



PRESENTATION OF THE 2018-2022 STRATEGIC TOURISM PLAN FOR CATALONIA

The new 2018-2022 Strategic Tourism Plan promotes a smart and sustainable model of tourism for Catalonia

- Today Barcelona has completed the cycle of eleven presentations of this strategic plan that has brought together nearly a thousand professionals from the tourism sector
- The Plan envisages specific measures to improve the sector's competitiveness and place Catalonia among the Mediterranean's three leading tourist destinations.
- Increasing daily expenditure per tourist, seasonally adjusting tourism, retaining and attracting new tourists and increasing the number of visitors to inland regions are the Plan's other main objectives.
- The Government is working towards a model of sustainable, responsible and smart tourism with which to boost economic activity and to reinforce the country's reputation, while making it compatible with residents' quality of life.

Thursday 13 June 2019 – The Director- General for Tourism, Octavi Bono, today explained the details of the 2018-2022 Strategic Tourism Plan for Catalonia to 230 professionals from the city's tourism sector at La Pedrera-Casa Milà auditorium in Barcelona.

The Plan envisages specific measures to improve the sector's competitiveness and to place Catalonia among the Mediterranean's three leading tourist destinations. It also contemplates more investment in the sector in order to improve the quality and diversity of the offering, and will therefore provide a line of credit to help improve tourism services and infrastructures. It likewise includes a programme for encouraging technological innovation to boost contact of potential clients with what the coastal regions have to offer.

Director General, Octavi Bono, stated that **“one of the virtues of this plan is its understanding of the territory's diversity and precisely for this diversity it is important to respond to the different realities we have”** and that **“we need to be extremely precise in response to mass tourism. It is not that we have too many tourists in specific areas but rather that we should distribute them so that the whole of Catalonia benefits.”** He also added that **“as 47% of tourists visit between June and September we therefore need to create new**



proposals at other times of the year to spread tourism over different seasons” and specified that this **“should generate smart, sustainable growth to ensure lively and competitive activity and at the same time prevent conflicts”**.

The Government is also working on a sustainable, responsible and smart model of tourism with which to increase economic activity and to reinforce the country's reputation, while ensuring it is compatible with residents' quality of life.

A cross-sector plan with which to achieve four key goals

According to estimates based on World Tourism Organization growth forecasts, in 2022 Catalonia will be visited by some 21 million foreign tourists. The plan is intended to regulate new flows of visitors on the basis of three main objectives: to increase expenditure by tourists to 191 euros per person and per day, for 37% of the total to visit outside the high season and for the inland regions to receive new tourists. The aim is for these three core areas to improve the quality of tourism, to yield more stable tourism-associated jobs and to encourage areas that have hitherto remained on the margin of this activity.

In order to achieve these objectives the Strategic Tourism Plan will include publicity campaigns that define Catalonia as a destination for a unique experience on the Mediterranean, will emphasise practices committed to environmental quality and sustainability, and will seek a suitable target public and encourage new investments in services to attract visitors and to make the sector more competitive.

A plan of this scale is not solely designed with tourism in mind but is also intended to involve society and the public as a whole and to encourage the harmonious coexistence of residents and tourists while at the same time generating better quality employment in the sector to favour the country's economic development.

The Plan is therefore the result of years of study and of broad consensus among all stakeholders in the sector. The new Plan has been produced on the basis of 7 core areas:

- Presenting Catalonia as a quality destination
- Seeking visitors on the markets to match quality criteria
- Attracting new investment
- Encouraging sustainable and environmentally-friendly practices
- Improving services to encourage competitiveness
- Redistributing tourist flows
- A new system of governance

Tourism currently accounts for 12% of Catalonia's GDP and employs some 450,000 people, which amounts to 14% of the country's workforce.



■ Press release ■

For further information on the plan, please click on the following link where you will find an executive summary, the complete plan and a copy of the previous plan:

<http://act.gencat.cat/qui-som/pla-estrategic-de-turisme-2018-2022/>

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