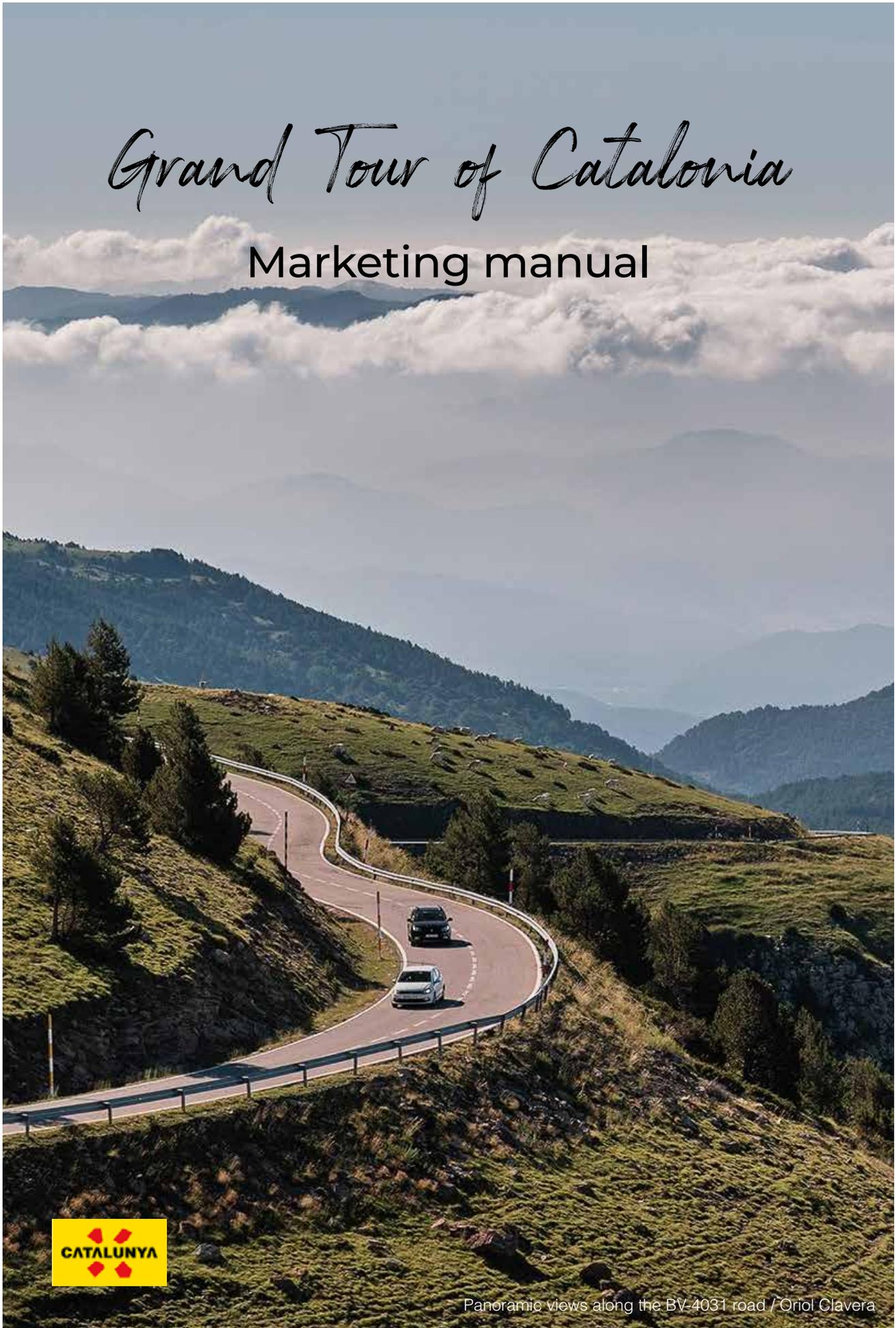




Grand Tour of Catalonia

Marketing manual



Panoramic views along the BV-4031 road / Oriol Clavera



Think before printing this document: the environment is everyone's business.

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*What is this manual
and what is it for?*

A journey full of journeys. The Grand Tour of Catalonia is a journey that explores the area from north to south and east to west. This tourist product created by the Catalan Tourist Board (ACT) proposes a multiday road trip through Catalonia to discover its main attractions in terms of heritage, nature wine and food, and encounter its people, customs and traditions.

For the first time, a product - the Grand Tour of Catalonia - explores all the corners, often not well known even to the Catalan people. Leaving Barcelona and travelling clockwise, the route stops at important places on a journey towards an in-depth understanding of the country. This manual describes in detail the sections that make up the route and the essential stops visitors can discover, as well as the types of experiences travellers can enjoy along the way.

How this is communicated is just as important as the initiative itself. These pages therefore detail the materials and distribution channels that will support the project. A Brand User Manual brand has also been included to make it easier for companies to promote and distribute the route.

Be part of the Grand Tour

This guide also details the requirements to be met by tourist experiences that companies wish to suggest be included on the Grand Tour of Catalonia, the steps to follow and the documentation required.

The Grand Tour of Catalonia is a tour designed on the basis of the sustainable tourism model that drives the ACT: diversified and high-quality tourism distributed in a balanced way throughout the territory, allowing the destination to be discovered in all seasons.

Couple near the
Reial Monestir de
Poblet / Inmedia
Solutions SL



Why a Grand Tour around Catalonia?

The Grand Tour of Catalonia is an itinerary for exploring, discovering, living, experiencing and enjoying Catalonia by car. It is one trip that includes many trips, so that each traveller can organise it to their liking, travel at their pace, at any time of the year, and choose from a great range of diverse experiences.

This new route is inspired by the journeys taken by young English aristocrats from the mid-seventeenth century onwards, known as 'Grand Tours'. These were not leisure trips but educational ones, and for this reason everything was meticulously planned by their parents before departure. These tours allowed them to discover sacred sites of classical culture and also to come into contact with European high society.

DNA of the Grand Tour of Catalonia

More universal and focused on leisure, the Grand Tour of Catalonia from the ACT has been created as a tour designed for travellers interested in authentic manifestations of local culture, as well as the traditions, customs, landscapes and gastronomy of each area. Travelling by car is part of the experience, which is why it takes place on roads with high landscape value which allow travellers to enjoy the environment. It invites people to take a tour featuring diverse experiences, such as tasting traditional cuisine paired with an excellent local wine in a unique architectural space, or immersing oneself in natural environments on foot.

Sustainable and responsible tourism is one of the key pillars of this project. It aims to foster knowledge and respect for the territory, its customs and culture, and to do so in an inclusive way. It seeks to enhance the discovery of local life and local products, and to encourage respect for the environment.

In addition, there is a strong commitment to contribute to the digitisation of the tourism sector in Catalonia in the medium term, both in terms of how visitors receive information and how they experience their travels.

Objectives of the Grand Tour of Catalonia

The Grand Tour of Catalonia is a revitalisation tool for the tourism sector resulting from cooperative development work. The project has been jointly produced by the Catalan Tourist Board, the Tourism Department from the Government of Catalonia, which includes the Network of Tourism Offices of Catalonia, and the different local Tourist Boards: Barcelona, Costa Brava-Girona, Costa Daurada and Terres de l'Ebre, Lleida and Val d'Aran.

Its creation is a strategic commitment by the ACT to achieving these goals:

 **DISTRIBUTING** tourism demand across the territory.

 **REDUCING** the seasonality of tourism in Catalonia.

 **SHOWCASING** territorial diversity and the diverse range of tourist experiences available.

 **REDISTRIBUTING** the wealth generated by tourist activity throughout Catalonia.

 **SUPPORTING** other products and less well-known routes.

 **REINFORCE** the relationship with other public entities through the cooperative development of the product through the Working Group involving the ACT and the DGT, together with the Tourism Offices and Tourism Boards.

 **STRENGTHENING** the Catalan tourism brand.

 **INCENTIVISING SUSTAINABILITY** through experiences and travel with the lowest carbon footprint.

Features of the Grand Tour of Catalonia

The Grand Tour of Catalonia is a circular itinerary to discover the essence of Catalonia. It connects cultural icons, natural settings and gastronomic pleasures that define this land's personality, in both rural and urban settings.

Inspired by the great journeys that began in the midSEVENTEENTH century, the Grand Tour of Catalonia is a tour covering more than 2,000 kilometres, designed to be experienced in a motor vehicle in one of two ways: on a single 13-day journey or in 5 sections, each featuring between 5 and 7 stages.

The Iconic Grand Tour of Catalonia

The first version, the Iconic Grand Tour of Catalonia, is a route along which each kilometre is guaranteed to captivate travellers. Along a 13-day circular route, which may seem longer due to the variety of experiences and landscapes, the visitor will get to know the great cultural and natural icons of Catalonia. These elements are distributed throughout the territory in a balanced way, are of great cultural, natural and gastronomic relevance, and are found in rural and urban settings. This Iconic Grand Tour of Catalonia will be the main attraction for visitors; while taking them to essential attractions, it will encourage them to continue exploring the territory.

The five-part route

For travellers wishing to delve into a specific part of the route, the Grand Tour of Catalonia is divided into 5 sections, which go deep into the territory around each essential icon. Tourists will find other suggestions for experiences that are less well-known but equally interesting and complementary. The sections feature between 5 and 7 stages (each stage is equivalent to one day): they start in a large and well-connected city, in order to facilitate access for visitors, and run along roads featuring landscapes of interest.



The sections are:



The Grand Tour of Catalonia means travel is much more than just travelling. Throughout the stages that make up each section, travellers will encounter at least five outstanding experiences that will immerse them in the identity of the area through its cultural and natural heritage, with suggestions for active and nature-based activities, as well as experiences around food and wine. These experiences will be complemented by others that will showcase the diversity of the territory and the activities to enjoy.

In addition, within each section, the Learn+ section expands the information on some attractions from the section, discussing traditions, tourist facilities or some other experience, as well as suggesting activities linked to this section and others.

This range of suggestions provides the route with great versatility: each visitor can experience a different journey while following the same path.

Who is the visitor interested in the Grand Tour of Catalonia?

Based on an analysis of specific socio-demographic data and information on aspects such as, for example, online behaviour, we have drawn up a general profile of the Grand Tour of Catalonia visitor. Their features include:

<p>DEFINITION A tourist who travels and discovers a territory along a route.</p>	
<p>Vehicle</p> <p>It's a symbol of freedom. Driving is part of the journey and enjoying the route, which is why the roads you travel on and the landscape you pass through are important. Using greener vehicles and public transport will also be encouraged.</p>	<p>"4 D" Tourism</p> <p>It will allow us to deseasonalise, decentralise, and diversify supply and increase spending</p>
<p>Culture</p> <p>They have a medium-high level of cultural sophistication and medium-high purchasing power.</p>	<p>Sustainability</p> <p>They are a sustainable tourist, interested in "slow tourism". They want to experience the local lifestyle.</p>
<p>Organisation</p> <p>They are a curious and knowledgeable tourist. They prepare for the trip by learning about where and what they will encounter.</p>	<p>Motivation</p> <ul style="list-style-type: none"> • Mainly cultural. Lover of traditions and cultural heritage. • This is complemented by active tourism and wine and food activities to discover the territory. • In urban and rural areas, on the beach and in natural parks. • Independent, very active, flexible and independent.
<p>Duration</p> <p>The average trip duration is less than one week.</p>	<p>Inspiration</p> <p>They are inspired and seek out information to organise their getaways through blogs and social media, and consider the opinions of their friends.</p>

Three visitor profiles

Based on this general visitor profile, the ACT has created several segmented profiles that share the general features detailed above, but separately have specific features. These are:



Generic

These are adult couples with no children at home, families and active adults with or without children. They have an interest in culture, gastronomy, adventure, hiking, cycling tourism, and family experiences. They also respect the environment and are focused on learning about the place they are visiting, its landscape and customs.



Contemplative

These are non-active adult couples who seek to taste the local cuisine and enjoy cultural experiences.



Active

The last profile includes adult couples without children at home, and active adults with or without children. These visitors are interested in sports activities, adventure sports, cycling, hiking, culture, gastronomy and family offers.

Major Issuing Markets

Nearby

- Spain
- France
- Belgium
- Netherlands
- Germany
- Switzerland
- Austria

Far away

- United States
- South-East Asia

Independent, flexible traveller

- Couple or small groups

70%



- Families

30%

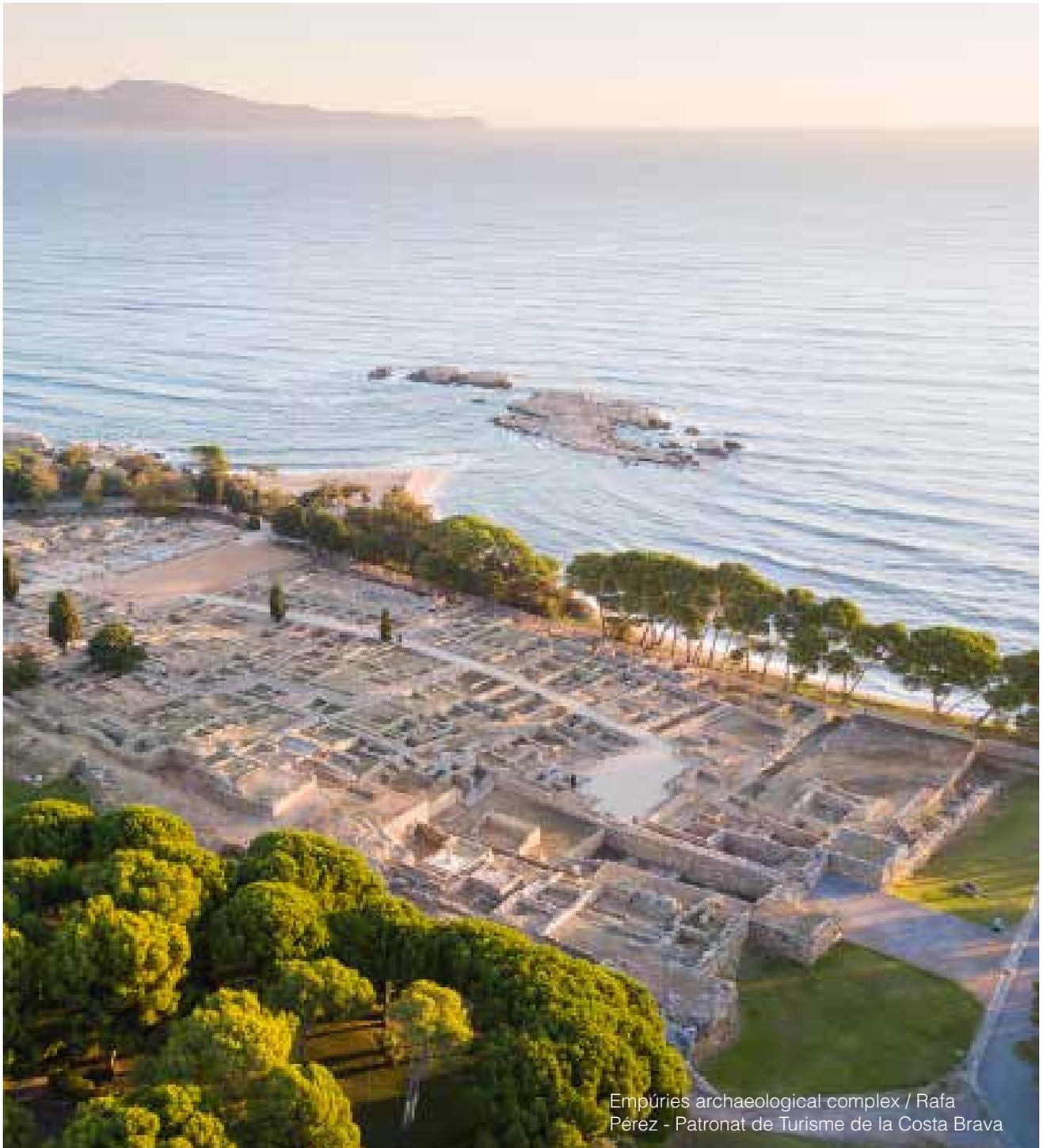


Three visitor profiles

Bird watching in the Delta de l'Ebre Nature Park / Patronat de Turisme de la Diputació de Tarragona

- Customised: Tailor-made
- Open to booking all or part of the trip. Purchases in blocks: flight and car, accommodation, activities, etc





Empúries archaeological complex / Rafa Pérez - Patronat de Turisme de la Costa Brava



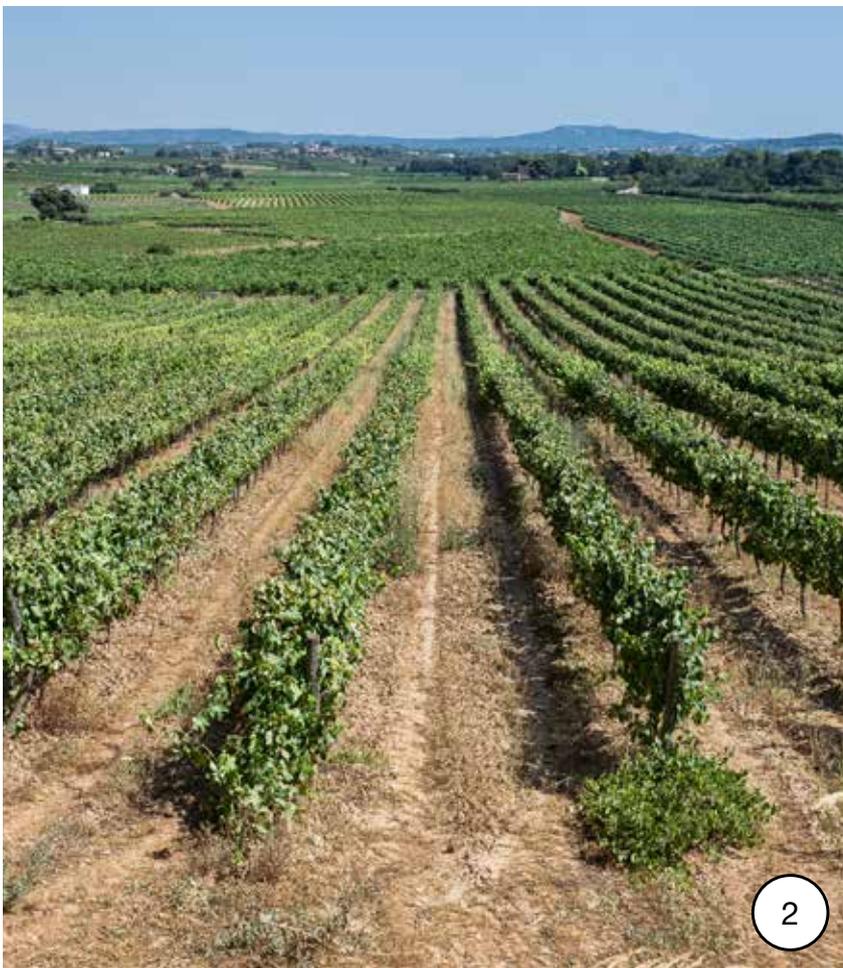
ICONIC GRAND TOUR OF CATALUNYA

Around Catalonia in 13 days

SECTION 1

Modernist Barcelona

The tour starts with a modernist route through the city of Barcelona, which features 9 buildings that have been declared UNESCO World Heritage Sites. To round off the experience, we invite travellers to make a ‘crema catalana’ and end the day sailing along the coast of Barcelona.



SECTION 2

From Montserrat to Penedès

Second stop: a visit to the mountain of Montserrat, home to the sanctuary of La Moreneta. The museum features works by great painters such as Picasso and Salvador Dalí.

This is followed by the Miravinya route, an itinerary organised around five scenic lookouts located among the vineyards and wineries of the Penedès DO. We recommend a visit to Sant Sadurní d’Anoia and Vilafranca del Penedès.

SECTION 3

Romans and vermouth on the Costa Daurada

In Reus visitors can combine a modernist route featuring buildings designed by architect Lluís Domènech i Montaner with a visit and tasting at an old factory that has been converted into the Vermouth Museum, highlighting the city’s traditional drink. Next we continue to Tarragona, where Roman heritage transports us to the imperial Tarraco: the amphitheatre, the aqueduct and the circus, among other ruins, are UNESCO World Heritage Sites.



SECTION 4

Delta de l'Ebre, nature and gastronomy

In the Terres de l'Ebre, the route passes through seaside villages such as L'Ametlla de Mar, where you can go sailing and try mussels and oysters with a glass of cava. You also head to the interior of the region to discover the

'wine cathedrals' (modernist wineries) of the Terra Alta, and follow the course of the Ebre river to towns such as Miravet.

Your visit ends at the Delta de l'Ebre Natural Park, an ecosystem full of water birds, dunes and wetlands, where you can enjoy the traditional local rice with cabbage and beans.



4



5

SECTION 5

Wines and spirituality in Priorat

In Priorat, the wine-growing territory of the DOQ Priorat and the DO Montsant, the route runs along roads overlooking the vineyards and the Prades mountains.

It's worth following the Cistercian route either by bike or on foot. This links Catalonia's three royal monasteries: Santes Creus, Poblet and Vallbona de les Monges. We end the section with a delicious *calçotada* in Valls.

SECTION 6

Starry skies at the Terres de Lleida

Lleida's medieval cathedral, the Seu Vella, is the start of a scenic route to the Catalonian Pyrenees, driving along the scenic road between Balaguer and La Baronia de Sant Oïsmo, overlooking the River Segre. Along the way, the sky at the Serra del

Montsec is ideal for stargazing: with very little light pollution, it is a UNESCO Starlight Reserve.

And to round off the end of the section you can add a touch of adventure, touring the Congost de Mont-rebei on foot or by kayak, and enjoy a bite of local cuisine while tasting the Pobla de Segur's ratafia.



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SECTION 7

Romanesque architecture and active tourism in the Pyrenees

The group of Romanesque churches in the Vall de Boí becomes a travel companion in this section. The Centre del Romànic de la Vall de Boí offers a guided tour of this UNESCO World Heritage Site. We finish the section in the Aigüestortes i Estany National Park in Sant Maurici, ideal for hiking thanks to surrounding peaks more than 3,000 metres in altitude.



6

SECTION 8

The unique features of the Val d’Aran

In the Catalanian Pyrenees, the Val d’Aran retains a character and culture shaped by its rugged terrain. Its landscapes, including rivers, waterfalls and forests, invite you to hike and take part in adventure sports. One of the area’s gastronomic musts is trying an *olha aranesa*.



SECTION 9

Adventure sports and the fauna of the Pyrenees

With the Val d’Aran in the rear-view mirror, we arrive at the Seu d’Urgell to admire the Romanesque cathedral and enjoy the clear waters at the Segre Olympic Park. The road leads us around the bend towards the charming

villages of La Cerdanya. We leave the district along the winding roads connecting Alp, Das and the slopes of the La Molina ski resort, past Ripoll, Sant Joan de les Abadesses and Besalú until we reach Figueres. We leave the Catalanian Pyrenees and enter the Costa Brava.

SECTION 10

Dalí’s L’Empordà

The landscapes of l’Empordà that inspired Dalí are the main feature of this section: from the Teatro-Museo de Figueres to the artist’s home in Cadaqués, passing through the Cap de Creus Natural Park, where the rocks are shaped by the power of the Tramuntana

mountains. We are in the heart of the Costa Brava, a land of contrasts where the Pyrenees meet the Mediterranean, featuring a coastline dotted with white houses, boats pulled up on the beach and coves sparkling with clear waters. It’s the perfect spot for kayaking, cycling or walking along the coastal roads.



SECTION 11

The medieval charm of l’Empordà

The tour of l’Empordà continues along the sea to the ruins of Empúries, the most important GrecoRoman site in Catalonia. To the south stand walled medieval villages such as Pals or Peratallada, and fishing villages such as Calella de Palafrugell, where writer Josep Pla spent his summers. You all but have to stop here.



SECTION 12

Jewish legacies and volcanoes a stone's throw from Girona

Stroll through the Jewish quarter of the city of Girona and the colourful houses on the River Onyar, visit the Garrotxa Volcanic Zone Natural Park, with its 40

volcanoes, and sample the artisan sausages of the Plana de Vic. This section combines nature, culture and gastronomy before incorporating a new element into the equation: the Costa del Maresme, with its modernist buildings and wines from the DO Alella.



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SECTION 13

Barcelona

The Iconic Grand Tour ends in the Catalan capital. A fundamental part of its soul can be seen strolling through its neighbourhoods, each with a different personality: the cosmopolitanism of Born, the warmth of the village of Vila de Gràcia and the glamour of the Eixample. The city has a dynamic cultural life, with offerings such as the Roman collection at the Museu Nacional d'Art de Catalunya, and the collections of the Museu Picasso and the Fundació Miró.



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1. Rooftop of the modernist building of La Pedrera / Getty Images
2. Panoramic photo of vineyards at the Penedès / Maria Rosa Vila
3. Reus Vermouth Museum / Maria Rosa Vila
4. Panoramic view of L'Ametlla de Mar at night / Sergi Boixader
5. Aerial view of the Royal Monastery of Poblet / Sergi Boixader
6. Kayaking route through the Congost of Montrebei / Oriol Clavera - Patronat de Turisme de Lleida
7. Pantocrator de Sant Climent de Taüll / Imagen MAS
8. Cycling route through the Val d'Aran / Sergi Boixader
9. Besalú Bridge / Sherry Ott - Patronat de Turisme de la Costa Brava
10. Calella de Palafrugell / Pere Durán Round Road - Patronat de Turisme de la Costa Brava
11. Burricleta Road via Peratallada / Travel Dudes - Patronat de Turisme de la Costa Brava
12. Sausage tasting in Olot / Maria Geli and Pilar Planagumà - Patronat de Turisme de la Costa Brava
13. Street view of the Born district of Barcelona / Getty Images



View of Cardona Castle / Maria Rosa Vila



THE GRAND TOUR OF CATALUNYA IN SECTIONS



Section 1

BARCELONA - TARRAGONA

The starting point of the Grand Tour of Catalonia is the city of Barcelona and its modernist legacy, which takes us to Roman Tarragona, land of *calçots*, cava and *xató*. Along the way we discover the mountain of Montserrat, Cardona and its castle and the historical and artistic heritage of Solsona. It also reveals the vineyards and the wineries of the Penedès, the charm of Sitges and the musical history of Pau Casals in El Vendrell, all the way to the beaches of the Garraf and the north of the Costa Daurada.



DATA SHEET

462 km covered

6 sections

21 icons

Kilometers of each section

First two sections in the city of
Barcelona

From Barcelona to Montserrat -

64 km

From Montserrat to Solsona -

79 km

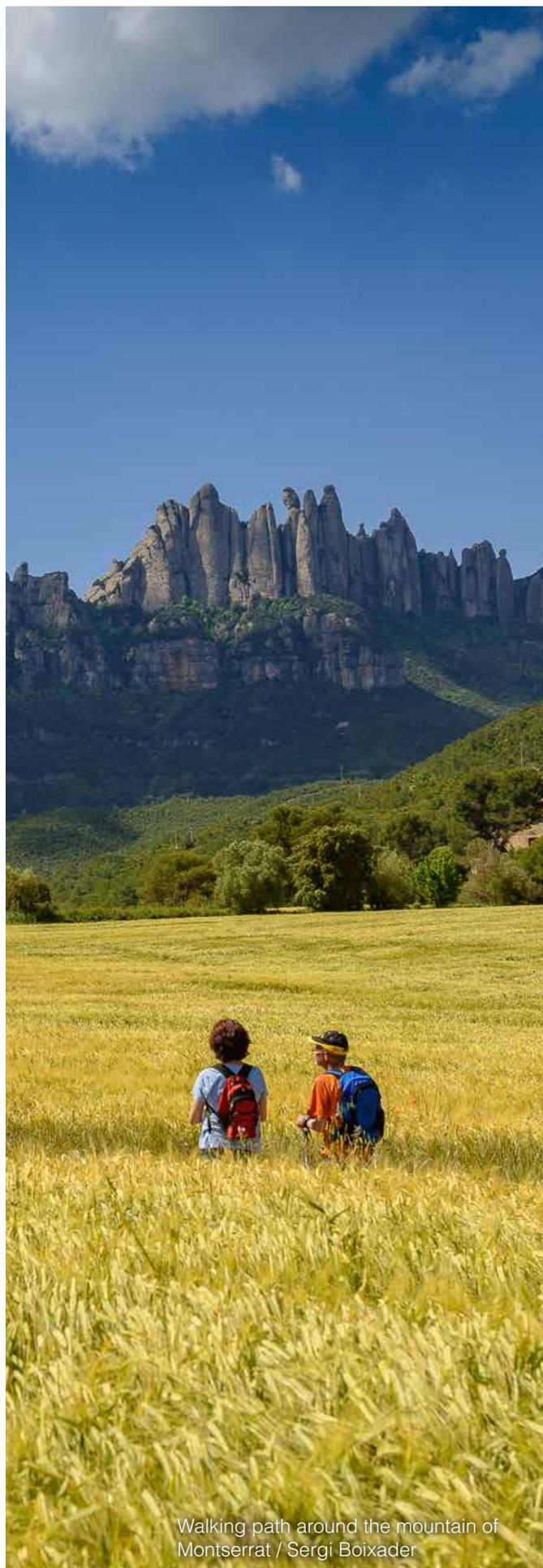
From Solsona to Sant Sadurní
d'Anoia - 147 km

From Sant Sadurní d'Anoia to Sant
Salvador - 70 km

From Sant Salvador to Tarragona -
86 km

The Essentials

Barcelona / Montserrat /
El Penedès / Costa Barcelona i
Sitges / Cistercian Route /
Tarragona



Walking path around the mountain of
Montserrat / Sergi Boixader



SECTION 1
Cosmopolitan art in Barcelona

Barcelona has one of the most varied and high-quality cultural offerings in Europe. The impact of Antoni Gaudí's modernism is everywhere, including his world-famous monument the Sagrada Família, as well as others such as the Recinte Modernista de Sant Pau, considered the most important modernist complex in Europe, by the

architect Lluís Domènech i Montaner.

To discover the legacy of another genius, there's nothing better than a stroll through the city centre in the footsteps of Pablo Picasso. Step back to Barcelona in the late 19th and early 20th century and see the atmospheric spaces of the Calle Avinó that inspired him as well as the Els Quatre Gats brewery-cabaret, where he met with Rusiñol, Casas and Gaudí, before

finishing at the Museu Picasso and discovering his work.

SECTION 2
From modernism to the sky of Montserrat

In 1888, Barcelona created the Eixample district, built as part of the 'Pla Cerdà' urban development project, which became the ideal setting for constructing modernist buildings. There are different guided routes that reveal the essence of this

artistic style inspired by nature. Near Barcelona, in Santa Coloma de Cervelló, the Colonia Güell is an industrial modernist complex, founded by Güell in 1890 and built by Gaudí. Here visitors can see the Crypt, a work that served as a rehearsal for the architect before he went on to design the Sagrada Família. On the way to Montserrat, the next stop on the road, there are other interesting examples of modernism such as the Masia Freixa de Terrassa, which stands out thanks to its Catalan arches and vaults.

SECTION 3 From the sky of Montserrat to the Pla de Bages

Once you've visited the Montserrat sanctuary and its museum, the surroundings of the Montserrat Natural Park invite you to take walk around its most iconic rocks, such as the Cavall Bernat. In the direction of Bages we find the Sant Llorenç del Munt i l'Obac Natural Park, featuring La Mola as one of its highest. Downhill, we head towards Bages. Sant Fruitós de Bages features the medieval monastery of Sant Benet, one of the best preserved in Catalonia. For wine lovers, the 'tines route' in the Montcau Valley reveals its vats or 'tines', dry stone constructions where grapes were stored. The route includes tastings of wines from the DO Pla de Bages.

SECTION 4 From baroque Solsona to the aromas of the Penedès

Solsona is known for its carnival and also for its medieval streets leading to the cathedral, where the Mare de Déu del Claustre, one of the most important Catalan Romanesque sculptures, is located. On the way to the Penedès, it's worth enjoying the views from Cardona Castle or exploring Manresa and its

modernist heritage. Once at the Penedès, visitors will find themselves passing through vineyard landscapes. The DO Penedès is the most extensive in Catalonia: travellers can immerse themselves in wine culture by visiting the cava capital, Sant Sadurní d'Anoia, and the Miravinyà route, which runs through five scenic lookouts and past different wineries representing the DO.



SECTION 5

La Carretera del Vi and the legacy of Pau Casals

Vilafranca del Penedès has long-standing traditions: it is an important castellera square with one of the most powerful colles; it is a wine-growing powerhouse, as can be seen in the Museu de les Cultures del Vi de Catalunya, and is known for its xató.

The Carretera del Vi, a commercial Roman road along which wine was transported to the sea, is an ideal option for reaching the Garraf and taking a walk through the seaside town of Sitges. It's worth visiting the Museu Maricel

and its collection art spanning the 10th through the 20th centuries and trying malvasía, a traditional local wine. The Museu Pau Casals is also in El Vendrell. Located in the musician's former summer home, it's another must-see on the route.

SECTION 6

The Cistercian Route, Capona and Tarragona

The Cistercian Route is an experience that combines stunning landscapes and spirituality. This path links Catalonia's three royal monasteries: Santes Creus, Poblet and Vallbona de les Monges.

Santes Creus is home to the tomb of the Catalan kings and has spectacular stained glass windows. This route connects it to the Santa Maria Pla Capla de Santa Maria, where you can see the dried stone huts that farmers used to rest during the day. On this outing you can sample wines from the DO Tarragona and olive oil from the DOP Siurana. The final stop of this section is Tarragona, where culture takes centre stage in the form of Roman heritage, fishing districts and a cathedral considered to be the grandest in Catalonia.



Aerial view of the monastery of Santes Creus / María Rosa Vila



Section 2

TARRAGONA - LLEIDA

Beginning in Roman Tarraco, this section follows the coastline of the Costa Daurada, between ancient olive trees and vineyards, where we can taste the seafood cuisine of Cambrils and explore the Delta de l'Ebre by canoe or bicycle. Leave the coast behind and head inland along the Ebre river to discover the wild nature of the Ports, the art of Picasso, the wine cathedrals of the Terra Alta and Priorat and the impressive monasteries of the Cistercian Route, such as Poblet, before finally arriving in Lleida.



DATA SHEET

418 km covered

7 sections

18 icons

Kilometers of each section

From Tarragona to Cambrils -

35 km

From Cambrils to the Delta de l'Ebre -

70 km

From the Delta de l'Ebre to Horta de

Sant Joan - 67 km

From Horta de Sant Joan to Falset -

67 km

From Falset to Montblanc - 86 km

From Montblanc to l'Espluga de

Francolí - 15 km

From l'Espluga de Francolí to Lleida -

78 km

The Essentials

Tarragona / Reus / Delta de l'Ebre
Natural Park / Modernist Wineries /
Priorat / Cistercian Route / Lleida



Flamingos in the Delta de l'Ebre
Natural Park / Sergi Boixader



Les Ferreres aqueduct in Tarragona / Sergi Boixader

SECTION 1

The Roman empire on the Costa Daurada

Tarragona is the starting point of the sections. The historic centre features well-preserved walls, amphitheatres and a necropolis. From the 'Balcony of the Mediterranean' you can enjoy the maritime waterfront of the city that captivated the Romans. Further along the route we arrive at Reus, Gaudí's home town. The vermouth trade brought much wealth

to this town, and funded the construction of buildings such as the Casa Navàs, by Lluís Domènech i Montaner, which are featured on the modernist route through the city. Another stop is the Institut Pere Mata, which houses the Pabellón de los Distinguidos, considered one of the Art Nouveau jewels of Europe. On the way to the Terres de l'Ebre, it's time to try a romesco suquet in Cambrils, the gastronomic capital of the Costa

Daurada, and experience the dizzying attractions of PortAventura World.

ETAPA 2

Boating in Fangar bay

In the seaside village of Ametlla de Mar, one of the iconic towns tucked into the little coves along the Costa Daurada, you can enjoy a unique experience: swimming among Mediterranean bluefin tuna. When visiting the Terres de l'Ebre, we stop off at the port of l'Ampolla.

From there we go on a boat tour of the mussel farms of Fangar Bay, including a tasting of the oysters and mussels. End the day by spending the night in a traditional fishing boat in the Delta de l'Ebre.

SECTION 3

The Delta de l'Ebre and Picasso's art

The landscape completely transforms in the Delta de l'Ebre Natural Park, the most important aquatic habitat in Catalonia. Rice paddies and huge plains coexist with dunes, riverside forests and coastal lagoons, inhabited by a rich variety of fauna. In addition to hiking, biking, canoeing and horseback riding, visitors can also spot over 300 species of sea birds. Nearby, Tortosa offers a tour of its Jewish heritage and medieval splendour. In the SIXTEENTH century this town was the most important cultural and artistic centre of Renaissance Catalonia. The section ends in Horta de Sant Joan, where Picasso spent long periods gaining inspiration from the landscapes of the Els Ports Natural Park.

SECTION 4

Nature and history with views of Els Ports

Start the section by enjoying the trees in Els Ports Natural Park, followed by a walk through the woodlands, cliffs and waterfalls that



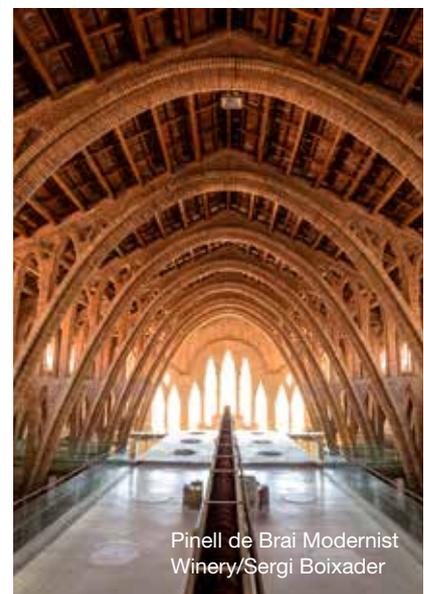
Kayak route through the Ebre with Miravet in the background / Sergi Boixader

surround a path through this natural space. Horta de Sant Joan offers access to the Val de Zafán Green Route, a cycle path that connects several towns in the Terres de l'Ebre before reaching Teruel. The wine cathedrals of Gandesa and Pinell de Brai are the next stop. These cooperative modernist wineries, designed by Cèsar Martinell, a disciple of Gaudí, were designed to optimise wine productivity and quality. Continuing between the Pàndols and Cavalls mountain ranges, the landscape recalls one of the bloodiest episodes of the Spanish Civil War, the Battle of the Ebro. An interpretive centre is located in Corbera d'Ebre.

SECTION 5

Priorat in a glass of wine

Following the Ebre we arrive at Miravet, where its Templar castle offers a magnificent aerial view of the river winding its way through the Terres de l'Ebre. There we cross the river on a ferry, a platform on old pontoons capable



Pinell de Brai Modernist Winery/Sergi Boixader

of transporting pedestrians and up to three cars by taking advantage of the river's current. We then follow the road parallel to the river to Castellet de Banyoles, located in Tivissa. There we stop to visit one of the largest fortified Iberian villages in Catalonia.

We then enter the Serra de Montsant, through winding roads with incredible views of this wine-growing region. The terraced vineyard landscapes of the DOQ Priorat and DO the Montsant are the stars of

this section. Falset and the little villages of Gratallops, Vilella Alta and Torroja del Priorat are home to wine cellars boasting modernist architecture. Here you can enjoy a hearty brunch with a local wine and discover the origins of Priorat wine, through a visit to the Cartoixa de Scala Dei.

SECTION 6 Spirituality and rock art in the Prades Mountains

It was before the medieval walls of Montblanc, some of the best preserved in Catalonia, that legend has

it Sant Jordi killed the dragon. After a visit there, we move on to caves featuring rock art from the Prades mountains, a collection of more than 40 sites. From there you can follow the path to Poblet, where you can see precious sacred works of art and the monks' residences.

As we head towards Lleida, the caves of l'Espluga de Francolí are an example of prehistoric life and nearby, at the Museu del Vidre de Vimbodí, you can learn about the process of creating a piece of glass.

SECTION 7 Oil, stone and wines at Pla d'Urgell

Following the Cistercian Route to Guimerà. Its labyrinth of cobbled streets leads to the castle, which offers panoramic views of the Corb River valley. In nearby Vallbona de les Monges is the largest Cistercian nunnery in Catalonia, where nuns still live to this day. On the way to the Pla d'Urgell, we pass through Belianes, Arbeca and Les Borges Blanques, municipalities that produce the excellent olive oils of the DOP les Garrigues, made from fresh, intense and delicious olives. On the way to Lleida we stop at the Estany d'Ivars i Vilasana, to enjoy sailing or bird watching. The section ends in Lleida, in front of the imposing, monumental Seu Vella Cathedral complex and the La Suda castle.



Panoramic view of the Priorat vineyards / Sergi Boixader



Section 3

LLEIDA - LA SEU D'URGELL

From Lleida and its iconic Seu Vella, this section leaves the plains and enters the Catalanian Pyrenees. The Val d'Aran, its little medieval villages, the starry sky of Montsec and the pair of Romanesque churches in the Vall de Boí become our travel companions. This trip also includes a visit to the Aigüestortes i Estany National Park in Sant Maurici and adventure sports on the Noguera Pallaresa river, before arriving at the Seu d'Urgell.



DATA SHEET

357 km covered

5 sections

15 icons

Kilometers of each section

From Lleida to La Pobla de Segur - 107 km

From La Pobla de Segur to Boí Taüll - 62 km

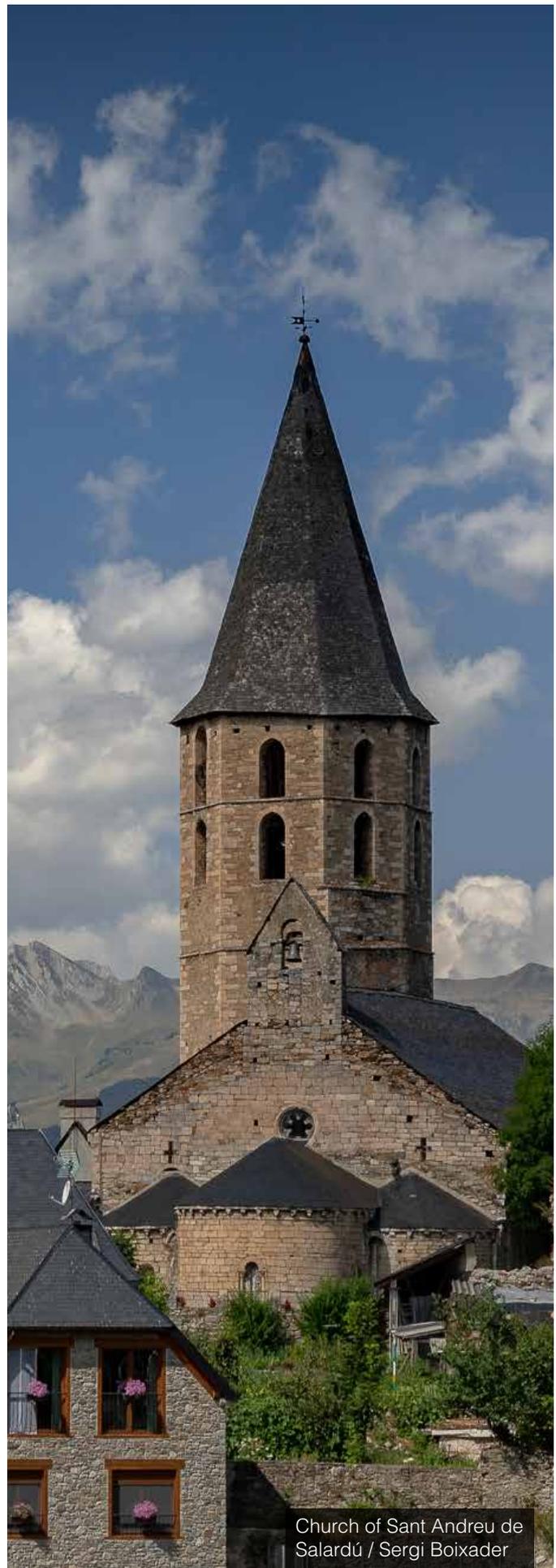
From Boí Taüll to Vielha - 60 km

From Vielha to Sort - 74 km

From Sort to La Seu d'Urgell - 54 km

The Essentials

Lleida / Congost de Mont-rebei / Aigüestortes i Estany de Sant Maurici National Park / Vall de Boí Romanesques / Val d'Aran / La Seu d'Urgell



Church of Sant Andreu de Salardú / Sergi Boixader

SECTION 1

From the temples of Lleida to the best skies in Catalonia

The 60-metre octagonal bell tower of the Seu Vella juts into the sky over Lleida, where the section begins. The cathedral rises into the sky above the city, offering a vantage point from which can see the entire plain and its crops of fruit tree stretching to the banks of the River Segre, a completely different landscape from the previous section.

The road continues to the Serra del Montsec mountain range. There we find Àger and its stunning sky, designated a Starlight Reserve. The best place for stargazing is the Montsec Astronomical Park. The area also has offers natural spectacle, the Congost de Montrebei, with 500-metre vertical walls created by the erosion of the Noguera Ribagorçana River.

We'll follow the river, passing through the Mu Strait, towards Balaguer until we reach Camarasa. This municipality is known for its reservoir, where water activities can be enjoyed, and for its rocky walls, which attract climbers from all over the world.

SECTION 2

Nature and culture in the Vall de Boí

We leave behind the pre-Pyrenean landscape on our way to the Vall de Boí to encounter the natural

treasure of the Vall Site. The Centre del Fosca, named after the Romànic de la Vall de Boí steep slopes of the organises guided tours to mountains that make it immerse visitors in its difficult for the sun to history.

reach the bottom of the The Vall de Boí is also an valley. ideal area for enjoying

From the Pont de Suert, winter sports, adventure

the road climbs ever sports and artisan higher to reach the sausages such as xolis. It villages of the Vall de Boí, is also the gateway to the home to eight churches Aigüestortes i Estany de and one Romanesque Sant Maurici National Park, chapel from the 11th and the only national park in 12th centuries, declared a Catalonia and a UNESCO UNESCO World Heritage Starlight Reserve.



View of the Seu Vella de Lleida / Sergi Boixader

SECTION 3

Val d'Aran: waterfalls and unique wildlife

To understand the history of Val d'Aran, it is essential to consider its unique geographical location and terrain. This unique part of the Catalanian Pyrenees has not only its own language, Aranés, but also customs linked to a land that was isolated for many years. In the capital, Vielha, the Sant Miquèu church stands out, built during different periods and featuring a mix of Romanesque and Gothic styles. Following the Garonne river, you can combine hiking with visiting one of the many waterfalls that are scattered throughout the area. You can also see animals such as wolves and otters roaming semiwild in Bossòst's Aran Park, a wildlife reserve. And before leaving the valley, try the olha aranesa, a traditional, highly nutritious highmountain soup.

SECTION 4

En route to glacial lakes and thermal relaxation

Start the section by walking through the Val d'Aran's villages with their stone houses and slate roofs. Here you'll find little treasures such as the highest cheese shop in the Pyrenees in Bagergue, at an altitude of 1,419 metres, or Romanesque structures from the 12th century like Church of Santa Maria in Arties. In Salardú, inside the Church

of Sant Andrèu, you'll discover the Romanesque carving of the Crist de Salardú, one of the most valuable of the Aranese Romanesque relics, created in the twelfth century.

You can choose to explore the Val d'Aran on an electric mountain bike. The section between Arties and Salardú, for example, offers spectacular views of Mount Montardo's peak. Nearby, you can take a relaxing bath in the sulphurous waters of the Banhs de Tredòs, Europe's highest thermal spa.

SECTION 5

Rafting, shepherds and rural life in the Pyrenees

Pallars Sobirà shows us the spectacular landscapes of the Alt Pirineu Natural Park, whether on horseback, mountain biking, walking or while enjoying adventure sports. Sort is a Catalanian sports tourism destination, with infrastructures and services

to make it easy to enjoy an active visit. Along with Sort, Llavorsí, Rialp, Esterri d'Àneu and the Ribera de Cardós are the Catalan capitals of rafting along the Noguera Pallaresa, one of the best white-water rivers in Europe.

We head to the Ecomuseu de les Valls d'Àneu, where we discover traditional Pyrenees houses and how families lived during the first half of the twentieth century. Isil's Casa de l'Os Bru explains everything about the life of the brown bear, which has been reintroduced to the Pyrenees.

The next destination is the Seu d'Urgell. It offers countless attractive green paths such as Santa Maria Cathedral, the only completely Romanesque cathedral in Catalonia. Try its cheese, the only one with a protected denomination of origin in Catalonia, and visit the Fira de Formatges Artesans del Pirineu cheese fair.



Marmot at Aran Park / Foment Turisme Val d'Aran



Section 4

LA SEU D'URGELL - FIGUERES

Starting at the Seu d'Urgell, this stretch heads east across the Catalanian Pyrenees around the Cadí-Moixeró Natural Park. The route passes through the Ripoll monastery, with its façade of biblical scenes, the Garrotxa Volcanic Zone Natural Park and its 40 volcanoes, and through iconic municipalities of the area such as Santa Pau, Besalú and Banyoles. It culminates in Figueres, the gateway to the universe of Dalí's genius.



DATA SHEET

357 km covered

5 sections

22 icons

Kilometers of each section

From La Seu d'Urgell to Bagà -

90 km

From Bagà to Ripoll -

128 km

From Ripoll to Olot -

75 km

From Olot to Banyoles -

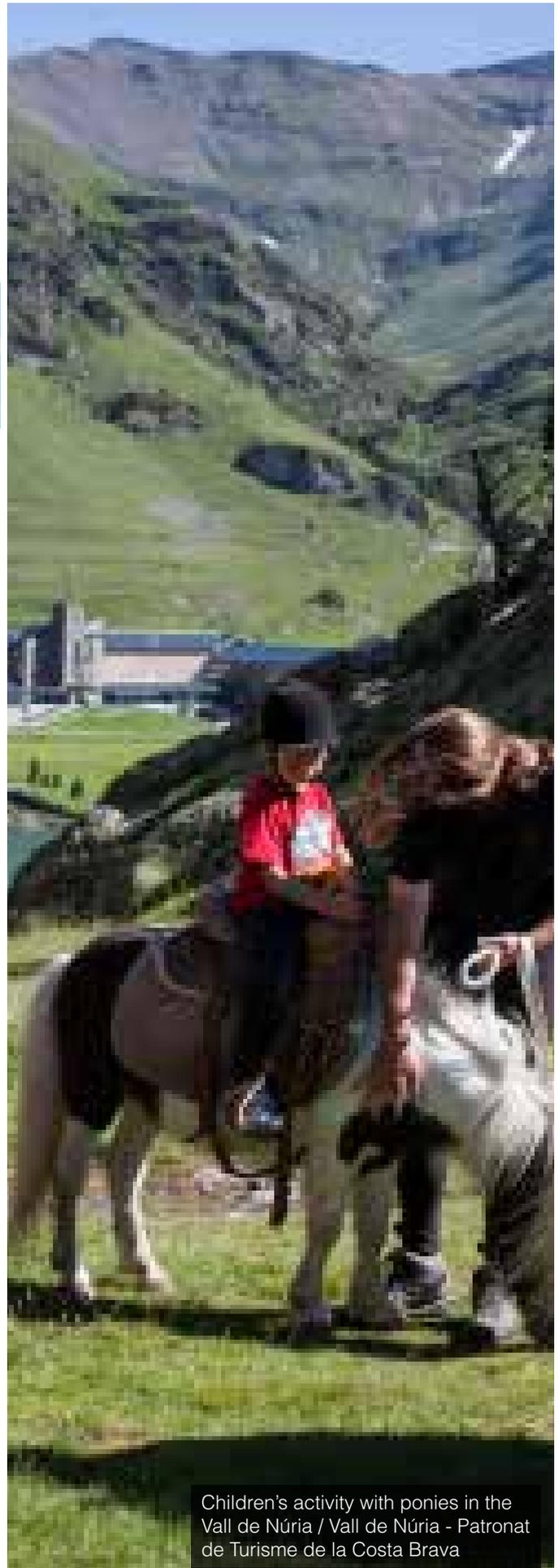
30 km

From Banyoles to Figueres -

34 km

The Essentials

La Seu d'Urgell / Pedraforca /
Charming villages of the
Pyrenees / Besalú / Garrotxa
Volcanic Zone Natural Park /
Figueres



Children's activity with ponies in the Vall de Núria / Vall de Núria - Patronat de Turisme de la Costa Brava

SECTION 1

Picasso, the Pedraforca and Berguedà black peas

Start the day by enjoying adventure sports in the Seu d'Urgell Rafting Park. Then we'll drive to Gósol, following the road that borders the Cadí-Moixeró Natural Park, which offers panoramic views of its imposing cliffs. We arrive in Gósol and visit the Picasso Centre, and discover the painter's inspirational visit there in 1906.

The Pedraforca is the next stop. Its distinctive forked shape rises majestically and has long attracted hikers. The district also has a network of historic roads totalling around 2,000 km, most of which are medieval in origin, such as the Camino de los Cátaros. On our way to Bagà, we stop at Guardiola de Berguedà to visit the Sant Llorenç monastery, an eleventh century Romanesque jewel, and

enjoy a typical local meal of potatoes enmascaradas with botifarra black pudding and trumfos with cabbage, a cabbage and potato hash. A walk through the medieval complex of Bagà is the perfect after-dinner digestive.

SECTION 2

High-altitude experiences in La Cerdanya

The route takes you high up to the La Molina ski resort, where you can enjoy a mountain dinner at the Niu de l'Àliga shelter, located at 2,520 meters, followed by a moonlit descent. The shelter offers unbeatable views of the La Cerdanya valley, Ripollès and Berguedà.

The road continues to the medieval village of Bellver de Cerdanya, home to the Romanesque church of Santa Maria de Talló, one of the important points on the Camino de Santiago in Catalonia. Then, in Llívia, it's worth visiting the Esteve pharmacy, one of the oldest in Europe, which retains its classic look from 1415.

We then head to Castellar de n'Hug, another beautiful town with stone houses and streets, where the source of the Llobregat river takes the form of breathtaking natural waterfalls. To get there we will cross wooded areas of black pine, red pine and high plains that are part of the Cadí-Moixeró Natural Park.



View of Beget with the bridge and the Romanesque church of Sant Cristòfol de Beget / Rosa Maria Vila

SECTION 3

From the monumental Ripoll to the Vall de Núria

The monastery of Santa Maria de Ripoll has a façade featuring one of the great works of European Romanesque sculpture, depicting scenes from the Bible. Founded by Count Guifré el Peós in 879 and led by Abbot Oliba, it was a leading religious and cultural centre thanks to its prodigious production and copying of manuscripts from the 10th to 12th centuries.

Heading north, at Ribes de Freser, you can take the rack railway - it's the only means of transport offering access to the Vall de Núria. The sanctuary is home to the image of the Virgen de Núria, a Romanesque style carving from the 12th or 13th century. The ski resort offers many activities for families.

On the way to Garrotxa, the medieval villages of Sant Joan de les Abadesses, with its 12th century monastery, Camprodon and Beget stand out thanks to their wood and stone balconies, and Castellfolit de la Roca, situated on a cliff, offers stunning views of the Garrotxa Volcanic Zone Natural Park.

SECTION 4

Soaring over volcanoes in Garrotxa

Garrotxa is a land of cultivated meadows, pastures and gentle hills

hiding geological treasures that take us on a 700,000-year journey. We enter the Garrotxa Volcanic Zone Natural Park in a hot-air balloon. Its 40 volcanic cones are best seen from the sky, such as Santa Margarida and Croscat, the largest volcano on the Iberian Peninsula, located in the middle of some of Catalonia's lushest,

shadiest forests. The park is also home to the Fageda d'en Jordà forest, with trees that seem to reach the sky and have grown over the lava fields of the Croscat volcano. On the way to the coast we will get to know this water-rich district by following the rivers Fluvià, Brugent and Llémena, before stopping and



Walking route through the Fageda d'en Jordà / Itinerànnia

staying the night in Santa Pau, where we will taste volcanic cuisine based on the traditional recipes of Garrotxa and made from products from the district, like Santa Pau's historic Jewish population would have.

SECTION 5
Dalí's surrealist
l'Empordà

The section begins at Lake Banyoles, where we will take a break to walk along its shore. We will

also be able to discover its fauna and try rowing. We take the road back north through fields of crops and massifs that frame the view south in window arches. The next stop is Besalú, which stands out for its fortified Romanesque bridge over the river Fluvià, part of one of Catalonia's bestpreserved medieval complexes. At its historical heart is the Jewish quarter, where the remains of the synagogue

and the micvé, a Romanesque-style Jewish bath house, can still be seen.

The final section begins to enter the Costa Brava. This occurs in Figueres, Salvador Dalí's hometown and gateway to the painter's surrealist universe. Up to 1,500 works by the artist can be seen at the Teatre-Museu Dalí, and walking through the streets of the city we will also discover other places that shaped his life.



Dome of the Salvador Dalí Theatre-Museum in Figueres / Imma Parada



Section 5

FIGUERES - BARCELONA

From Figueres this section continues to explore the surreal world of Dalí, visiting Cadaqués and Cap de Creus. It continues along the Costa Brava and its seaside towns with their coastal roads and fishing ports, such as Palamós. Medieval villages such as Peratallada offer the chance to take a break before crossing the Montseny mountain range and stopping off at the beaches and fishing villages of Costa Barcelona. The journey ends in Barcelona.



DATA SHEET

525 km covered

7 sections

30 icons

Kilometers of each section

From Figueres to Pals -
128 km

From Pals to Tossa de Mar -
72 km

From Tossa de Mar to Hostalets
d'en Bas - 90 km

From Hostalets d'en Bas to
Viladrau - 81 km

From Viladrau to Barcelona -
154 km

City of Barcelona

The Essentials

Figueres / Cap de Creus Natural
Park, Cadaqués and Portlligat /
Medieval villages / Girona /
Vic / El Montseny / Maresme
Coast: the modernism and
Indiano villages / Barcelona



Girona Cathedral / JD Andrews

SECTION 1

Dalí, anchovies and the Costa Brava

The final section begins with a dive into the Dalí Triangle formed by the Museu Dalí de Figueres, the Casa Salvador Dalí in Portlligat and the Castillo Gala Dalí in Púbol. Continuing north, the Cap de Creus Natural Park reveals its charms, with a wild coastline, vertiginous cliffs and hidden coves. You can explore its marine beauty by diving, snorkelling, or kayaking. The route continues and the landscapes of the natural park and vineyards of the DO Empordà accompany you to the Romanesque monastery of Sant Pere de Rodes, the next stop. A visit to the Casa Dalí in Portlligat is up next in Cadaqués. From there we head towards the

ruins of Empúries, the only ruins on the Iberian Peninsula featuring the remains of both a Greek and a Roman city.

SECTION 2

Medieval seaside route through l'Empordanet

The coast of the Montgrí Natural Park, the Illes Medes and the Baix Ter are at the start of the section. In the Estartit-Illes Medes Nautical Station they organize kayaking experiences to discover and explore the coastal caves.

Driving inland, charming little villages await us in l'Empordanet. We take a bike ride to discover them that takes us through Pals, Peratallada, and La Bisbal d'Empordà.

We approach Palafrugell, where we can't skip a visit to the Josep Pla

Foundation, in the writer's childhood home. This is a break before we finish the day with a cooking workshop where we'll learn to prepare Pals rice and bright-red Palamós prawns at the Espai del Peix in Palamós, where you can see fish auctioned off at the port.

SECTION 3

From Tossa's coastal roads to the Garrotxa

The day begins in Tossa de Mar, as we make our way round to the Mirador de Sant Jaume, with spectacular views of town's walled enclosure. Before leaving we try cim i tomba, a stew of fish, potato and aioli.

The route takes a slight detour through a grand landscape with sea views on the way to Girona, for a visit to the Renaissance-inspired Santa Clotilde Gardens in Lloret de Mar as well as the Marimurtra Botanical Garden in Blanes.

In Girona we walk through the old quarter, through streets and squares full of legends, featuring many Romanesque and Gothic churches. We visited the cathedral, site of a scene in Game of Thrones, and explore the city's Jewish heritage by walking through the call. Next, we approach the Sant Pere de Galligants monastery and finally look at the houses over the Onyar river.

The section features one final point on the map: Els Hostalets d'en Bas, where we will admire the traditional wooden houses.



Diving in the Montgrí Natural Park, the Illes Medes and the Baix Ter / Salvador Coll



Casa Coll i Regàs in Mataró / G. Sanguinetti

SECTION 4

From the forests of Collsacabra to Montseny

The Collsacabra Protected Natural Area, made up of lush forests where bandits once hid, stretches across a rugged craggy area between the districts of Osona, Selva and Garrotxa. Here we visit villages such as Tavertet with views of the Sau Reservoir, and Rupit, a city of medieval legend. We carry on for a few extra kilometres to set up camp in Vic. Every corner of this thousand-year-old city is alive with history and culture, thanks to buildings such as the second century Roman Temple and the cathedral. You can't leave without trying its local artisan sausages, *longanizas* and *secallones*, before arriving at Montseny, a

Biosphere Reserve where you can explore endless trails while hiking or mountain biking.

SECTION 5

Modernist and Indiano Maresme

From the seaside mountains of Montseny to the seaside towns of Maresme. The NINETEENTH century modernist *Indiano* houses are featured along several routes such as one in Arenys de Mar, where you can also visit the Centre Salvador Espriu, dedicated to the Noucentist poet. Canet de Mar is home to the House-Museum of modernist architect Lluís Domènech i Montaner, while in Mataró we find the Coll i Regàs house, built in 1898 and Josep Puig i Cadafalch's most

iconic work. On the way to Barcelona, we stop in Alella to sit down and taste a menu featuring local produce, such as peas from Sant Andreu de Llavaneres, potatoes from Mataró and green beans from Palafolls, paired with white wines from the DO Alella.

SECTION 6

Literary cathedrals and *trencadís* in Barcelona

Barcelona marks the beginning and the end of this Grand Tour of Catalonia. After exploring it on the first leg of the tour, we go back to plunge deeper into its soul. The city is one big modernist route, with up to 120 buildings available to visit, featuring the work of Gaudí and Montaner among others. La Pedrera, the Recinto

Modernista de Sant Pau and the Palau de la Música Catalana are a few examples.

The cathedrals of the city are also major players in its cultural life. They offer visitors experiences such as a literary walking tour of El Born, with a visit to the basilica of Santa Maria del Mar, featured in the hit novel *Cathedral of the Sea* by Ildefonso Falcones set in 14th-century Barcelona, or learn the story of Santa Eulalia, the first patron saint of Barcelona, through a tour of the Barcelona Cathedral.

SECTION 7

Markets, cuisine and the fishermen of Barcelona

We enjoy a delicious finish

to the Grand Tour of Catalonia. During our second day in Barcelona we walk through one of its 43 markets, where we will find the fresh, local produce that is served in the city's Michelin-starred restaurants.

We visit the fishing district of Barceloneta to enjoy its wineries and seaside atmosphere, and visit the Fishermen's Guild.

In addition, Barcelona's seafront offers visitors various ways to take advantage of the sea without leaving the big city. This big adventure ends on board a catamaran, as we enjoy a sunset over the Mediterranean.



Aerial view of the Santa Caterina market in Barcelona / Barcelona Turisme

Map of the Grand Tour of Catalonia



Illustrated map of the Grand Tour of Catalonia

TRAM 1 Barcelona Tarragona	TRAM 2 Tarragona Lleida	TRAM 3 Lleida la Seu d'Urgell	TRAM 4 la Seu d'Urgell Figueres	TRAM 5 Figueres Barcelona
418 km	410 km	357 km	357 km	525 km



Infographic of the Grand Tour of Catalonia

CATALUNYA
Meu viatge ple de viatges.

GRAND TOUR

UNA RUTA PER CONÈIXER, DESCOBRIR, VIURE, TASTAR I GAUDIR DE CATALUNYA AL TEU RITME

GAUDEX AL TEU RITME DE MÉS DE 400 PROPOSTES D'ACTIVITATS.

RECORRE 2.000 KM DE PURA NATURA QUE ET PERMETRAN CONÈIXER LA CULTURA MIL·LENIÀRIA DE CATALUNYA.

VIU LA RUTA AMB LA MATEIXA INTENSITAT QUE ELS CENTENARS DE FESTES I TRADICIONS LOCALS.

LA SEU D'URGELL

ILLEDA

TARRAGONA

BARCELONA

FIGUERAS

OBLIDA'T DE LA VELOCITAT I DETXA'T EMPORTAR PER CARRETERES ON CADA REVOLT AMAGA UN RACÓ MÀGIC.

UNA EXPERIÈNCIA ÚNICA A TRAVÉS D'UN RECORREGUT PLE DE PAISATGES FASCINANTS QUE CONVIDA A DESCOBRIR ELS GRANS ATRACTIUS TURÍSTICS DE CATALUNYA.

APAGA EL MOTOR I ACTIVA EL PALADAR AMB UN MUNT D'ESPECIALTATS GASTRONÒMIQUES.

WWW.GRANDTOUR.CATALUNYA.COM

Grand Tour of Catalonia Brand User Manual

This section includes a summary of the manual's specifications on standards and graphic applications for the correct application and reproduction of the Grand Tour of Catalonia brand.

This is the reference to be consulted and used by all persons, companies and entities responsible for applying any element related to this brand.

The brand name

The official brand name is Grand Tour of Catalonia, and thus alternative formulas or abbreviations such as 'Grand Tour' should be avoided.

The tourist product has the official slogan 'A journey full of journeys', which may sometimes appear accompanying the brand name.

And for distribution on social networks, the hashtag #GrandTourCatalonia has been created.

The brand name and the hashtag have been translated into five languages: Spanish, English, French, Dutch and German. The slogan has been adapted to each of these languages rather than translated literally.

The journey

The route of the Grand Tour of Catalonia is unique; it must be communicated as a single route.

The itinerary of the Grand Tour of Catalonia is divided into legs that make up several sections. Tour operators can promote these sections as a whole or specific legs of each one, as well as combining legs from different sections. However, it is always necessary to specify that the highlighted section or sections are part of a longer route. It is also preferable to accompany these sections with a map showing the complete route and highlighting the selected section, to emphasise the message that this is a unique route.

The contents

Textual and graphic content (videos and photographs) on the website www.grandtour.catalunya.com are the property of the ACT and may not be copied or reproduced in whole or in part.

The content of the Grand Tour of Catalonia is inspirational and seeks to connect with emotions and spark tourist interest. It is a recommended itinerary where attractive activities are suggested so that each person can organise the tour to suit their preferences.



The logo

The basic logo is the Catalonia brand and the identifier with the words Grand Tour in the shape of a doublepointed sign. The official typeface is Rockness Regular.



The colour range features the 'Grand Tour' logo in black and the letters 'tour' in white. The 'Catalonia' logo appear in its official colours.

The structure, the spacing between the brand and the identifier and the typographical composition are fixed and cannot vary. However, it can be changed in the following ways:



Blanc	Negre	Pantone® 109	Pantone® 485
		CMYK: 0.0% M:0% Y:100% K:0%	CMYK: 0.0% M:100% Y:0% K:0%
		RGB: R:255 G:0 B:0	RGB: R:0 G:0 B:255



Rockness Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

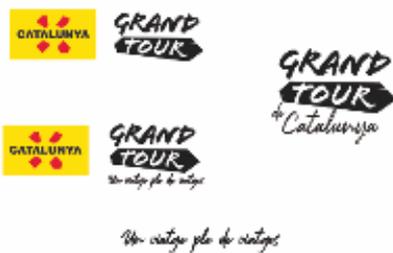
When the logo is applied on dark backgrounds, the chromatic order of the 'Grand Tour' logo is reversed: the black and white are switched.



The colour range features the 'Grand Tour' logo in black and the letters 'tour' in white. The 'Catalonia' logo appear in its official colours.

The structure, the spacing between the brand and the identifier and the typographical composition are fixed and cannot vary. However, it can be changed in the following ways:

Català



Castellà



Francès



Anglès



Alemany



Holandés



Applying the brand in third-party documents

When using the logo of the Grand Tour of Catalonia brand with other logos or in third-party materials, the indications specified above should be followed as well as the following:

- Strict respect for the shape and colours of the elements, the Grand Tour logo and the Catalonia brand.
- Respect for the protected area.
- Under no circumstances is combining it with other logos permitted.
- All use of the Catalonia logo and brand is subject to review by the heads of the Catalan Tourism Agency.

Example of combination with other logos:



Requirements to be part of the Grand Tour of Catalonia

In order to become one of the experiences on the Grand Tour of Catalonia, tourist activities and experiences must meet the following requirements:

1. Be located on the tour

The experience proposed must be located on the main route of the Grand Tour of Catalonia or be geographically close by, a maximum of 30 minutes by car.

2. Offer an activity open to the public

Be supervised by a business or service provider with legal responsibility This also requires:

- Detailed and easy to find contact details. Phone, email and website in at least one foreign language, preferably French or English.
- Itemized prices with taxes and services included.
- A good online reputation on platforms such as Booking, Google, Tripadvisor, Viator or Airbnb.
- Services provided in multiple languages. Staff must be able to serve visitors in at least one foreign language, preferably French or English.
- Opening hours must be clear and appear on your own or a third party website. If the experience is available on request, this should also be specified.
- Online and offline promotional material must be available in at least one foreign language, preferably French or English.
- The activity should be consistent over time. It is understood that some activities may only be “seasonal” and this should be detailed in the promotion materials.

3. Has to be an experiential offer

Must conform to the definition of experience of any of the following types:

- **Food and wine experience:** must enhance and promote the wine heritage of at least one of the twelve designations of origin (DO) of the Catalan territory, and the culinary and gastronomic heritage of Catalonia.
- **Cultural experience:** tourist activity related to the cultural sector. This also includes experiences in which visitors develop their creative potential through offerings where they can learn, create or showcasing a personal talent.

- **Active tourism experience:** adventure activities in the air, on water and on land. Winter activities such as Nordic walking, snowshoeing and skiing are also included.
- **Natural experience:** the main goal is to be in contact with nature. Natural experiences are activities in nature or ecotourism that allow for contemplation and observation of and support for the conservation of the environment.

Selection criteria for experiences

To make the offer of experiences rich but limited, each section will feature a maximum of 6 experiences and each experience may have up to a maximum of three companies marketing it.

If the number of experiences exceeds 350 (number of activities identified at brand launch), their visibility on the communication platforms will rotate. This alternation will be determined by the Working Group following the ACT's existing strategic criteria.

To choose between and endorse companies that apply, the Working Group will prioritize experiences that meet the following criteria:



SUSTAINABILITY CRITERIA: Priority will be given to those companies that offer experiences that reduce their impact on the environment, distribute wealth throughout the territory and benefit the local community through their activity and business model. These premises are expanded and detailed below:

- Contribute to the preservation and protection of the destination. Feature one of the quality seals managed by the Ministry of Territory and Sustainability (Ecolabel, Environmental Quality Assurance Badge, EMAS), the European Charter for Sustainable Tourism (CETS), and the seals recognised by the [Global Sustainable Tourism Council](#).
- Have a positive impact on the cultural and social environment.
- Highlight local territory or culture with an educational approach aimed at visitors.
- Stand out due to an original or distinctive element connected with the identity of Catalonia, highlighting its resources and the identity of the territory.



ACCESSIBILITY CRITERIA: Provide experiences for all people, including those with disabilities, reduced mobility or different needs.



TECHNOLOGICAL CRITERIA: Experiences that support the digital transformation of the territory will be prioritised. A commitment to innovation and new technologies will be valued.



TERRITORIAL CRITERIA: Territorial balance and a balance between the different types of experience mentioned above must be taken into account.

*Do you want to be
part of the Grand
Tour of Catalonia?*

Companies wishing to include their experiences on the Grand Tour of Catalonia must complete the following procedure:

1. Meet the requirements

The first step is for the experience proposed to meet the requirements indicated in the section 'Requirements to be part of the Grand Tour of Catalonia'.

2. Fill out the form

Next, fill out the attached form and send the activity proposal to the Tourism Board of the Provincial Council of your district.

3. Assessment by the Board of Trustees

When the Tourism Board of your department receives this document, it will analyse the proposal and decide whether to submit it to the Working Group.

4. Decision of the Working Group

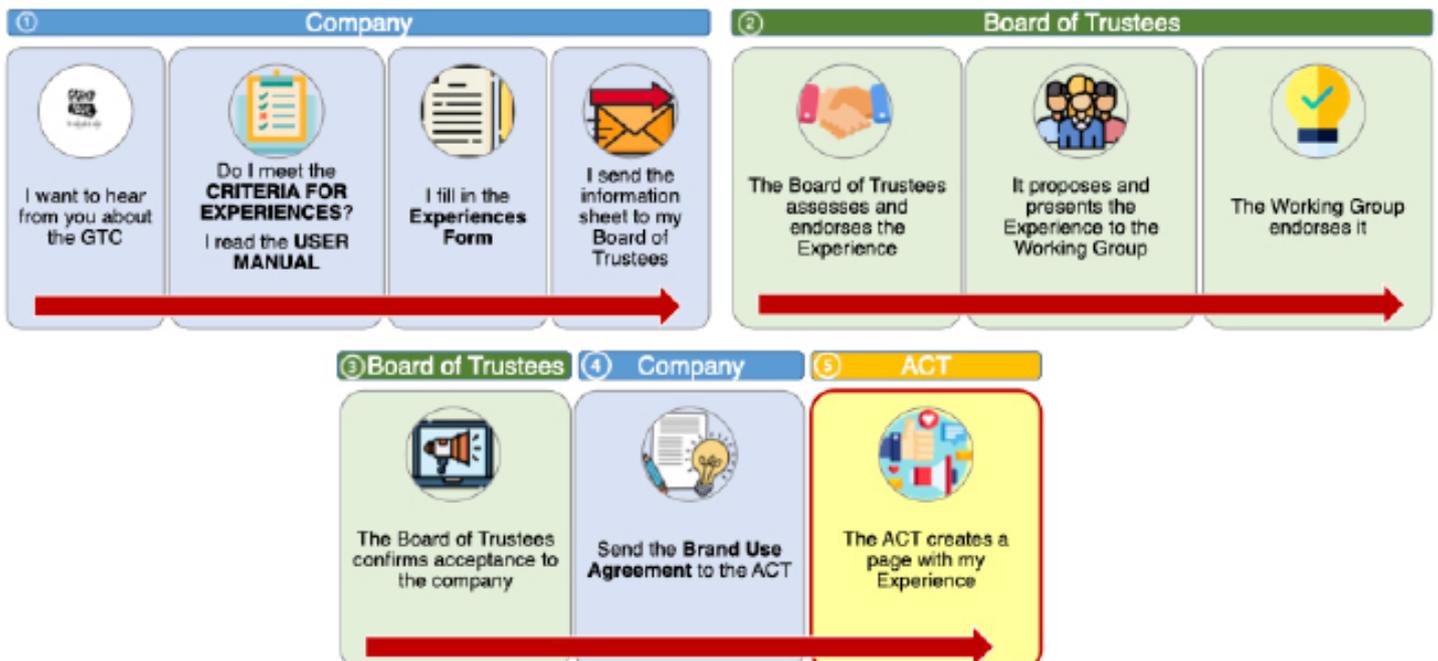
The Working Group meets annually. The meeting will discuss which experiences are to be accepted again and whether any will be removed from the Grand Tour of Catalonia, always based on the evaluation criteria.

5. Verdict issued

Finally, once the Working Group has agreed which company/experiences are being added to/removed from the programme:

- The Board of Trustees of each territory will inform the applicant company of the acceptance or rejection of their applications. It will also announce any departures of companies that had previously been included. These decisions will be communicated by email, with an explanation for the decision.
- New experiences must sign the 'Authorisation for Use of the Grand Tour of Catalonia Brand' contract and send it to the ACT.
- The ACT will update the information on catalunya.com.
- The company will be able to use the Grand Tour of Catalonia brand in its promotions.

New experiences admission process



Business Commitment

Companies offering tourism experiences on the Grand Tour of Catalonia commit to:

- Providing data annually on the promotion and marketing of the experience. The required data will be generic, for internal use and to improve the Grand Tour of Catalonia programme.
- Describing the selected experience truthfully, objectively, accurately, and completely. Not engaging in any business conduct or actions that are considered unfair or misleading.
- Complying with all applicable consumer protection provisions.
- Complying with all industry regulations applicable to the activity performed.



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