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## Nearly 150 companies take part at the start-up of the new 2018-2022 Tourism Marketing Plan of Catalonia

- The presentation of the Plan, which was given by the Director of the Catalan Tourist Board, David Font, and the Director General of Turisme de Barcelona, Joan Torrella, was attended by Barcelona brand companies and institutions.
- The Plan also includes the creation of the Grand Tour Catalonia brand (GTC), a route that travels Catalonia and offers an excellent opportunity to discover the territory.
- Other objectives of the Plan are to increase tourist trips to Catalonia in March, April, May and October and to increase the average expenditure per tourist and day.

Thursday, 28 February 2019- Today in Barcelona the Director of the Catalan Tourist Board (CTB) of the Ministry of Business and Knowledge, David Font, accompanied by the Director General of Turisme de Barcelona, Joan Torrella, presented the 2018-2022 Tourism Marketing Plan of Catalonia. The act was attended by over 140 professionals from the destination's tourism sector companies and institutions. The Director of the CTB introduced attendees directly to the main challenges raised by the Plan to promote Catalonia for tourism.

The Government of Catalonia's main objective is to position Catalonia as one of the world's best tourism destinations and meanwhile help the sector to perform highly effective marketing. The marketing Plan establishes both the CTB's challenges for the next four years and the strategy and actions for promoting tourism in Catalonia overseas. The document has been agreed jointly with tourism agents, territorial bodies for promoting tourism and the private sector and will enable the CTB not only to keep on pioneering, but also to excel in its daily work of promoting our country for tourism.

The director of the CTB, David Font, emphasised that ***“the new 2018-2022 Tourism Marketing Plan of Catalonia makes a pledge to responsible, sustainable and quality tourism for Catalonia and seeks to increase the expenditure of tourists in Catalonia, to seasonally adjust tourism in months with a lower influx of tourists, to deconcentrate it by distributing flows throughout the country and by encouraging diversification through a higher-value offering”***. He also maintained that ***“the Plan is a document that***



***was agreed by the public and private sectors with which we can join forces to promote Catalonia for tourism”.***

The new Plan presents around twenty results-oriented initiatives that should be started. The most significant are:

- Four new products that encourage deconcentration, deseasonalization, diversification and increasing in expenditure (*Despesa*, in Catalan)..
- Offering more experiences outside the high season.
- Generating marketing-integrated communication so as not to disperse effort.
- Developing a digital marketing strategy and working intensely with the website and social networks.
- Making full use of the benefits of the Tourism Promotion Centres of Catalonia.
- Implementing the new brand system.
- Redefining the services offered by the CTB to the private sector and strengthening relations among provincial council Tourist Boards and Barcelona City Council.
- Creating the Grand Tour Catalonia brand (GTC), a route that travels Catalonia and offers an excellent opportunity to discover the territory in 5-10 days with high-quality services and personalised attention.

The goals established for 2022 in this new Plan are to increase trips by tourists in March, April, May and October by 9%; to increase average expenditure per tourist and day; and as regards territorial deconcentration, to increase by 11% the number of travellers who stay at tourism establishments away from the coast. The intention is also to increase recognition of the Catalonia brand and to consolidate Catalonia as one of the Mediterranean's three leading tourism destinations while applying a responsible and sustainable growth strategy.

The 2018-2022 Tourism Marketing Plan of Catalonia operates in conjunction with the Tourism Marketing Strategy of the Barcelona Destination that Barcelona City Council, Barcelona Provincial Council and Barcelona Chamber of Commerce are developing with Turisme de Barcelona. Its main goals are to guarantee the destination's sustainability, to promote competitiveness by guaranteeing maximum social return, to encourage the expansive impact of tourism in strategic sectors and to promote integrated management. The document has now completed the initial diagnosis phase based on the participatory process and this will give way to a positioning and strategy document in the Operational Plan that will establish the Strategy and Work Plan to implement it.

The simultaneous timing of the two processes provides the opportunity to improve the efficiency and the coherence of the actions undertaken at the different institutions.



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