



In 2018, the Catalan Tourist Board took part in over 800 actions to promote Catalonia as a tourist destination

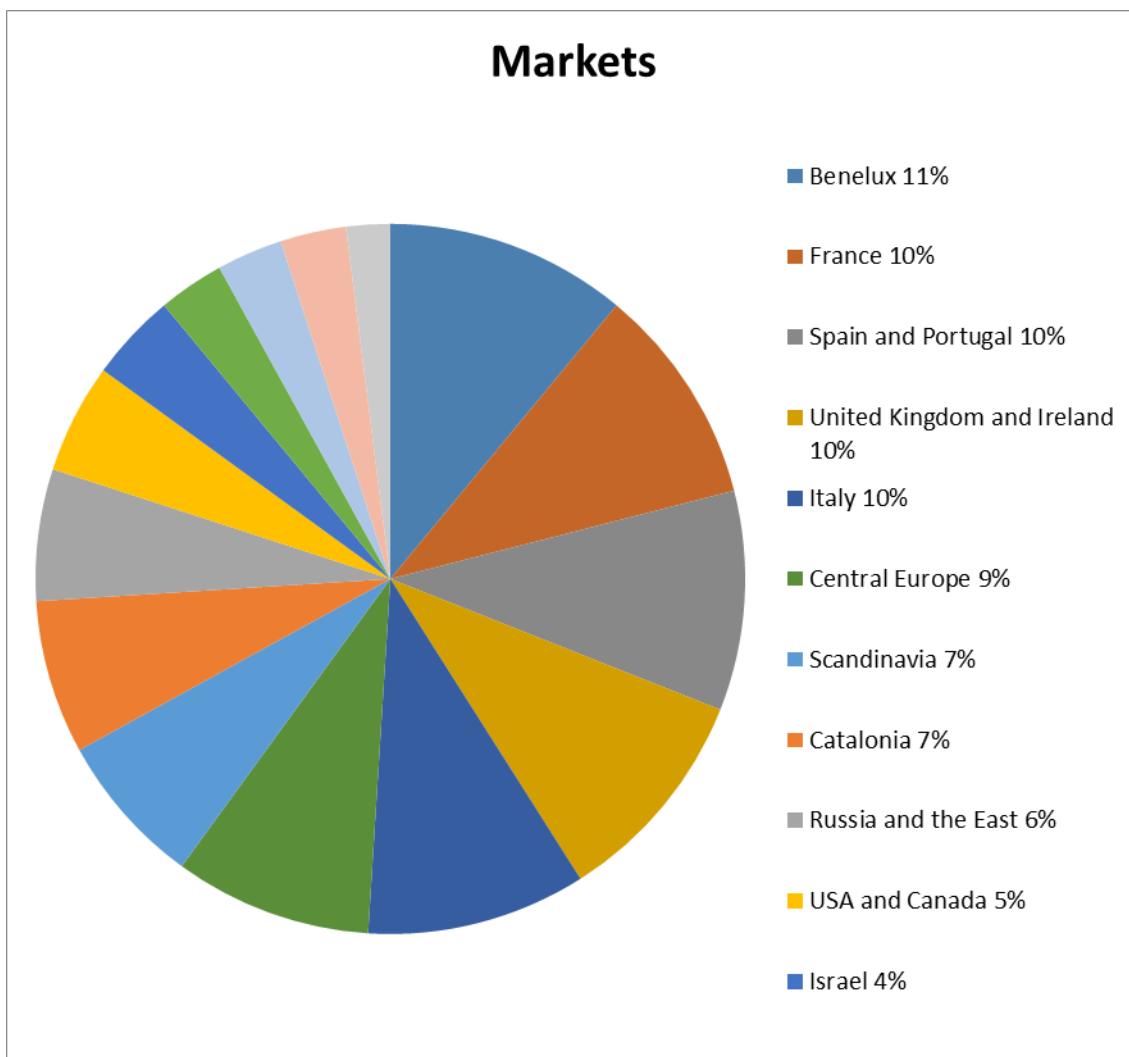
- 63% of the actions were performed on European markets, including 10% in Spain and Portugal and 7% in Catalonia, while 8% were on the American market and 5% in Asia.
- 30% of actions were focused on promoting the Catalonia brand, 18% were based on cultural tourism, 14% promoted active and adventure tourism, 11% food and wine tourism and 10% family tourism.
- Of the total, over 500 were promotion and marketing actions directly organisation by the Board. The CTB attended over two promotional events around the world every day of the year.

Thursday, 3 January 2019.- In 2018 the Catalan Tourist Board (CTB) of the Ministry of Business and Knowledge took part in over 800 actions for the international promotion of Catalonia as a tourist destination. The CTB was therefore present at over two promotional events worldwide every day of the year.

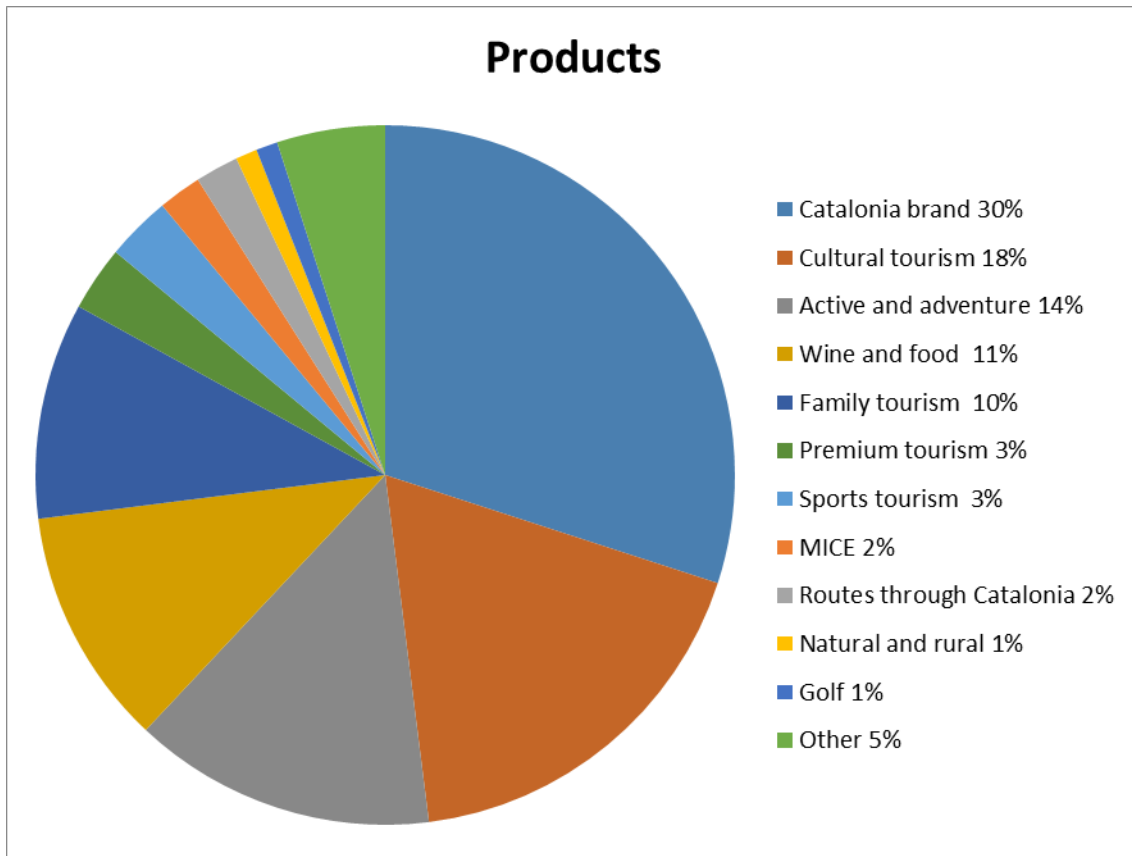
The Director of the Catalan Tourist Board, David Font, stated that ***“the actions of 2018 established Catalonia internationally as a benchmark tourist destination and help us to create a more sustainable model of tourism based on quality and on attracting travellers who generate more revenue for the country”***.

Of the total, over 500 were promotion and marketing actions directly organised by the Catalan Tourist Board. The list is headed by over 200 communication and dissemination actions (marketing campaigns, digital actions, collaboration with the media, etc.), followed by some 170 fam trips for tour operators, media and social network influencers, around 70 presentations on overseas markets, nearly 50 fairs, a dozen workshops and different benchmarking trips.

The markets upon which the most promotional actions were run were Spain, France the Benelux countries, with around sixty actions in each, followed by the United Kingdom and Ireland, Italy and Central Europe, with around fifty in each market.



The most promoted segments, apart from Catalonia in general, were cultural and active tourism, each with around a hundred actions, and wine and food tourism, with around fifty.



Major actions in 2018

To mark the European Union's assignment of 2018 as European Year of Cultural Heritage, the Catalan Tourist Board (CTB) also declared 2018 to be Year of Cultural Tourism in order to emphasise culture as a key factor to differentiate Catalonia and underline its uniqueness of as a tourist destination. Many of the actions performed in 2018 were therefore addressed to promoting this tourism product.

World's best tourism film 2018

Last November, "The Route of Fate" tourism campaign was named the World's Best Tourism Film by the International Committee of Tourism Film Festivals (CIFFT). The promotional film tells the story of two girls who follow the footsteps of a singer on his travels with a view to showing the more cultural aspects of Catalonia as a destination.

The year's other major action to promote cultural tourism was the *SomCultura Tour*, a presentation of Catalonia's cultural legacy to tour operators and media



■ Press release ■

in different countries: United States (Washington, in April), Germany (Hamburg, in June), and France (in Paris) and Australia (in Sidney), both in November. In the coming year it will also visit Valparaíso (Chile), in April; London (United Kingdom) in May; and Amsterdam (Holland) and Asia in the second half of the year.

First ever virtual reality game of a tourist destination

Another major action was “Legends of Catalonia”, a pioneering tourism campaign run worldwide and the most innovative ever produced in Catalonia, as it is the first time anywhere that a public tourism promotional body has used a virtual reality videogame to promote a tourist destination. The campaign was presented in Barcelona in October and in New York (United States) in November. The leading PS platform took part in this unique proposal in the world of entertainment.

12,000 children and their families enjoy the activities of “Hola Família”

“Hola Família” was the year’s major action for the end public. It was designed to promote family tourism and for two weekends (20 to 22 April at coastal destinations and 18 to 20 May at nature and mountain destinations) a total of nearly 12,000 children and their families took part in this action run by the CTB in which 24 certified destinations and some 230 companies organised over 200 activities for enjoying with the family.