

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.

The 2020 Year of Sports Tourism promotes values shared between sport and tourism



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2020 YEAR OF  
SPORTS TOURISM

## The legacy of the Year of Sports Tourism

Catalonia has a long and well-established tradition of sport. The region has played a leading role in the introduction and development of sport on the Iberian Peninsula from the 19th century up until the present day. **It is the venue for top sporting events and home to internationally renowned clubs and athletes. It also has modern, world class sporting facilities.** These are just some of Catalonia's credentials in the sporting world.



However, Catalonia is not just a wonderful place for practicing sport. It is an ideal destination for sports tourism. Sport is essential to Catalans and optimal conditions enable visitors to enjoy sport even more than they do so at home. The region has a proven track record for organising large events. Pleasant weather allows outdoor physical activity throughout the year in a wide variety of natural landscapes. In addition, there is a well-established tourist infrastructure throughout the area. Testament to this is the fact that many professional athletes have chosen to live permanently in Catalonia. The region provides them with excellent training conditions.

The 2020 Year of Sports Tourism serves to strengthen Catalonia's position as an international destination for sports tourism. Catalonia was named best sports tourism destination in the world at the World Travel Market in 2016. The vision of the Catalan Tourist Board is that this recognition will be the springboard towards achieving a consistent level of excellence. An added stimulus is the forthcoming candidacy for the Pyrenees-Barcelona 2030 Winter Olympics.

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).

equality · solidarity · innovation  
passion · ambition · teamwork  
camaraderie · healthy lifestyle  
respect · effort · cooperation  
steadfastness · perseverance  
responsibility · inclusion  
desire to succeed  
sportsmanship  
coexistence  
friendship



## 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.

