



Annual report

Catalan Tourist Board

2019





Index

- 04** Presentation
- 07** Governing body
- 09** 2019: Year of Cultural Tourism
- 19** Key areas of work
 - 20** Value design
 - 24** Client acquisition
 - 32** Client loyalty
 - 34** Marketing services
 - 46** Technology, innovation and intelligence
 - 48** Management, organisation and governance



David Font i Simon
Director of the Catalan
Tourist Board

« Tourism is not just another economic activity. It's also a sector through which we can project some of the country's values: to be welcoming and hospitable, and a place of integration. At the Catalan Tourist Board (CTB), we work to promote the Catalonia tourist brand, along with its associated values, at an international level. »

During 2019, the CTB carried out over **1,200 actions** in support of the Catalan tourist sector and its global image. Notable events included 421 promotional activities at fairs, presentations, fam trips, press trips and other such undertakings; almost 120 commercialisation support actions; and 286 activities linked to communication campaigns both off- and online.

While all this promotional and commercial activity was principally carried out, by the CTB's **12 tourism offices** abroad, an active part was played by the tourism sector and tourist boards of the Provincial Councils of Barcelona, Tarragona, Girona and Lleida, as well as Barcelona Tourism, the Catalan capital's promotional body.

All these actions were carried out according to the new **Marketing Plan 2018-2022**, a plan that sets out the challenges for the CTB for the next four years, as well as the strategy and actions for promoting tourism in Catalonia in other countries. The plan was created together with travel agents, tourist boards and the private sector,

and enables the CTB to continue to both be a pioneer and to excel in its daily task of promoting our country at a tourism level. In short, the aim of this new tool is to position Catalonia as one of the world's best tourism destinations and, at the same time, help the sector carry out highly efficient marketing.

For that reason, the new Catalan Tourism Marketing Plan includes as objectives for 2022: a 9% rise in the number of tourist trips during the months of March, April, May and October; to increase the average spend by day and tourist; and, to help with decentralisation, an 11% increase in the number of visitors who stay in tourist establishments away from the coast. The objectives also include an increase in the recognition of the Catalonia brand, and consolidating the region as one of the top 3 tourist destinations in the Mediterranean by applying a strategy of responsible, sustainable growth.

In addition, I would like to make mention of the **CTB's Work Programmes**, which aim to faci-

litate commercial activities by offering tourism experiences focused on demand as a way to attract even more and better-quality clients. Currently the CTB affiliations programme includes almost **1,300 affiliated companies** and entities, which enjoy a series of services that benefit their business and the positioning of their tourism products. This year, we've presented a new customer service system for companies and entities in the Catalan tourism sector with the aim of better providing CTB's services to professionals and adapting those services even further to demand.

In terms of promotional activities, the Year of Cultural Tourism was the CTB's central focus throughout both this year and the previous one. During these two years, around €5mn were invested in cultural tourism advertising campaigns, such as the ones for **The Atzar Route** and **Legends of Catalonia**. Promotional activities were also carried out in 8 European countries and 6 distant markets, with efforts focused on markets such as the United States, where significant campaigns were carried out on platforms like the **Smithsonian** and **Time Out**. A series of presentations were made with **SomCultura Tour** on cultural themes connected to the Catalonia brand.

The Year of Cultural Tourism involved numerous marketing exchange workshops and presentations such as **Buy Catalunya**, as well as press and fam trips, actions on social media, and special events like those connected to the internationalisation campaign of Sant Jordi and the ce-

lebration to mark 100 years since the saving of Romanesque paintings in the Pyrenees.

In 2019, the first 12 diplomas were handed out to recognise **Fishing Neighbourhoods and Towns**, one of the specialised cultural tourism awards that the CTB is promoting. The aim of this new accolade is to facilitate the positioning and promotion of those towns, both nationally and internationally, as tourist destinations.

Catalonia's tourism results reflect the tasks carried out by the CTB to promote the region. Looking at the balance of international tourism, in 2019 there was a record **€21,360mn** of spending, and **19.3 million tourists**. The fact that revenue grew by **4.3%** is particularly relevant and important; this has to be the objective.

Tourism has to promote innovation and the capacity to adapt to customers' needs, strengthen current tourist products, improve the quality of services, and offer new ones. We have to promote tourism experiences that allow for out-of-season stays and push new inland, cultural and gastronomic destinations, which guarantee the development of a sustainable tourism model that is respectful of the environment and allows for balanced benefits across the whole region.

Catalonia is a leading tourism destination, and to maintain this privileged position the CTB has to continue being an international benchmark when it comes to tourism promotion and marketing.

Governing body

BOARD OF DIRECTORS 2019

Hble. Sra. Maria Àngels Chacón i Feixas

Minister of Business and Knowledge and president of the Catalan Tourist Board

Sr. Joaquim Ferrer i Tamayo

Secretary of Business and Competition and vice-president of the Catalan Tourist Board

Sr. Octavi Bono i Gispert

Director general of Tourism and executive vice-president of the Catalan Tourist Board

Sr. David Font i Simon

Director of the Catalan Tourist Board

Sra. Carme Rubió i Soto

Deputy director general of Tourism Programming of the Directorate General of Tourism

Sr. Patrick Torrent i Queralt

Executive director of the Catalan Tourist Board

Sr. Jaume Dulsat i Rodríguez

First vice-president of the Costa Brava Girona Tourist Board

Sra. Marta Farrero Muñoz

Director of the Tarragona Provincial Council Tourist Board

Sr. Gerard Sabarich i Fernàndez*

Councillor of Tourism and vice-president of the Lleida Provincial Council

Sra. Rosa Pujol i Esteve

Councillor of the Lleida Provincial Council and vice-president of the Lleida Provincial Council Tourist Board

Sr. Joan Torrella i Reñé

Director general of the Barcelona Tourism Consortium

Sr. Miquel Forns i Fusté**

Deputy councillor of Tourism in the Tourism Department of the Barcelona Provincial Council

Sr. Francesc Vila i Albet

Tourism services manager of the Tourism Department of the Barcelona Provincial Council

Hble. Sr. Juan Antonio Serrano i Iglesias

Councillor of the General Council of Aran (New member from May 2019)

Sr. Josep Martí i Seró***

Vice-president of the Tarragona Chamber of Commerce, and president of the Business Federation of Hospitality and Tourism for the Province of Tarragona

Sr. Pol Fages i Ramió

President of the Palamós Chamber of Commerce and representative of the General Council of Chambers of Commerce, Industry and Navigation of Catalonia

Sr. Santiago García-Nieto

President of the Business Confederation of Hospitality and Restaurants of Catalonia, and representative of the General Council of the Chambers of Commerce, Industry and Navigation of Catalonia

Sr. Miquel Gotanegra i Portell

President of the Catalan Federation of Campsites and Holiday Villages, and representative of the General Council of Chambers of Commerce, Industry and Navigation of Catalonia

Sr. Jordi Martí Utset

Vice-president of Incoming Tourism of the Business Association of Specialised Travel Agencies (ACAVE), and representative of the General Council of Chambers of Commerce, Industry and Navigation of Catalonia

Sr. Massimo Scavarda

President of the Catalan Federation of Tourist Apartments, and representative of the General Council of Chambers of Commerce, Industry and Navigation of Catalonia

Sra. Marta Alañà i Negre

Secretary of the Board of Directors

* Sr. Gerard Sabarich was a member of the Board of Directors until 24/09/2019. He was replaced by Sra. Rosa Pujol.

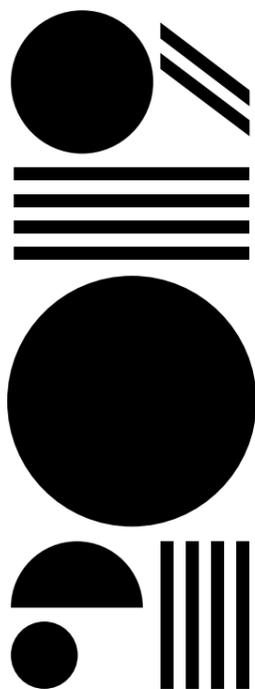
** Sr. Miquel Forns was a member of the Board of Directors until 31/10/2019. He was replaced by Sr. Francesc Vila.

*** Sr. Josep Martí was a member of the Board of Directors until 10/10/2019. He was substituted by Sr. Pol Fages.



YEAR OF CULTURAL TOURISM

As a result of the declaration of 2018 as the European Year of Cultural Heritage by the European Union, the Catalan Tourist Board announced that in 2018 and 2019 the Year of Cultural Tourism would be celebrated to demonstrate the role of culture as a key factor in differentiating Catalonia, and making it unique, as a tourist destination.



This thematic year has been a two-way project in which culture has strengthened the uniqueness of Catalonia's tourist attractions, and tourism has taken on the challenge both of making culture valued and contributing to its social and economic sustainability. **The Catalan Tourist Board wanted to highlight all cultural heritage**, both culture that is internationally renowned and culture which is more local and less well-known, to create a better balance between the different parts of Catalonia and ensure that the economic benefits derived from cultural tourism are enjoyed everywhere.

For that reason, much of the work in 2019 has been addressed at promoting this kind of tourism.

Among the most important activities were the following:

PROMOTING CATALONIA'S ROMANESQUE HERITAGE IN THE UNITED STATES

As part of the activities celebrating the centenary since Romanesque paintings in the Catalan Pyrenees were safeguarded, a presentation was made about Catalan Romanesque heritage at the Museum of Fine Arts in Boston, USA, to around 40 North American travel agencies and tour operators.

The CTB, together with the **Tourist Board of the Lleida Provincial Council**, wanted to make the most of this celebration so that travel agents in the United States could get to know Catalonia as a tourist destination through Romanesque culture, helping them to organise cultural tourism package trips. In addition, a meeting was held in New York with some 30 media organisations to inform them about cultural tourism in Catalonia. The CTB carried out a communication campaign on digital media in the United States, which included content about **Catalan Romanesque culture in the provinces of Girona, Lleida and Barcelona**.

This activity to promote Catalan Romanesque culture, which was framed within the campaign to promote the **Year of Cultural Tourism**, also included a fam trip in which **7 tour operators and 4 media organisations** from the United States visited Romanesque cultural sites in Catalonia:

ROMANESQUE PAINTINGS



Museu Nacional d'Art de Catalunya



Episcopal Museum in Vic

ROMANESQUE CHURCHES



Aran Valley - Santa Maria d'Aties



Sant Andreu de Salardú



Santa Eulàlia d'Unha

The Boí Valley, named a **UNESCO World Heritage Site in 2000**: the churches of Santa Eulàlia d'Erill la Vall, Sant Climent de Taüll and Santa Maria de Taüll.





The trip also included the **Aplec de Santa Maria de Mur**, one of the most traditional and renowned 'aplecs' (or gatherings) in the region of Pallars Jussà; its most characteristic feature is the assembly of flags from the villages of the Pabordat, which were once dependent on the **Collegiate of Santa Maria de Mur**. This trip also facilitated a commercial meeting with Catalan incoming tourism agencies with the aim of reaching agreements and generating business with the US tour operators.

The final part of the campaign included the creation of a content hub on **Time Out**, which was driven by social networks. The hub included 6 articles that linked **Romanesque heritage with nature, gastronomy, literature, cinema, sport and music in different places in Catalonia**. It also included a photographic gallery with 27 photos and a 360° video of Sant Climent de Taüll.



SOMCULTURA TOUR

This was one of the most effective activities that took place within the framework of the Year of Cultural Tourism. In collaboration with the tourist boards of different regional institutions, the **SomCultura Tour** presented Catalonia's cultural tourism (featuring one place from each part of the country) to tour operators, media organisations and international influencers – every part of Catalonia was represented in a route that covered cultural and natural heritage.



The Generalitat promoting cultural tourism in Amsterdam

The presentations had an innovative dynamic, and the majority of them were related to key events linked to Catalonia, such as the exhibition on Gaudí. **Hong Kong (China), Valparaíso (Chile), London (UK) and Amsterdam (The Netherlands)** were the stops on the SomCultura Tour in 2019.

Participants on the SomCultura Tour visited the **virtual theme park Catalonialand**, where they were 'transported' to Catalonia to discover its cultural and leisure options through different **interactive and virtual reality experiences**: playing a football match at Camp Nou; making their own work of art in a **Catalan museum**; confronting a millennial dragon in the **Legends of Catalonia** universe, created with PlayStation; and sampling films screened at the **Sitges Film Festival**. Another part of the SomCultura Tour was the chance to see the video **The Atzar Route**, with which the CTB promoted the Year of Cultural Tourism. This video has received numerous international awards, including the World's Best Tourism Film.

FIRST VIRTUAL REALITY GAME FOR A TOURISM DESTINATION

Legends of Catalonia is the most innovative tourism campaign ever created in Catalonia and a pioneer at the global level, as it was the first time that a public tourism organisation used a virtual reality video game to promote a tourism destination.

The campaign used **virtual reality** to create a totally immersive experience based on the **legend of Sant Jordi (Saint George)** and featuring 5 Catalan celebrities.

As they move from challenge to challenge, players discover **6 emblematic places in Catalonia** along with their history, nature and gastronomy, and aspects of Catalan culture.

The leading games platform **PlayStation** was involved in the creation of this game, which is unique in the world of entertainment.

During 2019, this campaign was presented in **Japan** through different communication events.

The video game has received many international awards in different competitions and festivals in the sector. For example, in 2019 it won the Silver prize in the category of « **Most Innovative Use of Technology Within a Destination** », at the **World Travel Market** international fair held in London.



NEW CITIES AND TOWNS WITH CHARACTER AND CHARMING VILLAGES



In 2019 the Cities and Towns with Character award given by the CTB was presented to the city of Manresa and the towns of Montblanc, Solsona and La Bisbal d'Empordà. These 4 places join those already given the award: Lleida, Tarragona, Girona, Terrassa, Vic, Reus, Vilafranca del Penedès and Tortosa.



Manresa



Montblanc



Bisbal d'Empordà



Solsona

The Cities and Towns with Character award aims to highlight the urban heritage of Catalonia, and promote those cities and towns that combine different features (culture, art, gastronomy, architecture, innovation, etc.) to offer visitors a complete experience. To be eligible, cities and towns have to be medium-sized (in terms of population), and have a strong personality marked by certain aspects such as **history-culture, wine-gastronomy, and artistic-creativity**, or any other characteristic that defines them and that they want to support.

The Charming Villages award is given to places with a special appeal or beauty that captivates visitors, and is aimed at **villages that have fewer than 2,500 inhabitants** and a collection of **architectural, urban, heritage, environmental and touristic features and elements** that contribute to their beauty. In 2019, 13 villages received this award: **Beget, Calella de Palafrugell, Castellar de n'Hug, Montclar, Montsonís, Mura, Pals, Peratallada, Prades, Rupit, Santa Pau, Siurana and Taüll.**

CULTURAL THEMES AT TOURISM FAIRS WITH A VIRTUAL REALITY MULTISENSORY CABIN

The CTB's stands at generic tourism fairs held in 2019 were themed with the Year of Cultural Tourism. Experience marketing is one of the key elements in the digital strategy of the CTB that aims to promote Catalonia's tourism attractions.

Using a multisensory, immersive cabin, visitors were able to enjoy the main features of Catalan culture, from popular festivals to its rich historical and architectural heritage and aspects of agriculture, and ending with a futuristic vision of the Sagrada Família that shows how it will look once work on it is completed. All of this is accompanied by movement, fragrances and changes in temperature.

ACTIONS TO PROMOTE INDUSTRIAL TOURISM

The Catalan Tourist Board has supported the Catalan Network of Industrial Tourism (XATIC) to promote this area of tourism.

Coinciding with the **Week of Industrial Tourism** organised each year by **XATIC**, and which took place from October 24 to 27 in 2019, Spanish bloggers were invited to see at first hand the industrial legacy of the **Barcelona Coast, Costa Daurada and Terres de l'Ebre** destinations. This blogtrip signalled the start of the Week of Industrial Tourism, an event which aims to make this kind of tourism better known to Catalan visitors. One of the successes of the year was the **Blind Bus**, an activity in which participants didn't know what aspect of Catalan industrial tourism they were going to visit until the last minute.



Experience marketing is one of the key elements in the CTB's digital strategy

RBA ADVERTISING CAMPAIGN



Catalan culture was publicised in all parts of the RBA group, particularly through its digital and paper publications and social networks (*National Geographic, Viajes National Geographic, Viajar, Semana, Lecturas*), and focused on what is the world's biggest open-air escape room.



The adventure took place in 5 Catalan cities, which were strategically chosen and in line with the objectives of the Year of Cultural Tourism as well as the criteria of moving away from seasonality that is part of the CTB's Marketing Plan. It starred two influencers, **Carles Almagro and Sofia Janer from the sixth season of MasterChef**. The content was structured into 6 chapters, one per city with the exception of Vic, which was covered in two chapters. In each chapter, the competitors found there was one last problem that they couldn't solve, and audiences on social networks were invited to participate through a web link (which went to a landing page on *National Geographic*), creating interaction with the reading public.

In each city visited, the protagonists met an ambassador linked to the area, such as the chef **Nandu Jubany** in the case of Vic.



Nandu Jubany
Vic
Ambassador

PUBLICATIONS RELATED TO THE YEAR OF CULTURAL TOURISM



The Year of Cultural Tourism was presented across all channels of the Catalan Tourist Board, while specific channels were created for this themed year, such as the 2019 dossier and various publications addressed at the general public in the area of cultural tourism:



Cities, Towns and Villages of Catalonia guide.

Guide that recommends visits to charming villages and cities and towns with character across Catalonia.



Map-guide of Routes of Catalonia.

A **map-guide** with 6 extensive routes for travelling across Catalonia based on routes that incorporate culture as a main feature, and combine it with nature.



Pyrenees Culture.

Publication edited by Programa Pirineus with the aim of highlighting both tangible and intangible cultural heritage found in the Pyrenees. It was created in 7 languages (Catalan, Spanish, English, French, German, Dutch and Hebrew).



Catalunya Experience magazine.

Publication that features tourism options from a very specific and distinctive point of view, for both the domestic and main international markets. In 2019, the publication focused on 6 cultural routes for seeing Catalonia and visiting it by car or other vehicle. It had a print run of 5,000 copies, divided between 2 trilingual publications (Catalan, Spanish and French, and English, German and Russian).



Catalan Cultural Agenda booklet.

Collection of the main events on the Catalan cultural agenda, organised by month but without specific dates.



Various publications on cultural tourism were produced



Key areas of work

1. Value design
2. Client acquisition
3. Client loyalty
4. Marketing services
5. Technology, innovation and intelligence
6. Management, organisation and governance

Catalonia has to **offer outstanding value** to its visitors that strengthens the **Catalonia brand** via a **brand portfolio** strategy and the development of new tourism products that enable the reduction of seasonality, focus demand and increase the sector's profitability and performance.

PRESENTATION OF THE YEAR OF SPORTS TOURISM 2020

The Catalan Tourist Board wants to position Catalonia as a benchmark for sports tourism at an international level. The quality of the tourism options and the excellent sporting facilities that the country has, together with its climate and natural characteristics, make Catalonia an ideal destination for playing different sports. Conscious of this potential, the Catalan Tourist Board decided to proclaim 2020 the Year of Sports Tourism.

Over 300 people gathered in mid-November, at the **Catalan National Institute of Physical Education (INEFC)** in Barcelona, to find out about the most important of the 50 events that will be held in 2020 to strengthen sports tourism.

During the presentation it was announced that a **World Congress of Sports Tourism** will be hosted in Lloret de Mar, together with the World Tourism Organisation. This congress will become the meeting-place and reference point for the sports tourism industry at a global level, and allow for reflection and debate on the sector's status and the areas in which it needs to act.



Presentation of the Year of Sports Tourism 2020



Women's sport, a protagonist of the Year of Sports Tourism

The activities scheduled for the Year of Sports Tourism will be aimed at both the professional and general public, and will have a budget of almost €2mn. Many of these acts will be carried out together with the tourist boards of the **Provincial Councils of Barcelona, Girona, Lleida and Tarragona**, as well as **Barcelona Tourism**.

Para-sports and women's sport will both play a leading role during the Year of Sports Tourism. Renowned sporting events will be involved and there will be collaborations with international sporting federations from priority countries. **Commercial visits, direct B2B actions**, and the organisation of benchmarks, fam trips and information-gathering days for international markets are among the other activities planned.

LAUNCH OF THE SEASIDE TOWNS AWARD

During 2019, 12 towns were the first places to be awarded the official title of **Seaside Neighbourhoods and Towns**, one of the accolades specialised in cultural tourism that the CTB is promoting. This award was created to bring together those coastal towns that keep culture connected to the sea and fishing traditions alive, which have been able to maintain their natural and heritage spaces, and offer experiences linked to the values of seaside life.



The Seaside Towns award is for coastal towns that keep culture connected to the sea alive

The towns that received this new accolade



To be eligible for this recognition, towns must have a strong sea-based personality marked by **historical-cultural, gastronomic and natural characteristics**; they must promote events and activities that support local products connected to the sea and the fishing tradition; and offer unique tourist experiences based around the sea.

Those towns that want to receive the official title of **Seaside Town** have to meet certain specific requisites such as having: **a port; activity related to working at sea or the fishing industry** (fishermen's association and/or fish market); **very clear evidence of its relationship with the sea** (for example, 'municipis indians' – towns with houses built in the late 19th century and early 20th century by wealthy Catalan businessmen who made their fortunes in the Americas before returning home); **or tourism activity** with a significant number of elements that endorse its seaside character.



Presentation of the Seaside Neighbourhoods and Towns awards

Through this new accolade, the CTB wants to: make it easier to position and promote these towns as **tourism destinations at both a national and international level**; **preserve and promote their historical, architectural, traditional and natural heritage**; **promote tourism in these towns as a tool for their development and economic diversification**, and as a **guarantee for the future**; **create synergies between towns**; **strengthen the regional diversification of tourist activity**; and **protect the conciliation and balance between residents and visitors**.

2 ● Client acquisition

Catalonia wants to improve the acquisition and retention of clients through the implementation of a top **digital marketing system**, a new **market intelligence model** and a strategy of **integrated communication**.

SECOND EDITION OF THE PROMOTIONAL ACTIVITY «CATALONIA, HELLO FAMILY!»



Over the weekend of June 7-9, almost 14,000 children and their families took part in «Catalonia, Hello Family», a family tourism promotional activity from the CTB.

Throughout the weekend, 25 destinations certified by the CTB with 'Beach with the Family' and 'Nature and Mountains with the Family' awards, and around 120 companies, organised over 200 activities to enjoy with the family.

The chosen theme was once again 'Legends with the Family', to emphasise Catalonia's history and mythology. Throughout the weekend, and using the 'Legends with the Family' app, participants were able to look for and 'hunt' magical beings created for the occasion in the woods, beaches, squares and parks of different family-friendly Catalan destinations.

The weekend saw a lot of activity on social networks (Instagram, Facebook and Twitter) with almost 30,000 'likes' on the 3,000 items of content generated around this event.

GETAWAYS MARKET

In Barcelona from May 3 to 5, around 100 Catalan companies and entities took part in this experiences market organised by the CTB.

The objective was to encourage the **Catalan public to enjoy short trips** (weekends, public holidays, long weekends, etc.) in Catalonia. What makes the Getaways Market different from traditional fairs is that the **companies and entities taking part can sell their products direct to the public**. To make it easier for consumers to access all available information, the market was divided into 4 different zones: **active and nature, arts and culture, gastronomy and wine tourism, and family holidays**. The Getaways Market also had its own gastronomic area where the public could taste the best recipes from different parts of Catalonia, and a zone to try the PlayStation game **Legends of Catalonia**.



Getaways Market 2019

«WELCOME TO THE FARM»

On the first weekend in June, this big Catalan farming festival was held. Over 50,000 visitors came to the 'Welcome to the Farm' open days at agricultural, livestock, fishing and other farms across the country.



The weekend involves **free visits to almost 200 farms of all kinds, including agricultural, livestock and fishing, and accommodation** in over 200 rural locations. The aim is to make tourism less seasonal and drive local residents to (re)discover the region. The Catalan Tourist Board designed various itineraries to facilitate getaways for that weekend based on specific gastronomic, heritage and natural themes; they covered in particular the **Costa Brava, Barcelona Landscapes, Barcelona Coast, Costa Daurada, Terres de l'Ebre, the Lleida area and the Pyrenees**. A new feature for this edition was keeping the activity going throughout the year, enabling people to enjoy the 'Welcome to the Farm' experience beyond the weekend of

June 1-2. The itineraries cover different counties and are thematically different in each area but all feature local **producers, restaurants, accommodation, activities and other interesting tourist spots**.

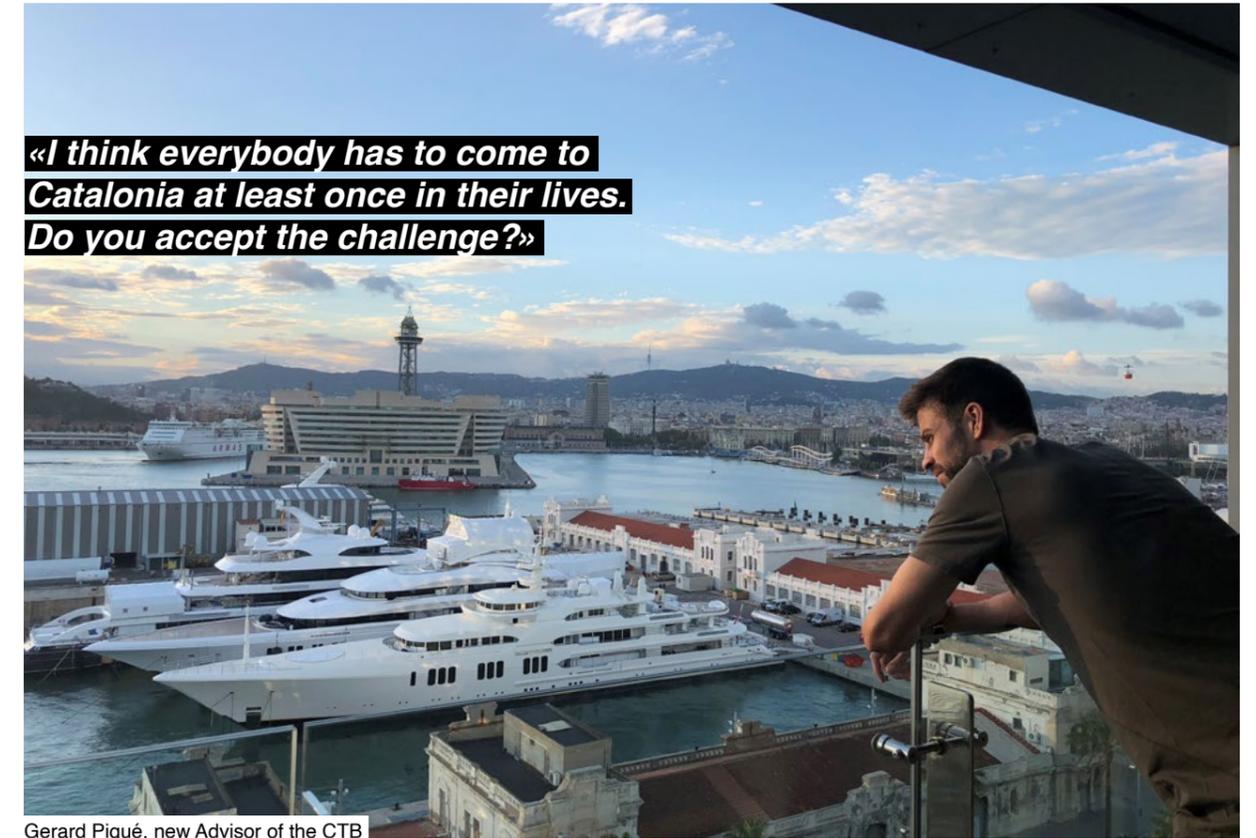
'Welcome to the Farm' is an initiative of the **Catalan Generalitat government**, and coordinated by the **Department of Agriculture, Livestock, Fishing and Food**, through **Prodeca**, and the **Department of Business and Knowledge**, through the **Catalan Tourist Board**. They also work with the **Fundació Alicia and county councils, consortiums and tourist offices, as well as numerous tourism organisations and associations around Catalonia**.



In 2019, 'Welcome to the Farm' had over 50,000 visitors

GERARD PIQUÉ JOINS THE CATALAN TOURIST BOARD IN PROMOTING CATALONIA AS A TOURIST DESTINATION

«I think everybody has to come to Catalonia at least once in their lives. Do you accept the challenge?»



Gerard Piqué, new Advisor of the CTB

The Catalan Tourist Board launched a new campaign to promote tourism in Catalonia starring FC Barcelona footballer Gerard Piqué. The aim of this new project, which is part of the Advisors programme, is to promote Catalonia as a tourist destination through a more emotional story, one that is focused on people, their country and their experiences.

The campaign seeks to promote Catalonia through the international personal brand and renown of **Gerard Piqué**. The image of the footballer enjoys current and growing interest that means Catalonia can be presented as a tourist destination based on experiences and places from the life of the player, and also linked to his professional experience.

A video was made in which viewers see places that have an important tie with Piqué, both from

a personal and family perspective as well as a professional one. Among the locations featured are **Sant Guim de Freixenet**, in the county of **Segarra**, and the counties of **Noguera Pallaresa** and **Garrotxa**, the **Barcelona Coast** and the **city of Barcelona**. Throughout the video, Piqué explains what his challenges are and how he confronts them: through effort, work and wanting to be the best. On the basis of these values, he creates a comparison with Catalonia, (combined with images of places where he

goes to disconnect), a country guided always by the urge to learn and open itself up to the world as a way to continue growing and offering the best of itself. The conclusion sees Gerard Piqué throwing down a challenge to the audience: “I think everybody has to come to Catalonia at least once in their lives. Do you accept the challenge?”

Catalunya Advisors is an initiative of the Catalan Tourist Board that brings together the experiences of people who are from Catalonia or who have visited the country and know it well. With a

promotional remit, the programme pushes quality tourism by having these advocates highlight Catalonia as a destination rich in experiences for holidaying and getaways.

To send the message as far as possible, the programme has worked with people renowned both in Catalonia and abroad. Some of those involved, who have raised the profile of Catalonia as a tourist destination, are the **Roca brothers, Benedetta Tagliabue, Carles Puyol, Vanesa Lorenzo, Kilian Jornet, René Barbier, Maria del Mar Bonet and Manel Esteller.**

Advisors



ADVERTISING CAMPAIGN 2019

The budget for this year’s advertising campaign, via media tender, was €2.7mn which, as well as including the Legends of Catalonia campaign in the United Kingdom, included different communication actions that had various objectives.

These included: the campaign to promote the ‘Catalunya, Hello Family’ activity to the general public; and more segmented communication events that responded to the strategic plan of the Catalan Tourist Board, such as the joint campaign with **Vueling** for the French and Italian markets. The total spend on advertising also included activities for highlighting the diversity of Catalonia’s tourism options – among those particularly worth mentioning were the ones aimed at promoting gastronomy and wine tourism and cultural routes in international markets.



Her Majesty's Theatre
City of Westminster
London, UK

Two initiatives were undertaken regarding the **Legends of Catalonia** campaign, one in the UK and the other in Japan. In the first case, the communication plan included innovative actions such as **street murals in London and Manchester**, a wrapped bus where people could play the video game, the screening of teasers for the video game on the giant screens in Piccadilly Circus, and the creation of a voice application for Alexa. The advertising campaign in Japan, which had a budget of €239,896, aimed to promote the destination and the video game with various communication activities that included adverts in leading newspapers in the country such as **Asahi Shinbun** and **The New York Times-T Japan Magazine**, and digital actions on **Travel.jp** and **Line Travel**.

In addition, several media tenders were carried out, to the value of €1.1 mn, to launch other communication campaigns: adverts in the prestigious **Die Zeit in Germany, Le Figaro in France, and Lonely Planet in Spain, Portugal, The Netherlands and Italy**; information about events and activities for the general public – the **Getaways Market, ‘Welcome to the Farm’, and the Advisors campaign with the footballer Gerard Piqué**; promotion of the Catalonia brand linked to **FC Barcelona** and **RCD Espanyol**; segmented product activities to promote **Active and Nature tourism** in various international markets; and winter sports tourism in the usual domestic markets (Catalonia and the rest of the Spanish state).



Street mural of the Legends of Catalonia campaign

Furthermore, the **Year of Sports Tourism** was launched with an advertising campaign. This campaign, which had a budget of €993,295, aimed to project an image of Catalonia based on sporting values such as **equality, inclusion and accessibility, innovation, and healthy habits**. It was an **innovative digital campaign and micro-segmented** with personalised content, aimed at the priority markets of Germany, Benelux, the UK and France. The campaign enjoyed the participation of the Catalan medal-winning synchronised swimmer **Ona Carbonell**, and international influencers from the world of sport and style from Germany, The Netherlands, France and the UK.

STRATEGIC AND COMMERCIAL ALLIANCES

In terms of partnership and sponsorship programmes:

Partner agreements were renewed for a minimum economic value of

€100,000 each.





FC BARCELONA
més que un club



Raised awareness of Catalonia in the **Japanese market** during the club's pre-season tour, when the brand was displayed in different spaces in the stadiums where they played and on the leisure polo shirts of the first team.



A campaign was created inspired by the virtual reality game **Legends of Catalonia with 5 first team players** (Messi, Piqué, Suárez, Ter Stegen and Sergi Roberto) through the mobile application **Legendary Barça Fans**.



A **manga-style comic** was created in digital format with illustrations of the different tourist spots that appear in **Legends of Catalonia**; and a training session was done with different travel agents from **Rakuten** (the main partner of FC Barcelona).



FC ESPANYOL
el club de la ciutat



A promotional video was produced with **RCDE** for the Chinese market, taking advantage of the signing of the Chinese player Wu Lei by the Catalan team. In the video **Wu Lei** highlights the uniqueness of Catalonia and of the football team.



vueling

A joint advertising campaign was carried out with Vueling (**We love "you'll never be so close"**) for a total media budget of **€800,000**, principally focused online and concentrated in France and Italy, to raise awareness of a variety of cultural and gastronomic tourism experiences in different parts of Catalonia, taking advantage of the position of Barcelona city and its airport. In addition, two advertising features were included in the on-board magazine of Vueling (**LING**) connected to the content of the campaign *We love "you'll never be so close"*.





LA ROCA VILLAGE
A MEMBER OF THE Bicester Village SHOPPING COLLECTION

A **digital guide** was published with La Roca Village in which **24 exceptional hosts from different areas** shared their personal and/or **secret recommendations** for discovering the real Barcelona and Catalonia with Chinese travellers.



Main sponsor agreements were renewed with the **Familia Torres and Codorniu** wine-makers and **Sixt Rent-a-Car**, for a minimum economic value of **€25,000** each.



Agreements were undertaken for the granting of subsidies to the **Volta Ciclista a Catalunya** and the **RACC Catalunya-Costa Daurada Rally**.

EXPERIENCE CATALUNYA

Experience Catalunya is the website for the online sale of combined activities and trips in Catalonia that the Catalan Tourist Board has managed since April 2014, and is available in 5 languages (Catalan, Spanish, English, French and German).

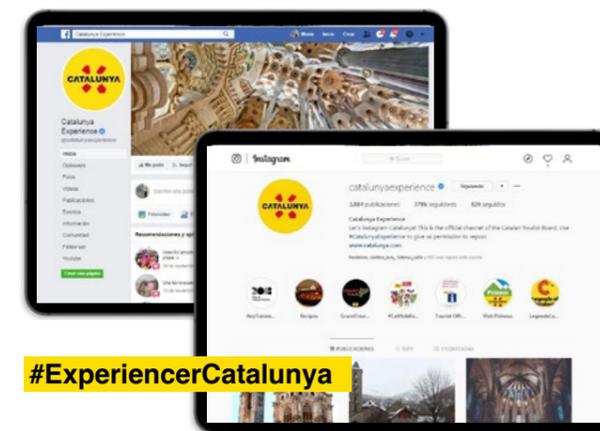


The most significant achievements were:

 <p>€115,000 TURNOVER</p>	 <p>+275 ACTIVITIES ON SALE</p>	 <p>+235 COMPANIES</p>	 <p>11,500 USERS</p>
<p>from digital channels and tourist offices managed by the Catalan Generalitat government (except the one in Barcelona airport).</p>	<p>classified into 18 product categories, covering locations across the whole of Catalonia and with a high experience content.</p>	<p>sold their products through the platform, 25% of which were travel agencies.</p>	<p>registered with the platform</p>

The main e-commerce communication actions included the following:

- Search Engine Marketing campaigns carried out across the state.
- Monthly publication of content on the blog 'Innovative ideas for curious travellers'.
- Monthly newsletter mailing to subscribed users.
- Collaboration with **influencers** who generate content on their social networks about activities on the Experience Catalunya website, using the hashtag **#ExperiencerCatalunya** and driven by the loyalty programme.
- Implementation of the **Experience Catalunya loyalty programme**, creating a community of 'experiencers' with the objective of generating new leads, brand positioning and conversions.
- Distribution of graphic material from the influencers via the **Catalunya Experience social networks**, where they highlight and push the companies that collaborate with Experience Catalunya.
- Operation of the module for selling experiences and merchandising through tourist offices, with the objective of improving the control of and checks on sales from all distribution points in a single place.



3 Client loyalty

The objective of the activities that fall within this area is to **increase the loyalty of visitors to Catalonia.**

CATALUNYA EXPERIENCE

Catalunya Experience is the ecosystem of social networks aimed at tourists (national and international) with which the Catalan Tourist Board promotes Catalonia as a tourist destination in the 2.0 environment. At the close of the year there were 1.8 million followers distributed across the following social networks:

	Facebook	1,424,188 followers
	Twitter	69,591 followers
	Instagram	375,068 followers
	YouTube	7,932 subscribers

During the Year of Cultural Tourism a number of important actions were carried out on these communication channels. On the **Catalunya Experience** page on **Facebook**, special effort was put into distributing information about all the cultural tourism activities available in Catalonia using the hashtag **#CulturalTourismYear**. Weekly cultural recommendations were made, interesting and curious facts were published, and events from the Catalan cultural agenda were highlighted. Some of this content reached over **100,000 people**.

On **Instagram** a communication campaign called **Live Culture** was run with the aim of showing the diversity of cultural events that are celebrated around Catalonia, in conjunction with users of this social network. Through stories and a photo album summary accompanied by an explanation of what each festival was about, the country's cultural legacy was conveyed to the community of users on the Instagram account **@CatalunyaExperience**.

In 2019 **14 different events were featured: the Carnival of Vilanova i la Geltrú, the Barcelona to Sitges Rally, the Passion of Esparriguera, Montblanc Medieval Week, Lleida Puppet Fair, the 'Falles' of Boí, the Festival of 'La Mare de Déu del Carme', Terra Ibèrica in Calafell, the annual town festival ('festa major') in Vilafranca del Penedès, the 'Fira dels Indians' in Begur, the 'Festes de la Misericòrdia' in Reus, the Grape Harvest Festival in Bages, the Rec.O Stores of Igualada, and the Pine Tree Fair in Espinelves.**

The stories achieved **2,576,010 impressions and a reach of 2,364,881.**

The publications achieved a total of:

- 67,081** likes
- 485** comments
- 1,567,939** impressions
- 721,589** de reach
- 715** saves

Monthly publications were put on the **Instagram** account **@CatalunyaExperience** for six months (from April to September 2019), providing information about routes in cities, towns and villages. The objectives were to:

- Raise awareness of the **Cities and Towns with Character** award.
- Let people know about the guide, **Cities, Towns and Villages. Escape to Catalonia and let yourself be captivated.**
- Make the most of **photos taken by users themselves** (fresher and more suitable images to publish on this channel).
- **Inspire users** in a different way from what's usually seen on this social network.
- Facilitate a way to get to know Catalonia through **routes that already exist.**
- Mention **local profiles on Instagram**, where more information on each destination can be found.
- Provide **material in English** to internationalise it as much as possible.

The **6 routes that were published were: Receive the mark of Gaudí; A walk along millennial borders; Follow the footprints of creativity; Discover the way to your interior; Messages from the Middle Ages; and Chasing inspiration.**

From the publication of these routes, the following were achieved:

- 32,721** likes
- 190** comments
- 719,992** impressions
- 325,743** reach

4 Marketing services

This section encompasses all those actions aimed at helping the Catalan Tourist Board to increase both its client base and its clients' satisfaction through an **improvement to its range of services for companies: a new relationship model with other promotional entities and an optimisation of the network of offices abroad.**

NEW CLIENT SERVICE FOR BUSINESSES AND ENTITIES IN THE CATALAN TOURISM SECTOR

A new client service for businesses and entities in the Catalan tourism sector was presented during the annual get-together for affiliates of the Work Programmes of the CTB. The aim of this service is to make the benefits offered by the CTB more accessible to professionals in the tourism sector, and adapt those benefits even further to demand. It's hoped that this service will guide and assist such professionals on how to benefit as much as possible from the range of marketing provisions from the CTB.

The meeting, which took place in December and had almost **300 participants**, also featured a review of the **Catalan Tourism Marketing Plan** and provided information about trends and innovation. Affiliates were told about practical cases regarding **sports tourism**, how to apply **innovative concepts** to their business such as **blockchain** and **5G**, and **new trends** in the tourism sector like **cash-free travel**, **ecotourism**, **transformative journeys**, **vegan culture** and the personalisation of services through the use of data.

Currently, the **CTB affiliates programme** has almost **1,300 companies and entities**, which enjoy a series of services that benefit their business and the positioning of their tourism products. Among other advantages, they can access **specialised training courses**, receive **support for the commercialisation of their products**, **access data related** to Catalonia's major tourism markets, and enjoy visibility on the CTB's communication channels.



Affiliates Meeting 2019

The work plan of the Catalan Tourist Board groups the programme affiliates into the following categories:

- Beach with the Family
- Nature and Mountains with the Family
- Family Facilities
- Cycling Tourism in Catalonia
- Ecotourism
- Hiking in Catalonia
- Active Adventure
- Sports Tourism
- Golf in Catalonia
- Wine Tourism in Catalonia
- Gastronomic Experiences
- Gastronomic Hotels
- Arts and Culture
- Seaside Neighbourhoods and Towns
- Cities and Towns with Character
- Charming Villages
- Premium Catalonia
- Barcelona Medical Destination
- Catalunya Convention Bureau

ATTENDANCE AT KEY TOURISM FAIRS

This year, the Catalan Tourist Board was once again present at the main international tourism events, where it particularly promoted everything to do with cultural tourism:



Fitur (Madrid)

The Catalan delegation was made up of around 80 companies and institutions. The CTB stand presented a diverse range of experiences in Catalonia (particularly cultural items because of the Year of Cultural Tourism) as well as the most important new options from the 9 tourism areas: **Costa Brava, Costa Daurada, Terres de Lleida, Barcelona Coast, Barcelona Landscapes, Pyrenees, Val d'Aran, Terres de l'Ebre and Barcelona**. The common thread of the stand at Fitur was the **Atzar Route**, the story of a trip around Catalonia to discover its most emblematic spots. The CTB promoted places, activities, experiences and moments that have been enjoyed and shared through social networks. At the Madrid fair, Catalonia received the prize for the Best Spanish Institutions and Destinations Stand.



ITB (Berlin)

The Catalan Tourist Board travelled with around 30 companies and institutions from the Catalan tourism sector to continue its promotional efforts in this key strategic market for Catalonia. During the fair, meetings were held with businesses and entities from the German tourism sector; for example with **ADAC**, to talk about the new **PINCamp** platform that's focused on **campsites, and the Forum Anders Reisen**, Germany's biggest association of sustainable tour operators. At this year's edition, Catalonia put a special focus on promoting cultural tourism, while also highlighting active and nature tourism, gastronomic tourism, and trips around the region that can be done in the autumn and spring, particularly in areas with less tourists.



MITT (Moscow)

The Catalan Tourist Board was accompanied by around 20 entities and companies from the Catalan tourism sector, which went to evaluate the situation of the key Russian market. During 2018, more than **726,000 Russian tourists visited Catalonia**, just about maintaining the recovery that has appeared following the fall suffered by the Russian market in 2015, and signifying a **rise of 25,000 tourists with respect to 2017**. These figures are supported by a rise in total spend, which reached **€1,192.2mn**, which is the second highest amount since 2010. It should be borne in mind that in recent years this market has experienced a sharp general decline around the world, as a result of various weakening political and economic factors. During the fair, Catalonia's tourism representatives held business meetings with some of Russia's most important tour operators: **Anex Tour, TUI Russia, Coral Travel and Tez Tour**.



WTM (London)

Around 30 companies and entities accompanied the Catalan Tourist Board to WTM (London). In this edition, various meetings were held with the main British operators as well as with representatives of the Catalan tourism delegations to **gauge this key market, bearing in mind the upcoming departure of the United Kingdom from the European Union and the collapse of tour operator Thomas Cook**.

It's also worth mentioning the participation of the CTB at **Virtuoso Travel Week 2019**, which took place from August 10 to 15 in **Las Vegas (USA)**. During this convention, the CTB had meetings with almost **400 travel agents** to present the range of tourism options available in Catalonia for clients in the premium sector, and held an education session about Catalonia for a group of over 100 agents from Virtuoso.



Virtuoso agents

COMMERCIAL SUPPORT ACTIVITIES: COMMERCIAL TRIPS

The CTB, through the **International Markets Unit** and the **network of offices abroad**, carried out its **Marketing and Promotion Action Plan** in the major tourism markets.

To promote the brands of Catalonia and Barcelona in distant markets, roadshows were organised with companies from the tourist sector. The trips were arranged by the CTB together with Barcelona Tourism, and their aim was to reinforce the position of Catalonia and its capital as tourist destinations, as well as providing Catalan tourism companies with a commercial support platform for interactions with operators from different markets. These international trips included the following:



LEARNING SESSIONS

To provide knowledge to businesses and entities about the markets they visit, led by the heads of the CTB's offices abroad and experts in each market. The objective is to facilitate businesses' understanding of the keys to success for commercialising their products.



WORKSHOP B2B

Commercial sessions with agencies and operators (i.e. potential buyers from the markets), to who participating companies present their proposals.



NETWORKING

Sessions with participating companies from the Catalan sector, as well as with trade operators.

As well as these commercial activities, **sessions and visits to the main tour operators (OTA)** were organised to acquire as much **knowledge as possible about the markets and identify the main keys to success**. This strategy enables the CTB to promote quality tourism that also has a high experience value in distant markets, helping to attract tourists with significant purchasing power, distribute demand throughout the year, and create tourism hubs around the region to avoid overcrowding at the coast and in the big cities, and, as a consequence, increase overall annual income.



Japan and Korea roadshow



South America roadshow

In 2019, the CTB organised two roadshows:

South America (March 25-29) in **Rio de Janeiro (Brazil)**, **Buenos Aires (Argentina)** and **Santiago de Chile (Chile)**

Japan and Korea (November 25-29) in **Tokyo and Osaka (Japan)** and **Seoul (South Korea)**.

PROMOTION OF PROFESSIONAL MEETING TOURISM

The CTB now has 240 members in its professional meetings and events programme of the Catalunya Convention Bureau (CCB).

With the aim of continuing to position Catalonia in the national and international markets of meetings, conferences, conventions and incentive trips, the **Catalunya Convention Bureau** continued to give support to professionals in the sector, and dedicated an **annual budget of almost €1mn to professional meeting tourism**.

2019 stands out as the year in which implementation of the **Marketing Plan** started but also because the **CCB** strengthened its commitment to actions aimed at **boosting MICE** (meetings, incentives, conferences and exhibitions) **tourism in Catalonia**. As such, the Catalunya Convention Bureau increased its number of **workshops, promotional activities, survey visits and training sessions**.

In addition, for the first time, it carried out com-

mercial presentations in countries such as **Norway, Brazil and Argentina**, with the support of the **CTB's offices abroad**.

The CCB also continued its commitment to the invigoration of conference and convention activity. As such, it intensified the **networking events of the Ambassadors Programme** (for professionals who can create new business opportunities and generate the transfer of knowledge in Catalonia by attracting MICE events); the working breakfasts that took place in Barcelona and Tarragona are a good example of this.

As well as the numerous actions carried out, the Catalunya Convention Bureau continued to support both the sector and meeting organisers through personalised advice.

From 2019, it's particularly worth mentioning the following actions

MEET Ambassadors

For the first time, the **Catalunya Convention Bureau** organised a large **networking get-together for members of the Ambassadors Programme**. Meet Ambassadors, held in the gardens of **Mas Marroch of El Celler de Can Roca**, brought together 30 internationally recognised professionals who help promote Catalonia as a hub for organising conferences, meetings and events. Currently the programme includes 145 leading professionals, who come from different economic sectors and from across Catalonia.

State Associations Workshop

The **Catalunya Convention Bureau** invited different **state associations from all areas that organise conferences and events** to come to Catalonia to meet CCB members. The day of promotion, commercialisation and networking, celebrated in May at the **Fira Reus**, involved **9 associations and 16 members**. As well as the workshop, the Catalunya Convention Bureau organised a fam trip around the region so that the guest associations could get to know what Catalonia has to offer at first hand.



MEET Ambassadors networking event

Participation at IBTM World and IMEX

For another year, the **Catalunya Convention Bureau** consolidated its presence at the world's two most important MICE fairs:

• At IBTM, held in Barcelona in November

The Catalonia stand had **43 companies and entities from the meetings tourism sector**. Over 50 meetings were held with professionals and 6 destination presentations were given. In addition, a fam trip was organised to boost knowledge of **MICE** tourism options among state professionals, a major market for the rise of tourism spend in Catalonia.

• At IMEX, held in Frankfurt in May

The Catalonia stand achieved improved results compared to the previous year. The tourism representatives from Catalonia held around 30 commercial meetings with tour operators specialised in the MICE sector. What's more, at the Catalonia stand, in which around 20 companies participated, **6 presentations were given on Catalonia as a business tourism destination in front of some 80 operators from various specialised markets in this sector**.

2019 also saw the start of **significant tasks that will help to innovate in the promotional, commercial and communication activities of the Catalunya Convention Bureau**. The first steps were taken to adapt the tools and opportunities generated by the digital world and social networks, develop the platform for collecting TDS-MICE data, and improve the whole segmentation and visualisation of what's available, among other key challenges that will continue during 2020.

WINE TOURISM

The CTB's Wine Tourism in Catalonia brand carried out its first study into 'The profile of visitors to the wineries of Catalonia'. The aim of the study was to get to know better the profile and behaviour of our wine tourism visitors and improve the tools to attract and retain these visitors.

From the study, carried out within the framework of Wine Tourism in Catalonia, certain business opportunities were identified for wineries, such as incentivising participation in different wine tourism activities to attract the Catalan market, improving relations with travel agencies to attract European and American visitors, and creating combined tourism packages with cultural activities aimed at the markets from the rest of the world.

According to the study, which was carried out through personal interviews at wineries in almost all the officially recognised wine-making regions ('denominacions d'origen'), wine tourism visitors to Catalonia are



majority **male** (56%), with an average age of **49**, have a **higher** or **university education** (47%), are in an **active employment situation** (80%), travel **with friends** (32%) or **with their partners** (29%), while 65% had come in **organised groups**. They **repeat the experience**. (31% had previously visited a winery in Catalonia.)

The Wine Tourism in Catalonia programme aims to **promote the range of wine tourism options of affiliated companies and entities**, offer promotional and commercial platforms to these organisations, and increase the number of visitors who participate in wine tourism.



At CTB, we want to know more about our wine tourists

FAMILY HOLIDAYS

Catalonia now has 8 places certified as Nature and Mountains with the Family destinations: Berga, En Bas-Les Preses Valley, Boí Valley, Camprodon Valley, Valls d'Àneu, and Pirineus-Noguera Pallaresa in the Pyrenees; Muntanyes de Prades on the Costa Daurada; and Els Ports in Terres de l'Ebre.

In addition there are 19 places certified as Beach with the Family destinations: Blanes, Calonge-Sant Antoni, Castell-Platja d'Aro, Lloret de Mar, Roses, Sant Feliu de Guíxols, Sant Pere Pescador, and Torroella de Montgrí-L'Estartit on the Costa Brava; Calella, Castelldefels, Malgrat de Mar, Pineda de Mar, Santa Susanna and Vilanova i la Geltrú on the Barcelona coast; and Calafell, Cambrils, El Vendrell, Salou, and Vila-Seca – La Pineda Platja on the Costa Daurada.



Presentation of diplomas to the Nature and Mountains with the Family destinations of Camprodon Valley

Currently there are **470 companies affiliated to the Family Tourism brands around Catalonia**, including tourist accommodation establishments, companies that organise activities, tourist offices and facilities for families.

Nature and Mountains with the Family and **Beach with the Family** are specialised labels that the CTB awards to a town or collection of towns, as a **guarantee that they offer certain services and facilities adapted to the needs of families with children**, such as:

- Special attention to **safety regulations**, both in public spaces and in certified establishments.
- A wide programme of **activities, installations**

appropriate for young children in **public zones, accommodation and complimentary resources.**

- **Easy access to information** about daily activity programmes to be able to better plan a stay.

It's also a project that enjoys **public-private collaboration**, as the services can be offered both by public installations and facilities and by private tourism companies.

Facilities specialised in family tourism that aren't located in a certified destination can be found within the **Family Facilities** section. All destinations and companies that form part of the family tourism programme can be seen [here](#).

The CTB has a plan of action for promoting family tourism options that has been agreed with the different coordinators of the Beach with the Family and Nature and Mountains with the Family destinations. Important actions carried out during 2019 in the major and priority markets were:

Spanish market

Online communication with **influencers**, specifically the **Oh.mamablue** family. They have over 300,000 followers on Instagram and a blog. **Two blogtrips** were organised to the **Costa Daurada** and the **Pyrenees** to promote pre- and post-season getaways in local markets.

French market

Branded content action in the form of a **web series** and **communication campaign** that were shared online and through **viral marketing via social networks**. A comedy series of **eight 5-minute episodes** was produced in a format designed to be watched on a mobile phone, and to influence the phase when tourists are seeking inspiration. The project was completed with a **guide to every family destination**. All the material can be seen on this dedicated [webpage](#).

Italian market

Training activity in the form of a **family tourism benchmark trip** to the **Italian Dolomites**, so that Catalan destinations and companies affiliated to the CTB could get to know leading family tourism experiences at a European level at first hand. Around 20 affiliates participated in the trip which took place from September 15 to 19.

PYRENEES PROGRAMME

The CTB and Ferrocarrils de la Generalitat train network (FGC) will work together to promote the Pyrenees brand. Thanks to a new agreement, Ferrocarrils de la Generalitat will move on from principally promoting ski and mountain resorts managed by the company to promoting the whole region and its tourism options from a more comprehensive vision, thereby aligning itself with the strategy of the Pyrenees Programme.

Ferrocarrils de la Generalitat is joining the **Pyrenees Programme** together with the tourism boards of the **Provincial Councils of Girona and Lleida**, the **Provincial Council of Barcelona**, the **Institute for the Development and Promotion of the Upper Pyrenees and Aran (IDAPA)**, and the **General Council of Aran**.

The Pyrenees Programme highlights the diversity of tourism in the Catalan Pyrenees. Its aim is to consolidate the **11 counties of the Catalan Pyrenees** (Alt Empordà, Alt Urgell, Alta Ribagorça, Berguedà, La Cerdanya, La Garrotxa, Pallars Jussà, Pallars Sobirà, Ripollès, Solsonès and La Val d'Aran) as a **unique and comprehensive tourist destination in the major international markets** (mainly local markets), through specific promotion and with the aim of reducing the seasonality of demand.



SPECIFIC ADVERTISING CAMPAIGN

The Pyrenees Programme, headed up by the CTB, invested €200,000 in 2019 in a specific advertising campaign launched in **Germany, Benelux, France, Spain, Israel and the UK**.

The campaign consisted of getting to know the destination in detail as a way to encourage audiences to take part in a competition. In addition, **40,000 copies of Guide to hiking in the Pyrenees of Catalonia** were distributed in a leading Dutch rock climbing and mountaineering magazine.

PRESENTATIONS - PYRENEES OF CATALONIA WORKSHOP

Through the Pyrenees Programme, 3 presentations were organised in 2019 about the Pyrenees as a destination both in **Spain (Bilbao and Madrid)** and the **UK (London)**.

All 3 presentations were accompanied by a **workshop with specialised operators and companies from the Pyrenees**. Between the 3 cities, over **70 operators** and around 15 Catalan businesses took part.



Reverse mission with ATTA

SPORTS TOURISM, CYCLING TOURISM AND GOLF

The CTB has worked to promote sports tourism since 2003. Nowadays it has almost 150 certified entities and private companies that offer services adapted to amateur and professional sportspeople, and the general public who come to enjoy a sporting event.

In addition, in the past 6 years, cycling has shown strong growth and Catalonia has become a **competitive destination for cycling tourism for visitors from different countries**. As such, the CTB has a specific cycling promotional programme which includes over 100 affiliated entities.

Among the different activities organised throughout the year were the following highlights:

Reverse mission organised with INDESCAT

A fam tour and workshop were carried out with **9 tour operators** from the **Nordic countries** specialised in sports tourism. The aim was to promote Catalonia as a destination for sporting holidays. This activity included a presentation about how the Nordic markets work in terms of sports tourism for members of **INDESCAT** and the **CTB**.

Reverse mission organised by members of ATTA, a network of American active tourism operators

A fam tour and workshop were organised with **US and Canadian tour operators and press**. The operators were able to enjoy different road cycling and mountain biking routes around Catalonia, and have interviews with specialised Catalan companies.

Workshop Catalonia Golf Travel Network

60 participants from Catalan firms and buyers from Estonia and Finland, and was held during a cruise between Helsinki and Tallinn. Around a dozen Catalan entities specialised in golf, principally golf courses, took part, and they were able to sell their services to the participating operators.

WINE TOURISM AND ACTIVITIES IN NATURE

The CTB has worked for some time to highlight wine tourism in Catalonia and continues to promote nature activities in a responsible and sustainable way. These are some of the main related actions carried out in 2019:

New Active Tourism – Nature guide

A new edition of the **Nature Active Tourism** guide was published, featuring ideas that take into account the motivation of the visitor. It was produced in 5 languages: Catalan, Spanish, English, French and German. It's a **guide** that for the first time presents what's on offer based on the demands of the client.

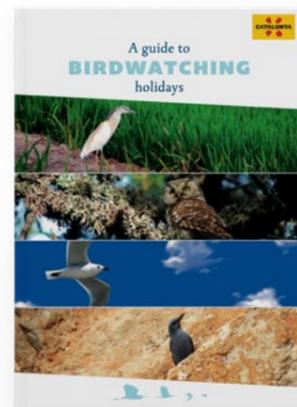
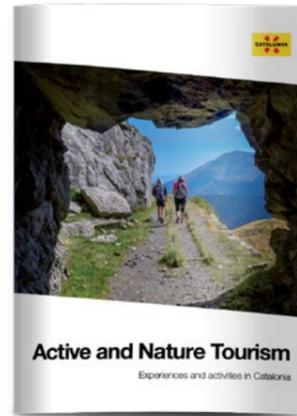
Forum Anders Reisen

The CTB organised a fam trip and workshop with **Forum Anders Reisen**, the biggest platform and association of **German tour operators specialised in sustainable tourism**. Ten operators from the platform took part, and they were told about nature and responsible tourism in Catalonia.

Participation in Birdfair 2019 in Rutland (UK)

The CTB promoted **ornithological tourism** at **Birdfair 2019**, Europe's most important fair for this kind of tourism. The CTB had its own stand alongside its co-exhibitors, the tourism board of the **Provincial Council of Tarragona-Terres de l'Ebre** and the **Laguna Campsite**. The presence of Catalonia at Birdfair is especially important as the UK market is one of the most important in the world in terms of birdwatching tourism.

Catalonia is a privileged destination for seeing birds and it's possible to see as many as **400 different species**. At the fair, the CTB shared information about the opportunities in Catalonia for birdwatching and handed out its new ornithological publication, **A guide to birdwatching holidays**, which enables the identification of the various species that live in Catalonia, and explains in which areas and when to find them. It also raised visibility regarding those options that preserve local surroundings and communities with the guide, **Ecotourism. Experiences to connect with nature**. As well as birdwatching, the guide features other activities such as cycling tourism, viewing the night sky, the 10 commandments of good ecotourism and interesting landscapes.



II ENS Forum

The CTB took part in the second **Ecotourism, Nature and Sustainability Forum – ENS**, celebrated in Deltebre on October 23 and 24. This biennial event, whose slogan was “**Ecotourism all year**”, enjoyed a very complete programme, with speakers, debates, participatory working sessions, a range of projects and many other activities. The objective was to find proposals for keeping the different areas and ecotourism companies going throughout the year, and improving out-of-season ecotourism by highlighting nature and creating different products by season.

The CTB created the **Ecotourism** label with the aim of bringing together those companies that work in a segmented way in this sector, where the general aim is to be in contact with nature thanks to activities that allow for the contemplation, observation and participation in the conservation of the environment, and always in a respectful way.

The **ENS Forum** is organised by the **Catalan Generalitat government**, driven by the **Ecotourism Board of Catalonia** (a public-private participatory entity that evaluates and tracks the **NaturCAT2020 Plan**), and has the collaboration of the **Tourist Board of the Provincial Council of Tarragona**, the **Town Council of Deltebre**, and the **Association of Tourist Companies and Activities of the Delta de l'Ebre**.



The slogan at the II ENS Forum was “Ecotourism all year”



#formacióturismecat 2019, a comprehensive training plan

In 2019, new courses began as part of the **#formacióturismecat 2019** plan, which is a comprehensive training plan aimed at companies and entities from the Catalan tourism sector.

The objective of the training plan is to contribute to an increase in competitiveness of tourism companies and entities, creating a new scenario geared towards cooperation, and the co-creation and application of innovative options in all areas and processes. In total **30 courses** are on offer, covering over **350 teaching hours**, and they have been given in different places around Catalonia: **Barcelona, Girona, La Seu d'Urgell, Lleida, Manresa, Reus, Sort, Tarragona and Tortosa**.

This training plan, in which digital transformation plays a key part, is designed both for small and medium-sized companies as well as the big players in the tourism sector.

As such, a complete and homogeneous offer has been created based around **3 vectors**:

- **Innovation**
- **Digital transformation**
- **Digital marketing**

One of the objectives of the Catalan Tourist Board is to prioritise the implementation of initiatives to integrate **innovation in the organisation**. As such, the CTB has to set up support services for **innovation, market intelligence** and the **incorporation of new technologies**, and has to have available technological resources and staff trained with the necessary knowledge to carry out the initiatives.

DATA TO BETTER UNDERSTAND DEMAND

In 2019 the CTB continued to track tourist arrival data both from official sources and from air traffic platforms, which allows for a more accurate analysis by the origins of passengers and by airport. In addition, the results of the biennial survey ‘Satisfaction barometer of tourists’ were made public; they include satisfaction indicators from clients regarding their stay in Catalonia.

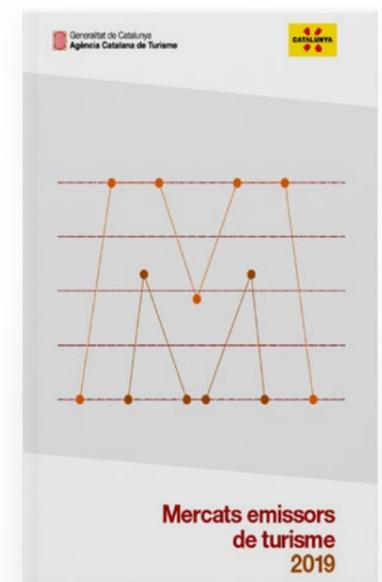
The survey was carried out in 2018 with more than **3,000 tourists from 8 major European markets**. The aim is for the CTB to find out about the satisfaction of clients, and about the strong and weak points of Catalonia as a destination.

The possible repercussions of **Brexit** for the tourism sector was another of the themes studied in 2019, and different data sources regarding demand were tracked and a document on the findings was produced almost fortnightly.

At market level, an important piece of work was the investigation into the **potential of new emerging markets in the Asian-Pacific zone** so as to orientate the marketing strategy in these distant markets. Another market that excels is the **German market**, and a biennial impact report has been done on it for the past few years: it’s the market with the greatest travelling capacity in Europe and it’s important to be aware of any change or new trend. In addition, the document **Issuing markets**, produced jointly with CTB’s offices abroad, was published. The document contains information about market trends, market structure analysis, flights, market opportunities, etc.

In terms of products, these were some of the most notable actions:

- Presentation of the first ‘**Profile of visitors to the wineries of Catalonia**’.
- Online tracking regarding the presence on **social networks** of the **Cities with Character**, to be able to measure loyalty and the level of sharing regarding the attributes of the destinations.
- In medical tourism, competitor studies were done to be able to better define the USP of **Barcelona Medical Destination**.
- In meetings tourism, an **analysis** was done on the **structures of the French and UK markets** to better understand how to approach commercialisation and communication in those two countries.
- In **sports tourism**, work was done on the online identity of the companies in this section, creating a tracking of up to 121 businesses and entities.
- In the **Pyrenees** section, understanding of demand deepened, with the identification of priority countries for attracting tourists.
- Various pieces of work were done on understanding the profile of **family tourism in Brazil and Belgium**.



Issuing markets publication

It's necessary to **develop a new organisational framework** to improve internal performance, a management system to ensure the implementation of the strategy, and a new model of governance to manage sectorial problems with **economic, social and political** significance, in cooperation with key actors in the industry.

CATALONIA LEADS THE CHARM AND MED PEARLS EUROPEAN PROJECTS

Catalonia, through the Directorate General of Tourism and the Catalan Tourist Board, takes part in, and in some cases heads up, various European Community projects that have, among other aspects, great impact for the protection of nature, such as cross-border itineraries.

For instance, the CTB leads the **CHARM** European project, which consists of the creation of a **transnational route featuring 10 charming villages in 6 different countries**, and offers around 70 activities based on cultural and natural heritage in rural European zones. The objective is to create flows towards rural zones, and less touristy areas, and contribute to the decongestion of those areas and cities that have a high concentration of visitors, as well as to **preserve and promote the historical and traditional heritage, architecture and landscapes of rural areas**, through innovative experiences.

The CTB has 6 partners in this:

- Turismo Vivencial (TUVI)
- Tradições d'Outora (TDO-PORTGALL)
- Institut für Tourismus-und Bäderforschung in Nordeuropa gmbh (NIT)
- Tour Guide Fox (TGF)
- Software Engineering Italia - SWING:IT (SE IT)
- Network of European Regions for a Sustainable and Competitive Tourism (NECSTouR)



The CHARM project aims to create flows towards less touristy areas

The CTB also leads the European **Med Pearls** project.

The partners of this project are:

- The Confederation of Egyptian European Business Associations (Egypt)
- The Federation of Egyptian Chambers of Commerce – Alexandria Chamber (Egypt)
- The Municipality of Thessaloniki (Greece)
- Discovery Travel & Tourism LLC (Jordan)
- APS Mediterranean Pearls (Italy)
- The Palestine information & Communications Technology Incubator (Palestine)
- The Palestine Wildlife Society (Palestine)



The **Med Pearls** project is part of the **ENI CBC Mediterranean – Sea Basin Programme** call of the **European Commission**, and its objective is the creation of **26 tourist experiences** – the **26 pearls of the Mediterranean** that give the project its name – in **13 pilot areas in the countries taking part**. The aim of these experiences, based on public-private cooperation, is to internationally position the Mediterranean as a destination of quality and excellence for **Slow Tourism**.

The Med Pearls project establishes that the experiences have to be developed in areas of low-density tourism that have a lot of potential. Based on these criteria, the CTB has chosen the areas of **Anoia** (in collaboration with the Provincial Council of Barcelona), **Les Garrigues** (in collaboration with the Provincial Council of Lleida) and **Ribera d'Ebre** (in collaboration with the Tourist Board of Terres de l'Ebre) to push the 3 Catalan experiences that form part of the project.

Also in relation with Europe, it should be noted that since 2015 the CTB has presided over the **NECSTouR network of European regions for sustainability and competitiveness in tourism**. NECSTouR was founded in 2009 by **Catalonia, Tuscany and Provence-Alps-Côte Azur**. Currently it has 70 members that represent European regions, companies and institutions, associations from the European tourism sector, universities and research centres. The network works to strengthen cooperation between European regions to consolidate sustainability and competitiveness in tourism, and directly influence European tourism policy.



Presentation of the Med Pearls project

CATALONIA: A SUSTAINABLE AND INCLUSIVE DESTINATION

Catalonia is one of the most sustainable, accessible and inclusive tourist destinations in Europe. Tourism, sustainability and accessibility go hand in hand to achieve a model of touristic excellence based on a commitment towards the destination's environmental, socio-cultural and economic sustainability.

In 2019 different acts were carried out to encourage **accessible and inclusive tourism**:



Videos of market intelligence regarding the potential of accessible tourism in the major markets were produced. Diffusion on social networks: YouTube and Twitter.



Blogtrip of adapted **cycling tourism** by **Valentí Sanjuan** and **Diego Ballesteros**. Promotion of cycling tourism for everyone in the **Terres de l'Ebre** with the influencer Valentí Sanjuan and the 2017 Spanish champion in para-cycling time trials, Diego Ballesteros.



Collaboration for the promotion of accessible and inclusive tourism in Catalonia with the **Reis Met Je Hart Foundation in The Netherlands**. Four participants with accessibility needs got to know **Barcelona, the Costa Brava and Barcelona Coast**.



Collaboration with **Barcelona Business with Social Value**, and specifically with **Social & Sustainable Tourism**, a networking event that raises awareness about what's offered by those companies that conduct social and sustainable business. Collaboration on the presentation of sustainable tourism awards.



Participation in the **II Summit on LGBTI Tourism**, driven by **Barcelona Tourism**. The CTB took part in a round table about inclusive tourism and LGBTI family tourism.



II LGBTI Summit



Cycling tourism in the Terres de l'Ebre

21ST YEAR OF TRAINEES IN CTB OFFICES ABROAD

At the start of the year, the CTB incorporated 6 trainees in offices it has outside Catalonia as follows: 2 in Paris, 1 in Brussels, 1 in New York, 1 in Frankfurt and 1 in Madrid. This is the 21st year of the CTB training scheme and, since the first round in 1997, 178 young people have taken part in it.

The traineeships that the CTB awards have a double objective: **to train professionals in the Catalan tourism sector and provide a qualified experience that enables them to later join the job market.** To take part, it's necessary to have, among other requisites, a university degree, the nationality of a member state of the European Union, been registered to live in Catalonia for at least two years, the certificate of proficiency level in Catalan, knowledge of Spanish and the official language/s of the destination country, and not be older than 30.

The duration of the training scheme is **one year (January-December 2019)** with the possibility of extending it for an additional year. With regards to the economic provision, this varies according to the destination, and in 2019 it ranged between **€16,862** and **€32,450**. The CTB has offices in **Madrid, Frankfurt, Paris, London, Milan, Moscow, Brussels, Helsinki, São Paulo, New York, Beijing and Singapore.**



178 young people have taken part in the CTA trainee scheme since 1997

CORPORATE COMMUNICATION

The mission of the Corporate Communication Department is to structure and coherently and positively inform about the image, activities and messages of the CTB and of the Directorate General of Tourism to professionals from the tourism sector, the media and society in general.

This year, the Department carried out various initiatives to boost the communication strategy of the **Directorate General of Tourism** and the **CTB**. Press and media relations including the following: **147 press releases and announcements; 30 press conferences and meetings with the media; management of 78 interviews with tourism officials**, from 78 requests from around 40 different media organisations; and **159 appearances on radio and in press by CTB members.**

In the area of communication with the tourism sector, **4 issues of the Turisme Informa bulletin** were produced. The bulletin, which was launched in 2017, is a round-up of **news from the Directorate General of Tourism and the CTB**, and has **3,371 subscribers**. The line of direct communication with the sector continued, and **112 circulars were sent out** to sector members that generated over **1.1 million messages**, while **1,791 results reports** were sent out corresponding to **110 actions by the CTB.**

In terms of social networks



Corporate account
[@turismecat](https://twitter.com/turismecat)

935 tweets
10,087 followers
(by December 31, 2019)



Corporate account
[@turismecat](https://www.youtube.com/turismecat)

299 videos
(64 of which are new from 2019)
22 playlists



In 2019 various communication initiatives took place

CTB MEMBERS



PARTNERS



PRODUCED BY

Agència Catalana de Turisme
Passeig de Gràcia, 105, 3rd floor
08008 Barcelona

PICTURES

© CTB

MAIN SPONSORS





catalunya.com
act.gencat.cat