

A journey full of journeys
Communication Manual



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1. What is the Grand Tour of Catalonia?

A new tourism product designed by the Catalan Tourist Board, the Tourist Boards and the Tourist Information Centres of Catalonia as a destination.



A route to discover, explore, experience, taste and enjoy Catalonia by car at your own pace

2,000 km of pure nature to discover Catalonia's culture



© Olivier Caillaud



2. How to experience the Grand Tour of Catalonia

There are two ways of taking the Grand Tour of Catalonia: on a 13-day itinerary or in 5 sections, each consisting of 5 to 7 stages/days.

CATALUNYA **GRAND TOUR**


Iconic route
13 days

Natural and cultural lodestones


5 sections
Scenic roads
Starting points in easily accessible cities

Stages
5-7 days


Experiences
Culture, active tourism, food and wine tourism

© Pep Sau

2.1 Iconic route

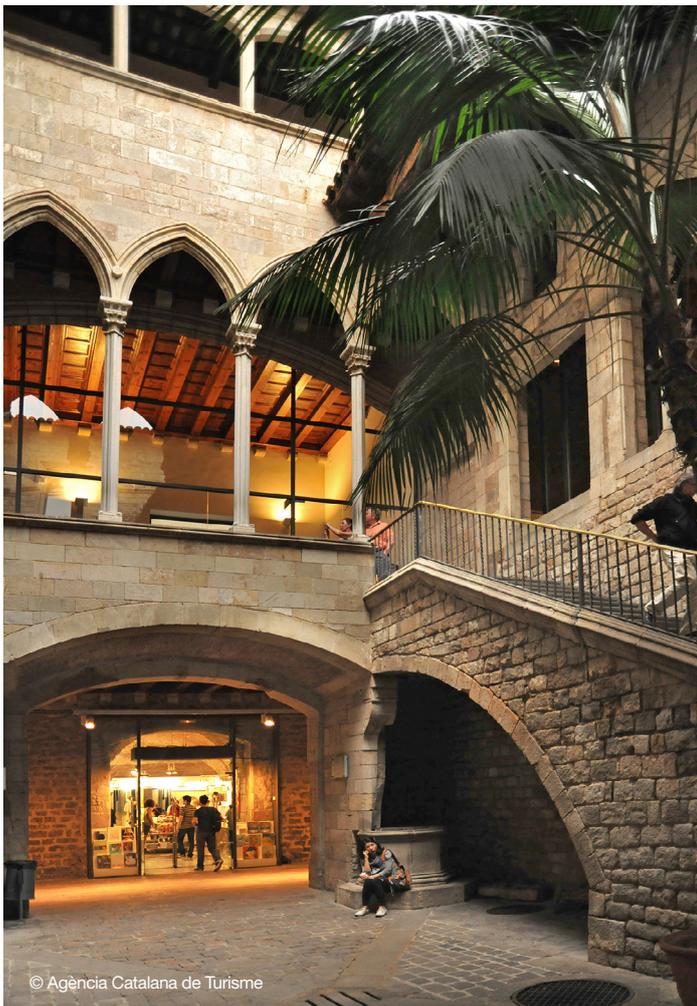
This route links the art, history, cuisine, scenery, people and traditions of a unique area nestled between the Mediterranean and the Pyrenees.

1,496 km divided into 13 stages designed to showcase the essential Catalonia:

Barcelona • Montserrat • El Penedès • Tarragona • El Delta de l'Ebre Natural Park • El Priorat • Poblet Monastery • Lleida • Aigüestortes and Estany de Sant Maurici National Park • La Vall de Boí Romanesque Complex • La Val d'Aran • El Cadí-Moixeró Natural Park • Dalí Theatre-Museum • Cap de Creus Natural Park • Girona

2.2 The sections of the Grand Tour of Catalonia

The same route can be divided into 5 sections to really get to know Catalonia and enjoy your trip.



Section 1:

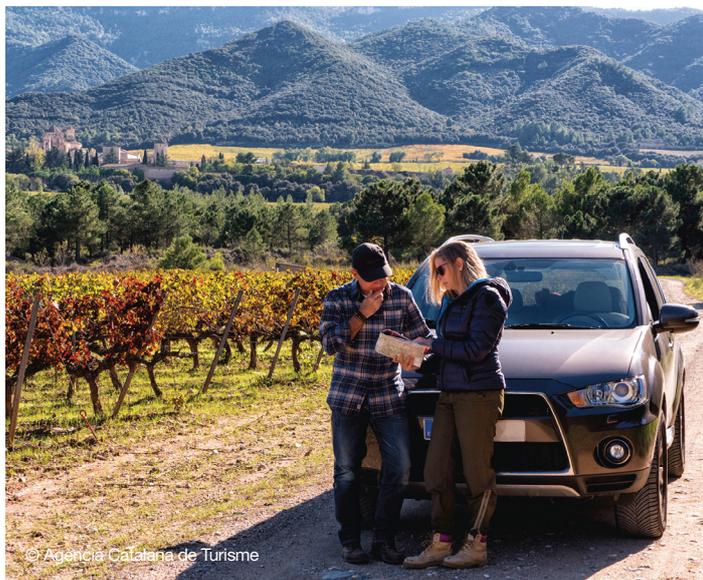
Barcelona – Tarragona: Vineyards with a taste of the sea

462 km – 6 stages

- Barcelona
- Montserrat
- El Penedès
- Costa Barcelona and Sitges
- Cistercian Route (Santes Creus monastery)
- Tarragona



The Grand Tour of Catalonia starts with the city of Barcelona and its Modernista legacy before travelling down to Roman Tarragona, the land of *calçots*, cava and *xató*. Along the way you can discover Montserrat mountain, Cardona and its castle, and the historical and artistic heritage of Solsona. It also shows you the landscape of the vineyards and wineries of El Penedès, the charm of Sitges and the musical legacy of Pau Casals in El Vendrell on the way to the beaches of El Garraf and the north of the Costa Daurada.



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Section 2: Tarragona – Lleida: In search of history

418 km – 7 stages

- Roman Tarragona
- Reus
- El Delta de l'Ebre Natural Park
- Modernista wineries
- El Priorat
- Cistercian Route (Poblet and Vallbona de les Monges monasteries)
- Lleida



This section starts in Tarragona and allows you to discover Modernista Reus, travel along the shoreline of the Costa Daurada, enjoy delicious seafood in Cambrils and explore the Ebro Delta by canoe or bicycle. The route follows the course of the River Ebro inland and on to Lleida through a landscape of orchards, vineyards and ancient olive trees to discover the wild nature of Els Ports, the art of Picasso, the fruit trees of the Ebro Valley, the “wine cathedrals” of La Terra Alta and El Priorat, and the impressive monasteries on the Cistercian Route, such as the one at Poblet.

Section 3: Lleida – La Seu d’Urgell: Very close to the heavens

357 km – 5 stages

- Lleida
- Mont-rebei Gorge
- Aigüestortes and Estany de Sant Maurici National Park
- The Romanesque architecture of La Vall de Boí
- La Val d’Aran
- La Seu d’Urgell



From Lleida and its iconic Seu Vella cathedral this section leaves the plain and heads for the Catalan Pyrenees. La Val d’Aran, medieval villages, the starry night sky over the Montsec range and the Romanesque churches of La Vall de Boí are your travelling companions. This journey also includes a visit to Aigüestortes and Estany de Sant Maurici National Park and adventure sports at Mont-rebei Gorge and in the River Noguera Pallaresa on the way to La Seu d’Urgell.



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Section 4:

La Seu d'Urgell – Figueres: Ode to nature

357 km – 5 stages

- La Seu d'Urgell
- Pedraforca
- Picturesque Pyrenees villages
- La Garrotxa Volcanic Zone
- Besalú
- Figueres



Starting at La Seu d'Urgell, this section heads east crossing the Catalan Pyrenees along the edge of El Cadí-Moixeró Natural Park. The route includes the monastery of Santa Maria de Ripoll with its facade of biblical scenes, La Garrotxa Volcanic Zone Natural Park and its 40 volcanos, and some of the area's most emblematic towns, such as Santa Pau, Besalú and Banyoles. It ends in Figueres, the gateway to the universe of the genius Dalí.



Section 5:

Figueres – Barcelona: From Surrealism to Modernisme

525 km – 7 stages

- Figueres
- Cap de Creus Natural Park, Cadaqués and Portlligat
- Medieval inland villages
- Girona
- Vic
- El Montseny Natural Park
- Costa Barcelona: Modernisme
- Barcelona



From Figueres this section continues its journey through Dalí's Surrealist universe with a visit to Cadaqués and Cape Creus. It continues along the Costa Brava and its seaside towns and Camí de Ronda footpaths before heading to Girona. Medieval towns such as Peratallada and Rupit are charming places to take a midway rest before reaching Vic, crossing the Montseny massif, and making a stop at the beaches and fishing villages of Costa Barcelona. Journey's end is Barcelona.

3. The touring tourist



An educated tourist with an interest in culture and with a medium to high level of purchasing power.



Prepares the route before setting out: knows where they will go and what they will find.



Combines activities to discover the area and enjoy the route.



Appreciates the scenery: the car journey is part of the experience.



Individually organises their trip. Travels with partner, family or a small group of friends.



The Grand Tour of Catalonia's slogan is **"A journey full of journeys"** because each traveller can mould it to their own taste and pace and they can choose the time of year and a whole range of experiences.

It is a flexible, versatile route that can be adapted to the needs of each traveller. Everyone selects their own route, so no two trips are the same.

4. Goals



Distribute

Tourism demand throughout Catalonia.



Reduce

The seasonality of tourism in Catalonia.



Showcase

The territorial diversity and wide range of experiences available to tourists.



Redistribute

The wealth generated by tourism throughout the whole of Catalonia.



Structure

Other lesser-known products and routes.



Reinforce

Relations with other public bodies thanks to the joint development of a working group formed by the Catalan Tourist Board, the Directorate-General for Tourism and the Tourist Information Centres and Tourist Boards.



Strengthen

The Catalunya tourism brand.



Revitalise

The sector with a new tourism product.



Sustainability

Incentivised by experiences, knowledge and respect for the territory and the promotion of mobility with minimal carbon footprint.

5. Purpose of the communication campaign



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Promotion of a new tourism product

Publicise the Grand Tour of Catalonia, a road trip that allows you to discover a wide variety of landscapes both on the coast and inland to enjoy Catalonia in your own car.

Deseasonalise and deconcentrate

Communicate that there is a wide range of activities on offer in Catalonia throughout the year that enables tourists to discover lesser-known areas of the territory while also highlighting our commitment to the environment and sustainable tourism.

1st-person opinion leaders

Inform their followers about the experience of visiting Catalonia and interacting with their community, leading opinions and showing Catalonia as an attractive, safe destination that is ready to receive visitors.

6. Messages to be conveyed

The Grand Tour of Catalonia is...



A flexible, versatile road trip that allows you to discover the essence of Catalonia with a circular route of over 2,000 kilometres to cover in a motor vehicle.



It connects cultural icons, natural beauty spots and wine and culinary pleasures that define Catalonia's personality in both the rural and urban environments.



Slow tourism along scenic roads of great beauty, revealing Catalonia's hidden heritage, cultural and natural attractions.



Following one of the five sections lets you enjoy the trip and its experiences even more.



Each section starts and ends in an **easily accessible city** with a significant influx of tourists.



The experiences identified are **culture, food and wine, and active tourism**. The majority of the activities can be carried out all year round.



Sustainable, responsible and regenerative tourism is one of the most important aspects of this project, which aims to **highlight the discovery of local life and locally sourced products**, as well as to incentivise respect for the environment with proposals to cover the route with the lowest possible carbon footprint.



Also the promotion of the **digital transformation of destinations**. The application of technology both in the visualisation and marketing of experiences and in their enjoyment.



The Grand Tour of Catalonia website **contains graphic and text content to discover the best route** and create your own Grand Tour.

<https://grandtour.catalunya.com/en/>

7. Social media

7.1 General

 @catalunyaexperience	 Catalunya Experience	 Grand Tour Catalunya
 @catalunyaexperience	 Catexperience	#GrandTourCatalunya
 @catexperience	 @catalunyaexperience	#GrandTourCatalonia
		#CatalunyaExperience

7.2 Tourist boards of Catalonia

Barcelona Provincial Council

 /barcelonaesmoltsmes
 @bcnmoltsmes
 @bcnmoltsmes
 /bcnmoltsmes
 BCNmoltsmes

#BCNmoltsmes

Lleida Provincial Council

 /aralleida
 /aralleida
 @aralleida
 lleidatur

#ADNLleida

#AraLleida

La Val d'Aran

 @vall daran
 @val_daran
 val_daran
 ValdeAran

Barcelona Tourism

Visit Barcelona
visitbarcelona.com

 /visitbarcelona
 @VisitBCN_EN
 @visitbarcelona
 /visitbcn

 visitbarcelonaofficial

 WeChat: Visit_Barcelona

Barcelona Tourism
professionalbarcelonaturisme.com

 @BarcelonalInfoES
 Consorci de Turisme de Barcelona

#VisitBarcelona

Tarragona Provincial Council

Costa Daurada
visitbarcelona.com

 @costadauradatur
 @costadauradatur
 @costadauradatur
 @costadauradatur

#costadaurada

Terres de l'Ebre
professionalbarcelonaturisme.com

 @terresebretur
 @terresebretur
 @terresebre
 @terresdelebretravel

#terresdelebre
#reservadelabiosfera

Costa Brava & Pirineu de Girona

 @costabravapirineudegirona
 @costabrava
 @costabravapirineu
 /costabravapirineu
 /costabravagironatouristboard

#InCostaBrava

#InPyrenees

Pirineus

Pirineus
visitpirineus.com

 @visitpirineus
 @visitpirineus

#visitpirineus



8. Available materials

GRAND TOUR website

All graphic content and text on the Grand Tour of Catalonia and new proposals in the Find Out+ section.

Option of identifying the section that best meets the user's interests.

It is currently available in five different languages: Catalan, Spanish, English, French and German.

[See GRAND TOUR website](#)

Marketing manual

Information about the route and all the sections: structure, characteristics, brand use manual, available materials...

There are versions in Catalan, Spanish, French and English.

[See Manual](#)

Image bank

The Catalan Tourist Board will facilitate access to:

- the image bank, where you can select the photographs you want (provided that you always include their copyright information).
- the videos of the Grand Tour of Catalonia on the [corporate channel](#), which are available in several languages.

Road trip soundtrack

 [Spotify](#)

Logo

It also allows language variations and the separate use of the Catalunya and Grand Tour brands, provided that the Catalunya brand is present in the material.



Map

The only printed material, a map of the route indicating the sections and stages.

On the back it includes information about the Grand Tour of Catalonia and other associated projects.

There are 4 versions in 8 languages.

[See Map](#)

Other materials

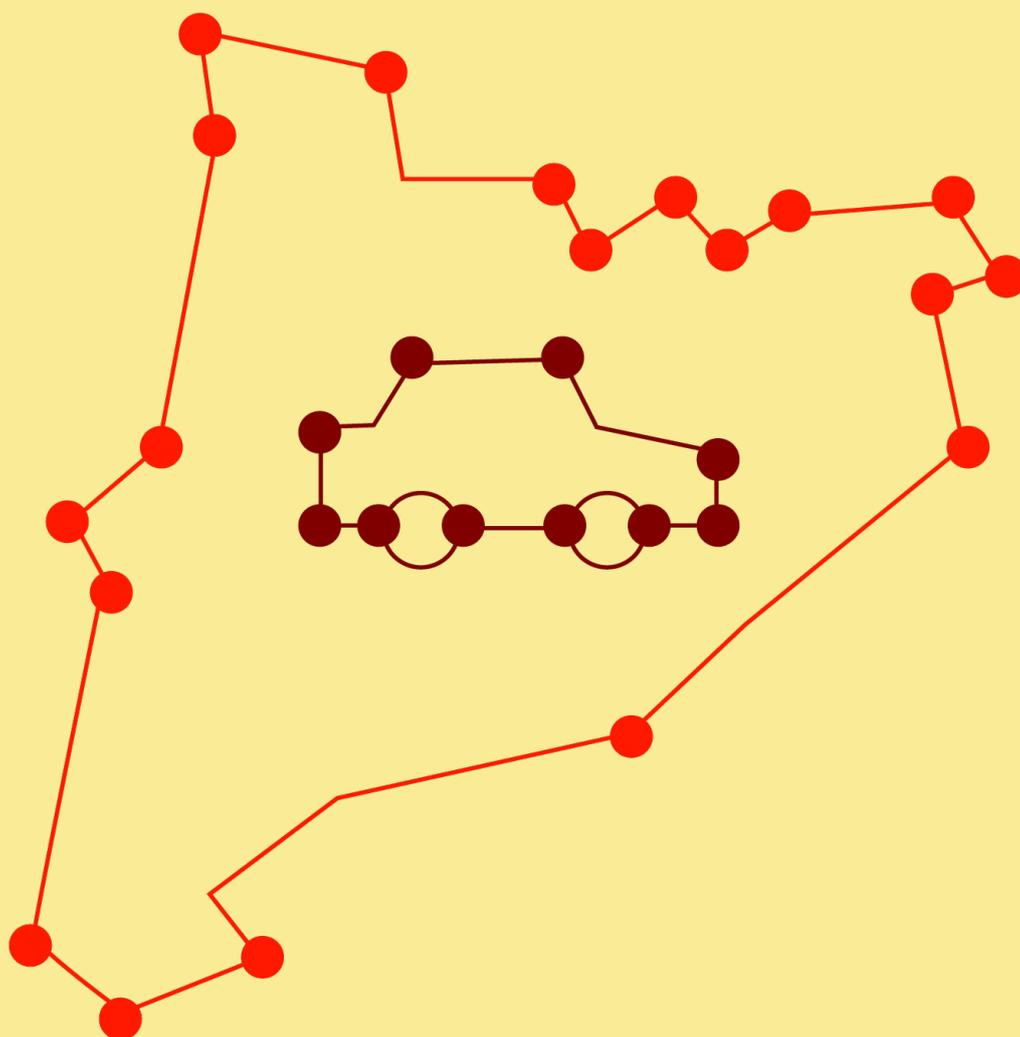
Other materials described in the Marketing Manual: logos, map, illustrated map...

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info.act.usa@gencat.cat



grandtour.catalunya.com/en/