the topic 'Rethinking the city'. Various experts will be contributing on the role of local government in the construction of this model of city.

Better Places to Live, Better Places to Visit conference

Organized by: NECSTouR and the Catalan Tourist Board

Dates: 19 April

Place: Maritime Museum of Barcelona:

Website: <http://www.necstour.eu/event/necstour-workshop-better-places-live-better-places-visit>

European dialogue on cultural sustainability through tourism at the congress organized by NECSTourR on tourism, culture and society in the context of the European Year of Cultural Heritage.



**Better places to live,
better places to visit**

19th April Museu Marítim, Barcelona



Press trip The Origins of Miró

Organized by: Catalan Tourist Board, Tarragona Provincial Council Tourist Board and the Miró Foundation

Dates: June

Place: Catalonia

French journalists will travel to Catalonia to learn about Miró's roots: Barcelona and Mont-roig del Camp This action is prior to the opening of the retrospective exhibition on Miró at the Gran Palais in Paris this autumn.



Industrial tourism famtrip and workshop

Organized by: Catalan Tourist Board and the Industrial Tourism Network of Catalonia (XATIC) and El Generador

Dates: 18 to 20 April (famtrip) and 21 April (workshop)

Place: Paisatges Barcelona, Costa Barcelona and Costa Brava

Industrial tourism is an alternative that goes deeper into discovering the region. This travel proposal will invite tour operators from the different European markets to discover Catalonia's industrial heritage at first hand, concluding their stay at a workshop with entrepreneurs in the sector, in the context of B-travel, the Catalonia tourism trade fair.



Literary Route and Sant Jordi press trips

Organized by: Catalan Tourist Board, provincial council tourist boards and the Booksellers Association of Catalonia.

Dates: 22 to 26 April

Place: one of the trips will be to Barcelona, Costa Daurada, Terres de Lleida and the Pyrenees. The other will visit Barcelona, Costa Brava and Paisatges Barcelona.

Coinciding with the *Diada de Sant Jordi* (Saint George's Day festival), we will be inviting journalists from European and American markets on two trips around Catalonia to show them the different routes around locations from Catalan and international literature, and on Saint George's Day they can accompany writers from their countries at book signings and experience the atmosphere together.



Picasso making a Plate with fish bones

Cannes, April 1957

Photograph, David Douglas Duncan

Modern digital copy by inkjet, 50 x 60 cm

Fons David Douglas Duncan Collection
Museu Picasso, Barcelona
Douglas David Duncan

© Successió Pablo Picasso,
VEGAP, Madrid 2018

Picasso's Cuisine press trip

Organized by: Catalan Tourist Board, provincial council tourist boards and Museu Picasso.

Dates: September - October

Place: Barcelona, Costa Daurada, Paisatges Barcelona

Coinciding with the opening of the 'Picasso's Cuisine' exhibition at the Barcelona Picasso Museum, a press trip will be organized for the French market to discover the corners of Catalonia that inspired the genius, and the gastronomy that motivated him.



Culture Instawalk in Lleida

Organized by: Lleida Provincial Council Tourist Board

Dates: 2018

Visits and photos of the cultural sites of Lleida by Igers, as part of a competition.

Workshops and famtrips
Buy Catalunya

Organized by: Catalan Tourist Board

Dates: 25 to 28 September

Place: Barcelona

Workshop with international tour operators and entrepreneurs from the Catalan tourism industry. The operators will travel around Catalonia to learn about its cultural tourism offer.

Buy Catalunya is the most important marketing event organized by the Catalan Tourist Board, and in 2018 culture will have a major presence. The aim is to bring together Catalan tourism companies and international tour operators specializing in this field. In total, over 2,000 marketing meetings are planned with 150 tour operators from over 15 countries and businesses in the Catalan tourism industry.





3rd Cultural Heritage Conference

Organized by: Catalan Cultural Heritage Agency

Dates: 8 November

Place: Barcelona

A conference at La Pedrera to reflect on cultural heritage, with the participation of national and international speakers. For 2018, the conference will be focusing on cultural tourism.



Organization of European Cultural Heritage Conferences

Organized by: Catalan Cultural Heritage Agency

Dates: 5 and 6 October

Place: Barcelona

Strengthening this yearly plural and diverse event in the context of the celebrations for the European Year of Cultural Heritage and the Year of Cultural Tourism.



TurisTIC Forum 'The technology and tourism congress'

Organized by: Eurecat, Technology Center of Catalonia, in conjunction with the Catalan Tourist Board

Dates: 10 and 11 April

Place: Barcelona Caixaforum

The TurisTIC Forum is the congress on ICT applications in the tourism industry, organized by Eurecat. On the 10 and 11 April, 2018, companies from the tourism sector, technological innovation and development companies, public institutions and specialist professional associations from these sectors will be meeting at this congress. The theme for the TurisTIC forum is how new technologies strengthen the tourism industry, making it more productive and competitive in a constantly changing and evolving environment. This year, the annual forum will discuss the topic of how technology can help the cultural tourism experience.



Tourism Promotion Plans

Organized by: Directorate-General for Tourism
Dates: 2018

The Directorate-General for Tourism will be opening a public call for bids to grant local bodies funds for investment to develop cultural tourism resources with regard to cultural tourism.



IgersMap: Barcelona culture as seen by Igers

Organized by: Tourism Promotion Office (Barcelona Provincial Council Tourism Services Management Office)
Dates: From March to November 2018

Creation of an online map of cultural resources in the Barcelona area, illustrated by images provided by Instagram users. It will be constructed from four image collection campaigns, each with a different culture-related topic:

- 1: The origins. Artistic, historic and architectural heritage from prehistoric times to Modernisme.
- 2: Life style. Activities related to our way of experiencing culture.
- 3: Tradition. Fairs, festivals and traditions associated with local folklore.
- 4: Contemporary culture. Art and architecture from after Modernisme to the present day.



There is much more to Modernisme in Barcelona

Organized by: Tourism Promotion Office
(Barcelona Provincial Council Tourism Services Management Office)
Dates: end of April 2018

With the aim of positioning the area as a destination for Modernisme, a joint presentation will be held for all the Modernist fairs in the Barcelona region. Aimed at the professional and general public.



Friends of Picasso

Organized by: Barcelona Provincial Council
(Tourism Services and Cultural Management Offices)

Dates: Throughout 2018

Project for promoting tourism to the different Picasso-related sites in the Barcelona region: Caldes d'Estrac, Caldes de Montbui and Gósol. Creation of content and routes in the landscapes that Picasso discovered with his Catalan friends.



Year of Cultural Tourism Costa Brava Girona

Organized by: Costa Brava Girona Tourist Board

Dates: 2018

The Costa Brava Girona Tourist Board manages the cultural offer of the Girona Costa Brava and Pyrenees brands through the Cultura i Identitat marketing club, which has about 80 members, including festivals, museums and heritage, promotional bodies and cultural businesses.

This promotional formula, headed by members in the same region, seeks to ensure the tourism and culture industries work together in creating new languages, new synergies and new tourist products.

For the Year of Cultural Tourism, the Costa Brava Girona Tourist Board and the Cultura i Identitat club will highlight and develop the cultural offer in all their state-wide and international promotion campaigns, targeting both the end public and professionals.

By way of communications materials published to illustrate and highlight the Year of Cultural Tourism, the marketing club has produced a specific press pack on cultural tourism resources in the area, a promotional video in various languages, a pull-out map of festivals, multilingual content for use by opinion leaders and a wide-reaching online advertising campaign, among other initiatives.

As well as the actions described in the press pack involving the tourist board, the following activities have also been organized:

- Presentation in the Catalan market of new museum offers in the region.
- Presentation in the Catalan market of the CBG!FESTIVALS brand.
- Cooperation with a Gala - Salvador Dalí Foundation exhibition.
- Sales agendas in London.



University support for the Year of Cultural Tourism

Organized by: Calonge - Sant Antoni Chair of Gastronomy, Culture and Tourism

Dates: throughout 2018

The Calonge - Sant Antoni Chair of Gastronomy, Culture and Tourism will be carrying out actions to support the Year of Cultural Tourism, at all the events planned in the Action Plan for 2018.



University tourism

Organized by: Girona Faculty of Tourism

Dates: 2017 and 2018

1st action: The Girona Faculty of Tourism will provide promotional material relating to the Year of Cultural Tourism to ERASMUS students from the University of Girona to carry out promotion activities in their immediate area.

2nd action: The Girona Faculty of Tourism will publicize the Year of Cultural Tourism initiative among ERASMUS students studying at the University of Girona and other universities by organizing a talk and providing promotional materials.

Tourism research conferences

Organized by: Multidisciplinary tourism research laboratory

Dates: 2018

1st action: Members of the lab will present the Year of Cultural Tourism 2018 initiative at congresses they attend as cultural tourism researchers.

Actions aimed at the general public

International



Cultural topics at the tourism fair stands with a virtual reality multisensorial booth

Organized by: Catalan Tourist Board

Dates: Fitur, Mobile World Congress, B-Travel, Getaways Mercat

The general fairs will include the Year of Cultural Tourism theme. Experiential marketing is one of the key elements in the Catalan Tourist Board's digital strategy to promote the tourist attractions of Catalonia. In the multisensorial immersion booth, visitors can experience a trip to the main features of Catalan culture, from popular festivals to the wealth of historical and architectural heritage, from Catalan agriculture to a vision of the future, with a futuristic depiction of the Sagrada Familia when the work is finally complete. All of this is accompanied by movement, fragrances and changes in temperatures.



'Persecuted and Saved' Exhibition in Israel

Organized by: Lleida Tourist Board and the Institute of Lleida Studies

Dates: Spring 2018

Place: Israel

Website: www.perseguitsisalvats.cat

Travelling exhibition about the escape routes across the Pyrenees used by people suffering persecution during the Second World War.

Internationalization of Sant Jordi

Organized by: Government of Catalonia Ministry of Culture, Catalan Tourist Board, Barcelona Booksellers Association, Book Industry Chamber of Commerce of Catalonia and a number of other organizations (publishers, booksellers, distributors, florists and local government, among others).

Dates: 23 April

Place: Various markets

A number of actions have been organized with the aim of publicizing the Sant Jordi (Saint George's Day) tradition of giving books and roses as gifts:

- Meeting of journalists for local professionals to join colleagues from outside Catalonia throughout Sant Jordi and learn about it at first hand, followed by a visit to the settings of different books throughout Catalonia.
- Shop window competition organized by the Catalonia Booksellers Association in the main generating markets. This action will be backed up by a social media promotion strategy with online voting.
- International social media promotion campaign.
- In Singapore, from 21-29 April, a number of outdoor and online actions will be held on the theme of Sant Jordi, in conjunction with the Casa Batlló.





Catalonia by Oliver Astrólogo

Organized by: Catalan Tourist Board

Dates: 29 January 2018

With the aim of developing a project similar to one carried out three years ago involving five video artists from around the country, which had a significant media impact, in 2018 the Catalan Tourist Board launched a new video project and a single video artist covering the whole region.

From 27 April to 15 May 2017, the video artist Oliver Astrólogo, who has had millions of plays and staff picks for his Vimeo channel, filmed at a number of locations in Catalonia, including monuments, natural areas, handicrafts, festivals and traditions.

The video resulting from Oliver Astrólogo's filming was posted simultaneously on artist's vimeo and social media accounts (<https://vimeo.com/oliverastrologo>) and on the Catalan Tourist Board's channels (national and international social media and the website Catalunya.com), with over 1.2 million followers.

The resulting video can be viewed at the following link:
<https://www.youtube.com/watch?v=9SyY3kYImAk>



Catalonia in the online Smithsonian Magazine

Organized by: Catalan Tourist Board, provincial council tourist boards and Turisme de Barcelona.

Dates: April - September 2018

The Catalan tourism proposals will be publicized in the online Smithsonian Magazine and a number of the group's channels, to coincide with the presence of Catalan culture in Washington.



'The Route of Chance' advertising campaign

Organized by: Catalan Tourist Board
 Dates: all year round

'The Route of Chance' is a proposal to incentivize travel around Catalonia beyond Barcelona, following a route whose theme is the rich cultural, tangible and intangible heritage of Catalonia. The campaign consists of:

- Graphics in the written online and printed media.
- A spot leading to a landing that describes six major routes in Catalonia.





RBA advertising campaign

Organized by: Catalan Tourist Board

Dates: all year

The RBA Group channels (such as National Geographic, Viajar, Lecturas, Semana and In Style) will show content on Catalan culture in all its forms (tangible heritage, popular and traditional culture, cuisine, wines, contact with locals and more).



Culture as a topic on the Catalonia is your Home microsite

Organized by: Catalan Tourist Board

Dates: from April 2018

The 'Catalonia is your Home' microsite will include a cultural agenda and topics related to culture, covering all the offers of cultural experiences in Catalonia.



Rakuten and FC Barcelona campaign

Organized by: ACT and Rakuten, the world leader in e-commerce, number 1 in Japan and FC Barcelona's main global sponsor, in conjunction with FC Barcelona.

Dates: two campaigns are planned, the first in April and the second in October

On- and offline campaign to promote Catalonia as a cultural tourism destination in Japan, putting special emphasis on Sant Jordi (Saint George's Day), via the Japanese Rakuten channels: market place Rakuten Ichiba (approx. 13 million visits/day), Rakuten Travel (approx. 1 million visits/day), Rakuten Books (approx. 0.5 million visits/day), Rakuten Café (café/restaurant in Shibuya, an emblematic Tokyo district, with one of the busiest stations in the world; between 750-1,000 people/day), Rakuten Arena social media (12.7 million followers). The campaign will also be publicized on the FC Barcelona digital channels (Japanese market only), the online Catalunya Experience platform (Facebook), MyNewsDesk and inn local media.

CAT & VUELING



MÁS ALLÁ DE
BARCELONA



Advertising campaign with Vueling

Organized by: ACT and Vueling

Dates: two campaigns are planned, the first in April and the second in September-October

Joint advertising campaign with Vueling, the leading airline at the airport of Barcelona, with a market share of 36% and flights to over 130 European destinations. Investment in media advertising (total planned budget of EUR 1 million), mainly online, will focus on three strategic markets for Vueling and Catalonia: France, Italy and the United Kingdom.

The aims of the campaign are:

1. Building the international reputation of Catalonia and Vueling: strengthening the link between the two brands and making them better known in the international markets.
2. Catalonia, beyond Barcelona: publicizing Catalonia and arousing interest beyond Barcelona, communicating the different experiences and emotions on offer in Catalonia.
3. Reducing the seasonal nature of tourist demand: strengthening mid-season tourism, before and after the high season. Presentation of experiences beyond the best known ones in high season.

The current Vueling 'We Love Places' campaign will move towards a specific concept: We Love Catalonia beyond Barcelona.

The campaign content will also be publicized on other Vueling channels: My Vueling City website, social media and the Ling in-flight magazine.



Year of Cultural Tourism campaign on the Catalunya Experience social media

Organized by: Catalan Tourist Board

Dates: Actions throughout 2018

Actions will be carried out throughout the year on the Catalunya Experience social media, which has over 1.2 million followers, to boost concepts associated with the year of culture, such as World Heritage. The actions will involve content creators, festivals and traditions, and Catalan Instagrammers will publish stories and photos of the events, among other actions.

Smithsonian Festival

Organized by: Directorate-General for Popular Culture and Cultural Associations in conjunction with other Catalan government ministries and the provincial councils.

Dates: From 27 June to 1 July and from 4 to 8 July

Place: Washington (USA)

Website: festival.si.edu/

Catalonia will be a guest country at the Smithsonian Folklife Festival 2018, in Washington, the most important yearly festival relating to intangible cultural heritage.

The Smithsonian Institute has sent an invitation for traditional and popular Catalan culture to take part in this live international cultural heritage festival, held each year in Washington DC National Mall. The event promotes cultural heritage among culture professionals and the general public, broadening knowledge, understanding and awareness of history.

The Government of Catalonia Ministry of Culture will hold a major promotional event, publicizing Catalan cultural and popular heritage.



In Catalonia

Specific campaigns, thematic and commemorative years



Remodeling the Catalan Heritage House

Organized by: Moja Palace

Dates: First quarter of 2018

Place: Barcelona

Website: palaumoja.com/coneix/

In 2018, the Moja Palace (Portaferriça, 1, Barcelona) will have a new refurbished space (in the context of The Catalan Heritage House) with information on cultural heritage (in its broadest sense) attractively displayed in new formats: a large raised-relief map showing the location of 50 destinations, a video wall with interactive information on 200 heritage ideas (with a info file associated with each one, showing distances and other relevant details) and an immersive audiovisual projection space presenting 12 main destinations.



Promotion activities for popular and traditional culture

Organized by: Adifolk

Dates: From January to November

Place: Various markets

Website: www.adifolk.cat

We are Popular Culture. From 25 to 28 January in Barcelona

Catalan festival. From May to November in Barcelona

International Sardana rally 2018. From 28 June to 8 July in

Washington (part of the Smithsonian Festival)

International rally in Manresa (coinciding with the town's nomination as the 2018 Cultural Capital)

Adifolk Festival. 27 and 28 July in Perpignan (France)

International Folk Conferences. From 14 to 24 September in various towns in Catalonia



Different actions to promote examples of popular Catalan culture.



Museums in the street

Organized by: Regional Museum Networks of Catalonia

Dates: April, June, September, October and November

Place: Catalonia

Joint activity among all the museums in the regional networks to bring culture, heritage and performance to the local public.

The Getaways Market

Organized by: Catalan Tourist Board

Dates: 4 to 6 May

Place: Passeig Lluís Companys in Barcelona

Street festival with ideas for getaways and experiences to enjoy Catalonia's tangible and intangible cultural heritage.

Market geared towards getaways in the Catalan rural inland regions with a significant cultural component. This street market enables the tourism industry to offer cultural and wine and gastronomy experiences, among others, which the public can book on the spot. Enjoyable activities such as workshops and product tastings are also planned.





Welcome to the Farm

Organized by: Prodeca, Alicia Foundation and the Catalan Tourist Board, with the support of local, regional and provincial councils

Dates: 9 and 10 June

Place: Catalonia

Website: benvingutsapages.cat

During the weekend, farms will be opening their doors to the general public, so they can learn about life 'down on the farm'. Catalan restaurants and hotels will be providing special offers over the weekend and parallel cultural activities will be organized throughout the country.



Year of Gaspar de Portolà

Organized by: Lleida Provincial Council Tourist Board

Dates: All year round

Place: Catalonia

Exhibition and activities associated the tercentenary of the birth of Gaspar de Portolà.



Centenary of the declaration of La Seu Vella as a National Artistic Historical Monument

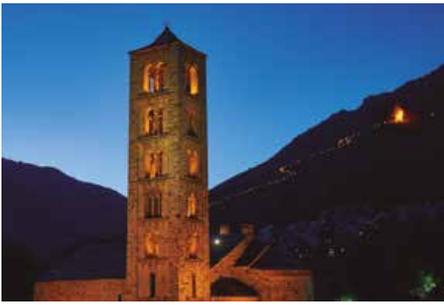
Organized by: Lleida City Council and the La Seu Vella consortium

Dates: All year round

Place: Lleida

Website: www.turoseuvella.cat

Commemorative year of the declaration of La Seu Vella as a National Artistic Historical Monument.



Specific campaign for the dissemination of World Heritage in Lleida

Organized by: Lleida Provincial Council Tourist Board

Dates: All year round

Place: Lleida

Campaign highlighting the main icons in Lleida: prehistoric paintings of the Mediterranean, the architecture sites in the Vall de Boí, the Falles del Pirineu festival and La Seu Vella.



Twentieth anniversary of the reopening of the Gran Teatre del Liceu opera house

Organized by: Gran Teatre del Liceu Foundation

Dates: Started in 2016 and due to end in 2019

Place: Barcelona

Website: www.liceubarcelona.cat

The Liceu opera house is celebrating 20 years since the reopening of its doors to continue offering its heritage.



Manresa, 2018 Capital of Catalan Culture

Organized by: Directorate-General for Popular Culture and Cultural Associations

Dates: all year round

Manresa has been named Capital of Catalan Culture for 2018. The initiative has been promoted since 2004 by the Catalan Capital of Culture Organization to 'contribute to broadening the social dissemination, use and prestige of the Catalan language and culture, increase cultural cohesion in regions of Catalan language and culture and, lastly, promote and project the town designated Catalan Capital of Culture both at home and abroad'. The initiative is inspired by the European Capital of Culture, a title which since 1985 has been granted by the European Commission and Parliament to one or two European cities, giving them the opportunity to display their cultural development and life throughout the year.



MANRESA
CAPITAL DE LA CULTURA
CATALANA 2018



1,000 years of Oliba. Building a new country

Organized by: Barcelona Provincial Council (Tourism Services Management and Culture Management Offices, Natural Park Network and the Local Architectural Heritage Service)

Dates: Throughout 2018

As part of the millennium celebrations of the appointment of Oliba as bishop of Vic, Barcelona Provincial Council aims to highlight his legacy through a number of actions aimed at developing the Romanesque heritage associated with this figure, coordinating various areas of the corporation, in conjunction with the Vic Episcopal Museum, the Way of Oliba, Catalonia Sacra and Montserrat.



Hello family!

Organized by: Catalan Tourist Board

Dates: from 20 to 22 April and from 18 to 20 May

Catalonia says hello to the family, organizing two weekends with over 100 fun cultural activities, so that families can enjoy and discover the culture, traditions and resources of Catalonia and its family destinations.



In this first year, the theme will be legends and mythological beasts. Catalonia is a land full of fables, myths and legends, all awaiting discovery by families.

Exhibitions



'Salvador Dalí, learning from the painter'

Organized by: Gala-Salvador Dalí Foundation Dalí Theatre Museum

Dates: November 2017 - December 2018

Place: Figueres

Website: www.salvador-dali.org/ca/

The return to order and tradition and the search for extreme experimental elements are two aspects that alternate and complement each other throughout Dalí's life and which are best expressed in the five oil paintings on display.



'Women Photographing Dalí'

Organized by: Gala-Salvador Dalí Foundation Dalí Theatre Museum

Dates: March - December

Place: Girona

Website: www.salvador-dali.org/ca/

Exhibition showing how women viewed Dalí through photography.

The Center for Dalinian Studies has joined an initiative headed by numerous museum institutions, involving an exhibition which aims to give visibility to a number of women who captured Salvador Dalí with their lenses.

By doing this we are providing recognition and publicity for the work of key 20th-century photographers, such as Denise Bellon, Martha Holmes and Lies Wiegman, while recovering photos taken by women in Dalí's circle, such as Gala and Valentine Hugo.

The carefully selected photos are from the Gala Salvador Dalí Foundation collection and highlight once more the quality of the images kept in its photographic collections.



'Variations of Dalí's moustache'

Organized by: Gala-Salvador Dalí Foundation Dalí Theatre Museum

Dates: Until the end of May

Place: Figueres

Website: www.salvador-dali.org/ca/

The Dalí Theatre Museum in Figueres will be holding an exhibition on portraits of Dalí by the photographer Philippe Halsman for the Dalí's Moustache project. A selection of 23 photos which the two artists did not include in the publication, published by Simon & Schuster in New York in 1954.



© Llorenç Conejo

BCIN Ladies of Cerdanyola

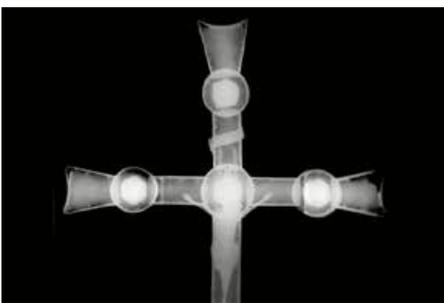
Organized by: Cerdanyola Art Museum

Dates: 4 to 6 May

Place: Cerdanyola

Website: <http://www.cerdanyola.cat/guia/equipaments/culturals/museu-dart-de-cerdanyola>

A festival presenting the three-panel stained glass windows 'Les Dames de Cerdanyola' (The Ladies of Cerdanyola) as a cultural asset of national interest, together with a Modernist festival and Modernist market. There will also an open day at the museum, family workshops and a Modernist tour.



'The hidden treasure'

Organized by: Vic Episcopal Museum

Dates: Until 25 February

Place: Vic

Website: www.museuepiscopalvic.com

An exhibition on the treasure hidden in the cross of Sant Joan de les Abadesses: precious materials and small sets of relics.



'Beehave'

Organized by: Joan Miró Foundation

Dates: From 16 February to 20 May

Place: Barcelona

Website: www.fmirobcn.org/ca/exposicions/5728/beehave

The Miró Foundation is presenting an exhibition of urban bee-keeping and specific installations, commissioned from local and international artists.



'Xavier Miserachs'

Organized by: Catalunya La Pedrera Foundation

Dates: From 15 March to 15 July

Place: Barcelona

Website: fundaciocatalunya-lapedrera.com

La Pedrera is organizing a retrospective exhibition of the photographer Xavier Miserachs.



'The Collector's Cabinet'

Organized by: Terrassa Museum and Terrassa City Council

Dates: Until 25 March

Place: Terrassa

This exhibition of over 500 items of different types can be visited at the Vallparadís Castle Charterhouse.



'After the end of the world'

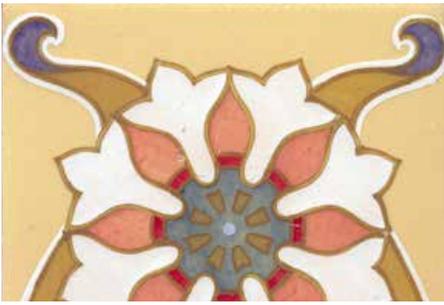
Organized by: Barcelona Contemporary Culture Center (CCCB)

Dates: Until 29 April

Place: Barcelona

Website: www.cccb.org/ca/exposicions/fitxa/despres-de-la-fi-del-mon/224747

Exhibition about the planet and society's responsibility towards future unborn generations. The project brings together multiple fields of creation and thought.



'Modernist flora. From nature to architecture'

Organized by: The Barcelona Provincial Council Local Museums Network, Esplugues de Llobregat Museum, Cerdanyola Art Museum and the History of Art and Contemporary Design Research Group (GRACMON)

Dates: May-June at the Esplugues Museum, September-December at the Cerdanyola Art Museum

Place: Esplugues de Llobregat and Cerdanyola del Vallès

Website: <http://www.cerdanyola.cat/guia/equipaments/culturals/museu-dart-de-cerdanyola>

First exhibition on the dialogue between nature as a source of inspiration and its architectural representation in applied arts in the Modernist period.

Exhibition

'Picasso's Cuisine'

Organized by: The Picasso Museum, in conjunction with the Catalan Tourist Board and the Tarragona Provincial Council Tourist Board.

Dates: From 24 May to 30 September

Place: Barcelona (Catalonia)

Website: www.museupicasso.bcn.cat

The Barcelona Picasso Museum is hosting this gastronomic exhibition related to the artist based on 250 of the artist's works (oil paintings, sculptures, sketches and engravings). There will also be a number of parallel activities, such as menus inspired by Picasso's cuisine.

Pablo Picasso Restaurant

Paris, Spring 1914
Oil on canvas cut and pasted on glass
42 x 34 cm
Zervos II - 347 (Prendre titre)

Fundación Almine y Bernard Ruiz-Picasso para el Arte. Temporarily on loan to Museo Picasso Málaga

© FABA Photographer unknown, all rights reserved
© Successió Pablo Picasso, VEGAP, Madrid 2018





Exhibition-National Rose Competition

Organized by: Reading center

Dates: 5, 6 and 7 May

Place: Reus

Website: www.centrelectura.cat/cdlweb/?page_id=2284

The Reus Reading Center is organizing an exhibition of roses to promote the artistic and cultural values of the city's floral symbol.

Gala Dalí exhibition

Organized by: National Art Museum of Catalonia, in conjunction with Turisme de Barcelona, Costa Brava Girona Tourist Board and the Catalan Tourist Board

Dates: From 6 July to 14 October

Place: Barcelona

Website: www.museunacional.cat/es/gala-dali

The National Art Museum of Catalonia will be showing this exhibition focusing on Gala, the wife and muse of Salvador Dalí. A number of works for world famous institutions will be on display.

Salvador Dalí

Dalí seen from the back painting Gala from the back eternalized by six virtual corneas provisionally reflected by six real mirrors, 1972-1973

©Gala-Salvador Dalí Foundation, Figueres





Barcelona Gallery Weekend

Organized by: Art Barcelona
Dates: From 26 to 30 September
Place: Barcelona and the surrounding area
Website: www.barcelonagalleryweekend.com

Exhibitions at various art galleries and a parallel program of artistic intervention at unique sites.



Optical and kinetic art

Organized by: Catalunya La Pedrera Foundation
Dates: From 28 September 2018 to 27 January 2019
Place: Barcelona
Website: fundaciocatalunya-lapedrera.com

An exhibition presenting the international kinetic movement from the 1950s and 1960s, focusing on its utopian nature.



'Oliba, Bishop/ Oliba, Episcopus'

Organized by: Vic Episcopal Museum in conjunction with Barcelona Provincial Council
Dates: Autumn
Place: Vic
Website: www.museuepiscopalvic.com

Exhibition about the Bishop Oliba in the context of the Episcopus project.



'Persecuted and Saved'

Organized by: Lleida Provincial Council Tourist Board and the Institute of Lleida Studies
Dates: All year round
Place: Lleida
Website: www.perseguitsisalvats.cat

Exhibition and activities on the escape routes across the Pyrenees used by people suffering persecution during the Second World War.

Cultural visits and routes



The medieval bestiary of Tarragona Cathedral, a thematic visit to Tarragona Cathedral

Organized by: NEMESIS archaeology and cultural dissemination

Dates: March: Tuesday 27 and Thursday 29, 4 pm

November: Saturday 3, 4 pm

October: Saturday 13, 4 pm

December Thursday 6, 11 am

You won't just find angels and saints in Tarragona Cathedral; there are also demons and monstrous beasts, as it is the forces of Good and Evil, in internal conflict, that move the world. With the help of binoculars, you'll discover marvelous creatures and infernal beasts, hidden in the cathedral's prodigious architectural design.

The façade, the interior and, of course, the magnificent cloister will reveal their mermaids, cyclops and exotic beasts. Come and discover the symbols hidden in this magnificent building.



The hidden archaeology of Tarragona, an archaeological tour of Tarragona old town

Organized by: NEMESIS archaeology and cultural dissemination

Dates: 26 and 28 March, 1 November, 12 October, 8 December.

Leave to one side the major Roman UNESCO heritage buildings (the walls, provincial forum, circus and amphitheatre) to discover the numerous archaeological remains hidden in every corner of the higher part of the city: aqueducts, ancient inscriptions, towers, Visigothic monuments and much more. A unique guided tour by an archaeologist for everyone who wants to see more than on a conventional visit.



Discovering Saint Daniel's Valley, around the Sant Pere de Galligants monastery.

Organized by: Catalan Museum of Archaeology Girona, Sant Pere de Galligants

Dates: All year, prior booking required

Place: Girona

Website: www.macgirona.cat/

A route designed for family tourism, for young people, adults and school children, combining aspects of nature and culture and the discovery of emblematic corners of the valley.



The Mysteries of Mr. Stone

Organized by: Catalan Cultural Heritage Agency

Dates: First Saturday of the month

Place: Miravet/Sant Pere de Rodes/Santes Creus

Guided activity following the steps of Mr. Stone, an intrepid traveler seeking out unique and fantastic spots, full of secrets and riddles to solve. The activity can also be done without a guide.

Routes associated with Gaspar de Portolà

Organized by: Lleida Provincial Council Tourist Board and the Institute of Lleida Studies

Dates: First quarter of 2018

Place: Regions of Lleida

Tourist routes around the regions of Lleida, associated with the figure of Gaspar de Portolà, born in Lleida and later the first governor of California from 1767 to 1770.





Family visits and workshops in the Gaudí Crypt

Organized by: Gaudí Crypt in Colònia Güell / ALS

Dates: Last Sunday of every month

Place: Santa Coloma de Cervelló

Website: www.gaudicoloniaguell.org/ca/que-visitari/crypta-gaudi

Dynamic visit to discover the Colònia Güell and the Gaudí Crypt. It also includes workshops for all the family.

Animated visit 'A Templar for a day'

Organized by: Turisme de Lleida

Dates: Second Sunday of every month

Place: Lleida

Website: www.turismedelleida.cat

Activity to discover the military order of the Gardeny castle.



Medieval visit to Vilafranca del Penedès

Organized by: Vilafranca del Penedès Town Council
- Tourism Promotion Service

Dates: 14 January, 11 March, 13 May, 8 July, 9 September, 14 October, 11 November and 9 December

Place: Vilafranca del Penedès

Organized by Vilafranca del Penedès Town Council, this is a route to discover the 12th-century civic and religious heritage of Vilafranca.

**Catalonia Sacra
cultural activities**

Organized by: Catalonia Sacra
Dates: Weekends from March to November
Place: Catalonia
Website: www.cataloniasacra.cat

Around 50 activities related church heritage sites in Catalonia that are open to visitors.



Toca Tàrraco! A family visit-workshop to the UNESCO Roman heritage of Tarragona

Organized by: NEMESIS archaeology and cultural dissemination
Dates: 28 and 29 March, 13 October, 3 November and 8 December. From 11 am

Toca Tàrraco (Touch Tarraco) is a family activity that combines a cultural guided tour of all the UNESCO World Heritage sites in Tarragona with a workshop to handle reproduction objects and clothing from the Roman period. Participants can enjoy the lively descriptions of the monuments and also handle objects of daily life from Roman times, such as writing implements, pottery and toys. In addition, two participants, a boy and a girl, will get dressed up to show the fashion and social implications of clothing in the ancient period. With this visit, ancient Tarraco is not just visible, you can touch it too!



Theatrical night-time tour of the Vilafranca heritage cemetery

Organized by: Vilafranca del Penedès Town Council
– Tourism Promotion

Dates: 31 March, 28 April, 29 September, 27 October,
3 November

Place: Vilafranca del Penedès

Guided tour in which a number of characters explain the history of Vilafranca del Penedès and its cemetery, which contains a number of architectural elements designed by renowned architects.



Theatrical tour of the Modernist sites in Vilafranca del Penedès

Organized by: Vilafranca del Penedès Town Council
– Tourism Promotion

Dates: 8 April, 3 June, 7 October, 6 May, 1 July
and 4 November

Place: Vilafranca del Penedès

Route around the Modernist architectural heritage of Vilafranca del Penedès taking in sculpture, graphic arts and the most emblematic buildings. It includes the interior of the Casa Miró and the Casa Freixadas.



Pirates and corsairs at Sant Pere de Rodes

Organized by: Catalan Cultural Heritage Agency

Dates: Spring and summer evenings

Place: Sant Pere de Rodes

A visit to discover the stories and legends of pirates and corsairs who for centuries sailed and plundered the coast of Cap de Creus.



Museum Night in Lleida

Organized by: Museums and cultural centers in the city of Lleida

Dates: 19 May

Place: Lleida

Website: www.paeria.es

The museums and cultural centers in the city of Lleida celebrate Museum Night together: open days, culture and entertainment for everyone.



Museum and Heritage Night in Reus

Organized by: Reus City Council

Dates: 20 May

Place: Reus

Website: www.reus.cat

Night-time activities and visits to the city's unique heritage sites.



Romanesque view

Organized by: Vic Episcopal Museum

Dates: First Saturday of the month

Place: Vic

Website: www.museuepiscopalvic.com

A guided tour of the Vic Episcopal Museum to discover its medieval art collection and climb the cathedral bell tower.



Art & Gastronomy

Organized by: Vic Episcopal Museum

Dates: Every Wednesday

Place: Vic

Website: www.museuepiscopalvic.com

The two great attractions in the town of Vic, art and gastronomy, come together in a guided tour of the Vic Episcopal Museum and the Casa Riera Ordeix building, where the Vic cured sausage is made.



Restoration of Renaissance paintings

Organized by: Tarragona Cathedral Capitol-Expertus Turismo y Ocio

Dates: From May to December

Place: Tarragona

Website: www.expertus.es/turismoyocio

A visit to Tarragona Cathedral for a screened viewing of the restoration process on the twills of the Renaissance organ and the double doors, which incorporate oil painting on fabric. Workshops, talks and organ concerts are also on offer.

El Laberint dels Indians maze

Organized by: Expertus Turismo y Ocio – Samà Park

Dates: From May 2017

Place: Cambrils

Website: www.expertus.es/turismoyocio

In the Samà Park, the maze will be the site of an exhibition on the cultural, economic and social heritage of returning immigrants from the Americas, known as 'Indians' and its influence on music, literature, film, architecture and commerce.



Sunset at the Santa Maria bell tower

Organized by: Vilafranca del Penedès Town Council
– Tourism Promotion Service

Dates: Saturdays in June and July, August, September
(except 1 September) and 6 and 13 October

Place: Vilafranca del Penedès

Guided tour of the church of Santa Maria, in Vilafranca del Penedès, and a climb up the bell tower at sunset.



Festivals of *castells* (human towers) with the Castellers de Vilafranca and Xicots de Vilafranca

Organized by: Castellers de Vilafranca and Xicots de Vilafranca
Dates: Annual Festival (August-September) Roser Casteller festival, Colla Castellera Xicots de Vilafranca festival, Sant Miquel Casteller festival (October); All Saints Casteller Festival (November)
Place: Vilafranca del Penedès

Festivals to enjoy the human towers in Vilafranca del Penedès, the 'greatest *castell* square'.



Open day at the Gaudí Center Reus

Organized by: Reus Promotion
Dates: 25 June
Place: Reus
Website: www.gaudicentre.cat

The Gaudí Center Reus is opening its doors and offering theatrical tours depicting different scenes from the life of Antoni Gaudí.



Nights at the Temple

Organized by: Turisme de Lleida
Dates: Summer
Place: Lleida
Website: www.turismedelleida.cat

Guided tours at night to discover Gardeny castle and the heritage of the Knights Templar in the city of Lleida.

Improvements to signposting of cultural tourist sites

Organized by: Directorate-General for Tourism
Dates: From June to December

The Directorate-General for Tourism will review and extend signposting for the Way of St. James in Catalonia and at historical and artistic sites.



Urban Art in Penelles

Organized by: Penelles Town Council / Lleida Provincial Council

Dates: October

Place: Penelles

Website: www.penelles.cat

Cultural tours to see fifty murals in the town of Penelles, Lleida.



The Cistercian Route

Organized by: The Cistercian Route

Dates: All year round

Place: Santes Creus, Poblet and Vallbona de les Monges

Website: www.larutadelcister.info

A route to discover the architectural, cultural and traditional heritage of the regions home to the royal monasteries of Santes Creus, Poblet and Vallbona de les Monges. There are a number of proposals, such as the 2 for 1 cultural voucher book, joint entry to the monasteries or guided tours of the regions.

Fairs and festivals



The Xató Festival

Organized by: Vilafranca del Penedès Town Council

Dates: 25 February

Place: Vilafranca del Penedès

Website: www.rutadelxato.com/ca/

The Xató Festival in Vilafranca del Penedès, a town where you can savour this traditional dish with characteristics of the five destinations on the Xató Route: Vilafranca del Penedès, Vilanova i la Geltrú, El Vendrell, Sitges and Calafell.



29th Igualada Fair - Children's and Youth Theatre Festival

Organized by: Igualada Fair - Children's and Youth Theatre Festival

Dates: From 12 to 15 April

Place: Igualada

Website: lamostraigualada.cat

Igualada is host to this leading performing arts fair in Catalonia, suitable for people of all ages.



The Great Festival of Modernisme and 'Indians'

Organized by: Expertus Turismo y Ocio – Samà Park

Dates: April and May

Place: Cambrils

Website: www.expertus.es/turismoyocio

Samà Park is the site of this activity, combining Modernisme, 'Indians' (immigrants who returned from the Americas) and nature in a celebration involving white dresses, *havanera* songs, exhibitions, games and theatrical visits.



Alícia't Festival

Organized by: Catalunya La Pedrera Foundation

Dates: 5 to 6 May

Place: Sant Fruitós de Bages

Website: festaalicia.alicia.cat

The Alícia Foundation, located in the Món Sant Benet complex, hosts a weekend to discover and taste unique, high quality agricultural food products from the Barcelona regions, and to discover the tourist and culinary attractions of the area.



Trapezi. Circus Festival of Catalonia

Organized by: Reus City Council

Dates: 10 to 13 May

Place: Reus

Website: trapezi.cat

Trapezi is the leading festival for circus lovers, professionals, organizers and the public. It has its own personality, open to different trends, esthetics, formats and ways of understanding and experiencing the circus.

Terrassa Modernist Fair

Organized by: Terrassa City Council

Dates: 11, 12 and 13 May

Place: Terrassa

Website: www.terrassa.cat

Weekend of activities based on experiencing the Modernist splendor of the city of Terrassa. The theme for 2018 is Modernist cuisine.



Girona, Temps de Flors

Organized by: Girona City Council

Dates: 12 to 20 May

Place: Girona

Website: www.gironatempsdelflors.net/cat/inici.php

For 10 days, the city of Girona decorates its monuments, patios and gardens with flowers and artistic installations, filling them with colors and sensations.



5th Minyons de Terrassa Heritage Day

Organized by: Colla Castellera Minyons de Terrassa

Dates: 26 May

Place: Terrassa

Website: www.minyons.cat

A day celebrating two of the most important elements of the cultural heritage of Terrassa, *castells* (human towers) and the Seu d'Ègara architectural site.



Festive May in Lleida

Organized by: Turisme de Lleida and Lleida City Council

Dates: May weekends

Place: Lleida

Website: www.turismedelleida.cat

Every May weekend in Lleida there's a festival: Puppet Festival, Annual City Festival, Moors and Christians Festival and the Aplec del Caragol (Snail Gathering Festival)



Sant Pere Annual Festival

Organized by: Reus City Council

Dates: From 24 to 29 June

Place: Reus

Website: www.reus.cat

The main events in the Sant Pere Annual Festival in the city of Reus are all based around the procession of the image of the patron saint and street parties involving different festive elements and groups.

Tarragona, City of Castells

Organized by: Tarragona Municipal Tourist Board

Dates: From 24 June to 24 September

Place: Tarragona

Website: www.tarragonaturisme.cat/ca/tarragona-ciutat-de-castells

An initiative by the city of Tarragona to bring the world of *castells* (human towers) to a wider public. *Casteller* festivals for everyone to see and experience *castells* from the inside.



Sant Miquel dels Sants Annual Festival in Vic

Organized by: Vic Town Council and other organizations in the town

Dates: From 30 June to 8 July

Place: Vic

Website: www.vic.cat

Extensive program of events aiming to bring together a variety of expressions by Vic's citizens in a wide variety of fields.



Medieval dinner at the Les Avellanes monastery

Organized by: Monastery of Les Avellanes

Dates: 9 July

Place: Ós de Balaguer

Website: www.monestirdelesavellanes.com/

The monastery of Santa Maria de Bellpuig de les Avellanes hosts this scientific and gastronomic educational and cultural activity, where diners travel through history via a medieval gastronomic experience.



Tarragona Living History

Organized by: Tarragona Municipal Tourist Board

Dates: From mid July to early September

Place: Tarragona

Website: www.tarragonaturisme.cat/ca/historia-viva

A journey back to the Roman past through historical reconstructions, where visitors can discover how the inhabitants of Tarraco lived.



A Royal wedding

Organized by: Gandesa Town Council

Dates: 20 and 21 October

The La Farsa theatre company will be commemorating a historic episode that occurred on 17 October 1319, known as The Farce of Gandesa.

In 1319 in Gandesa, a strange wedding took place between the Infant James I, son of James II, and Eleanor, daughter of Ferdinand IV, King of Castille, a wedding known as 'The Farce of Gandesa'.



Vilafranca del Penedès Annual Festival

Organized by: Vilafranca del Penedès Town Council

Dates: From 29 August to 2 September

Place: Vilafranca del Penedès

A festival considered Heritage of National Interest thanks to its conservation of folklore and cultural wealth which since the 17th century has maintained its structure, with religious and public events that filling the town's streets and squares.



Misericòrdia Festivals.

Organized by: Reus City Council
Dates: From 21 to 25 September
Place: Reus
Website: www.reus.cat

The Reus Annual Festival or *Festa Major Petita* commemorates the appearance of Mary, Mother of Mercy to a young shepherdess.



21st Mediterranean Festival of Manresa

Organized by: Mediterranean Foundation, Festival of traditional performance
Dates: From 4 to 7 October
Place: Manresa
Website: firamediterrania.cat

A market of traditional Mediterranean performing arts. It is divided into two main sections: popular culture and world music.



Fires de Girona

Organized by: Girona City Council
Dates: From 26 October to 4 November
Place: Girona
Website: www2.girona.cat/ca/firesdesantnarcis

Over 200 events are included in the Fires de Sant Narcís, the Girona annual festival.

Arts festivals



Guitar Bcn

Organized by: The Project Music Company, SL

Dates: January-July

Place: Barcelona

Website: www.guitarbcn.com

This guitar festival presents an eclectic and cosmopolitan program aimed at a young, urban and conceptually modern public.



37th Terrassa Jazz Festival

Organized by: Amics de les Arts and Joventuts Musicals de Terrassa

Dates: From 7 to 25 March

Place: Terrassa

Website: www.jazzterrassa.org

The festival includes concerts, dances, culinary days, workshops, exhibitions, a film cycle, talks and commemorative events, all with jazz as their main feature.



MOT - Literature Festival

Organized by: Girona City Council

Dates: From 15 to 24 March

Place: Girona and Olot

Website: festivalmot.cat

Leading literature festival that aims to reach all types of publics without compromising its quality.



European Short Film Festival (FEC)

Organized by: POCC and Reus City Council

Dates: From 21 to 25 March

Place: Reus

Website: www.fecfestival.com

A film festival for European short fiction films.

It includes a competition section and numerous parallel activities.



Strenes Festival

Organized by: Promoarts Music

Dates: From 24 March to 1 May

Place: Girona

Website: www.festivalstrenes.cat

During this festival, Catalan musicians present their new records, begin or end their tours and present previously unperformed shows.



Religious Music Festival

Organized by: Vic Town Council and La Pietat parish

Dates: Holy Week

Place: Vic and Les Masies de Roda

Website: www.vic.cat

The churches and convents of Vic and the monastery of Sant Pere de Casserres host this concert season with the aim of combining music with the concepts of proximity, national tradition, education and diversity.



Sismògraf Festival

Organized by: Olot Town Council and the Government of Catalonia
Ministry of Culture

Dates: From 19 to 22 April

Place: Olot

Website: www.sismografolot.cat

Dance festival with performances by Catalan and international performers.



20th Vic Jazz Festival

Organized by: Vic Bang Jazz Cava, Vic Town Council, VICCC

Dates: May

Place: Vic

Website: www.festivaljazzvic.cat

The festival features avant-garde jazz, promoting new creations and serving as a showcase for the best of the experimental scene.



Terres Catalunya Festival

Organized by: Filmsnòmades

Dates: 2 to 5 May

Place: Tortosa

Website: terres.info

This festival brings together productions based on nature and family tourism and sustainable development.



Girona a Cappella Festival

Organized by: DDM Visual

Dates: May

Place: Girona

Website: www.gironacappella.cat

An *a capella* music festival bringing together all the different styles of the genre.

Tarraco Viva

Organized by: Tarragona City Council in conjunction with the National Archaeology Museum of Tarragona, Tarragona Provincial Council and sponsoring companies

Dates: 13 to 27 May

Place: Tarragona, Cambrils, Constantí, Altafulla and Vila-rodona

Website: www.tarracoviva.com

A variety of Tarragona towns will be hosting around 400 activities at some 30 heritage sites, with the theme this year being 'Sport and Culture in the Classical Mediterranean'



VIDA, Vilanova i la Geltrú International Festival

Organized by: Sitback Produccions, SL

Dates: From 28 June to 1 July

Place: Vilanova i la Geltrú

Website: www.vidafestival.com

A new festival concept that aims to bring together different art forms in a single event, based around music.



Undàrius. Girona festival of popular and traditional culture

Organized by: Escampillem

Dates: From 28 June to 1 July

Place: Girona

Website: www.escampillem.cat/undarius/

Summer festival with an international outlook, offering popular and traditional Catalan and Occitan culture, while also connecting with other European cultures.



Cruilla Festival

Organized by: Barcelona Events Musicals, SL

Dates: 13 and 14 July

Place: Barcelona

Website: www.cruillabarcelona.com

Barcelona summer festival: cosmopolitan, open and unique.



Reus Blues Festival

Organized by: AMCA

Dates: 14 and 15 July

Place: Reus

Website: www.reus.cat/ajuntament/festival-reus-blues

The festival offers the full variety of musical trends to be found in the blues.



Oriental Cinema Nights Festival

Organized by: Oriental Cinema Nights Festival, Vic Town Council and the Government of Catalonia Ministry of Culture

Dates: From 17 to 22 July

Place: Vic

Website: cinemaoriental.com

Festival that brings Asian culture closer to the public, mainly through film, but also through cuisine and the visual and performing arts.



L'Estartit Jazz Festival

Organized by: Joventuts Musicals Torroella de Montgrí

Dates: From 19 to 22 July

Place: Torroella de Montgrí – L'Estartit

Website: www.festivaldetorroella.cat/ca/programacio/jazz-lestartit-8.html

Concerts of different forms of jazz and attractive proposals to promote the genre in L'Estartit.



Porta Ferrada Festival

Organized by: The Project Music Company, SL

Dates: July and August

Place: Sant Feliu de Guíxols

Website: www.festivalportaferrada.cat

International festival featuring different disciplines, combining music, dance and theatre.



Torroella de Montgrí Festival

Organized by: Joventuts Musicals Torroella de Montgrí

Dates: 28 July to 19 August

Place: Torroella de Montgrí – L'Estartit

Website: www.festivaldetorroella.cat

Music and art merge at the architectural heritage sites provided by Torroella de Montgrí-L'Estartit for the expression of culture.



FiraTàrrega 2018

Organized by: Tàrrega Street Theatre Festival

Dates: From 6 to 9 September

Place: Tàrrega

Website: www.firatarrega.cat

International performing arts market.
This is a leading event in its field.



TNT Festival

Organized by: Terrassa Performing Arts Center

– Terrassa City Council

Dates: End of September

Place: Terrassa

Website: www.tnt.cat

Festival that promotes and disseminates the arts and contemporary, multidisciplinary creation.



Montsec Astronomy Festival

Organized by: Montsec Astronomical Park

Dates: October

Place: Àger

Website: www.parcasrastronomic.cat

Activities related to astronomy, mainly for family tourism.



International Fantastic Film Festival of Catalonia

Organized by: Sitges Festival Internacional de Cinema de Catalunya Foundation

Dates: From 5 to 14 October

Place: Sitges

Website: sitgesfilmfestival.com/cat

The 51st festival is an essential event to see the latest trends and new technologies applied to film and audiovisual production.



COS – International Movement and Gesture Theatre Festival

Organized by: Reus City Council

Dates: From 19 to 21 October

Place: Reus

Website: www.cosreus.cat

Dance, gesture and puppet performances, gesture and humor, and much more, in new urban settings adding to the festival traditions.



MOST International Wine and Cava Film Festival

Organized by: VINSEUM, Museum of Wine Cultures of Catalonia and Cineclub Vilafranca

Dates: Starting on the first Thursday in November and lasting for 11 days. It coincides with International Wine Tourism Day (second Sunday of November)

Place: Penedès and Priorat

Website: www.mostfestival.cat

Film festival in various towns in the El Penedès and El Priorat regions offering the best international audiovisual productions on vines and wine.



Memorimage Festival - Reus International Film Festival

Organized by: Reus City Council

Dates: From 7 to 10 November

Place: Reus

Website: memorimage.reus.cat

A festival focusing exclusively on films that use archive images, highlighting the function of image in configuring individual and collective memory.



Mil·lenni Festival

Organized by: Concert Studio

Dates: From November to May

Place: Barcelona

Website: www.festival-millenni.com

Six months and over 40 concerts in a wide variety of musical styles.



Black Music Festival

Organized by: Multi-Art Produccions
Dates: From 2 to 18 March
Place: Girona
Website: www.blackmusicfestival.com

Blues, jazz, soul, funk, R&B, hip-hop and other styles come to all corners of Girona at the leading international black music festival.



Festivalot. Family music festival

Organized by: Pistatxo Produccions
Dates: 2 and 3 June
Place: Girona
Website: festivalot.cat/category/musica-en-familia/

The aim of this festival is to bring all styles of music to young and old alike, so they can enjoy live music together.



Tempo Sota les Estrelles

Organized by: Associació Cultural Cinètica
Dates: 20 July to 13 August
Place: Girona
Website: www.temposotalesestrelles.com

Girona's Old Quarter hosts this festival, offering the musical experience of jazz and soul, while tasting wines and snacks in pop-up format.



Girona International Amateur Theatre Festival

Organized by: Girona Provincial Council, in conjunction with Girona City Council and the Government of Catalonia Territorial Cultural Services
Dates: From 28 August to 1 September
Place: Girona
Website: www.fitag.cat

International festival to disseminate and promote amateur theatre from around the world in Catalonia.



Girona Jazz Festival

Organized by: Produccions Fila 6
Dates: September
Place: Girona
Website: www.gironajazzfestival.cat

The best Catalan, European and international avant-garde jazz in Girona, with high class performances to suit all tastes.

Concerts



El so de les cases (The sound of houses)

Organized by: Vic Town Council
Dates: 2 and 3 June
Place: Vic
Website: www.vic.cat

A weekend of free short concerts in unique public and private sites in Vic, opened specifically for the occasion.



Summer Nights at La Pedrera

Organized by: Catalunya La Pedrera Foundation
Dates: 8 June to 15 September Friday and Saturday nights
Place: Barcelona
Website: fundaciocatalunya-lapedrera.com

Live jazz on the La Pedrera building roof terrace



Vijazz

Organized by: Acadèmia Tastavins Penedès
Dates: 6, 7 and 8 July
Place: Vilafranca del Penedès
Website: vijazzpenedes.com

A Penedès wine and cava fair, with jazz performances and parallel cultural, culinary and tourist activities.



30th Vic Live Music Market

Organized by: Vic Town Council and the Government of Catalonia
Ministry of Culture

Dates: From 12 to 16 September

Place: Vic

Website: www.mmvv.cat

Professional music fair Live concerts of all genres and for all tastes filling the town's stages and streets.



Classical Nights

Organized by: Auditori de Girona

Dates: 27 June to 23 July

Place: Girona

Website: www.auditorigirona.org/nitsdeclassica/cat/programacio.php

Space offering classical music with performances by domestic musicians and groups and leading international soloists.



Concert season at La Col·legiata in Cardona

Organized by: Cardona Històrica Foundation / ALS

Dates: 2018

Place: Cardona

Website: www.cardona.cat

Concert season of religious music from around Europe at the Collegiate Church of Sant Vicenç in Cardona.

Publications



Leaflets on thematic routes

Organized by: Directorate-General for Tourism in conjunction with the Catalan Cultural Heritage Agency

Dates: 2018

The leaflets on the Romanesque, Gothic and Modernisme routes will be updated and redesigned, for distribution at the tourist information offices of Catalonia and key tourist events.



Catalunya
Descobreix i viu l'art i la cultura

Catalogue 'Catalonia, Experience and Discover Art and Culture'

Organized by: Catalan Tourist Board

Dates: 1 February 2018

Website: <http://act.gencat.cat/qui-som/publicacions/>

Catalogue offering an overview of the cultural tourism on offer in Catalonia. It is published in eight languages: Catalan, Spanish, English, French, German, Italian, Russian and Dutch.



Traveller special issue: 'Catalonia, 365 days of travel and culture'

Organized by: Condé Nast Traveler and the Catalan Tourist Board

Dates: Launch on 22 February, presentation on 12 April in Madrid

'Let's talk about culture. About using the gas of travel to turn on the engine of wisdom'. Thus starts the prologue to the special issue, in which Condé Nast Traveler joins the Year of Cultural Tourism to promote cultural tourism possibilities in Catalonia. By the end of the year it will have been published in Spanish, English, French and Dutch.



New promotional catalogue 'Lleida Cultura'

Organized by: Lleida Provincial Council Tourist Board

Dates: January 2018

New edition of the *Lleida Cultura* promotional catalogue and a new specific culture microsite.

