

# Gerard Piqué joins the Catalan Tourist Board in promoting Catalonia as a tourist destination

- The action is part of the Advisors project of the Catalan Tourist Board (CTB), which has been underway since 2015, and now involves the collaboration of other acclaimed international figures such as Carles Puyol, Vanessa Lorenzo, Kilian Jornet, the Roca brothers and Benedetta Tagliabue.
- Piqué is helping to promote Catalonia through the use of the values of effort, diversity and self-improvement to make it a benchmark for work and innovation.
- This collaboration with Gerard Piqué, a world acclaimed sporting figure, makes it possible to promote Catalonia among a very broad public.

Monday 4 March 2019.- The Ministry of Business and Knowledge, through the Catalan Tourist Board (CTB), is launching a new video starring Gerard Piqué to promote Catalonia for tourism. The purpose of this new action, which is part of the Advisors programme, is to publicise Catalonia as a tourist destination using a more emotional pitch that focuses on people, their region and their experiences.

The campaign, which is being launched today and is focused on the main issuing markets, will promote Catalonia using Gerard Piqué's international brand and acclaim. The footballer's image is of present, growing interest and introduces Catalonia as a tourist destination using experiences and landscapes from the player's life that are linked to his professional experience.

The video, which has been produced in Catalan, Spanish, English and French, presents images of places that mean a lot to Piqué, from both a personal and family and a professional perspective. They include Sant Guim de Freixenet, in La Segarra, images of the Noguera Pallaresa, and La Garrotxa regions, of Costa Barcelona, and lastly also the city of Barcelona.

Throughout the video, which can be watched by clicking on <https://youtu.be/DUoW736LEzw>, Piqué explains what his challenges are and what inspires him to rise to them: effort, work and wanting to be the best. He then uses these values to refer to Catalonia and combines them with images of places he likes to visit and to relax. This is constantly accompanied with the values that help us to learn and to open up to the world so that we may continue growing and offer the best of our country. Gerard Piqué himself draws it to a close by issuing viewers with the

■ **Press release**

following challenge: ***"I challenge everyone to come to Catalonia at least once in life. Will you accept the challenge?"***

As an endorser of Catalonia, Gerard Piqué will promote the content through his profiles on social networks and this will extend the campaign's reach. Gerard Piqué is one of the world's best-known sportsmen and one with the highest impact on social networking sites, which is why he has an audience of 16.8 million followers on Instagram, nearly 19.5 million followers on Facebook, and 19 million followers on Twitter.

### **The Catalunya Advisors programme encourages quality tourism**

Catalunya Advisors is a CTB initiative that gathers together the experiences of people who are familiar with or who have visited Catalonia. The programme, which is promotional, encourages quality tourism by reinforcing Catalonia's positioning as a destination with a wealth of potential for holidays and getaways, as vouched for by its endorsers.

To make sure this message travels as far as possible, the programme has worked in collaboration with people who are well-known both in Catalonia and abroad. Some of the figures who have promoted Catalonia as a tourist destination are: [Kilian Jornet](#), the [Roca brothers](#), [Benedetta Tagliabue](#), [Carles Puyol and Vanesa Lorenzo](#), and [René Barbier, Maria del Mar Bonet, and Manel Esteller](#).

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