



DOSSIER
**2020 YEAR OF
SPORTS TOURISM**

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The year 2020 has been declared the Year of Sports Tourism by the Catalan Tourist Board (CTB). It coincides with the Olympic Games in Tokyo and directs attention towards the Pyrenees-Barcelona candidature for the 2030 Winter Olympic Games. This declaration is an opportunity for Catalan tourism communication strategies and promotional efforts to be focused on both specific and generic events linked to sports tourism experiences.

The 2020 Year of Sports Tourism continues the tradition of assigning themes to particular years, i.e. the Year of Cultural Tourism (2018 - 2019), the Year of Sustainable Tourism (2017), the Year of Gastronomy (2016), the Year of Inland and Mountain Tourism (2015) and the Year of Family Tourism (2014).

History of a sporting Catalonia

Historically, Catalonia has taken a leading role in introducing the practice of playing sports to the Iberian Peninsula. Its leadership first became apparent in the mid-nineteenth century and is ongoing today. In those first decades, the people behind the uptake of various sporting disciplines were European citizens living in Catalonia and Catalans who had discovered sports during visits abroad.

Horse riding, rowing, fencing, mountaineering, sailing, cycling and gymnastics were introduced to Catalans, in particular to aristocrats and the upper class bourgeoisie of the time. The first sports clubs appeared, and society became aware of a new reality. The Barcelona Universal Exhibition, of 1888, is regarded by many as the birthplace of regulated sport in Catalonia.

The many Catalan associations wholeheartedly embraced sport and to it, they applied their entrepreneurial spirit. By 1897 there was already a media outlet specialising in sports (Los Deportes) and in 1912 the first sports federation was created (the Barcelona Federation of Sports Societies).

The 1920s saw the first large scale sporting events. Football teams FC Barcelona and RCD Espanyol re-established a rivalry that would become a long standing one. Thousands of spectators would attend games starring legendary players such as Josep Samitier (for the blue and granites) and Ricard Zamora (for the blue and whites). However, it was a boxing match that broke European attendance records. 80,000 spectators saw the Basque, Paulino Uzkudun, fight the Italian, Primo Carnera, at the Montjuïc Olympic Stadium in 1930.

Those were the years when the dream of a Barcelona Olympics was born. The Catalan Olympic Committee had been created in 1913 but its first incarnation was somewhat ephemeral. In 1923, the International Olympic Committee awarded the Olympic Cup to Catalonia for their work at a federal level. The Spanish Olympic Committee was also established in Barcelona, in 1924. The Catalan capital had already bid for the Olympic Games of that year and did so again for the 1936 event. After the successful International Exhibition in 1929 and following the construction of state-of-the-art facilities such as the Olympic Stadium and the Montjuïc swimming pool, Barcelona was the favourite. However, in the end, the games were organized by the Nazi regime in Berlin.



At the World Travel Market in 2016, Catalonia was given the accolade of the best sports tourism destination in the world

The stage for great sporting events

Organisational ability, entrepreneurial character, high quality facilities and amenities, and solid sporting foundations in the region have meant that the majority of sporting disciplines have held their most important events in Catalonia.

It is felt that the seed was sown by the second Mediterranean Games which were held in Barcelona in 1955. Subsequently, the Catalan capital hosted the Basketball European Championships in 1973 (along with Badalona), World Cup football games in 1982, and the Basketball World Championships in 1986.

These were the most important events preceding the Barcelona Olympic Games in 1992. This was the event which truly put the city and Catalonia on the sporting map of the world.

Since then, there have been an ever growing number of international competitions and major sporting events: the European Basketball Championships in 1997; the Champions League final in 1999; the Davis Cup Tennis Final in 2000; the World Swimming Championships in 2003, the Alpine Skiing World Cup in La Molina in 2008; the Tour de France in 2009; the Davis Cup Tennis final in 2009; the European Athletics Championships in 2010; the World Snowboard Championships in 2011; the World Swimming Championships in 2013; the X Games in 2013; the Basketball World Championships in 2014; the Snowboard Cross World Cup at Baqueira-Beret in 2016; the Mediterranean Games in Tarragona in 2018; and the Snowboard Cross World Cup at Baqueira-Beret in 2019. These are just some examples.

Famous sporting names: from pioneers to superstars

Catalonia's sporting character and long-standing traditions can be explained through the names and surnames of the many protagonists who have written the sporting history. Names from here and abroad have found Catalonia to be the ideal environment for developing their sporting careers and, at the same time, enhancing Catalan sport.

Today, some of the most well-known names are footballers like Leo Messi and Gerard Piqué; basketball players such as Pau Gasol, Marc Gasol and Ricky Rubio; motorcyclists including Marc Marquez, Alex Marquez and Laia Sanz; swimmers like Ona Carbonell and Mireia Belmonte; cyclists such as Simon and Adam Yates; mountain runners and skiers including Kilian Jornet; kite surfers like Gisela Pulido; or triathletes such as Jan Frodeno and Sebastian Kienle. There are many others.



A region full of sports facilities

Catalonia is full of sports facilities spread around the region. These can be adapted for use at the highest international level or for popular amateur sport. This was exemplified during the 1992 Barcelona Olympic Games in which thirteen Catalan towns and cities were used as Olympic event venues. Moreover, the Pyrenees-Barcelona candidacy for the 2030 Winter Olympics will add an additional dimension to the image of Catalonia as a plural and diverse region.

From the perspective of both spectators and elite competitors, **Barcelona** is very much the sporting capital of Catalonia. Important facilities can be found in the Montjuïc Olympic park, l'Anella Olímpica, including the Lluís Companys Olympic Stadium, the Palau Sant Jordi arena, the Picornell swimming pools and the Montjuïc municipal swimming pool, as well as the Joan Antoni Samaranch Olympic and Sports Museum.

The urban fabric of the city provides a home for FC Barcelona. The Camp Nou, the Palau Blaugrana, the Ice Rink and the Barça Museum (one of the most visited museums in Catalonia) attract a lot of attention. The Royal Barcelona Tennis Club, the Royal Polo Club, the Horta Velodrome and the Olympic Port are among the other top sports facilities in Barcelona.

The town of Badalona on the **Barcelona Coast** is regarded as birthplace of Catalan basketball and is home to the Olympic Pavilion. Sant Adrià de Besòs has the RCD Espanyol Dani Jarque Sports Complex. The RCD Espanyol stadium, home to the blue and white football club, is located between Cornellà and El Prat de Llobregat. The FC Barcelona Johan Cruyff Stadium and the Joan Gamper Sports Complex are found in Sant Joan Despí. Some miles further south, canoeing is practised on the Catalan Olympic Canal in the town of Castelldefels.

The world-renowned high-performance centre (CAR) is in Sant Cugat del Vallès. Terrassa, regarded as the birthplace of field hockey, has an Olympic Stadium, and the Sabadell Swimming Club has impressive facilities. Both have also achieved global recognition. The region is viewed as a hub for motor sports. The Catalonia circuit is in Montmeló. Catalonia is also a base for handball with the Palau d'Esports arena in Granollers.

The **Costa Brava**, in the north of the region, is another area dedicated to sport. However, there are more than just nautical facilities. The Montilivi Stadium and the Fontajau Pavilion are found in Girona. Lloret de Mar has an Olympic sized swimming pool, while the Blanes sports complex is a first-rate multi-purpose facility. Banyoles Lake is an ideal setting for rowing events.

Similarly, the **Costa Dorada** in southern Catalonia, has excellent sporting facilities. Top of the list would be the modern Mediterranean Ring in Tarragona. This was the main venue for the Mediterranean Games in 2018 and includes the Catalonia Sports Palace, the Aquatics Centre and the Campclar Athletics Stadium. Tarragona's stadium – the Nou Estadi, the Reus Olympic Pavilion, the Salou Football Sports Complex, and the Salou and Cambrils Yacht Clubs, are also of note.

The Pyrenees and **Val d'Aran** are areas for snow and winter sports. Fifteen ski and mountain resorts offer slopes and trails for all levels. La Molina and Baqueira-Beret have facilities that are suitable for international level competitions. The Segre Olympic Park in La Seu d'Urgell and the Aiguërola race course in Sort are ideal facilities for white water sports.



In 2018, a total of 258,511 international tourists chose to visit Catalonia for sporting reasons

What do we understand by sports tourism?

In the 20th century, sports tourism emerged as one of the keys to the development of global tourism. Over the past few years, theorists have defined 'sports tourism' in different ways. However, the now universally accepted definition is by Standeven and De Knop. In their book 'Sports Tourism' (1999) they state that sports tourism encompasses "all forms of active or passive involvement in sports, undertaken casually or in an organised manner, for commercial or non-commercial purposes, and requiring that the subject leaves his/her home or workplace."

There are six clear reasons for sport related travel that require planned services, facilities and amenities to meet consumer demand:

- ▶ To actively participate in a sport or sporting event, either individually or as a team member.
- ▶ Personal development or specific sports training undertaken by an individual or a team.
- ▶ To watch sport as a spectator or a fan of a team, a sport or a sporting event.
- ▶ To visit places associated with the history, heritage and culture of a sport or a sporting legend.
- ▶ To express a way of life or to define a person.
- ▶ To improve health through sporting activity.

The markets for these experiences are ever more demanding and this is a challenge for destinations specialising in sports tourism.

This type of tourism has a series of advantages for any destination. Facilities can be constructed and developed thanks to investment from tourism. In addition, places can be promoted and acclaimed internationally, they can be associated with a healthy lifestyle and positive values, and they can benefit from an increase in civic pride and self-recognition.

In 2001, the Chairman of the International Olympic Committee, Juan Antonio Samaranch, along with Francesco Frangialli, the Secretary General of the World Tourism Organization, organized the first international conference on sports and tourism in Barcelona. Here, the relationship between the two fields was debated for the first time.

At the end of the conference, a document was signed recognising sport and tourism as "forces for mutual understanding", a symbolic gesture that kick started one of the most successful sectors of the world's tourism industry.

Catalonia is a reference for sports tourism, and it has been so from the beginning of the 20th century. It has world-renowned venues that are ready to host international sporting events. These include the Camp Nou, the RCDE Stadium, the Barcelona-Catalonia Circuit, the Sant Cugat high performance centre and the Olympic canals in Castelldefels and La Seu d'Urgell.

The region excels at this type of tourism as was evidenced when Catalonia was awarded the prize for the world's best sports tourism destination at the World Travel Market in 2016. Currently, the city of Barcelona is third in the rankings of sports-oriented world cities. However, the city's sporting history goes further back than the 1992 Olympic Games. In 1926, Baron Pierre de Coubertin, founder of the modern Olympic Games, visited Barcelona. In his memoirs he wrote: "Before my visit to Barcelona I thought I knew what a sporting city was like."



A total of 701,963 tourists from Catalonia and other parts of Spain travelled to somewhere in Catalonia for sporting reasons in 2018

Sports tourism in Catalonia

What do we understand by sports tourism?

There are five key reasons which explain why Catalonia has earned such a good reputation as a sports tourism destination:

- ▶ Barcelona is the ideal destination for large scale sporting events. It has a high-quality infrastructure, world class facilities and has developed a solid reputation for effectively organizing events of this type over the past 30 years;
- ▶ Catalonia can offer a variety of different natural landscapes with good weather throughout the year. It has mountains and forests, coasts with beaches, and world-renowned cities;
- ▶ FC Barcelona is a global brand and an icon of Catalan identity. It has more than 225 million followers on social networks and over two million people visit the Camp Nou stadium in Barcelona every year;
- ▶ Catalonia has a rich and expansive cultural sporting legacy with a mature infrastructure that offers high quality specialised services and expertise in the field of sports medicine;
- ▶ The region's constant drive to improve itself is shared with the business sector. According to INDESCAT, Catalonia has the highest concentration of sports companies in Europe (>600), that employ 30,000 people and make close to 4 billion euros annually.

According to a study undertaken by the Sports Lab studies centre of Barcelona's Pompeu Fabra University (using data from the National Statistics Institute's Tourism Expenditure Survey), 258,511 international tourists chose Catalonia for sporting reasons in 2018. They spent a total of 139.5 million euros in the region.

In addition, a total of 701,963 visitors from Catalonia and other parts of Spain travelled to places within Catalonia for sporting reasons. Their expenditure was almost 129.5 million euros. The NSI's Residents' Tourism

Survey states, that of these visitors, more than 500,000 were Catalans participating in sporting events while the remaining 193,500 were tourists from other parts of Spain. In 2018, the total expenditure within Catalonia as a result of sport was 269 million euros.

Overall, tourist expenditure for sporting reasons was 558 million euros. Of this amount, 269 million euros had a direct impact, 133.5 million had an indirect impact and 155.5 million had an induced impact.



The Sports Tourism Brand

In 2003, the Catalan Tourist Board (CTB) led the development of the Sports Tourism Brand project for the Catalan tourism sector. The aim was to publicise the existence of places and sports facilities in Catalonia suitable for training camps, and with infrastructures and services adapted for both elite athletes and sports lovers.

Currently this programme involves more than 120 affiliated public and private organisations, which excel in specific sporting disciplines. These include:

- 37 sports facilities;
- 15 specialist travel agencies;
- 61 sports resorts and accommodation providers;
- 11 towns certified as sports tourism destinations by the CTB: *Sort, Girona, Lloret de Mar, Santa Susanna, Calella, l'Hospitalet de Llobregat, Castelldefels, Salou, Cambrils, l'Ametlla de Mar and Amposta.*

The sporting disciplines with the most potential for attracting sports tourists are cycling, football, swimming and triathlon. The brand also works with other disciplines including tennis, running, rowing, canoeing, sailing and team sports (water polo, basketball, volleyball, handball and five-a-side football).

The programme is directed towards meeting the demand of international sports tourism through segmented advertising and promotions, and a specific event plan.

The target audience of the CTB Sports Tourism brand are: elite athletes; amateurs or enthusiasts who come to train, compete or participate in a sporting event in Catalonia; other professionals from the sports tourism sector such as specialist tour operators, sports agents, and journalists; and anyone else considered a tourist travelling to attend sporting events.



The Sports Tourism Brand involves more than 120 public bodies and affiliated companies. They excel in different sporting disciplines and they offer services adapted to the needs of people involved in sport

Objectives and challenges Legacy

The aim of the 2020 Year of Sports Tourism is to reinforce the positioning of Catalonia as an ideal destination for practicing sport at an international level. The competitive advantages offered by Catalonia's climate and natural environment, added to quality tourist packages and excellent sports facilities, make training camps and tournaments for international teams an attractive proposition.

A question of values

The 2020 Year of Sports Tourism is an ambitious project for the Catalan Tourist Board (CTB). It aims to leave a legacy linked to the development of the values shared between sport and tourism. These include equality, inclusion, accessibility, innovation and a healthy lifestyle. The Year of Sports Tourism is focused on highlighting and promoting these values.

Personal relationships and sociability

are fostered by both sport and tourism. They develop in an atmosphere of coexistence, camaraderie, solidarity, equality, friendship and respect. Sport and practicing sport generate emotions. The location helps make these experiences unique. If we look at society as a whole, the values of passion, effort, perseverance, ambition and the desire to succeed are those that bring communities together.

Other shared values include sportsmanship, cooperation, teamwork, steadfastness and responsibility. These are at the heart of the Year of Sports Tourism communication campaign and associated events.

This themed year will leave a legacy linked to a model of sustainable and competitive tourism as a result of the promotion of these sporting values that are shared with tourism.



In 2018, the total direct expenditure of sports tourism in Catalonia was 269 million euros

Legacy

4D Development

The commitment of the Catalan tourism sector to promote sports tourism has both a direct and indirect impact on the community. The profits generated by this type of quality tourism are used to improve facilities and infrastructures that can then be used and enjoyed by local people.

People with sporting values, from around the world, come to visit the region. They leave a positive mark which has a wonderful effect on the local community. This is helping Catalonia to achieve its goal of becoming a model for sports tourism. Sport is being used as an asset to establish the unique nature of the destination, and tourism is contributing to socio-economic sustainability.

In Catalonia, sports are practised outdoors throughout the year. Due to the good weather, visitors attend off season training camps and this allows the established tourist season to be extended. Businesses related to sports tourism benefit hugely from this.

Sporting activities are, by their nature, plural and diverse. They also have a very beneficial effect on the way tourism is structured in the region. Activities such as cycling and canoeing, among others, take place in natural environments far from urban areas, and mass tourism. Thus, tourism is distributed across the region and facilities, accommodation providers and businesses can remain open for all four seasons of the year.

In short, sports tourism is especially well-suited to the development of 4D* products which contribute to:

- ▶ The **deseasonalization** of the tourist sector.
- ▶ The **deconcentration** of tourist zones.
- ▶ The **diversification** of Catalan tourist packages.
- ▶ The generation of higher **expenditure** (**despesa* in Catalan).

Looking to the future

This themed year has laid the foundations for the creation of the Catalonia Sports Commission. This multi-institutional working group will focus on establishing active coordinated strategies for attracting sports tourism events. A combination of factors has given the CTB's Year of Sports Tourism a particular relevance. This, in turn, will allow the legacy that Catalonia wants to leave for posterity.



Involvement

The Catalan Tourist Board are the organisers of the Year of Sports Tourism alongside the Department of Tourism and the Secretary General's Office of Sports and Physical Activity.

The CTB is the organisation leading the project in active collaboration with its partners, the provincial tourist offices in Catalonia, that are participating in promotional and media events.

Affiliates of the CTB Sports Tourism Brand are also involved in the execution of the project. These include Catalan Sports Federations, CTB partners (FC Barcelona, RCD Espanyol and the Barcelona-Catalonia circuit), INDESCAT - the Catalan Sports Cluster, ACCIÓ, the Barcelona Sports Institute, the Pyrenees-Barcelona candidature for the 2030 Winter Olympics, the Barcelona Olympic Foundation, the Catalan Special Olympics, etc.

Above all, it is trying to highlight the values of sport such as equality, inclusion, accessibility, innovation and a healthy lifestyle



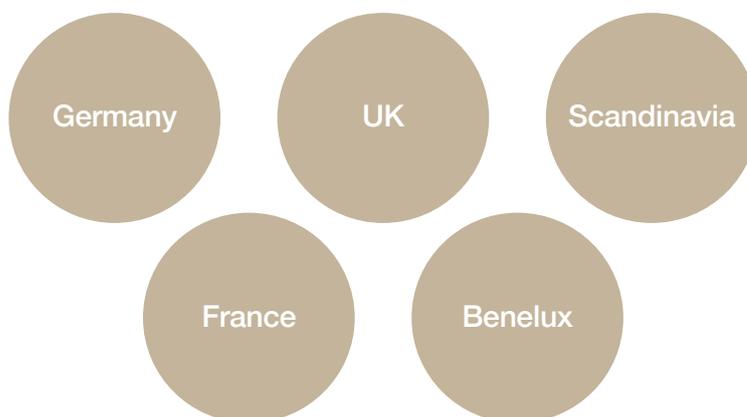
Main markets

The diffusion of Catalan sport, as part of the 2020 Year of Sports Tourism brand, is focused on the international markets with the highest potential for attracting people to sports training camps and competitions. The CTB defines two types of markets: the priority market and the strategic market.

The 2020 Year of Sports Tourism programme is directed towards priority markets including Germany, the United Kingdom, France, Scandinavia and Benelux. Unlike Catalonia, these northern European markets do not have such good weather conditions. As a result, physical activities have to be carried out indoors for many months of the year. They are also markets with higher purchasing power which results in an increase in expenditure in Catalonia.

Strategic markets include North America, China and Japan. They are also of great interest to the CTB due to higher purchasing power which can generate increased levels of expenditure in the region.

Priority markets



Strategic markets



This programme is directed towards meeting the demand of international sports tourists through segmented advertising and promotions alongside a specific event plan



Highlighted promotional events

	 DATE	 MARKET
1 World Sports Tourism Congress	21 - 22 May	Diverse
2 CMT Fair – Cycling and Hiking Trips	11 - 12 January	Germany
3 Adapted skiing press trip - La Molina	February	France
4 Formula 1 Test Days Familiarisation Trip	19 - 21 February	Benelux / France / UK / Scandinavia
5 Rheingolf Fair market research	28 February - 1 March	Germany
6 Radio Energia 97 Champions League Campaign Press Trip	February - March	South America
7 Presentation and <i>workshop</i> - Youth Sports Tourism with the Office	6 March	France
8 Copenhagen Bike Show	14 - 15 March	Scandinavia
9 Familiarisation Trip - Barcelona Marathon	15 March	China
10 Press Trip – Runner’s World	15 March	Scandinavia
11 Press Trip - Cycling Tour of Catalonia Centenary	23 - 29 March	UK
12 Cycle-Tourism Fair	28 - 29 March	Italy
13 Cycle-tourism presentation in Italy	28 - 29 March	Italy
14 Senior Citizens’ Fair market research (Seniormässan, Gothenburg)	21- 23 April	Scandinavia
15 Formula 1 Grand Prix event – Barcelona-Catalonia circuit	8 - 10 May	Diverse
16 World Sports Tourism Congress: Pre- and post-congress activities	20 - 25 May	Diverse
17 Press trip - Bicycling	29 - 31 May	Scandinavia
18 Monster Energy MotoGP Grand Prix event – Barcelona-Catalonia circuit	5 - 7 June	Diverse
19 International Sports Convention	17 - 18 June	UK / Diverse
20 Vansbrosimningen (open water swimming)	27 June - 5 July	Scandinavia
21 Press trip – Val d’Aran by UTMN	3 - 5 July	Diverse
22 British Swimming Summer Championships	21 - 26 July	UK
23 Prudential Ride London fair	15 - 16 August	UK
24 The Cycle Show	18 - 20 September	UK
25 Catalonia is Sport Workshop	October	Diverse
26 Catalonia is Sport Familiarisation Trip	October	Diverse
27 Press trip – Barcelona triathlon	4 October	China
28 Press trip – Radio Energia 97 La Liga Campaign	Second semester	South America
29 Sports Tourism 2020 business trips	Throughout 2020	France / Germany / UK & Ireland / Benelux / Scandinavia / Italy / Japan
30 Soccer business trips to the USA	TBC	USA

Highlighted promotional events

	 DATE	 MARKET	
31	Business trips to regional French cycle league clubs (members of the FFC)	TBC	France
32	Press trip – Peloton Magazine	TBC	USA
33	Large scale golf event in Germany	TBC	Germany
34	Collaborative agreement – FC Barcelona	Throughout 2020	Diverse
35	Collaborative agreement – RCD Espanyol	Throughout 2020	Diverse
36	Collaborative agreement – Barcelona-Catalonia circuit	Throughout 2020	Diverse

Highlighted communication events

	 DATE	 MARKET	
37	Calendar of sporting events in Catalonia during 2020	January	Diverse
38	Massi Tactic female cycling team	January - February	Benelux
39	Golf and wine tourism	May-September	Scandinavia
40	Sports publications	Throughout 2020	Diverse
41	Dutch Cycling Federation	Throughout 2020	The Netherlands
42	Collaboration with the French Triathlon Federation	Throughout 2020	France
43	French and British publicity campaign	Throughout 2020	France / UK
44	Scandinavian publicity campaign	Throughout 2020	Scandinavia
45	Benelux publicity campaign	Throughout 2020	Benelux
46	Asia-Pacific publicity campaign	Throughout 2020	Asia Pacific
47	Italian publicity campaign	Throughout 2020	Italy
48	Spanish publicity campaign	Throughout 2020	Spain

Other events

	 DATE	 MARKET	
49	Sector training - Networking sessions including regional visits	Throughout 2020	Catalonia
50	Sector training – Benchmark	TBC	Catalonia
51	Sector training – Session on international markets for sports tourism	TBC	UK & Ireland / France / Germany / Scandinavia
52	Market intelligence – Studies of sports tourism and golf	Throughout 2020	Diverse
53	Working group – Creation of the Catalonia Sports Tourism Commission	Throughout 2020	Catalonia

Highlighted promotional events

In order to promote Catalan sporting events to the different world markets, the CTB has decided to organise different promotional events as part of the 2020 Year of Sports Tourism. These are aimed at both professional and international audiences.



The CTB is organising more than 50 events as part of the 2020 Year of Sports Tourism

1 World Sports Tourism Congress

 21-22 May

 Lloret de Mar, Catalonia

 Diverse

As part of the 2020 Year of Sports Tourism, the Catalan Tourist Board (CTB) is organising a World Sports Tourism Congress in conjunction with the World Tourism Organization (WTO) and local public bodies. The congress will be held over two days and involve conferences and themed workshops about the world of sports and sports tourism. It will highlight values and will become the key event for the global sports tourism industry.

It will allow networking, generate synergies and foster collaboration. It will allow reflection and discussion about the current situation within the sector and the need for action.

2 CMT Fair – Cycling and Hiking Trips

 11-12 January

 Stuttgart, Germany

 Germany

The CTB will have an information stand at this cycling and hiking fair, one of the most popular and most important in the German market, to promote cycle tourism in Catalonia.



Highlighted promotional events

3 Adapted skiing press trip - La Molina

 February

 Pyrenees, Girona, Catalonia

 France

Together with the Costa Brava Girona Tourist Board, the CTB is organising an inclusive press ski trip to the La Molina ski resort for a selection of French media outlets and blogs specialising in adapted sports. The trip will be complemented by après-ski, cultural visits and gastronomic activities.



4 Formula 1 Test Days Familiarisation Trip

 19-21 February

 Montmeló, Catalonia

 Benelux / France / UK / Scandinavia

In conjunction with the Barcelona-Catalonia Circuit, the CTB is organising a familiarisation trip aimed at travel agents specialised in selling tickets for motor sport events. All participants will have the opportunity to visit the circuit facilities as well as attend Formula 1 team training sessions.



5 Rheingolf Fair market research

 28 February – 1 March

 Dusseldorf, Germany

 Germany

The CTB will be undertaking market research at this specialized golf fair in Germany (one of the most important in the country) and promoting Catalan golf. The German market has strong potential for the golf sector in Catalonia.

Highlighted promotional events

6 6 Radio Energia 97 Champions League Campaign Press Trip

 February – March

 Brazil / Catalonia

 South America

The CTB is organising a trip for competition winners and a journalist from *Radio Energia's* *Estadio 97* programme, the leading talk radio show about football in Brazil. The competition is based on a 45-day promotion of Catalonia via the web and social networks, plus live and recorded radio features. During their

stay in Catalonia they will visit different tourist attractions in the area, such as Baqueira-Beret, and attend a FC Barcelona Champions League match.

7 Presentation and workshop – Youth Sports Tourism in conjunction with the Office

 6 March

 Paris, France

 France

The CTB is organising a workshop in Paris in conjunction with the Office. This brand brings together tour operators specialised in language and educational trips for young people. These trips include sporting activities. The event will be attended by specialist Catalan organisations offering accommodation for young people from around the world. The CTB also plan to attend the Office's conference.



8 Copenhagen Bike Show

 14- 15 March

 Copenhagen, Denmark

 Scandinavia

This fair in Copenhagen is one of the most important cycling fairs in Scandinavia and the CTB is taking part to promote cycling in Catalonia.



Highlighted promotional events

9 Familiarisation Trip – Barcelona Marathon

 15 March

 Barcelona, Catalonia

 China

In conjunction with Barcelona Tourism, the CTB is organizing a familiarisation trip aimed at Chinese sports tourism agents who will take part in the 42nd Zurich Barcelona Marathon. The aim is for the Chinese athletes to become the largest single national group of participants from Asia.

10 Press Trip – Runner's World

 15 March

 Barcelona, Catalonia

 Scandinavia

In conjunction with Runner's World, the CTB is bringing a group of influencers to the Barcelona Marathon. The aim is to promote this event in the Swedish market.

11 Press Trip –Cycling Tour of Catalonia Centenary

 23 - 29 March

 Catalonia

 UK, Germany, Benelux

The CTB is organising a press trip for different British, German and Benelux media outlets specialised in cycling. This is to mark the centenary of the Cycling Tour of Catalonia. The purpose of the trip is to publicise Catalan cycling and to position ourselves as a destination in markets with strong potential.



Highlighted promotional events

12 Cycle-Tourism Fair

 28 - 29 March

 Milan, Italy

 Italy

The CTB is participating in the first cycle-tourism fair in Italy which will take place in Milan in March. Catalonia has an exhibition space in order to promote cycle-tourism in Catalonia to the general public.

13 Cycle-tourism presentation in Italy

 28 - 29 March

 Milan, Italy

 Italy

As part of the Cycle-Tourism Fair in Milan, the CTB will give two talks. They will promote Catalonia as a cycle-tourism destination and position Catalonia in the Italian market which has great potential.



14 Senior Citizens Fair market research (Seniormässan Gothenburg)

 21- 23 April

 Gothenburg, Sweden

 Scandinavia

The CTB will be undertaking market research at a senior citizens' segment fair in Scandinavia. Business opportunities for the development of golf in Catalonia will be investigated.

Highlighted promotional events

15 Formula 1 Grand Prix event – Barcelona-Catalonia circuit

 8-10 May

 Montmeló, Catalonia

 Diverse

As part of the Formula 1 Spanish Grand Prix, the CTB will be undertaking PR and networking with affiliated companies and partners.



16 World Sports Tourism Congress: pre- and post-congress activities

 20-25 May

 Catalonia

 Diverse

The World Sports Tourism Congress is being organised by the CTB in conjunction with the WTO and local public organisations. In order to allow international delegates to discover sport in the region, pre- and post-congress activities are being developed with assistance from different tourist offices around Catalonia.

17 Press trip - Bicycling

 29-31 May

 Girona, Catalonia

 Scandinavia

As part of the Sea Otter Europe Girona Costa Brava, the CTB is organizing a press trip for Bicycling, the specialist Swedish magazine. The purpose is to present Catalonia as a cycling destination in a high growth market.



Highlighted promotional events

18 Monster Energy MotoGP Grand Prix event – Barcelona-Catalonia circuit

 5-7 June

 Montmeló, Catalonia

 Diverse

As part of the Monster Energy Catalan MotorGP Grand Prix, the CTB will be undertaking PR and networking with affiliated companies and partners.



19 International Sports Convention

 17-18 June

 London, UK

 UK / Diverse

The CTB will be participating in this biennial sports world event. They will have an information stand and take part in one of the themed conferences. They will also organise a round table debate about Catalonia involving international contributors, as well as featuring on the organisers' media platforms.

20 Vansbrosimningen (open water swimming)

 27 June – 5 July

 Vansbro, Sweden

 Scandinavia

In conjunction with the Costa Brava Girona Tourist Board, the CTB is participating in this open water swimming event in Sweden. The aim is to promote Catalonia as an ideal destination for practicing this discipline all year round.



Highlighted promotional events

21 Press trip – Val d’Aran by UTMN

 3-5 July

 Val d’Aran, Catalunya

 Various

The CTB is helping to organise a press trip for specialist media outlets from various countries (including China and France) as part of the Val d’Aran by UTMB race. After the event, participants will have the opportunity to get to know the area from tourism perspective



22 British Swimming Summer Championships

 21-26 July

 Sheffield, UK

 UK

In conjunction with the Costa Brava Girona Tourist Board, the CTB is participating in the UK national swimming championships. This is in order to meet coaches from the clubs involved and to arrange training camps in Catalonia.



23 Prudential Ride London fair

 15-16 August

 London, UK

 UK

The CTB will have a large stand at this world cycling festival which expects to welcome more than 100,000 cyclists. Visibility will be achieved during the events in the city, and, in tandem, there will be press releases throughout the weekend.

Highlighted promotional events

24 The Cycle Show

 18-20 September

 Birmingham, UK

 UK

Along with specialist Catalan companies, the CTB will have a stand at the largest annual cycling tourism fair in the UK. Catalonia will be presented as a destination and there will be press releases throughout the event.

25 Catalonia is Sport Workshop

 October

 Cambrils, Catalonia

 Various

The CTB is organizing a workshop in conjunction with the Tarragona-Costa Daurada Provincial Authority Tourist Board and the Cambrils Municipal Tourist Board. It will involve specialist sports tourism agencies, federations, leagues and sports clubs from different parts of Europe including France, Germany, the UK, Benelux and Scandinavia. After a sightseeing trip through the region, participants will meet with specialists from the Catalan sector.



26 Viatge de familiarització Catalonia is Sport

 October

 Catalonia

 Various

In conjunction with the Catalonia Tourist Board, the CTB is hosting a familiarisation visit for specialist sports tourism agencies, federations, leagues and sports clubs from different parts of Europe including France, Germany, the UK, Benelux and Scandinavia. After a sightseeing trip through the region, participants will meet with specialists from the Catalan sector at a workshop.

Highlighted promotional events

27 Press trip – Barcelona triathlon

 4 October

 Barcelona, Catalonia

 China

In conjunction with Barcelona Tourism, the CTB is organizing a press trip for Chinese influencers who will form a relay team for the Barcelona Triathlon. In addition, visits to places outside the city will be organised. This event coincides with October's Golden Week - the peak for overseas tourism from China.



28 Press trip – Radio Energia 97 La Liga Campaign

 Second semester

 Brazil / Catalonia

 South America

The CTB is organising a trip for competition winners and a journalist from Radio Energia's Estadio 97 programme, the leading talk radio show about football in Brazil. The competition is based on a 45-day promotion of Catalonia via the web and social networks, plus live and recorded radio features.

During their stay in Catalonia they will visit different tourist attractions in the area, such as Baqueira-Beret, and attend a FC Barcelona league match.

29 Sports Tourism 2020 business trips

 Throughout 2020

 France / Germany / UK / Ireland / Benelux / Scandinavia / Italy / Japan

 France / Germany / UK / Ireland / Benelux / Scandinavia / Italy / Japan

The CTB will be going on business trips to meet with specialists in sports tourism from different countries. These trips are to establish business contacts, to make them aware of the sporting activities on offer in Catalonia and to promote the region as an ideal destination for training camps and sports competitions. As a result of the 2020 Olympic Games in Tokyo, the CTB will also be conducting business in Japan.

Highlighted promotional events

30 Soccer business trips to the USA

 *To be confirmed*

 *USA*

 *USA*

The CTB will be promoting Catalan sports tourism (soccer) in the North American market.



31 Business trips to regional French cycle league clubs (members of the FFC)

 *To be confirmed*

 *France*

 *France*

The CTB is organising business trips to cycling clubs that compete in the regional leagues of the French Cycling Federation. This is in order to promote Catalonia as an ideal destination for all year round cycling and to attract groups to our region.



32 Press trip – Peloton Magazine

 *To be confirmed*

 *Catalonia*

 *USA*

The CTB is organising a press trip for this specialist American cycling magazine. The purpose of the trip is to publicise Catalan cycling and position our region in a market with strong potential.

Highlighted promotional events

33 Large scale golf event in Germany

 *To be confirmed*

 *Germany*

 *Germany*

The CTB is organising a large-scale event at a well-known venue in Germany. It will include an after-work event at which there will be a presentation about Catalonia's potential. There will also be networking opportunities for those attending including representatives from Catalan golf companies.



34 Collaborative agreement – FC Barcelona

 *Throughout 2020*

 *Diverse*

 *Diverse*

The CTB has a collaborative agreement with FC Barcelona, a reference for sport in Catalonia. This agreement involves promotional events and communication strategies to position Catalonia in the different international markets in which the football team has a presence.



35 Collaborative agreement – RCD Espanyol

 *Throughout 2020*

 *Diverse*

 *Diverse*

The CTB has a collaborative agreement with RCD Espanyol, a reference for sport in Catalonia. This agreement involves promotional events and communication strategies to position Catalonia in the different international markets in which the football team has a presence, especially in the Asia.

Highlighted promotional events

36 Collaborative agreement – Barcelona-Catalonia circuit

 *Throughout 2020*

 *Diverse*

 *Diverse*

The CTB has a collaborative agreement with the Barcelona-Catalonia Circuit, a reference for sport in Catalonia. This agreement involves promotional events and communication strategies to position Catalonia in different international markets.



Highlighted communication campaigns

The advertising campaign for the Year of Sports Tourism is a micro-segmented, digital campaign aimed at different priority international markets. It will be undertaken in two stages:

- **2019 Communication campaign**
This will take place in the last quarter of 2019 and focuses on the markets of Germany and the Netherlands.
- **2020 Communication campaign**
The second communication campaign will run throughout the year and focuses on the markets in France and the United Kingdom.

37 Calendar of sporting events in Catalonia during 2020

-  *January*
-  *Diverse*
-  *Diverse*

The CTB is publishing its annual calendar featuring the most important sporting events of 2020 in Catalonia. The publication is being translated into Catalan, Spanish, English, French and German.



38 Massi Tactic female cycling team

-  *January - February*
-  *Benelu*
-  *Benelux*

In conjunction with the Costa Brava Girona Tourist Board, the CTB is promoting a communication strategy with the Massi Tactic Female Team. The only female Catalan UCI category team will be participating in different cycling events in the Benelux countries. The CTB will be using this opportunity to give a presentation about Catalonia and to establish contacts with cycling clubs with the view to inviting them to the region for training camps.



Highlighted communication campaigns

39 Golf and wine tourism

 *May- September*

 *Catalonia*

 *Scandinavia*

The CTB is undertaking a communication strategy involving various Swedish media outlets to promote the offer of golf and wine tourism in Catalonia.



40 Sports publications

 *Throughout 2020*

 *Diverse*

 *Diverse*

The CTB produces a range of publications featuring the sports on offer in Catalonia and these are distributed at the various promotional events in which the CTB participates. In the publications, particular emphasis is given to companies affiliated to the Sports Tourism Brand.

41 Dutch Cycling Federation

 *Throughout 2020*

 *The Netherlands*

 *The Netherlands*

The Dutch Cycling Federation magazine will prepare an edition about Catalonia at the request of the CTB.

42 Collaboration with the French Triathlon Federation

 *Throughout 2020*

 *France*

 *France*

For 2020, the CTB has a collaborative agreement with the French Triathlon Federation to promote Catalonia, through media outlets, as a destination for training camps and triathlon competitions.



Highlighted communication campaigns

43 French and British publicity campaign

 *Throughout 2020*

 *France / UK*

 *France / UK*

An online and offline advertising campaign in various media outlets in France and the United Kingdom aims to position Catalonia as the best destination for practicing sports. The campaign will include the use of social networks and sports apps.

44 Scandinavian publicity campaign

 *Throughout 2020*

 *Scandinavia*

 *Scandinavia*

In conjunction with the Springtime group, one of the key strategic agents for the Scandinavian market, the CTB is publishing running and cycling content in specialist media outlets as well as in offline adverts, newsletters and social media posts.

45 Benelux publicity campaign

 *Throughout 2020*

 *Benelux*

 *Benelux*

The CTB is launching a promotional campaign for Catalonia as a sports cycling destination. This is aimed at the Dutch market and part of the Belgian market and will involve online and offline media content plus a social media network presence.

46 Asia-Pacific publicity campaign

 *Throughout 2020*

 *Asia Pacific*

 *Asia Pacific*

The CTB is undertaking a Catalan sports tourism promotion campaign in the Asian Pacific markets (Japan, Australia and South Korea). This will include content on social networks and specialist portals as well as an online and offline media presence.

Highlighted communication campaigns

47 Italian publicity campaign

 *Throughout 2020*

 *Italy*

 *Italy*

The CTB is running an advertising campaign to publicise sporting options in Catalonia. This will involve online and offline media content plus a social media network presence in a market with a lot of potential.

48 Spanish publicity campaign

 *Throughout 2020*

 *Spain*

 *Spain*

The CTB is preparing a transmedia advertising campaign with visibility being provided through the Motorpress Ibérica media group, as well as Volata and Zyclo magazines. The aim is to convey the message that Catalonia is a sports tourism destination both for training and for competitions. The narrative will focus on sport and its values. The CTB has agreed with Motorpress Ibérica to use the group's

various media outlets to send newsletters and to run a banner campaign. Volata will produce a guide of routes chosen and proposed by women cyclists from Spain and from abroad. In addition, there will be testimonial videos and articles about the region. Lastly, Zyclo will be creating branded content, both online and offline, about Catalonia as a cycling destination.



Other events

49 Sector training - Networking sessions including regional visits

 *Throughout 2020*

 *Catalonia*

 *Catalonia*

The CTB is organising several day visits to different benchmark destinations around Catalonia to view these examples of good practice within the sports tourism sector. The days will also provide networking opportunities for the participating affiliated companies.

50 Sector training – Benchmark

 *To be confirmed*

 *Spain*

 *Catalonia*

The CTB is organising a benchmark sports tourism study trip to a well-known destination competing with Catalonia (tbc) to see how the sector operates.

51 Sector training – Session on international markets for sports tourism

 *To be confirmed*

 *Spain*

 *UK & Ireland / France / Germany / Scandinavia*

The CTB is organising a training session that will explain how the main international markets operate. The focus will be on sports tourism (the number of federations, the most popular sports etc). Representatives from each market will be invited to explain Catalonia's image in their market, the strengths and weaknesses of our destination, etc.

Other events

52 Market intelligence – Studies of sports tourism and golf

 *Throughout 2020*

 *Diverse*

 *Diverse*

The CTB is preparing various studies to understand the dynamics and demands of sports tourists, cycle tourists and golf tourists from international markets with great potential. The CTB is also preparing a study to understand the profile of sports tourists who visit Catalonia to use regional sports facilities and the economic impact of sports tourism in the region.

53 Working group – Creation of the Catalonia Sports Tourism Commission

 *Throughout 2020*

 *Catalonia*

 *Catalonia*

The CTB is working towards creating a multi-institutional working group (or organisation) that will establish an active and coordinated strategy for attracting sports tourism events. This will be achieved through a mix of official competitions, federated sports, amateur sports and new disciplines. American sports commissions have provided the inspiration.

CYCLING

Mountain biking

09.02-13.09

Various locations

Scott Marathon Cup

www.bikemarathonbtt.com

16.02

Sant Gregori

La Santa Vall

www.lasantavall.com

22.02-13.09

Various locations

Copa Catalana BTT

www.copacatalanabtt.com

22-23.02

Banyoles

Super Cup Massi

Copa Catalana MTB

www.copacatalanabtt.com

01-03.03

Girona

Girona MTB Challenge

www.gironamtbchallenge.com

14-15.03

Baix Empordà

VolCAT Costa Brava

<http://costabrava.volcatbtt.com>

© GZ



28.03

Barcelona

Down Urban – Eliminator

World Cup

www.downurban.com

09-12.04

Igualada

VolCAT

www.volcatbtt.com

26.04

Maçanet de Cabrenys

10è Enduro Salines

Internacional UCI C3

www.endurosalines.cat

29-31.05

Girona

Sea Otter Europe Girona

Costa Brava

www.seaottereurope.com

June

Vielha

Pedals de Foc Non Stop

www.pdfnonstop.com

June

Girona

Pirinexus 360 Challenge

www.thepirinexus360.com

June

Priorat

Škoda Gran Fondo Priorat

<http://skodagranfondopriorat.com>

June

Pirineus

Transpyr Coast to Coast

www.transpyr.com

07.06

Ger

La Baixa Cerdanya

www.labaixacerdanya.com

18.07

Salardú

Era Roda NonStop

www.eraroda.com

09-12.07

Vall de Boí

BUFF Mountain Festival

www.buffmountainfestival.com

18-19.09

Sarrià de Ter-Camprodon

Pirineu Girona Challenge

www.gironachallenge.com

19-20.09

Girona

La Traka Gravel

www.trakagirona.com

25-27.09

Premià de Dalt

Happy Ride Weekend

<http://lapomabikepark.com/en/happy-ride-weekend>

October

Cadaqués-Cotlliure

Sealight Camí de Llum

www.sealight.cc

01-04.10

Puigcerdà

Catalunya Bike Race

www.catalunyabikerace.com

10-11.10

Girona

LaTramun UCI MTB

Marathon World Series

<https://latramun.cat/es/>



Road cycling

© Tomi Albir GZ



23-29.03

Catalonia

Volta Ciclista a Catalunya

<http://voltacatalunya.cat>

28.03

Cambrils

Gran Fondo Cambrils

Park-Costa Daurada

<https://granfondocambrilspark.com>

25-26.04

Lloret de Mar

Gran Fondo Lloret

Costa Brava and Lloret

Cycling Weekend

www.granfondolloretcostabrava.com

24.05

Reus

Polar Gran Fondo

La Mussara

www.polargranfondolamussara.com

May

Vilafranca del Penedès

Clàssica Penedès

www.classicapenedes.com

May

Balaguer

Marxa Cicloturista

Montsec-Montsec

<https://montsec-montsec.com>

10.05

Sant Esteve d'en Bas

Terra de Remences

www.terraderemences.com

June

Camprodon

Aixa Pirineu

www.klassmark.com

June
Bellver de Cerdanya
Tres Nacions

www.3nacions.com

13.06
Girona
Girona Gran Fondo
<https://gironagranfondo.com>

28.06
Berga
La Ruta Minera
www.larutaminera.org

July
Alp
Cerdanya Cycle Tour
www.lacerdanyacycletour.com

05-06.06
Bellver
Orbea Cadí Challenge
www.orbeacadichallenge.com

27.09
Girona
Gerundona Road
www.elsbandolers.cat

11.10
Girona
The Service Course Gran Fondo
<https://theservicecourse.cc/gran-fondo>

RACKET SPORTS

Badminton

18-23.02
Barcelona
Barcelona Spain Masters
<http://worldtour.badminton.es>

© Raphael Sacheta. GZ



Tennis

© Inmedia Solutions. ACT



11-17.05
La Bisbal
International Women's Tennis Tournament WTA-ITF ♀
www.wtatennis.com/tournaments

18-26.04
Barcelona
Open Banc Sabadell – 68th Conde de Godó Trophy
www.barcelonaopenbancsabadell.com

August
El Prat de Llobregat
Tennis Europe
www.sanchez-casal.com

October
El Prat de Llobregat
ATP Challenger Sánchez-Casal
www.sanchez-casal.com

Table tennis

13-15.03
Calella
International Catalonia Table Tennis Tournament
www.cttcalella.com

19.03
Platja d'Aro
International Open of Adapted Table Tennis ♿
www.ittf.com

11-12.04
Valls
IV Internacional Table Tennis Veterans Open Costa Daurada
www.veterans.com

TEAM SPORTS

Basketball

23-27.02
Lloret de Mar
Week Without Walls
<http://globasket.com>

04-09.04 and 13-18.04
Lloret de Mar
Globasket
<http://globasket.com>

13-14.04
Girona
Costa Brava Girona International Basket Cup
<http://gironabasket.com>

09-12.04
Costa Brava
MICBASKETBALL (Mediterranean International Cup)
www.micbasketball.com

© ZP



Euroleague Women Games ♀
UNI Girona
www.fiba.basketball/euroleaguewomen

Handball

10-13.04
Calella
37 Ciutat de Calella Trophy
<https://en.spainsport.net>

24-28.06
Granollers
Granollers Cup
www.granollerscup.com

03-05.07
Calella
Open Beach Handball "Trofeu Ciutat de Calella"
www.beach-handball-calella.com



Football

21-23.02
**Premià de Dalt
 International Carnaval Cup**
[http://internationalcarnavalcup.com/
 el-torneo](http://internationalcarnavalcup.com/el-torneo)

04-14.04
**Cambrils-Salou
 Mundialito**
www.mundialito.org

April-July
**Malgrat de Mar
 KOMM MIT Internacional**
<https://www.komm-mit.com>
 Trofeo Mediterráneo: 04-09.04
 Copa Santa: 09-13.04
 Copa Maresme: 13-18.04
 International Whitsuntide
 Tournament: 01-06.06
 Copa Catalunya: 21-27.06
 Spain Trophy: 28.06-04.07

07-12.04
**Costa Brava
 MIC (Mediterranean
 International Cup)**
www.micfootball.com

09-12.04 and 28.07-02.08
**Salou
 Mare Nostrum Cup**
<https://marenostrumcupfootball.com>

18-19.04, 17-18.10 and 24-25.10
**Salou-Cambrils
 Football Cup Barcelona**
www.footballcupbarcelona.com

11-16.05
**Lloret de Mar
 Open Men's Futsal Clubs
 World Cup**
www.europeanfutsal.com

30-31.05
**Salou-Cambrils
 Barcelona Football Festival**
www.barcelonafootballfestival.com

04-07.06
**Barcelona
 International Trophy
 Ciutat de Barcelona** ♿
www.fecpcinternational.org

04-07.06
**Barcelona
 IFCPF European
 Champions League** ♿
www.ifcpf.com

13-14.06
**Salou-Cambrils
 Barcelona Girls Cup** ♀
www.barcelonagirlscup.com

13-14.06
**Blanes-Tordera
 Top Ten Cup**
www.toptensports.es

17.06
**Sant Cugat del Vallès
 World Championships
 Qualification Tournament
 (fútbol 7)** ♿
www.santcugat.cat

25.06-02.07
**Sant Cugat del Vallès
 IFCPF Female World Cup**
 ♿ ♀
www.ifcpf.com

25.06-09.07
**Sant Cugat del Vallès
 IFCPF Nations
 Championships** ♿
www.fecpcinternational.org

26-30.06
**Salou
 Women's International
 Cup** ♀
<https://womensinternationalcup.com>

06-10.07
**Salou-Cambrils
 Barcelona Summer Cup**
www.barcelonasummecup.com

August
**Barcelona
 Joan Gamper Trophy**
www.fcbarcelona.cat

**La Liga 1st Division
 Football Matches**
 05.01: RCD Espanyol -
 FC Barcelona
 10.05: FC Barcelona -
 RCD Espanyol
www.laliga.es

**La Liga 2nd Division
 Football Matches**
Girona
 Girona FC
www.gironafc.cat

**La Liga Iberdrola 1st
 Division Women's Football
 Matches** ♀

03.05: FC Barcelona -
 RCD Espanyol
www.laliga.com/futbol-femenino



Hockey

03-06.01
**Barcelona
 Epiphany International
 Hockey Tournament**
www.hockeyreyes.com

WINTER SPORTS

18-20.01
**Various locations
 World Snow Day**
<https://world-snow-day.com/>

February
**Baqueira
 Marxa Beret**
www.marxaberet.com

02-05.02
**Espot
 IPC European Cup for
 Paralympic Alpine Skiing** ♿
www.skipallars.cat

10-12.02
**Baqueira Beret
 OPA Cup**
www.baqueira.es

© Enric Fontcuberta, GZ



03.03
**La Molina
 Snowboard World Cup
 FIS PAR SBX SL**
www.lamolince.cat

© Gemma Miralda, ACT



03-04.03
La Molina
IPC Paralympic Snowboard World Cup

www.lamolina.cat/estiu

© Jordi Cotrina, ACT



08-10.05
Barcelona
Formula 1 Spanish Grand Prix - Catalunya

www.circuitcat.com

05-07.06
Barcelona
Moto GP Monster Energy Catalunya Grand Prix

www.circuitcat.com

05.07
Barcelona
24 Hours International Resistance - Montmeló

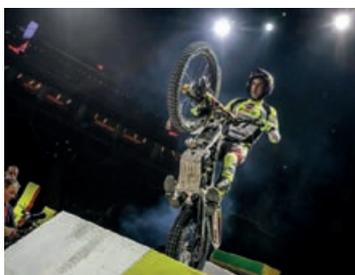
www.fim-europe.com

MOTOR SPORTS

February
Bassella
Bassella Race 1

www.bassella.com/bassella-race-1

© GZ



02.02
Barcelona
X-Trial World Championship - Trial Indoor Solomoto Barcelona

www.x-trial.com

March
Les Comes
Les Comes 4x4 festival

www.lescomes4x4festival.com

13-14.03
Costa Brava
Rally Costa Brava

<http://rallyclassics.club>

April
Barcelona
FIA World RX Catalunya

www.catalunyarx.com

RUNNING

Trail running

08.03
Palamós
Trail Costa Brava

www.trailcostabrava.com

March-April
Prades
Ultratrail Muntanyes Costa Daurada

www.naturetime.es/2018/en/home

19.04
Roses
Trail Cap de Creus

www.trailcapdecreus.com

24-26.04
Blanes-Portbou
Costa Brava Stage Run

<https://cbsr.run>

May
Bellver de Cerdanya
Ultra Cerdanya

<http://ultracerdanya.com>

16-17.05
Olot
Oxfam Intermón Trailwalker

<https://trailwalker.oxfamintermon.org>

17.05
La Pobla de Lillet
Trail Catllaràs

www.catllaras.com

06-07.06
Ribes de Freser
Trail els Bastions

www.elbastions.com

07.06
Berga
Berga Trail

www.bergatrail.com

13.06
Àreu
Milla Vertical (Running vertical)

www.millaverticaldareu.com

28.06
Camprodon
Trail Ulldeter

www.trailulldeter.com

July
Vielha
Trail Vielha-Molières 3010

www.trailmolières3010.com

03-05.07
Vielha
UTMB Val d'Aran

www.aranbyutmb.com

09-12.07
Barruera
BUFF® Epic Trail Vall de Boí

www.buffepictrail.com

13.06
Lloret de Mar
Night Trail Lloret

<https://nighttrailloret.com/>

September
Rialp
Rialp Matxicots

www.turisrialp.cat/matxicots

03.08-05.09
Ribes de Freser-Salardú
Pyrennees Stage Run

<https://psr.run>

October
Bagà
Salomon Ultra Pirineu

<http://ultrapirineu.com>

October
Ultratrail Serra del Montsant

www.naturetime.es

15.10
Girona
Mountain Race of Girona

www.cmgirona.com

Marathon

06.10
Barcelona
Half Marathon edreams Barcelona

<https://edreamsmitjabarcelona.com>

01.03
Girona-Platja d'Aro
Vías Verdes Marathon

www.maratonviasverdes.com



© Elisenda Pons, GZ

15.03
Barcelona
Zurich Barcelona Marathon

www.zurichmaratobarcelona.com

06.10
Falset
Priorat Marathon

www.maratodelpriorat.com

November
Lleida
Lleida Half Marathon

<http://mitjalleida.com>

TRIATHLON

01.03
Girona
Girona Duathlon

www.triatlogironacostabrava.cat

27-29.03
Salou
Challenge Salou

www.challengesalou.com

16.05
L'Ampolla
XVI Ironcat – Nations Cup

www.ironcat.org

17.05
Calella
Ironman 70.3 Barcelona

www.ironman.com

07.06-18.10
Various locations
Tricircuit Triatló

www.tricircuit.com

20.08
Balaguer
III International Quadrathlon Ciutat de Balaguer

<https://wqf.quadrathlon.com/world-cup>

September
Banyoles
Banyoles European Triathlon Cup

<https://europe.triathlon.org>

04.10
Calella
Ironman Barcelona

www.ironman.com/barcelona

04.10
Barcelona
Barcelona Triathlon by Santander

www.barcelona-triathlon.com

WATER SPORTS

Swimming

14-16.03
Sabadell
Paulus Wildeboer Memorial Trophy

www.nataciosabadell.cat

18.04
Platja d'Aro
Swim Run Costa Brava

www.swimruncostabrava.cat

18-19.04
Barcelona
International Trophy of Adapted Swimming - Gran Premi Diputació de Barcelona

www.fecpcinternational.org

29.05
Barcelona
FINA Artistic Swimming World Series

www.fina.org

26.04
L'Ametlla de Mar
TunaRaceBalfegó

www.tunaracebalfego.com

06-07.06
Lloret de Mar
Spanish Championship of Adapted Swimming

<http://www.fedpc.org/>

09-10.06
Barcelona
International Swimming Trophy Ciutat de Barcelona. Mare Nostrum

www.cnsantandreu.com/marenostrum

September
Portbou
SwimRun Vies Braves "Mar d'Amunt"

<https://viesbraves.com>

13.09
Banyoles
Travessia de l'Estany

www.turismeiesport.cat

October
Llafranc-Calella de Palafrugell
Radikal Ocean52

www.radikalswim.com/es/travesia/radikal-ocean52-2.html

Canoeing and rowing

12.04
Banyoles
XIII Rowing Open International

www.turismeiesport.cat

18-19.04
La Seu d'Urgell
Copa Pirineus

www.raftingparc.cat

23-24.05
Castelldefels
III Barcelona Internacional Dragon Boat Festival

<https://barcelonadragonboatfest.com>

July
Sort
**Noguera Pallaresa
Internacional Rally**
www.kayaksort.cat

1-6.07
Sort
**Freestyle Kayak World
Championship**
www.kayaksort.cat

© Mundials 2019 Parc del Segre - La Seu d'Urgell



11-13.09
La Seu d'Urgell
**Sprint Descent
World Cup**
www.raftingparc.cat

Sailing

12-16.02
Palamós
**International Vila de
Palamós Optimist Trophy**
www.palamosoptimist Trophy.org

19-24.05
Sant Pere Pescador
**Windsurf World Cham-
pionship Gran Premi
Catalunya Costa Brava**
www.pwaworldtour.com

28-31.05
Barcelona
**47th Sailing Trophy Conde
de Godó**
<http://trofeocondedogo.com>

28.06-05.07
Sant Pere Pescador
**Hobie CAT European
Championship Costa Brava**
<http://cvballena-alegre.sailti.com>

8-11.07
Barcelona
**XIII Regata Puig Vela
Clàssica Barcelona**
www.puigvelaclassica.com

09-11.10
Roses
Europa Cup Laser
<http://eurilca.org>

18-22.12
Palamós
Christmas Race
<http://www.christmasrace.org>

OTHER SPORTS

30.01-01.02
Empuriabrava
Wind Games
www.windoor-realfly.com

09-12.04
Cambrils
Iberica DanceSport
<http://ibericadancesport.com>

03-10.05
Salou
Catalonia Trek Festival
www.cataloniatrekfestival.cat

06-11.05
Santa Susanna
**Fitness European
Championship**
<http://stasusanna-barcelona.uk>

8-10,15-17.05
Barcelona
**52nd Polo International
Tournament - Barcelona
Polo Challenge**
www.barcelonapolochallenge.com

June
Barcelona
imaginExtreme Barcelona
www.imaginextremebarcelona.com

06-12.07
Blanes
**Twirling European
Championships**
www.wbtf.org

11-12.07
Igalada
European Balloon Festival
www.ebf.cat/index.php/ca

18-19.07
L'Ametlla de Mar
24hRollerTour
www.24hroller tour.com

01.08
Àger
**International Open Ala
Delta of Àger and National
League**
www.trendelsllacs.cat/en/index

30.08-06.09
Calella
**Catalunya Open Dards
Internacional**
www.catalunyainternationaldarts.eu

September
Cellers-Àger
Climbing. Rally Terradets
www.rallyterradets.com

September
Reus
Corporate Games
www.corporate-games.com

01-04.10
Barcelona
**109th International
Horse-jumping
Championship**
www.csiobarcelona.com

06-08.12
Santa Susanna
**International Equestrian
Raid of Barcelona**
<http://stasusanna-barcelona.uk>

Fencing

15-16.02
Sabadell
Fencing World Cup
www.esgrima.cat

07-08.03
Barcelona
**Sant Jordi International
Trophy**
<http://events.esgrima.cat/santjordi>

07-09.12
Barcelona
**Ciutat de Barcelona
International Trophy**
<https://esgrima.cat>

Tourism promotion organisations

Tarragona Provincial Authority Tourist Board

www.costadaurada.info
www.terresdelebre.travel

The Patronat de Turisme Costa Brava Girona

www.en.costabrava.org

The Patronat de Turisme (Regional Tourist Board) of the Diputació de Lleida

www.aralleida.cat

The Barcelona Provincial Council

www.barcelonaesmoltmes.cat

The Turisme de Barcelona Consortium

www.barcelonaturisme.com

Catalan Tourist Board

www.catalunya.com

 www.facebook.com/catalunyaexperience
[@catalunyaexperience](https://www.facebook.com/catalunyaexperience)

 www.twitter.com/catexperience
[@catexperience](https://www.twitter.com/catexperience)

 www.instagram.com/catalunyaexperience

 www.youtube.com/user/CatalunyaExperience

Palau Robert

(Centre for Tourist Information on Catalonia)

Passeig de Gràcia, 107. 08008 Barcelona
+34 93 238 80 91 / 92 / 93
www.gencat.cat/palaurobert

Opening hours:

from Monday to Saturday: 10.00 am to 8.00 pm
Sundays and public holidays: 10.00 am to 2.30 pm

Tourist information:

012 (Catalonia)
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+34 902 400 012 (outside Spain)

Foreign branches of the Catalan Tourist Board

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United States of America

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+1 212 7823332

South America

info.act.latam@gencat.cat

Bookings

Experience Catalunya

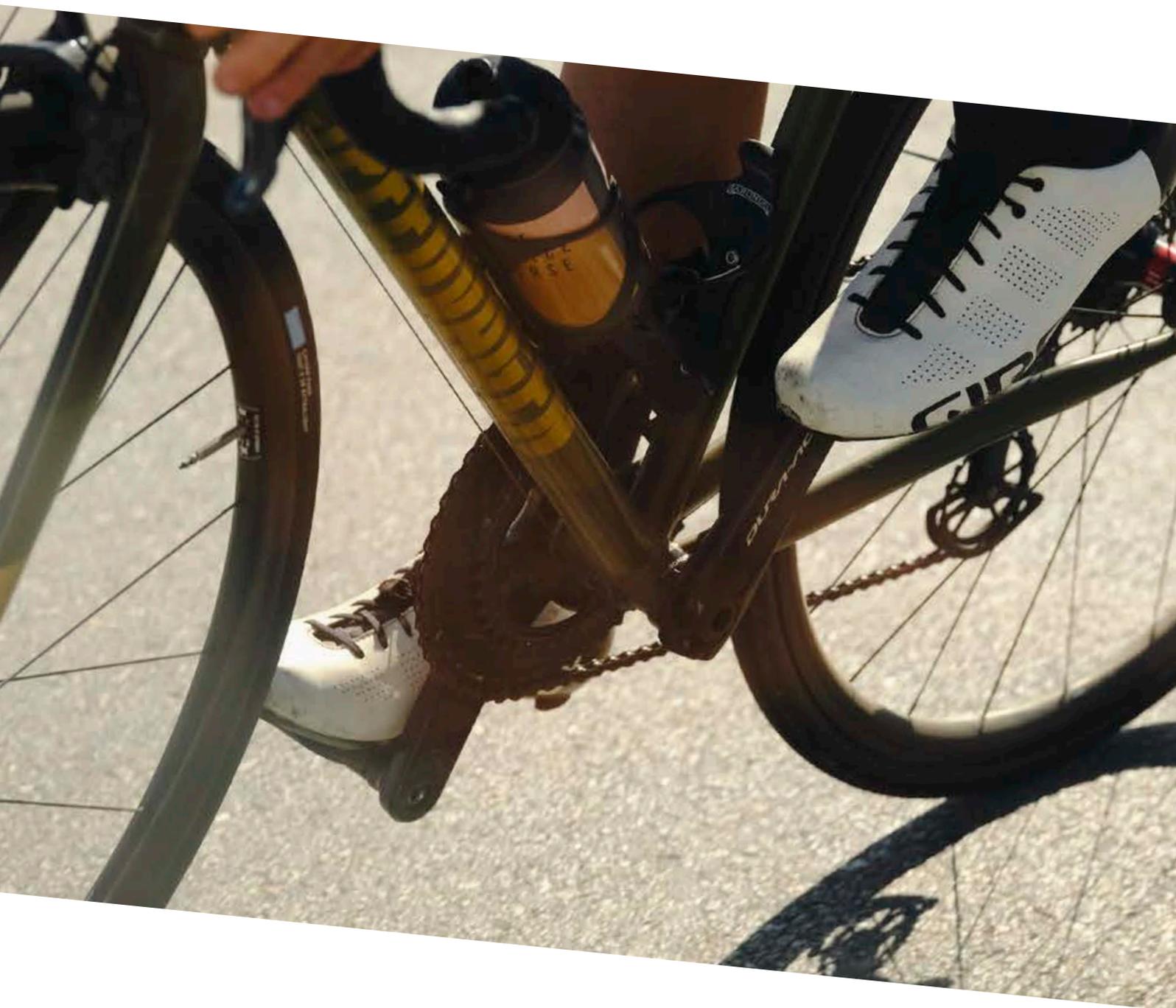
<https://experience.catalunya.com>

Partners / ACT members



Partners





www.catalunya.com