

# WHAT'S NEW 2020

## 2020 - The Year of Sports Tourism in Catalonia

The Catalan Tourism Agency (CTA) has declared 2020 the Year of Sports Tourism to coincide with the Olympic Games in Tokyo as well as in solidarity with the Prineus-Barcelona 2030 candidacy to host the games.

The aim of this thematic year is to increase promotion of the CTA Sports Tourism brand. Its main objectives include: positioning Catalonia as an international sports destination; promoting sports as a differentiating value of the Catalonian Tourism brand; highlighting values such as equality, inclusion and accessibility as well as innovation and healthy lifestyle habits; promoting sports destinations, companies and facilities in priority issuing markets; contributing to the marketing and recruitment of training camps and sports events; strengthening sports disciplines and outbound markets with greater potential to adjust the season and contribute to a greater distribution of tourism within Catalonia.

This theme will be celebrated at the World Conference for Sports Tourism in Lloret de Mar, organised by the CTA and the World Tourism Organization (UNWTO) on the 21st and 22nd of May. The meeting must be used to reflect and discuss the situation of this sector and its needs for action on issues such as sport values, the latest trends and e-sports (electronic sports).

Furthermore, Catalonia will host international sporting events in 2020 as it has in previous years. [Click here to view the planned timetable](#)

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

## New family tourism destinations

Vall de Camprodon and Prineus-Noguera Pallaresa are the two newest places to be added to the list of CTA-certified family destinations. Including these two, Catalonia now has 27 certified destinations: 19 with the Family-Friendly Beach Holidays brand and 8 with the Family-Friendly Adventure Holidays brand.

Vall de Camprodon consists of the municipalities of Camprodon, Sant Pau de Segúries, Vilallonga de Ter, Molló, Setcases and Llanars as well as 31 establishments and specialised businesses catering to families: 17 tourist accommodations, 5 activity businesses, 7 restaurants, 1 tourist information office and 1 ski resort. La Vall de Camprodon, which features water and the river Ter, offers numerous options and activities to enjoy for all ages. Discover the Vallter 2000 summit station, Mollo Parc de Animals (Mollo Animal Park) and Mollo Parc Aventura as well as the mountain activity schedule with expert guides.

Pirineus-Noguera Pallaresa consists of 37 population centres in the landmark valleys of Baiasca, Romadriu, Àssua and Siarb. Five municipalities (Sort, Rialp, Soriguera, Llavorsí and Baix Pallars) and 45 establishments in the region are certified by the CTA as having tourist offerings adapted for families. In addition to the emblematic Noguera Pallaresa river, a benchmark for freshwater activities, and the Port-Ainé ski resort and mountain, which stands out for its recreational park and its ideal slopes for families, this destination offers visitors a large selection of unique, high quality and diverse activities throughout the valleys. It is worth noting the Alt Pirineu Natural Park; Aigüestortes i Estany de Sant Maurici National Park (entrance through the Àssua valley); the literary routes of the Àssua valley and the Batlliu; the filming locations of *Las voces del Pamano*; Sort's natural path and high mountain lakes like those in Mainera.

Family-Friendly Adventure Holidays and Family-Friendly Beach Holidays are specialisation brands accredited to a municipality or group of municipalities by the CTA, guaranteeing that they offer specific services and facilities adapted to the needs of families with children. This includes special attention to security standards in public spaces as well as in the rest of the certified establishments, wide entertainment programmes, sufficient facilities for children in public zones, accommodations and complementary offering...

In Catalonia, there are currently eight Family-Friendly Adventure Holidays-certified destinations. Berga, Vall d'en Bas-Les Preses, Vall de Boí, Vall de Camprodon, Valls d'Àneu and Pirineus-Noguera Pallaresa in the Pyrenees; Muntanyes de Prades on the Costa Daurada; and Els Ports in Terres de l'Ebre. There are also 19 destinations certified as Family-Friendly Beach Holidays: Blanes, Calonge-Sant Antoni, Castell-Platja d'Aro, Lloret de Mar, Roses, Sant Feliu de Guíxols, Sant Pere Pescador and Torroella de Montgrí-L'Estartit on the Costa Brava; Calella, Castelldefels, Malgrat de Mar, Pineda de Mar, Santa Susanna and Vilanova i la Geltrú on the Costa Barcelona; and Calafell, Cambrils, el Vendrell, Salou and Vila-Seca/La Pineda Platja on the Costa Daurada.

These destinations combined have more than 720 certified businesses, including tourist accommodations, restaurants, activity businesses, tourism offices and family facilities.

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

## Twelve municipalities receive the first touristic distinction of being Maritime Towns and Districts

L. Ametlla de Mar, Arenys de Mar, Begur, les Cases d'Alcanar, l'Escala, Llançà, Palamós, Sant Carles de la Ràpita, Sant Pol de Mar, Sitges, Tossa de Mar and Vilanova i la Geltrú are the first municipalities to receive the CTA distinction of being Maritime Towns and Districts.

The new brand to promote tourism distinguishes those coastline settlements that preserve a way of life dedicated to the sea. The accredited municipalities have a strong personality marked by aspects such as historical-cultural, gastronomic, landscape or to promote events around the relationship between humans and the sea.

These new distinctions are added to the Charming Villages and Cities and Towns with Character. Those villages dedicated as Charming Villages allow visitors to Catalonia a glimpse into the region, discovering its diversity as well as natural and cultural wealth, including the main tourism attraction hubs. The villages accredited so far are Beget, Calella de Palafrugell, Castellar de n'Hug, Montclar, Montsonís, Mura, Pals, Peratallada, Prades, Rupit, Santa Pau, Siurana and Taüll.

The Cities and Towns with Character is one of the CTA's bids to promote urban tourism and 12 Catalan municipalities have been accredited so far: Girona, Lleida, Manresa, Montblanc, Reus, Tarragona, Terrassa, Tortosa, Vic, Vilafranca del Penedès, Solsona and la Bisbal d'Empordà.

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

## Catalan restaurants have 65 stars

The 2020 edition of the Michelin guide highlights 52 establishments in Catalonia with a total of 65 stars. For yet another year, Barcelona boasts a total of 32 stars, positioning itself as a gastronomic capital. Three restaurants with one star each have been added to the list: Aürt and Cinc Sentits in Barcelona and Deliranto in Salou. Cinc Sentits has regained the star that they had for 10 years but lost last year after closing and moving location.

The Angle restaurant, which has another start to the one it already had, joins the list of seven restaurants with two stars. Three restaurants in Catalonia currently boast three Michelin stars: ABaC (Barcelona), El Cellar de Can Roca (Girona) and Lasarte (Barcelona).

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

## **COSTA BRAVA**

### **Casa Cacao, boutique hotel and chocolate workshop of El Celler de Can Roca**

The city of Girona offers a new space dedicated to chocolate thanks to the dreams made reality of Jordi Roca, the youngest of the Roc brothers and the pastry chef at El Celler de Can Roca. To realise his dream, he has partnered with the Welsh chocolate master Damian Allsop with a career of more than 25 years in the world of pastry. He initially worked in El Celler de Can Roca and was the one to introduce Jordi Roca to the world of chocolate.

Located in the central Plaza de Catalunya in Girona, Casa Cacao is a multipurpose space with a store, workshop, tasting centre and a boutique hotel with 3 floors and 15 rooms managed by Anna Payet. All of this honours cacao and chocolate and helps to understand the different natures of this product as well as the work of its producers. Therefore, the workshop has windows so that visitors can follow the entire manufacturing process. They have also thought about sustainability: the chocolate comes from fair trade and the chocolate tablets are wrapped in recycled paper from the cocoa husks in the store.

<https://casacacaogirona.com/>

### **Grup Perelada's new winery**

The Grup Perelada, a family business group with diverse interests, produces renowned wines and cavas with the Empordà Designation of Origin. In 2020 they will inaugurate a new winery measuring 18,200 square metres, which can process 3 million kilos of grapes and will be able to house 2 million bottles. The winery is an expansion project which shall be a pioneer in Europe. Designed by the Olot RCR Arquitectes studio, which received the Pritzker Prize in 2017, it will be the first in Europe with environmental and LEED® BD + C environmental and energy certification, a very renowned seal from the US Green Building Council, accrediting the sustainability and efficiency of the design and construction.

The efficiency of the sustainability is easily seen, such as the use of alternative energy (the foundations draw up geothermal energy), a new level of thermal insulation, collection and treatment of rainwater and collection of grapes using gravity, which is the most natural and relaxed method. Located in the old, vacant farm belonging to the group, the building has been expanded to resemble a wave and integrate into the landscape. Its interior will sport different public spaces, such as a tasting area, a shop, an educational room, a small restaurant for wine pairings, a private dining salon and two rooms.

<http://perelada.com/>

### **El Bulli 1846: Ferran Adrià returns with a laboratory of ideas from the Bullifoundation**

Ferran Adrià returns to the cove of Montjoi, where you can find El Bulli, along with a new project: Bulli 1846, in honour of the number of dishes served throughout the history of the restaurant and to remember the birth year of Auguste Escoffier, the French chef who updated traditional French cooking methods. Bulli 1846 is a laboratory of innovation, creation and experimentation, situated in an exhibition space to make you think. As Adrià explains, "they will be informative and non-expository samples" so that visitors can understand what the creative process means. The centre will cover 4,500 square metres of which 3,500 will be open air. The space can be visited but will only be open for scheduled activities and access will be limited to 50 people per activity so that they can experience something unique.

Together with the new space, the old restaurant has been renovated so that guests can see the kitchen and the dining area but it won't be a restaurant as it was before. Another update is that creators and investigators will spend some months of the year in the centre.

<https://elbullifoundation.com/>

## **COSTA DAURADA**

### **El Vendrell, Capital of Catalan Culture 2020**

El Vendrell is the 2020 capital of Catalan Culture, taking over from Cervera. This designation, granted by the organisation Capital de la Cultura Catalana (Capital of Catalan Culture), an independent civil society created in 1998, addresses everything to do with Catalan culture and linguistics. It aims to contribute to the dissemination, use and social prestige of the Catalan language and culture, increase cultural cohesion where Catalan is spoken and promote and project the municipality designated as the Capital of Catalan Culture, both with Catalan-speaking areas as well as without. Thus, the municipality prepares a program of activities that will be based on heritage and historical figures and on the popular culture of Vendrell and in which entities and associations will play a leading role.

Vendrell stands out, among other traditions, for popular dances and festivals of fire - it is considered the capital of fire, with nine colles de foc (groups of fire) and a famous parade - as well as for artistic innovation, which is especially evident in the Bienal de Ceràmic (Ceramic Biennial).

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

### **A museum to delve into the universe casteller**

Món Casteller. The Casteller Museum of Catalonia (MCC) was created from a desire to become an authentic centre for understanding the phenomenon of *castells* (human towers), which goes far beyond the surface of its exposition halls. This museum, located in Valles, represents an innovative and technological step for the core of *casteller*. Visitors will be able to get close to the distinct aspects regarding the world of casteller, see whose behind it and awaken individual and collective sensations.

<https://museucasteller.cat/>

### **Anniversary y expansion of the PortAventura Convention Centre**

PortAventura, the sixth most visited theme park in Spain, is celebrating its 25 anniversary in 2020. Furthermore, PortAventura Business and Events will open a new, 6,000-square metre building that is fully integrated into the landscape with 24 rooms and a maximum capacity of 6,000 people, meaning that the convention centre will exceed 20,000 square metres. This expansion, along with its complete accommodation offer of five hotels with four or five stars, a golf course and opening two exclusive theme parks as well as the possibility to foster large, parallel events, means that businesses and entities, even those outside of Spain, can choose the PortAventura convention centre for their events and meetings.

<https://www.portaventuraevents.com/>

## Royal Caribbean now embarking from Tarragona

The second most important cruise line in the world, the North American Royal Caribbean, has set up a cruise base in the port of Tarragona and plan to construct 6 piers throughout the year. This will improve the port's position and increase its use by more than 100,000 cruise passengers per year. A record number of passengers was recorded in 2019, exceeding expectations and generating €9.7 million, 2 million more than in 2018. In 2018, 5 Royal Caribbean itineraries will launch from Tarragona, heading to Greece, the Canary Islands, Italy, the Adriatic and Venice.

<https://www.porttarragona.cat>

## Sporty and castellar city on the Costa Daurada

Athletes and fans can look forward to a spring full of sporting events on the Costa Daurada. The **5th Torneo de Superseniors Nacional Costa Daurada** (5th Costa Daurada National Superseniors Tournament, <http://www.cdgolf.es/>) for golf and the **Challenge Salou 2020 triathlon** (<https://challenge-salou.com/>). Additionally, there will also be the **Volta Ciclista a Catalunya** (<https://www.voltacatalunya.cat/>) in March. Road racers also have an event in April, the **Gran Fondo Cambrils Park Costa Daurada** (<https://granfondocambrilspark.com/>), and another in May, the **Polar Gran Fondo La Mussara** (<https://www.polargrandofolamussara.com/>). For footballers, the **Mundialito 2020** (<http://www.mundialito.org/>) will take place in April for players and fans from around the world to attend this children's world football tournament. Also, hikers are preparing for the second international hiker meeting in Catalonia, the **Catalonia Trek Festival** (<http://www.cataloniatrekfestival.cat/>), which is scheduled from 3 to 10 May.

On the other hand, the followers of the *casteller* world also have an appointment in autumn, as the 28th edition of the Castells Contest will be held on 3 and 4 October, a performance of the best *colles* (groups) of *castells* (human towers) in Tarragona. (<https://www.concursdecastells.cat/>)

## Mountain biking, hiking and Nordic walking in the Baix Penedès

The municipality of Calafell has published a free guide of hiking and mountain biking routes in which different outings are proposed by the Baix Penedès region. This publication will give hikers and cyclists more information about the area. Some of the itineraries include the Foradada cave, the hermitages, the Casa Alta or the Montpaó - Castell de Calafell Route and the Calafell - Albinyana - Calafell Route. The guide, which has maps and practical information, can be downloaded as a PDF and be looked at digitally while en route.

<http://turisme.calafell.cat/>

## Camins km0 to discover, enjoy and taste Alt Camp

Camins km0 is a new project of experiences and tourist visits around the heritage, history and importance of the agricultural space, created with the commitment to promote sustainable and local tourism in the Alt Camp region. They have created synergies with local producers and all outings end with a tasting of local products so that visitors can "eat the landscape" and check first-hand its great quality. There are three outings: Valls 1888 from the 1.<sup>a</sup> Sociedad Agrícola de Cataluña (First Agricultural Society of Catalonia); experience the most eco-friendly wine tourism, i Rabassats, an Iberian farm in the third century B.C. It is planned to incorporate another related to calçots (roasted tender onions).

[www.caminskm0.com](http://www.caminskm0.com)

## Reus expands its wine tourism with the Casa del Vermut and el Vi

The Casa del Vermut i el Vi (the House of Vermuth and Wine) is a multipurpose space located in part of the ground floor of the Oenological Station's central building, functioning as a tourist information office in the city and offers activities around vermouth. Visitors will find the space that explains the origin and function of the Oenological Station, displaying the architectural and historical importance of the building. Then the exhibition showcases the history of "Reus, Paris, London" in the 18th century as well as the origin of the vermouth of Reus, the 8 current brands and the Route of the Vermouth of Reus. In addition to the activities, the Casa del Vermut i el Vi has a tasting space, acting as a bar so that no one leaves without trying the vermouth for which the city of Reus is known.

<https://www.reusturisme.cat/>

## New visitors centre in Poblet monastery

Poblet monastery has two new spaces to complement a visit to this monument, giving new insights into monastic life in the 21st century: the visitors' centre and the expanded, newly renovated museum exhibition. The visitors' centre offers an introduction to this history, evolution and current state of the monastery (a world heritage site) through audiovisuals, projections and interactive screens. At the same time, the museum has been renovated and doubled in size, adding the Abbot Copons and Abbot Mengucho halls, which include original stones from Poblet given as donations. Those that visit Poblet will find it easier to place the monastery in the context of its creation, more than eight centuries ago, and can travel through its history up to modern-day.

<http://poblet.cat/>

## Guided visits to Catllar castle

The unique Catllar castle on the border with the Bixa Gaià region has been turned into a museum and can be visited year-round. It sits on top of the ruins of a protohistoric settlement (8th to 5th centuries BC) on a hill, overlooking one of the meanders of the river Gaià. However, it has been traditionally dated to the 11th century, when the river was the border between the Catalan counties and the kingdom of Al-Andalus, or even before, the preserved remains date mainly from the 12th to 16th centuries. You must follow the visited guide (offered in Catalan, Spanish, English and French).

<https://www.elcatllar.cat/visita-el-catllar/>

## New VIP area in Aquopolis

The Aquopolis Costa Daurada aquatic park and dolphinarium, located in Pineda near Salou, has a new VIP area meant for those looking to escape the masses are prefer quieter areas. Log cabins, sofa areas, WiFi, televisions, security boxes and fridges are available. There are also the Chill Out and Maui VIP zones; choose what you find most convenient for every moment.

<https://costa-dorada.aquopolis.es>

### Premiere of the mini-stadium and 2 beach soccer fields in Salou

The Complejo Deportivo Futbol Salou (Salou Football Sports Complex) has leapt towards the professionalization of its offer with the incorporation of a mini-stadium with a capacity for 1,000 people, stands and a special stand from which the games are broadcast. Two beach football fields with international dimensions are also new. This change adds the mini-stadium with natural grass, 2 fields for 7-a-side football (1 natural grass, 1 artificial grass) and 2 beach football fields. In total, they offer 10 fields (6 artificial, 2 natural grass and 2 hybrid fields) for 11-a-side football, 1 multi-purpose artificial grass football/rugby field, the mini-stadium with natural grass, 1 artificial-grass field for 7-a-side football and 2 beach football fields. The sports offer is complemented by changing rooms, a bar, a relaxation area and training classrooms.

<https://www.futbosalou.com>

### More hotels

The Costa Daurada has two new establishments, increasing the accommodation offer in the area. The Hotel Colorado Creek (4 stars, 150 rooms) is located in PortAventura World in Vila-seca. Those that visit Salou will also discover a new hotel: the Golden Costa Salou (upper 4-star category) for adults only. With 167 rooms, the hotel is located on the beach and has all of the amenities of an establishment in its category.

<https://www.portaventuraworld.com>

<https://www.goldenhotels.com/es/costa-dorada/costa-salou/>

## COSTA BARCELONA

### Barcelona County receives certification as a Gold Biosphere Destination

Barcelona County has been certified as a Gold Biosphere as a sustainable touristic destination, complying with the requirements for a Biosphere Destination and receiving the Gold Biosphere rating. This distinction recognises not only the tourism sustainability developed by the Biosphere certification but also the work to expand this commitment to business and tourist services as well.

The Gold category is acquired after an audit process and requires that, in addition to the Biosphere certification, work involving the destination companies has been developed. Therefore, these companies with sustainable good practices obtain the Biosphere Committed Entity seal.

<https://www.barcelonaesmoltmes.cat/>

### Birth of Barcelona Golf Destination

Coinciding with the Year of Sports Tourism, the Barcelona Golf Destination has been created, an association formed by the 7 fields of the province of Barcelona with the aim of jointly organising the offer of golf tourism products to position the city as an emerging destination for this sport on an international level. One of the proposals of the association is to create a BCN Golf Pass, a card that allows holders to play in up to five courses in the province while

only paying once. The golf clubs part of the association are: Club de Golf Barcelona, Real Club de Golf El Prat, Golf La Roca, Club de Golf Llaveneras, Club de Golf Montanyà, Club de Golf Terramar and Club de Golf Vallromanes.

<https://www.barcelonaesmoltmes.cat/es>

### Circuit Barcelona-Catalunya, motor capital

The Circuit Barcelona-Catalunya, in Montmeló, is usually the scene of large Formula 1 competitions as well as the F1 Spanish Grand Prix, which will take place this year on 8, 9 and 10 May. Fans can enjoy animations, autograph, music and gastronomy in addition to the excitement of the races where the best drivers in the world compete. On the other hand, the Catalan Motorcycle Grand Prix is scheduled for 7 June.

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

### Penedès 360 Challenge. Vi Running - Vi Cycling

The Penedès 360 Challenge (P360C) is a sports event that combines running and cycling in Penedès. Using the Penedès 360 routes as a base, the weekend is full of not only sporting activities but also leisure, cultural and gastronomic events as well. The 2020 edition of the P360C will take place 18, 19 and 20 September.

On Saturday three mountain races will be held with distances ranging from marathon-length to 10 kilometres: la Marató del Vi, la Mitja d'Ull de Llebre and la Popular del Xarel·lo. There will be stands for winemakers and local products, tasting and recreational activities as well as talks. Sunday is the day for mountain biking, also with three different lengths and technical difficulty levels: Pedals del Vi, Pedals de Verema and Pedals de Most. The call is open to everyone, both those who compete and those who want to take a leisurely walk and get to know the Pla del Penedès.

<http://penedes360challenge.com>

### Music at your door in the Barcelonan summer

The counties of Barcelona are full of music every summer. Sónar and Primavera Sound are two of the largest attractions that bring visitors from far and wide year after year. But for those who hate crowds, there are other festivals which offer both music and other attractions. Solers and Vida Festival will take place in July. The former, also known as the Slow Festival, will be found in the idyllic place of Garraf. Vida Festival will present a balance between the ocean, music and fun in Vilanova i la Geltrú. VinyaSons, the music, wine and gastronomy festival in the wineries in Penedès, will take place between June and August.

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

<https://vinyasons.com/>

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

### The Granollers Cup, the world standard for handball

Granollers has been organising the largest International youth handball tournament in southern Europe. In 2020 between 24 and 28 June, more than 5,000 athletes from around the world will come to the capital of the Vallès

Oriental to participate in more than 1,000 tournament games and also enjoy the activities which the Balonmano Granollers club organises for the event.

Granollers was where the handball competitions took place for the Olympic Games in Barcelona in 92, local headquarters for the World Men's Handball Championship, which was hosted in 2013, and will host the World Women's Handball Championship in 2021. The Balonmano Granollers club also has a long history in promoting this sport amongst children as well as a way of learning values, such as sportsmanship and respect.

<https://granollerscup.com>

## **BARCELONA LANDSCAPES**

### **High mountain races in Cadí-Moixeró natural park**

Between 2 and 4 October races high mountain races will take place in Cadí-Moixeró Natural Park, drawing professionals and fans every year to these high-performance tests.

The Ultra Prineu is the king of all tests, attracting participants from over 50 countries. Along its 94 kilometres, the racers pass spectacular places in the natural park and have to climb over 6,200 metres in total. The test starts and ends in Bagà.

For those who prefer a less demanding route, other options are available in the same natural environment: the Trail Pirineu, 56 kilometres long and a 2,800-metre climb, also requires you to prepare well. The Sky Pirineu runs 36 kilometres and has a 2,600-metre climb and the Mitja Pirineu is 19 kilometres long and has a 600-metre climb, ideal for those that want to start participating in mountain competitions.

<https://ultrapirineu.com>

### **Ecorail del Cardener, pedal on the train track while sightseeing**

The Ecorail del Cardener is an innovative and original project which takes advantage of the train tracks in the region and converts them into a tourist transport system. The route is 8 kilometres long between the villages of Callús and Mas de Sant Iscle, near Agulla park in Manresa. Along the route, there are different points of touristic, historical and natural interest. The natural environment of this section adds to the great value of this route, including magnificent views of Montserrat, the Pla de Bages and the Cardener landscape. Light vehicles are used, including the Ciclorail and the Trenpat, which are similar to bicycles in that they are also light, simple to use and travel at a reduced speed.

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

### **Medieval and modern route through Món Sant Benet**

Món Sant Benet, a unique cultural, touristic and leisure project, allows you to escape Barcelona by coach to visit the medieval part of a monastery (church, cloister, cellar ...) and to visit the modern rooms, which were the summer residence of the painter Ramon Cases, and enjoy food in La Fonda (a restaurant). The routes start at the Pedrera, in Barcelona, every Saturday at 09.30 and end in the same place at 18.00. You have to reserve online at monstbenet.com.

<https://monstbenet.com>

## **TERRES DE LLEIDA**

### **More navigation without interruptions in Noguera Pallaresa**

You can now navigate 50 kilometres along the Noguera Pallaresa river with rafting boats and kayaks, among other modes of transport, without interruption comprising the areas of Llavorsí (in the county of Pallars Sobirà) to Figuereta de La Pobla de Segur (in Pallars Jussà).

This initiative places the two Pallars counties at the top of the best white-water rapids in the world with boats and create high expectations for the tourism industry in general, especially for sporting adventure business and those specialising in sports tourism. The new activity will extend the current 15-kilometre boating section to 56 kilometres, the distance between Escaló and the Sant Antoni dam, as well as expand the activities possible on the Noguera Pallaresa river. The Association of Companies of Active Tourism and Adventure Sports of Pallars Sobirà is very delighted as you can now navigate between the two regions and there many new tourism resources have been created.

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

### **The Peach Blossom Route in Aitona, awarded**

The flower campaign in Aitona is an activity of the Fruiturisme project that occurs in spring so that visitors can enjoy organised visits to the peach tree fields and discover the corners and cultural and architectural heritage of Segrià village. New this year: TastAitona has been incorporated, in which you can taste tapas made with local products (cheese, jam, fruit, lamb, calçots (roasted tender onions), sausages, honey, chocolate, etc.). Aitona municipality expects the number of visitors to exceed 18,000, which was the number of visitors the last time it was held and also represents an important, exponential increase in relation to 2017, when there were 5,500, and 2016, when there were only 1,500 visitors.

During the campaign, there will be a coordinated audio guide for the Pink Peach Blossom Route. It will be divided into two parts. The first part will visit the private fruit fields in a coach with two agricultural guides, who will offer a unique visual experience and allow visitors a first-hand experience of irrigated land around Lleida, a major fruit-producing area. You will stop at strategic points and natural viewpoints to enjoy this colour spectacle.

All of this is the reason why the Pink Peach Blossom Route has been recognised and awarded the Tourism Award from the Government of Catalonia in the category of Best Tourism Experience. The originality, innovation and the influence of the project on the local population and farmers have also been recognised by the European Union.

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

### **First point of interpretation of Roman history in Pallars Sobirà**

The Pyrenees Documentation Centre (CEDPIR) has created a point of interpretation of Roman history in Pallars Sobirà in the town of Son del Pi. The first of its kind in the county, the centre intends to recover the historical memories of the region. The space is based on interactive technology exhibition criteria, static and dynamic imaging panels, soundtracks and projected sensations. A visit to the information point, about 100 square meters, offers visitors a virtual trip to the architecture, painting and sculpture of the Romanesque period of Pallars Sobirà as well as providing information on the geographical and historical context and descriptions of the architecture, sculpture, murals and paintings. There are arranged visits for groups at the interpretation point year-round, which last approximately 1 hour.

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

## The Catalan Butterfly Museum moves to Ribera de Cardós

After 15 years of residency in Pujalt in the Sort municipality, the Catalan Butterfly Museum will be opening its doors this summer in Ribera de Cardós, also in the county of Pallars Sobirà. In the museum space, you can see a collection of more than 3,500 copies, the same as those shown in the previous museum. The rest, up to 25,000 copies from the museum's stock, will be in a second location. This scientific collection is considered one of the four reference collections in Catalonia, together with the Museum of Natural Sciences of Barcelona in Ciutadella Park, the Center for Animal Biodiversity Resources of the University of Barcelona and the CSIC's Institute of Marine Sciences.

The curiosities of the collection, which contains the species that fly in Catalonia with all its varieties, include the largest butterfly in the world and also the smallest. The jewel of the museum is a unique butterfly in the world discovered in Andorra in 1994, the *Heodes virgaureae pyrenaicola mariateresa*.

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

## VAL D'ARAN

### The Artiga de Lin interpretation centre is now a reality

This ambitious project brings the landscape on display at the Artiga de Lin to the thousands of visitors every year who come to Val d'Aran to see one of the most spectacular sites in the Pyrenees, including the Uehls deth Joeu, the source of the rivier Joeu and the nature interpretation centre that was opened in the summer of 2018 in this area.

The refuge of Artiga de Lin makes exploring the peaks that frame his landscape, among which the Aranese route stands out. It consists of a longer-than-average ascending route from the Renclusa and traverses the Còl de Toro (2,236 m), passing over the Pla d'Aigualluts, followed by another long ascent to the Aneto glacier and then up to the peak (3,404 m).

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

## TERRES DE L'EBRE

### Temporada Alta, activities to enjoy La Ràpita year-round

Kayaking, fishing, historic tours or routes to see the wooden platforms in a shallow-bottomed boat or paddle surfing are some of the activities offered by Temporada Alta, an initiative which invites you to enjoy the Ebre delta and Alfaques bay outside of the summer season as the area has a nice climate year-round. The Nautical Station of Sant Carlos de la Ràpita offers more than 30 activities. Much of what they offer includes tasting the most typical products from the area, such as muscles with rice, and focus on the ocean, river, history and gastronomy of La Ràpita.

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

### The Delta from all perspectives

The Ebro Delta, a Biosphere Reserve, has a wide variety of offers for everyone. The natural, gastronomic and cultural richness of the Terres de l'Ebre and the variety of activities offered make it a suitable destination for all types of tourist.

The combination of a bicycle along the towpath and navigating the river in a canoe, for example, or recalling the past of the area and admiring the river landscape aboard a lute (traditional riverboat) are some of the ways to get to know and enjoy the area by land, sea and river. And also savour it, because every proposal is complemented by tasting the most relevant products, such as rice and fish from both river and sea, as well as Terra Alta wine.

<https://terresdelebre.travel>

## BARCELONA

### La Pedrera offers an audio guide for children

In order for children to visit the Pedrera in an interesting way that is appropriate for their age, they will be accompanied by Ramonet, a very naughty boy who dreams of being an architect like Antoni Gaudí. Using a narrative that children follow through an audio guide, Ramonet discovers and explains the curious and interesting spaces and characteristics of this unique building, such as the terrace or the floor of the neighbours.

The audio guide system is innovative, lively and enchanting, ideal for the tour, which is triggered automatically using sensors. The audio guide is available in Catalan, Spanish, English, Chinese (Mandarin), French, German, Portuguese, Italian, Russian, Japanese and Korean and is included with the entrance price.

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

### Barcelona, the seat of great congresses

Barcelona proves every year that it is a suitable destination for congresses, events and business events. The IBTM Word, the hall for business trips, congresses and incentives for professionals that allows access to the health of the sector, confirms this. IBTM has confirmed the city as a host again for another three years. Turisme de Barcelona, through the Barcelona Convention Bureau, has confirmed 33 congresses with more than 1,000 delegates for 2020. These include medical congresses, such as those on respiratory diseases and paediatric oncology. In the coming years, Barcelona will host the special events of significance, such as the World Parkinson Congress in 2022 or the Seafood Exp Global in 2021, which expects to have some 30,000 visitors.

<http://professional.barcelonaturisme.com>

### Committed companies receive the Biosphere distinction

Barcelona has a commitment to sustainability. Proof of this is the Biosphere certification held by the city and which is extended to companies that adhere to the Barcelona Biosphere Tourism Sustainability Commitment. At the moment, there are more than 200 tourism companies involved of which 50 have received the distinction of being a sustainable company. To obtain the badge, these registered companies must pass a training period and receive advice on introducing sustainable improvements in the operation of their daily operations in all aspects, including environmental, social and cultural.

<http://professional.barcelonaturisme.com>