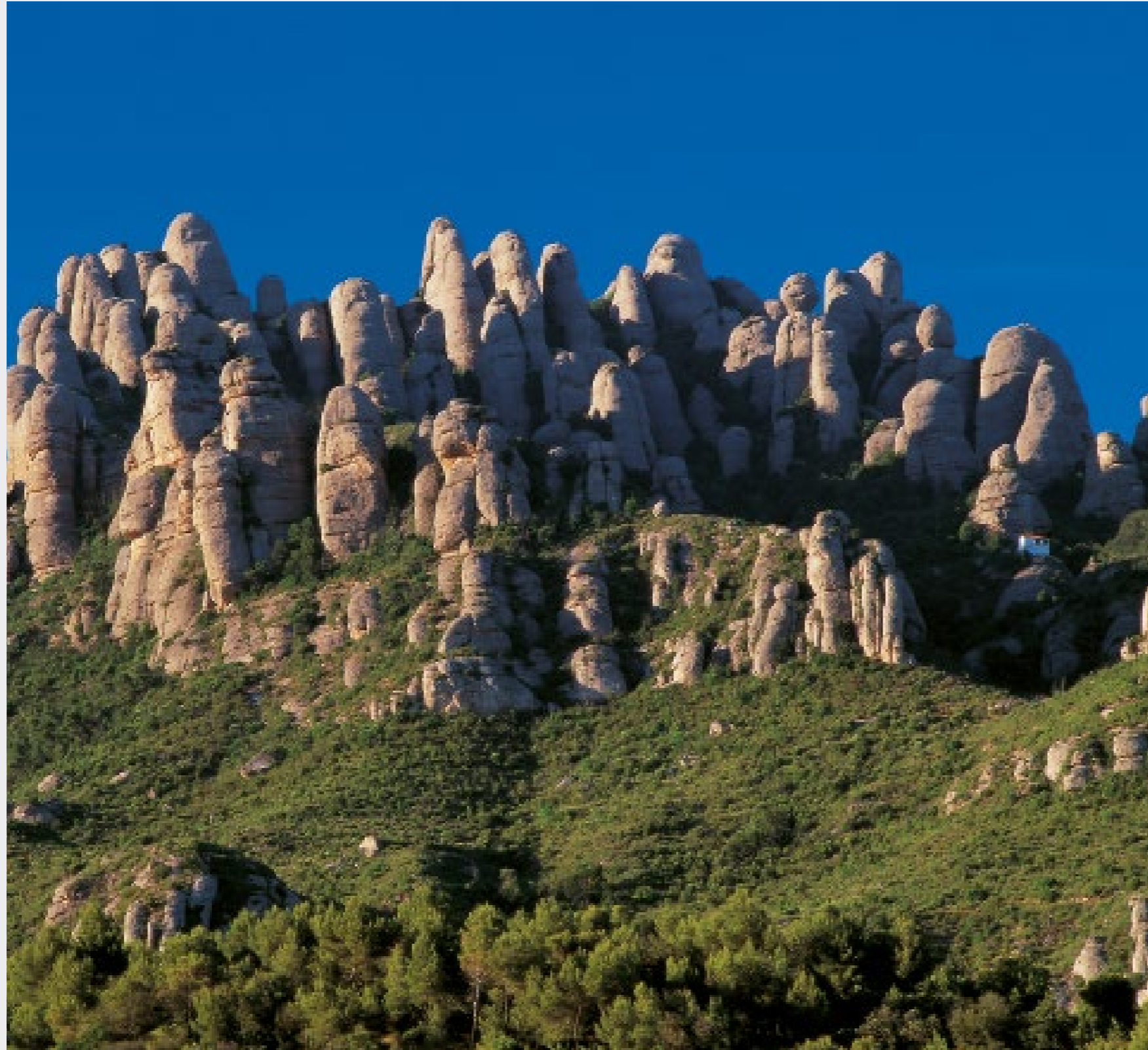


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PRESENTATION

*2020 has been marked by the **Covid-19** pandemic and its **difficult consequences** for the tourism sector. It has been a difficult year, characterised by confusion and insecurity, but at the same time, it's been a year when we've been able to reflect on and question certain aspects of the current tourism model, and realise that together we can find a new solution.*

When faced with a complicated time like this, we have to be capable of finding opportunities.

Within the Catalan Tourist Board (CTB) we've been vigilant since the very beginning of the pandemic, seeking to understand its development and anticipate what effects it could have on our sector. It's true that initial forecasts have been overtaken by actual events. For that reason we have been exhaustively monitoring all information related to Covid-19 that has an impact on the Catalan tourism sector. We have also established different work areas to reorganise our activity and adapt it to current circumstances; we started a process to update both the Strategic Tourism Plan and the Tourism Marketing Plan for Catalonia 2018-2022, to incorporate new needs and demands resulting from the pandemic.

As mentioned, we've done a lot of different works, such as, such as setting up a specific landing page about Covid-19, creating a collaborative space called coLAB, activating a personalised client service called Hola!, and holding various informative webinars and a series of events called Catalunya reStart Turisme. In this annual report,

you can find details about everything that we've done towards finding a way out of this crisis.

I also want to point out that one of the first decisions we took was to not charge the annual fee CTB affiliation for 2020. This initiative and the measures to provide support to companies driven by the Catalan Generalitat Government were all done with the aim of mitigating the economic effects of the pandemic on our sector, whether in the area of holidays, conferences or events.

I would also like to mention the CTB's Work Programmes, which this year have had to adapt to the situation created by the pandemic. The CTB affiliations programme has over 1,500 companies and organisations, and which enjoy a series of services that can benefit their business and the positioning of their product. This year, we've worked on a recovery plan for each of the CTB's brands to modify them in line with the new circumstances arising from the pandemic.

From the start of the difficulties generated by Covid-19, we've sought to work together with the sector, as that is the only way we can overcome a crisis like this and come out the other side united and stronger. One example of this is the Catalunya reStart Turisme initiative mentioned above, which enjoyed the collaboration and cooperation of the Catalan tourism sector. We have also worked together, as always, with the tourism departments of the provincial councils of Barcelona, Tarragona, Girona and Lleida, as well as with Barcelona Turisme, the promotional body for the Catalan capital. As a result of this close collaboration, in the summer we were able to launch the promotional campaign **Catalonia is your home**, which saw us join forces and work together on a common goal.

Catalonia has to offer an attractive value proposition to its visitors. Once the pandemic has past, we must be capable of differentiating ourselves from other destinations with a model based on security, sustainability and digitisation. For that reason, it's necessary to drive the development of new products that enable a reduction of seasonal tourism, focus demand, and increase the sector's profitability and performance.

We have to take into account that the tourism sector is a driving force for the Catalan economy; it's an ecosystem formed by over 94,000 companies that bring value to the region and drive other, complementary sectors such as commerce and restaurants. This is why it so important to keep working to sustain what is one of the pillars of our economy.

As such, from this low point in which we find ourselves we have to see that this is a moment for generating new opportunities. We must take advantage of these circumstances

to redefine those aspects of our model that need to be changed to ensure that Catalonia is an exemplary and leading destination. At the CTB, we will keep working so that, when the situation allows it and with your collaboration, Catalonia is still one of the world's foremost tourist destinations.



David Font i Simon
Director of the Catalan Tourist Board

GOVERNING BODY

Board of Directors 2020

Hon. Ms. Maria Àngels Chacón i Feixas*
Minister of Business and Knowledge and president of the Catalan Tourist Board

Hon. Mr. Ramon Tremosa i Balcells
Minister of Business and Knowledge and president of the Catalan Tourist Board

Mr. Joaquim Ferrer i Tamayo
Secretary of Business and Competition, and vice-president of the Catalan Tourist Board

Mr. Octavi Bono i Gispert
Director general of Tourism, and executive vice-president of the Catalan Tourist Board

Mr. David Font i Simon
Director of the Catalan Tourist Board

Ms. Carme Rubió i Soto
Deputy director general of Tourism Programming of the Directorate General of Tourism

Mr. Patrick Torrent i Queralt
Executive director of the Catalan Tourist Board

Mr. Jaume Dulsat i Rodríguez**
First vice-president of the Costa Brava Girona Tourist Board

Mr. Norbert Bes i Ginesta
Director of the Costa Brava Girona Tourist Board

Ms. Marta Farrero Muñoz
Director of the Tarragona Provincial Council Tourist Board

Ms. Rosa Pujol i Esteve
Councillor of the Lleida Provincial Council, and vice-president of the Lleida Provincial Council Tourist Board

Mr. Joan Torrella i Reñé***
Director general of the Barcelona Turisme Consortium

Ms. Marian Muro Ollé
Director general of Barcelona Turisme

Mr. Francesc Vila i Albet
Tourism services manager of the Tourism Department of the Barcelona Provincial Council

Hon. Mr. Juan Antonio Serrano i Iglesias
Councillor of the General Council of Aran

Mr. 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

Mr. 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

Mr. 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

Mr. 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

Mr. 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

Mr. David Riba i Lasurt
President of the Catalan Federation of Tourist Apartments, and representative of the General Council of Chambers of Commerce, Industry and Navigation of Catalonia

Ms. Marta Alañà i Negre
Secretary to the Board of Directors

*The Honourable Ms. Maria Àngels Chacón i Feixas was a member of the Board of Directors until 03/09/2020. She was substituted by the Honourable Mr. Ramon Tremosa i Balcells.

**Mr. Jaume Dulsat i Rodríguez was a member of the Board of Directors until 21/07/2020. He was substituted by Mr. Norbert Bes i Ginesta.

***Mr. Joan Torrella i Reñé was a member of the Board of Directors until 27/02/2020. He was substituted by Ms. Marian Muro Ollé.

**** Mr. Massimo Scavarda was a member of the Board of Directors until 20/03/2020. He was substituted by Mr. David Riba i Lasurt.

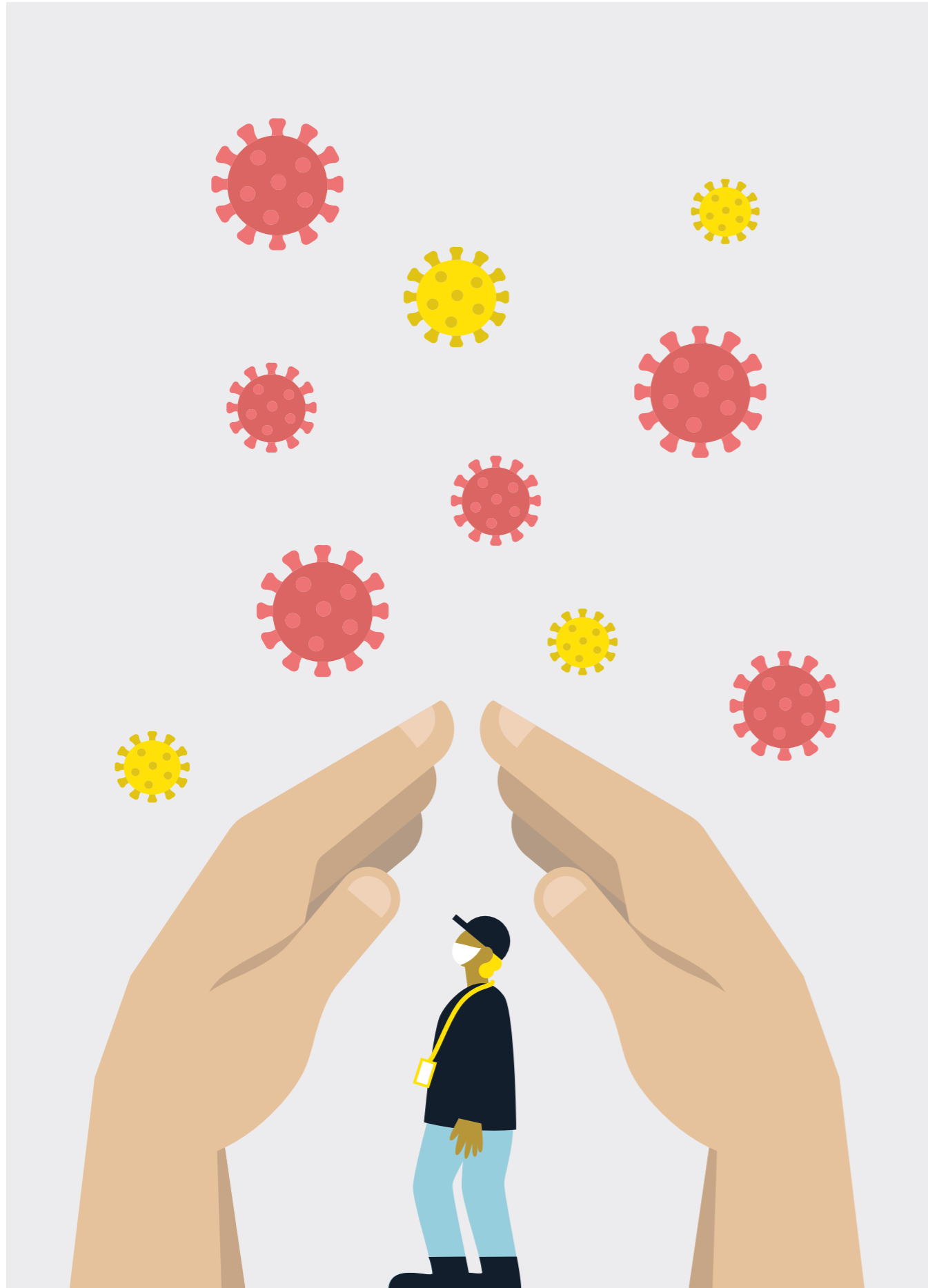


20 20

A year marked by Covid-19

From the start of the crisis created by the effects of Covid-19, the Catalan Tourist Board has remained at the side of the tourism sector and offered it a range of tools and services to keep it constantly informed about developments, while also providing instruments to help restart its activity.





Management of **financial aid** worth **€19mn** for freelancers and companies in the tourism sector

The Catalan Government's Department of Business and Knowledge, through the Directorate General of Tourism (DGT), has established various support measures to ensure the viability and future of the Catalan tourism sector. Tourism is one of the sectors hardest hit by the effects of Covid-19, with a drastic and involuntary reduction in turnover. As a result, various lines direct of financial support have been set up, with the aim of guaranteeing the sector's continuation.

These grants aim to help mitigate the effects derived from Covid-19.



One of these lines, initially provided with **€19mn** although this can be increased if necessary, has been managed by the CTB. Among those included in this grant scheme were official Catalan tourist guides, owners of tourist accommodation establishments, travel agencies, companies operating tourist housing, and establishments and activities related to tourism.

The CTB has also managed the payment of **grants to freelancers and companies in the tourism sector in the counties of La Cerdanya and Ripollès**, which were affected financially by the consequences of the pandemic. In this case, support has been given to official Catalan tourist guides and mountain guides, owners of tourist accommodation (hotels, tourist apartments, campsites and country houses), travel agencies, companies operating tourist housing, and businesses and activities related to tourism (people or companies that contribute to driving and promoting tourism that supports stays in the region). These grants totalled **€2,224,500**.

As well as direct aid, a moratorium was introduced on payment of the tax for stays in tourist establishments (IEET), along with a reduction in water rates for hotels, campsites and other short-term accommodation.

Exhaustive monitoring of tourist activity

At the start of March, the CTB launched a specific [landing page](#) on its website regarding Covid-19, aimed at the tourism sector. It contains information about all the economic measures to support the sector being approved by the Catalan Generalitat Government and other administrations, as well as other information of interest. Since it was created, this landing page has received over **69,000 visits**.

We have monitored key indicators of the tourism sector month by month.



With the aim of offering up-to-date information that's useful to both tourists and tour operators, a special section on Covid-19 and the situation in Catalonia was created within www.catalunya.com. In this section it's possible to find out about the safety measures in place, the status of tourism, and what travel is possible within Catalonia, among other details. Since becoming active, this special section has received 179,829 visits. Spanish users top this ranking, making up 65.53% of visitors, followed by the French, at 19%. This section has been the most visited on the website, for all languages.

Another result of the pandemic this year has been the creation of informative reports for the sector. From the middle of March, the

report *Monitoring the impact of Covid-19 on tourist activity in Catalonia* has been regularly produced. This document provides the sector with data on airline activity, the evolution of reservations and cancellations in hotels, activity in business tourism, and how the reputation of Catalonia as a destination has evolved on social media, among other subjects.

In collaboration with the CTB's Overseas Offices for Promoting Tourism (OOPT) and the Directorate General of Tourism (DGT), a report was created in the first half of the year about the social-economic impact of the pandemic on different outbound tourism markets in Europe, Asia and North and South America. The document, entitled *Report*

on measures and trends in the tourism sector. Outbound tourism markets, contained information and data about the situation in each of the countries included in the study, such as restrictions on travel, which safety measures were being applied, and forecasts regarding the tourism sector.

A [specific landing page](#) was created to make it possible for companies and professionals to access all these reports on outbound markets. The page has had almost 7,500 visits.

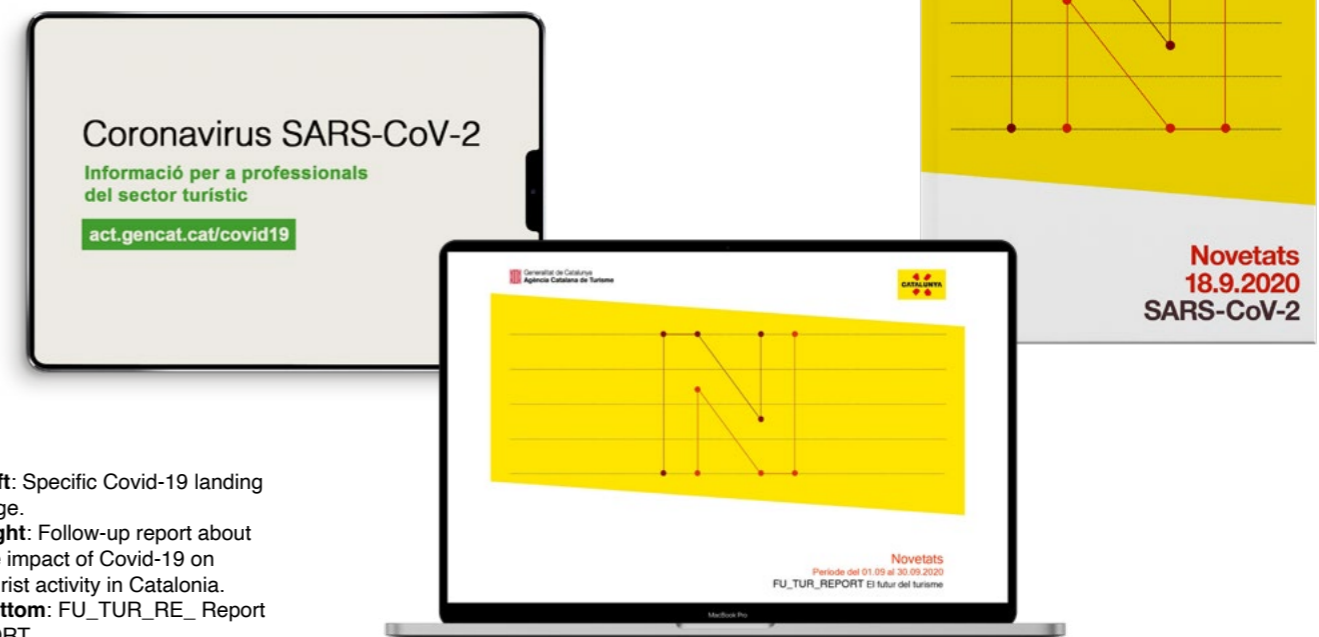
The coronavirus pandemic is generating a change in dynamics and behaviour, which needs to be closely monitored to see in which direction the sector evolves. As such, and conscious of the importance of having information available about these new trends, in the second half of the year a report was

produced, entitled **FU_TUR_REPORT. The future of tourism**.

This report, which has gone through several editions, can be used to discover new approaches that are gaining in importance, such as offering safe destinations, promoting experiences that avoid physical contact, and being aware of new opportunities that home working can bring to tourism. Thanks to this study it's also been possible to read about good practices in the sector and examples of reinvention that show how to change direction quickly to meet demand.

This year it was considered appropriate also to modify the document [Outbound Markets](#). As a result, the publication now features the testimony of experts from various sectors, who have shared their vision regarding both the current situation and the future.

The CTB has kept the sector constantly informed through specific documents and websites.



Left: Specific Covid-19 landing page.
Right: Follow-up report about the impact of Covid-19 on tourist activity in Catalonia.
Bottom: FU_TUR_RE_Report PORT.

Direct and personal management of over **4,500 consultations** through the **Hola! service**

Another of the activities driven by the pandemic has been the launch of the **Hola! service**. This project, which is part of the Tourism Marketing Plan for Catalonia 2018-2022, aims to create a clear gateway to the CTB for tourism companies and organisations, making it more accessible.



Many inquiries have been answered by telephone to offer a more personalised service.

The objective is to advise, guide and accompany these companies and organisations in whatever they might need, and encourage them towards more favourable economic scenarios; a useful, personalised service that is adapted to their needs, offering an active ear, guidance and advice. The intensity of this service has risen during the pandemic to provide as much personalised assistance to businesses as possible.

As well as providing information about how Covid-19 has affected the sector, via this service, the CTB has also provided tools for dealing with this crisis and information regarding new trends in international markets as well as other intelligence regarding the market. At the same time, users have

been kept updated about all the advantages offered by the CTB's portfolio of services.

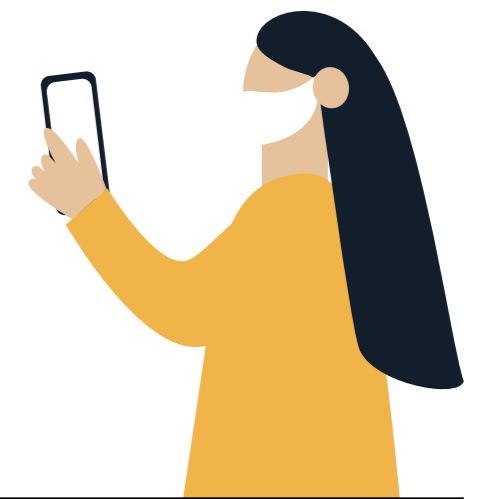
The most common consultations have been related to the financial support provided by the Catalan Generalitat Government to help deal with the effects of Covid-19, and the application of the different regulations created to help overcome the pandemic. Away from the specific ambit of coronavirus, information was also sought regarding administrative procedures and processes for different tourism companies, and about the services offered by the CTB (affiliation, electronic commerce...). Many of these consultations were dealt with by phone to provide an empathetic and personalised response,



A useful, personalised service that is adapted to the **needs of companies and organisations**, and which offers an active ear, for guidance and advice.

in light of the difficult situation that the sector is facing.

Small and medium-sized companies and micro-businesses have been the main users of the Hola! service, as well as freelancers connected, principally, with tourist accommodation. Municipal and county tourism organisations have also made use of this service.



MEDIUM COMPANIES



SMALL COMPANIES



MICRO-BUSINESSES



FREELANCERS

New collaborative space for the Catalan tourism sector

Among all the work done by the CTB to deal with the impact that Covid-19 is having on tourism-related activity, one notable action has been the creation of **coLAB**. This is a space in which professionals from the Catalan tourism sector can: meet, access information useful for making decisions, enjoy debates on various themes, connect with other companies, and propose new ideas that may turn into business opportunities.

Currently, there are over 1,000 registered users.

The space is structured into four blocks:

-  **INFORMA'T [INFORM YOURSELF]**
with useful information, mainly from members of the community.
-  **OPINA [EXPRESS OPINIONS]**
a meeting-point for promoting sectorial or interdisciplinary debate forums.
-  **PROPOSA [PROPOSE]**
space where community members can propose ideas to be evaluated and on which opinions can be given.
-  **CONNECTA [CONNECT]**
noticeboard for offering and seeking IT, digital, training, health, and marketing and communication solutions.

This space has been created with the aim of becoming a reference for the sector.



Beyond its current framework, the coLAB space has been created in the hope that it is consolidated and becomes a leading tool for the sector when it comes to encouraging the development of ideas, and putting companies that have services to offer in touch with other businesses that need them. For example, various sessions of Catalunya reStart Turisme have been given through this platform.

reACT MICE Catalunya: a plan for reactivating conference tourism

From the start of the pandemic, tourism has been one of the industries to suffer the most, and within that sector, business tourism has been one of the most affected areas. The perspectives for the medium and long term are still uncertain.

Presentation of the reACT MICE Catalunya plan in July in Reus.



As a result, the CTB, with the consensus of the tourism boards of the four Catalan provincial councils and of the regional Convention Bureaux, proposed and worked on a reactivation plan for the MICE (Meetings, Incentives, Conferences and Exhibitions) sector in Catalonia. The plan was presented during the annual meeting held in July both online and in person in Reus.

MICE sector, from both public and private organisations, and includes training, communication and commercial actions, among others, as well as the strengthening of data analysis.

Inspired by the reACT MICE Catalunya plan, a project to drive recovery has been presented for European funding: "Catalonia, Smart MICE Destination".

The aim of the **reACT MICE Catalunya** plan is to position the Catalonia brand as a MICE destination, with a future value proposition that will make us more competitive in the long term, with a clear commitment to sustainability, digitisation and event legacy, which refers to the social return that the local community in the host destination can enjoy.

This plan was the result of a series of on-line meetings with over 20 professionals from the



Catalunya reStart Turisme: sessions to encourage the recovery of tourism

During the final quarter of the year, the CTB promoted the **Catalunya reStart Turisme** initiative, a series of 3 days of work and shared reflection with the sector to help get through this crisis. The objective was to stimulate work between the public and private sectors to drive joint activities that support a sustainable tourism model, which will allow for the recovery of tourism and the positioning of Catalonia as a destination.



Moments from the first day's broadcast.

The last day was broadcast from La Pedrera.



The idea was to take advantage of this turning-point caused by the pandemic to **generate new opportunities together.**

FASE 1: DEMANDA 07/10/2020



The **first event**, held in October, was a reflection on market demand, and future risks and opportunities in the face of the recovery. The directors of the CTB's 12 Overseas Offices for Promoting Tourism (OOPTs) led the event, and over 900 representatives from the tourism sector participated.

FASE 2: LA RECUPERACIÓ A TRAVÉS DE LA TRANSFORMACIÓ 09/11/2020 i 13/11/2020



The **second event** was a co-creation session regarding what Catalan tourism has to offer, with the aim of identifying powerful projects that can help us transform the existing tourism model and improve the competitiveness of our destinations, and thereby recover the confidence of key markets in a post-Covid-19 environment. Held in November, around 150 tourism organisations and companies took part.

FASE 3: ACTUACIONS PER A LA RECUPERACIÓ 2021 16/12/2020



Lastly, the **third event** focused on conclusions, looking at what we share with the sector and which are the main tools for taking action in 2021 to help tourism activity to recover. Held in December, it involved about 1,000 representatives from the tourism sector.



Reworking of the #formacióturismecat Plan

In response to the complicated situation faced by the Catalan tourism sector during the pandemic, the #formacióturismecat Plan has been rethought; this integrated training programme is aimed at businesses and organisations from the Catalan tourism sector.

This reworking involved adapting courses to a new online format, so training has largely been done via streaming, even though some sessions are also available in the self-training category with capsules recorded by the teachers. The themes of these courses cover three areas: innovation in tourism products and services, digital transformation, and digital marketing.

The objective of the scheduled courses was to strengthen the knowledge of professionals within the tourism sector so that they can offer the best possible service once the Covid-19 pandemic has passed. This new training was offered for free and has reached over 4,500 registered participants. It includes 60 courses, totalling over 300 teaching hours.

As part of the #formacióturismecat Plan, **training sessions in webinar format** have been created, focused on tourism outbound

markets. Run by CTB professionals who are experts in strategies for tourism outbound markets, the webinars included explanations about the current situation and forecasts for the sector, a look at new business opportunities connected to products and segments, analysis of the evolution of travel in different markets, and other indicators that can help to predict the recovery of different outbound markets.

During May and June, 4 webinars were organised aimed at the Catalan tourism sector. Across the four sessions, over 2,300 representatives from the tourism sector took part.



Training opportunities have been adapted to current circumstances in response to new demands and concerns.

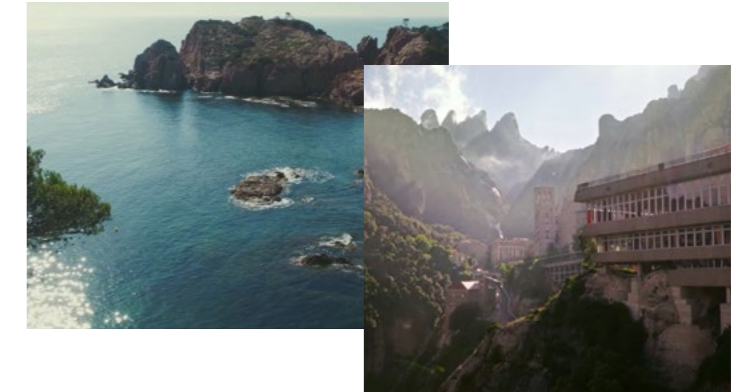
In the **first session**, details were shared about demand in the leading outbound tourist markets and their perspectives for recovery, as well as the vision from both nearby markets, such as Benelux, and those further away, like the USA.

In the other sessions, the subjects covered included **neighbouring markets** (Spain, France and Italy) and family tourism, **mid-distance European markets** (UK and Scandinavian countries) and the status of air connections, and **long-distance markets** (Russia, China and Asia-Pacific) and Premium tourism.

“Catalonia is better with you!” campaign

During the lockdown, a **social media campaign** was launched across the Catalunya Experience channels with the slogan **“Catalonia is better with you!”**.

The campaign featured a video, produced by video artist Oliver Astrologo and aimed at all those people who were dreaming, from their homes, of being able to once more enjoy the landscapes and traditions of Catalonia. The idea was to transmit the message that even though the pandemic was forcing us to stay at home, Catalonia and all its magic was waiting for us. The video was produced online and using stock assets.



Campaign to showcase Catalonia as a safe destination

In the summer, when the epidemiological situation allowed for some travel, we created a campaign with regional tourism organisations to raise awareness of Catalonia as a **safe destination**.



Left: A tourist explains her experience.
Below: Campaign hashtag.



As such, we edited and published on the CTB's corporate Twitter and LinkedIn accounts **17 videos featuring foreign tourists** who had visited Catalonia, explaining their experiences of the measures put in place here for Covid-19.

In parallel, we invited visitors to share their experiences on social media using the hashtag **#inLOVEwithCatalonia**.

As part of this campaign, we also provided the OOPTs with **34 suggestions for things to do** around the region, which included various products, to give them content that could meet their promotional requirements.

1st online event for affiliates of the CTB's Work Programmes

Over 500 professionals from companies and organisations around the area came together for a one-day online and multi-space working session entitled *Catalonia is better with you*, to explore the changes that Covid-19 might bring to business and ways of generating and selling new tourism experiences.

The get-together, which took place in May, aimed at helping identify the key aspects that companies and destinations have to consider for the reactivation and later recovery of Catalonia as a tourist destination.

The programme included **15 specific modules** for different tourism products, with some 30 experts taking part in two simultaneous virtual presentation rooms. In each of the modules, key elements were considered for repositioning companies and destinations as quickly as possible: digitisation, sustainability, new tourist habits, emotional management, etc.

Participants could hear presentations on a range of subjects such as:

-  **Virtues of the sea** as a resource for improving tourism quality and sustainability.
-  The values of **sports tourism**.
-  The opportunities of Catalonia as a **cycling tourism** destination.
-  **Touring** as a trend, along with a taste of the CTB's Grand Tour of Catalonia.
-  The reactivation of the **luxury** model.
-  How to create local **gastronomic and wine tourism**.
-  New perspectives for **inland and mountain tourism**.

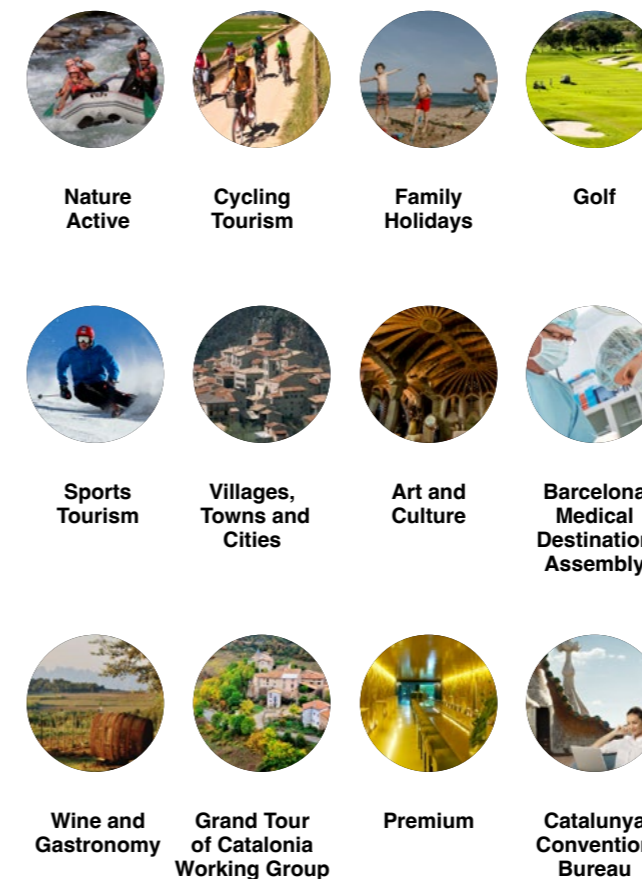
The objective of the event was to strengthen links and create a community between affiliates and the CTB, to be able to keep working together and recover the dynamic that will once more position Catalonia as a strong, safe and leading destination.



The day brought together more than 500 professionals from the Catalan tourism sector.

12 technical sessions for strengthening the links between the CTB's affiliates

This year **12 technical sessions** have been held, in which 600 affiliates took part (public bodies and companies), from the CTB's different work programmes.



The CTB's objectives in organising these technical sessions were to:

- Explain the initiatives that the CTB has put in place since the start of the pandemic for keeping affiliates constantly informed about how Covid-19 is affecting the Catalan tourism sector, and the measures that might be useful at this complicated time.
- Obtain ongoing knowledge about the situation that affiliates have found themselves in, and share the results of a survey carried out after the first wave of the pandemic.
- Share each brand's reworked action plan for adapting ourselves to the post-Covid-19 environment, principally by encouraging activities in nearby markets, digital actions, and advertising that reinforces the values of the Catalonia brand through specialised products.
- Present intelligence studies on specialised markets to better know the products and leading markets of origin, to help improve competitiveness and plan more effective strategies.
- Get affiliates to participate in the co-design of the strategy for each brand by putting in place specific product plans.

All these meetings were aimed at strengthening the links and creating a community between the CTB and its affiliates, for sharing knowledge, defining strategies, and identifying the key aspects that companies and destinations have to take into account for resuming their activity and, all together, positioning Catalonia again as a safe, leading destination.

Recovery plan for the CTB's brands

Another of the key actions carried out this year is the work done to design a **Recovery Plan** for some of the CTB's brands (Hiking, Wine and Gastronomic Tourism, Premium Tourism, and Villages, Towns and Cities). This activity will continue in 2021.

The objective is to identify and structure the tourism options linked to each of these brands, taking into account the new scenario created by Covid-19. The plans have been worked on together with affiliates, using surveys and specific activities during the technical sessions related to each brand.

B2B webinars aimed at outbound markets

Since the start of the pandemic, the CTB's network of OOPTs has organised **23 webinars** aimed at professionals from the sector in the main tourism outbound markets of Europe, Asia-Pacific, USA and South America.

To ensure the confidence and safety of visitors while also positioning Catalonia as a holiday destination in 2021, it has been necessary to create a vision regarding the evolution of trends and recovery opportunities, while putting the focus on

reopening Catalonia once the Covid-19 crisis has ended.

There have been destination and themed webinars, focused on the areas of Culture, Premium Tourism, Gastronomy, Family, MICE, Shopping, Sports and Golf. In the Asia-Pacific markets, the destination presentations had a second part in which 'Live Experiences' on the subjects of Wine and Gastronomy were broadcast live, with the support of well-known Catalan chefs.

B2B travel with tourism networking

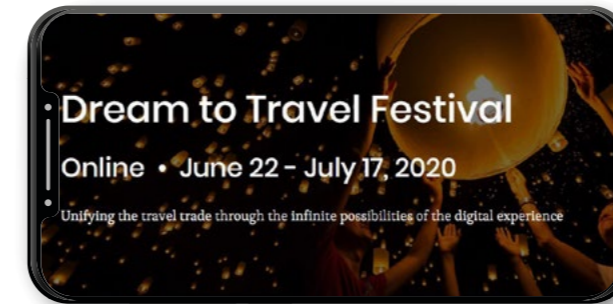
With the aim of establishing the bases for a sustainable recovery, we took part in organising a **virtual workshop** that was designed to establish contacts and for networking between operators. This was done together with the European Tourism Association (ETOA), Barcelona Turisme, Barcelona City Council and Barcelona Provincial Council.

The event, held in September, brought together receptive agencies, B2B operators and international providers. It was an excellent opportunity for connecting with the large international operators and exploring how European tourism can evolve from this point.

Actions for keeping Catalonia visible and active as a destination

In 2020, the CTB has taken part in two important international events, with the objectives of continuing to give visibility to Catalonia's tourism products, and keeping the destination alive in the mind of professionals.

The CTB has worked to keep our destination visible.



In June, 15 Catalan companies and organisations took part in the virtual event **Dream to Travel**, organised by the Pacific Asia Travel Association (PATA), the leading association of tour operators in that area. The gathering brought together travel trade businesses from around the world to learn, connect and celebrate the power of travel during this difficult time.

The participating Catalan tourism companies and organisations were: La Pedrera, Família Torres, Aborígens, Barcelona Hotel Guild, Casa Batlló, Codorníu, Barcelona Obertura, Larsa Montserrat, Hola Barcelona, Costa Brava Girona Tourism Board, Across Spain, SOL-V.I.P. Travel, The Real Thing, Advanced Leisure Services, and Barcelona Turisme.

In September, the CTB took part in the virtual meeting of the **Council of Australian Tour Operators (CATO)**. Catalonia was invited by this association to give a hybrid presentation for 50 Australian operators about Catalan **wine and gastronomic tourism**.

CATO is the commercial tourism association that brings together members of the Australian travel industry, and is made up of tour operators, wholesalers, tourist offices, and other providers of travel products and services that are also committed to marketing European destinations, including Catalonia.

Co-organisation of debates with the sector

During 2020, the CTB has co-organised a series of sessions with the sector to initiate debate and reflection on Covid-19 and its effects on tourism. Together with the Taula Gironina de Turisme business association, we have organised various events under the

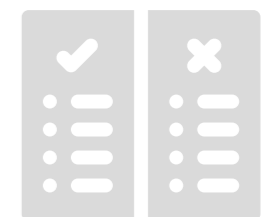
title Debate 2020, which looked at the future of tourism from the perspective of different ambits. In addition, in November we organised the event 'New scenarios for tourism. Reflections and challenges', with the Jordi Comas Matamala Foundation.





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



1. VALUE DESIGN



In 2020, as well as all the work done connected to Covid-19, a highlight has been the celebration of the **Year of Sports Tourism**. This event has been eclipsed by the pandemic, but despite the current circumstances, some of the programmed activities have taken place.

Half of the programmed activities for the Year of Sports Tourism have taken place despite Covid-19.

As commented, despite the difficulties caused by the restrictions resulting from Covid-19, this year it has been possible to carry out some of the activities planned as part of the Year of Sports Tourism, which was due to be celebrated in 2020 to coincide with the holding of the Summer Olympic Games.



Among the activities that have taken place, the following were highlights:

ACTIONS WITH INTERMEDIARIES

Blogtrip on accessible sports tourism to La Cerdanya with French intermediaries, to raise awareness about inclusive ski activities at La Molina ski resort, as well as other adapted après-ski, cultural and gastronomic activities. This trip was organised with the Costa Brava Girona Tourist Board.

International Golf Travel Market online: this is the most important B2B event in the golf industry. This year, the three-day event involving meetings with international intermediaries was held online.

COMMUNICATION PROJECTS

Challenge with French influencers: action in the French market in the form of a virtual 'stay room' game, with challenges between French and Catalan influencers. The game has 10 levels, each of which takes place in a different part of Catalonia and involves a sporting or active tourism activity that can be done in the area. The objective was to get to know Catalonia in a relaxed and enjoyable way.

Specialised publications on cycling tourism:

- **Volata:** a guide with a female perspective, featuring 10 routes suggested by women cyclists. Created by the specialised Spanish magazine, *Volata*.
- **NTFU:** specialised publication that sets out what Catalan cycling tourism has to offer, created by the Dutch Cycling Federation.

MARKET STUDIES AND INTELLIGENCE

Throughout the year, various studies have been carried out on sports tourism, cycling tourism and golf, which have then been shared with affiliates.

Despite the situation in 2020, the focus on sports tourism has made it possible to put in place the foundations for creating the **Catalonia Sports Commission**. The role of this multi-institutional working group will be to establish active, coordinated strategies for capturing sports tourism events, and converting Catalonia into a leading international destination while highlighting both the quality of the region's tourism sector and its excellent sporting facilities. These factors, along with the local climate and natural characteristics, are what will convert Catalonia into an ideal destination for enjoying different sports.

In addition, the CTB and the World Tourism Organisation (OMT) decided to postpone the World Congress of Sports Tourism that was due to take place in May in the town of Lloret de Mar. This event has the support of the Lloret de Mar town council and the Costa Brava-Girona Pyrenees Tourist Board.



Above: Cycling tourism guide in the magazine *Volata*.
Below: Catalonia is an ideal destination enjoying many different sports.



The **World Congress of Sports Tourism** is now scheduled for the **autumn of 2021** and **Lloret de Mar** remains the planned venue.

It's now planned to take place in the autumn of 2021, and Lloret de Mar is still the intended location. In addition, given the circumstances created by Covid-19, the congress will have a hybrid format, enabling those who want to participate to do so either in person or online. In this way, it's hoped to guarantee the maximum number of attendees, both speakers and participants, from around the world.

As well as the World Congress of Sports Tourism, various activities planned for 2020 have to be postponed, with the hope that they can take place during 2021. Among these are two large-scale activities: **Catalonia is Sport**, which was designed to raise awareness about the destination via a workshop and different familiarisation trips for international tour operators; and participation in the **International Sports Convention**, an event within the sporting industry that includes conferences, round tables and a fair, and in which Catalonia has had a notable visibility.

The CTB has specific product lines for promoting sports tourism, cycling tourism and golf that are part of the Sports Tourism, Cycling Tourism and Golf brands respectively; these brands include 350 private entities and companies that offer services adapted to relevant visitor profiles. Catalonia is one of the foremost European destinations for international sporting trips and events.



Guide produced by the Dutch Cycling Federation.

2. CLIENT ACQUISITION

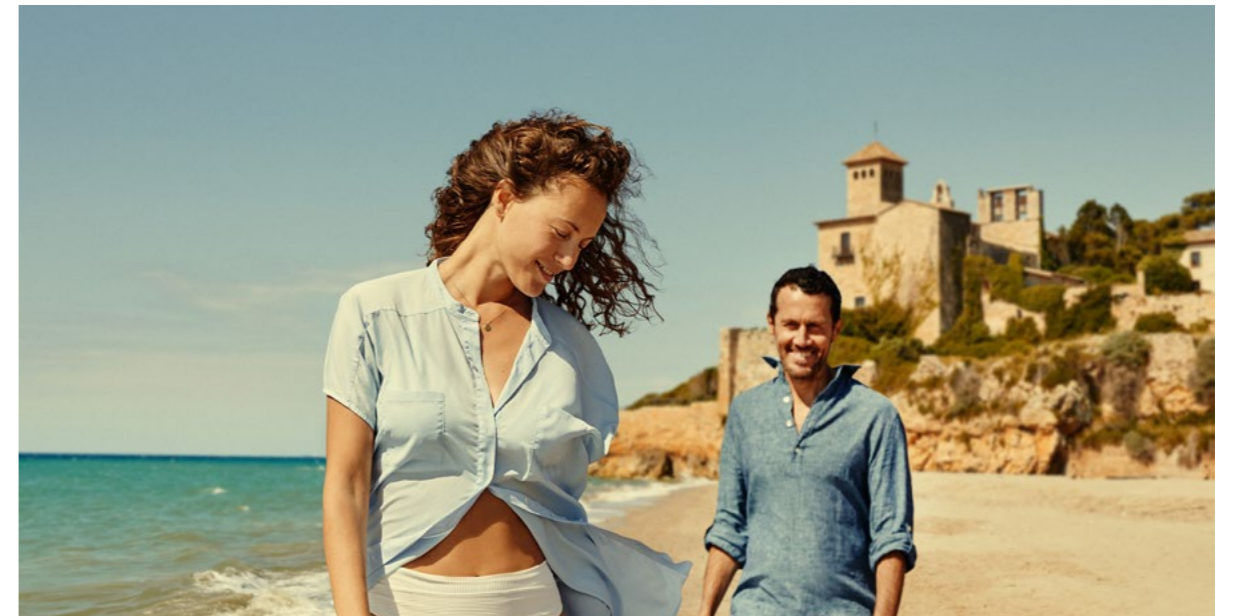


Catalonia wants to improve the acquisition and retention of clients by implementing the following: a top-quality **digital marketing system**, a new model of **market intelligence**, and an integrated **communication strategy**. To help achieve this, throughout this year various actions have been carried out, many of which have had to adapt to the circumstances created by **Covid-19**.

2020 **advertising** campaign

To highlight Catalonia as a tourism destination that is welcoming and high-quality, and has its own identity that makes it truly unique, in the summer a new promotional campaign was created. It's based on a concept that the Tourism Department of the Catalan Generalitat Government has used on previous occasions but one that, this year more than ever, has taken on even more meaning: **"Catalonia is your home"**. A slogan that transmits, simply and clearly, the message that we wanted to communicate in the summer of 2020: at a time like this, we have to travel around Catalonia and enjoy it with all five senses.

The campaign has had the support of different institutions.



This is a campaign that appeals to the five senses, and the chance to rediscover everything that we haven't been able to hear, touch, smell, see or taste during the Covid-19 lockdown; it invites people to enjoy activities in the open air securely and with confidence. The tourism boards of the provincial councils of Barcelona, Girona, Lleida and Tarragona, of Barcelona Turisme and of the Aran Valley all joined this initiative, to unite efforts and work together with a common objective. What's more, different Catalan government departments, such as Culture (via the Catalan Agency for Cultural Heritage) and Agriculture, Livestock, Fishing and Food (via the Directorate General of Fi-

shing and Maritime Affairs, and the Catalan Institute of Vineyards and Wine) have used the same slogan in their campaigns. The Generalitat's regional train company (Ferrocarrils de la Generalitat de Catalunya – FGC), part of the Department of Territory and Sustainability, decorated various trains with the campaign image and participated in disseminating it in the media.

Spending on the campaign, via a tender process, and taking into account advertising insertions in both the Catalan and Spanish markets as well as nearby international ones, was **€2,745,468.07** (including VAT).

In terms of the advertising insertions in the Catalan and Spanish markets, the following tourism brands were included:

- Catalonia
- Costa Brava
- Costa Daurada
- Terres de l'Ebre
- Terres de Lleida
- Val d'Aran (Aran Valley)
- Pirineus (Pyrenees)
- Paisatges Barcelona (Barcelona Landscapes)
- Costa Barcelona (Barcelona Coast)
- Barcelona

As has already been mentioned, the idea was to empower a single concept and unique global creativity across all these brands. This fact, together with global media planning, made it possible for users to perceive the campaign as a single one. This had the effect that the overall impact of the message was multiplied; users first understand the diversity and wealth of tourism across the country, and later the specific characteristics of each zone.

The campaign included adverts on TV3, Canal 324, Mediaset, Atresmedia, Pulsa Newix, conventional national TV, Catalunya Ràdio, Flaix FM, Rock FM, Ràdio Flaixbac, RAC1, SER Catalunya, Los 40 Catalunya, banners and video on demand on the internet and YouTube, transmission of the generic ad in half-page banner formats on webpages with video of the newspapers *La Vanguardia*, *El Periódico*, *El País*, *Ara*, *El Món*, *Nació Digital*, *El Nacional*, *El Punt Avui*, *Vilaweb*, *ACPC*, and *AMIC*, and two Brand Days on *La Vanguardia* and *Ara*. In addition, a display campaign was done on *Catalunya Diari*, with a header banner, banners between news items, reports and dissemination through its social media channels, accompanied by an offline section in the local press, *Diari de Manlleu*, *El 3 de Vuit*, *El Vallenc*, *La Veu de la Segarra*, *La Veu de l'Anoia*, *Nova Conca*, *Torrelló*, as well as more general press with the publication of articles and advertorials in *La*



The aim is to promote a single concept and a unique one global creativity for all brands.

Vanguardia, *El Periódico*, *Ara*, *El Punt Avui*, *20 minutos*, *Nació Digital*, *El Món*, *Vilaweb*, etc. A campaign was also carried out with media company Movistar, which was targeted at the travel-related options of the Movistar Plus subscription TV service, with insertions aimed at audiences with an affinity for travel.

As noted, the campaign was also activated in parallel in nearby international markets such as France, Germany, the UK and Benelux. Audience reach and retargeting actions were carried out, as well as displays on social media and in different press and media: *Le Parisien*, *France TV*, *Le Monde*, *Le Point*, *Le Figaro*, *Canal Plus*, *Adara*, *Sojern*, *The Guardian*, *The Times*, *Telegraph*, *Die Zeit*, *ACSI* and *ANWB*, among others.

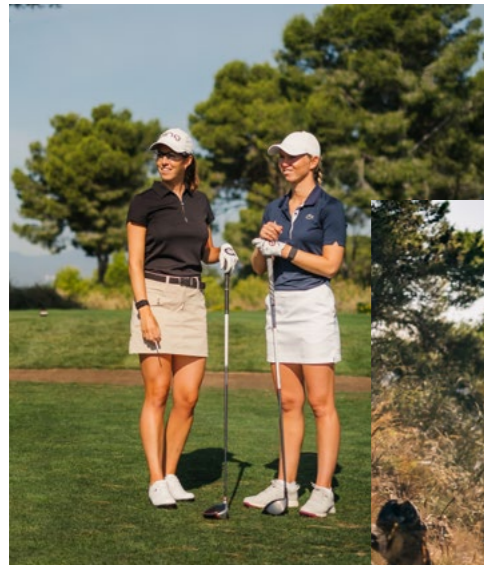
Among the more segmented advertising campaigns that respond to the CTB's strategic approach, notable actions include those aimed at promoting gastronomy and wine tourism, sports tourism and family tourism, as well as cultural routes, such as the **Welcome to the Farm** campaign. Segmented actions were also carried out in the following markets: Spain, France, UK, Germany, USA, Asia-Pacific, Italy and Brazil.



More targeted advertising campaigns have been launched in response to the CTB's strategic tactics.

Continuity was provided to the **Year of Sports Tourism** with a branded content campaign that had an approximate budget of €847,000 (including VAT); under the name Challenge Sport Catalogne, it aimed to promote Catalonia within the French market based on sporting values, such as equality, inclusion and accessibility, innovation and healthy habits. The campaign achieved 8 million complete views, 183,000 clicks and over 5 million interactions.

The campaign involved an interactive game hosted on a landing page created specially for the purpose in a virtual escape-room style, and with a series of challenges; featuring internationally renowned sports stars, it enabled users to discover incredible places and adventures for enjoying sports tourism in Catalonia. The game has 10 levels, each one situated in a different part of Catalonia and each with a different challenge. In addition, everyone who took part was entered into a prize draw to win a trip to Catalonia. The tourism boards of the provincial councils of Barcelona, Girona, Lleida, Tarragona, of Barcelona Turisme and the Aran Valley collaborated on this initiative, which features all these geographical tourism brands: Catalonia, Costa Brava, Costa Daurada, Terres de l'Ebre, Terres de Lleida, Val d'Aran (Aran Valley), Pirineus (Pyrenees), Paisatges Barcelona (Barcelona Landscape), Costa Barcelona (Barcelona Coast) and Barcelona.



We designed Sport Catalogne Challenge in the French market.



Advertising to promote this content was done on the internet using video capsules and banners that link to the landing page which gives access to the game, and gathers leads with participants' data. The campaign approach includes three communication pillars: the campaign itself, actions on social media by sporting influencers, and an email marketing campaign. The first two focus on generating knowledge and participation, while the third aims to encourage users to take part in the game. Within each pillar, 3 communication phases were established, each linked to certain messages.

In 2020, the CTB once again won a prize for its **Legends of Catalonia** campaign, at the 6th edition of the **Japan Tourism Awards**. These are organised by the Japan Association of Travel Agents (JATA), Japan's leading tourism association to which the CTB is associated through its Asia-Pacific Tourism Promotion Centre.

This year, over 178 projects from both public and private organisations around the world

were presented, all competing for the five main prizes or to be recognised in one of the six special categories created by JATA to celebrate different ventures. These awards take into account values such as sustainability, innovation, profitability and contribution to society.

The CTB's Legends of Catalonia campaign won the **Excellent Partner Award** and the **Digital Utilization Special Award**, which recognises initiatives that use technology to promote tourism. This double triumph is even more significant if we take into account that each prize is evaluated by a different team, which means that two separate juries decided that the campaign was deserving of prizes.

In addition, the video game of Legends of Catalonia won second prize in the **Technology** category at the Travel Marketing Awards in the UK.

Strategic and commercial alliances

With regards to partnership and sponsorship programmes:

Partner agreements were maintained with the following companies:



and main sponsor agreements with:



As a result of the Covid-19 pandemic, during 2020 there have been none of the joint strategic undertakings planned with the CTB's partners. Despite this, work has continued on more tactical activities that weren't cancelled or that came about as a result of the pandemic (attendance at virtual fairs and/or workshops, webinars, content published in B2B and B2C media, etc.).



Experience Catalunya

[Experience Catalunya](#) is the online channel for selling activities and combined outings around Catalonia that has been managed by the CTB since April 2014, and is in five languages (Catalan, Spanish, English, French and German).

During 2020, the platform has been redesigned and rethought to adapt it to current e-commerce trends, as well as possible changes in behaviour that may arise due to the Covid-19 pandemic. In addition, as a result of the pandemic, the usual communication and advertising campaigns have not been carried out.

The most relevant data from 2020 related to Experience Catalunya are the following:



OVER 180 EXPERIENCES ON SALE

Classified into 18 product categories and distributed across the whole Catalan region, with a wide range of experiences.



MORE THAN 240 COMPANIES HAVE COMMERCIALISED THEIR PRODUCTS

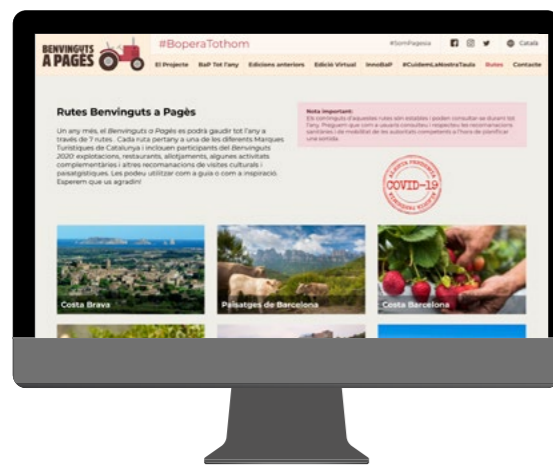
through the platform, 19.67% of which are travel agencies.



The platform has a total of **11,560 REGISTERED USERS**

Virtual Welcome to the Farm

Despite the situation with the pandemic, this year the [Welcome to the Farm \(Benvingut a Pagès, BaP\)](#) event was celebrated once more, albeit on the first weekend of October and in a virtual format. This key festival of Catalan farming could be experienced from home via the event's social network channels. Around 20 producers from around the region and some 12 restaurants and rural accommodations offered talks, virtual visits, tutorials with recipes and advice on food, among other activities.



Weekend and day trip routes have been updated this year.

In the particular case of the restaurants and accommodations, the BaP was a positive showcase because these establishments could explain work that isn't usually seen by the public. As such, this year's edition enabled participants to see inside the kitchen of a restaurant in the county of Segrià and discover the cooking techniques used by a gastro-hotel in the town of Falset, among other activities. In addition, from the comfort of their sofa, audiences could visit country houses surrounded by nature in the Berguedà area, and a hotel in Tarragona.

Even though this year's edition was virtual, weekend and one-day routes around the region featuring different producers have still been available to the public; the idea is that users can take advantage of these routes when they want (providing that the epidemiological conditions and recommendations allow for it). In addition, the CTB has **updated certain routes** from last year and incorporated **more rural accommodations** as part of the Year of Rural Tourism. Each route belongs to one of the different geographical tourist brands of Catalonia (Costa Brava, Barcelona Landscapes, Barcelona Coast, Costa Daurada, Terres de l'Ebre, Terres de Lleida and Pyrenees), and includes those

entities that took part in Welcome to the Farm 2020: farms, restaurants, accommodations, certain complementary activities, and other recommended cultural and rural visits.

Welcome to the Farm is an initiative of the Catalan Generalitat Government, and an endeavour coordinated by the Department of Agriculture, Livestock, Fishing and Food, via Prodeca, and the Department of Business and Knowledge, via the CTB. Collaborators on the initiative are: the Fundació Alícia, County Councils, Tourist Consortiums and Offices, as well as numerous entities and associations from the sector around Catalonia.

Ricky Rubio, a new CTB advisor

Professional basketball player **Ricky Rubio** has joined the CTB to drive the promotion of Catalonia as a tourist destination. However, the Covid-19 pandemic means it hasn't been possible to carry out the promotional campaign originally planned for 2020 in the main outbound markets, particularly France, the UK and USA. Once the epidemiological situation has normalised and travel is once more possible, the campaign will be reactivated.

Ricky Rubio, new CTB advisor.



Catalunya Advisors is a CTB initiative that brings together the experiences of people who know well or have visited the region. With the aim of being a promotional tool, the programme focuses on quality tourism by reinforcing the positioning of Catalonia as a destination rich in experiences for holidays and short getaways under the guidance of its opinion leaders.

To ensure that this message is as widespread as possible, the programme collaborates with people who are famous both here and abroad. Among those who have helped promote Catalonia as a tourist destination are **Gerard Piqué, the Roca brothers, Benedetta Tagliabue, Carles Puyol, Vanesa Lorenzo, Kilian Jornet, René Barbier, Maria del Mar Bonet and Manel Esteller.**

3. CLIENT LOYALTY

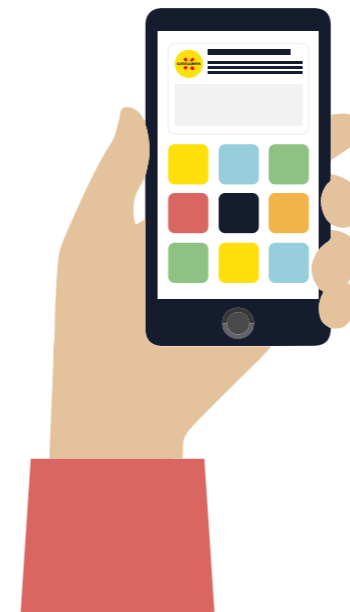
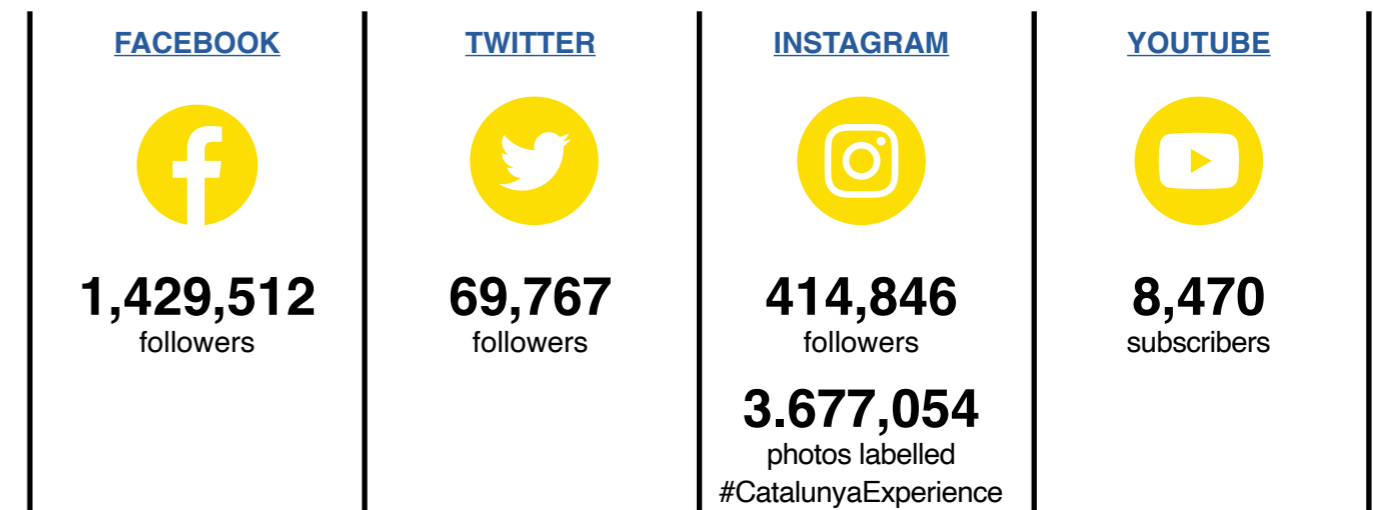


The Catalan Tourism Board communicates with the public via **social media** networks, and is always **seeking dialogue and interaction** with our visitors. Using these platforms, we want to provide **information** about the tourism options that Catalonia has to offer, and raise awareness about the numerous **tourism activities** available each day in the region. The overarching aim is simply to improve **tourist loyalty**.

Catalunya Experience

Catalunya Experience is the **ecosystem of social networks** aimed at tourists (national and international), with which the CTB promotes Catalonia as a tourist destination in the 2.0 environment.

At the end of the year, it had 1.9 million followers distributed across the following social networks:



4 • MARKETING SERVICES



This section features all those actions done to help the Catalan Tourism Board **increase its client base** and client satisfaction by improving the **range of services on offer to businesses**. As a result of Covid-19, the strategy has had to be adapted to the new trends and demands arising from the pandemic.

CTB brands

To identify the best tourist experiences and move towards the most effective way to promote them, the CTB structures the range of Catalan tourism options by brands. Each brand includes a homogeneous type of marketable tourism, and their compliance with established requirements is carefully monitored.

The CTB brands currently have over **1,500 affiliated companies and organisations**, which, among other advantages, can access specialised training courses, receive support on commercialising their products as well as advice and guidance, and have access to data regarding the main tourism outbound markets to Catalonia that can help make their businesses more international.

Despite the situation created for the tourism sector by the effects of Covid-19, the different CTB brands have kept working to: provide information to the sector regarding the evolution of the pandemic, rework existing action plans, and prepare the relaunch of the destination once the health crisis has passed.

The brands currently in place are:



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

Catalunya Convention Bureau



The programme of professional meetings and events of the CTB's [Catalunya Convention Bureau \(CCB\)](#) has 238 members.



The CTB has conducted different sessions training in this area.

2020 has been a very complicated year for the meetings tourism sector due to the Covid-19 pandemic, which has meant a rethinking of all the CCB's activities and has also had an impact on carrying out the action plan created for 2020. As such, the Catalunya Convention Bureau has focused its efforts (following the declaration of the state of alarm in March) on offering useful information, support, advice and training to companies, using the CTB's different channels: phone helplines, Covid-19 website, follow-up reports, coLAB, webinars, etc.

This year has also seen the creation of connections considered important for future strategies. For instance, the CCB has been accepted as a member of the Strategic Alliance of the National Convention Bureaux of Europe, which this year published 'Study about the impact of coronavirus on the

European convention sector'. In addition, in accordance with what is set out in the Tourism Marketing Plan for Catalonia Focus MICE 2022, work has been done on structuring the product (Meeting & Sports and Meetings & Automotive) to enable more efficient marketing through segmentation and by offering proposals with greater personalised value.

With the support of the CCB's partners, from the CTB's OOPTs, and with the aim of continuing to position Catalonia within national and international markets, the CCB has taken part – often virtually – in the following workshops and promotional activities:

- Healthcare Forum Europe (Helsinki, Finland)
- The Meetings Space (Abu Dhabi, United Arab Emirates)

- Pure Meetings & Events (Paris, France)
- M&I Forum Europe (virtual)
- Iberian Mice Forum (virtual)
- Buy Mice Roma (virtual, Italian market)
- Mice Table Talk (Munich, Germany)
- Famtrip with DMC locals in the province of Barcelona.

The CCB has also actively participated in various panels, webinars and events, both national and international, such as the Foro MICE, CIONET, MPI Iberian Chapter and Forum M&I, among others.

One of the CCB's main programmes is Ambassadors, which includes 157 professionals who promote the holding of congresses and events in Catalonia. This year the CCB has intensified its assistance and advisory efforts.

To carry out all these activities, the CCB has enjoyed the cooperation of local Convention Bureaux and collaborated with the private MICE sector in Catalonia.

This year, the following actions/projects deserve a special mention:

Members Day. Held on July 10 at firaReus, this was one of the first MICE events that took place in Catalonia following the state of alarm. The event brought together – both virtually and in person – over 100 professionals from the Catalan meetings sector.

TDS-MICE. This year has seen the launch of this platform for gathering data related to MICE activity in Catalonia. Webinars aimed at the sector were held to explain the function of this new tool with regards to improved monitoring and evaluation of meetings tourism in Catalonia. Data from 2019 has been gathered, and a future strategy defined to increase the percentage of responses from companies.

Sector training. In February, the first training session of the year took place, 'Optimising resources and return from actions aimed at results (ROI)', with 70 participants. The two following sessions, 'Optimising resources and ROI part 2', and 'Social selling (LinkedIn) to win commercial effectiveness and efficiency', were done online and over 100 people took part.

Grand Tour of Catalonia

This year, Catalonia has started offering a tour designed for visiting its main cultural, historical and natural landmarks with a vehicle, called the Grand Tour of Catalonia. With this tour, the CTB has created an itinerary for discovering and enjoying Catalonia from north to south and east to west.



The Grand Tour will allow you to discover and enjoy Catalonia on different days.



The route includes cultural, natural and gastronomic places to visit in Catalonia which shouldn't be missed.

At the same time, these attractions are themselves used to promote experiences that may be less well-known but are just as interesting. In fact, many cultural, gastronomic and active tourism activities have been identified along the route's 2,000+ kilometres, which everyone can do at their own pace.

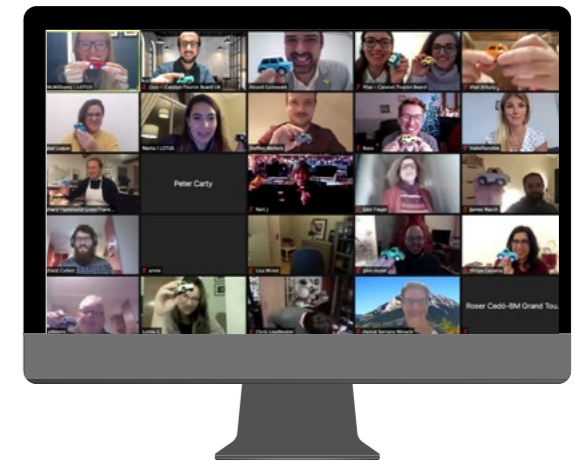
The project is based around the territorial diversity of Catalonia and responsible tourism. As a result, the objective is to promote knowledge of the region, strengthen local

products, and respect the environment; to raise awareness of the most outstanding features of Catalan culture by doing a tour that offers the possibility of experiencing something different each time you set out.

This new product represents a sustainable tourism model that is being driven by the CTB: one that sees tourism distributed equally all around the region, offers diverse and high-quality activities, and is suitable for exploring Catalonia at any time of the year. In fact, it's one of the key initiatives in the Tourism Marketing Plan for Catalonia 2018-2022 for creating new, so-called 4D products, that contribute to ending overcrowded locations and seasonal tourism, while also ensuring diversification and increased spending. This initiative aims to help digitally transform Ca-

talan destinations, both in the way that information about the route and its experiences is delivered, and in the way that those experiences are enjoyed, by making use of new technologies.

In addition, the project has been carried out in conjunction with regional organisations and as such a working group was created for the purpose that included the Directorate General of Tourism and the tourism boards of the provincial councils of Barcelona, Girona, Lleida and Tarragona, Barcelona Turisme and the Aran Valley.

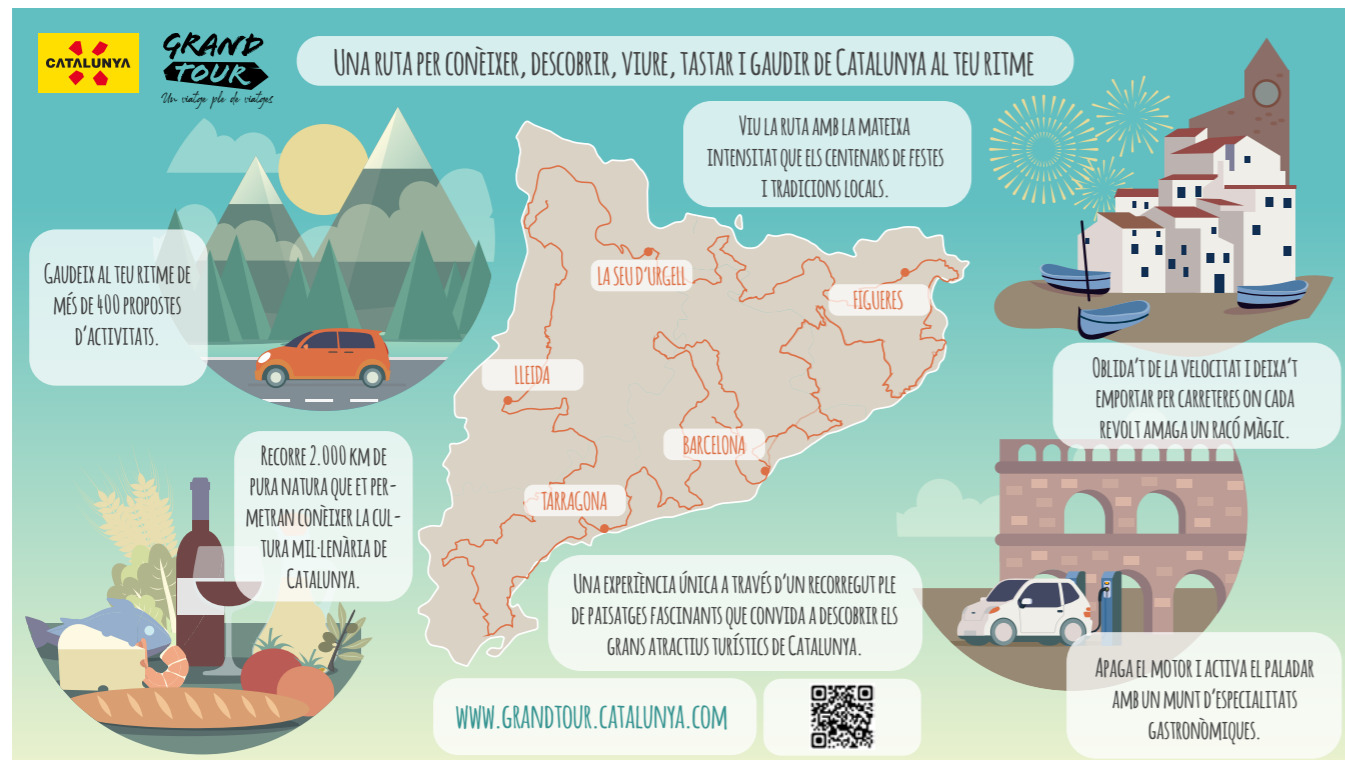


Promotional event in the United Kingdom.

A journey full of travel

Barcelona is the starting-point for the Grand Tour of Catalonia. From the city, the route heads towards Tarragona, passing by Montserrat and with a stop in Reus. Next, it continues to the Delta of the Ebre before turning north to the Priorat wine-making area before heading to the city of Lleida. This capital of western Catalonia is the gateway to the Pyrenees, home to the Aran Valley and the Romanesque churches of the Boí Valley. The natural features of the National Park of Aiguestortes and Lake of Sant Maurici, the Noguera-Pallaresa river and the Mont-rebei gorge make the journey towards Seu d'Urgell a rural adventure. The route next takes in the medieval villages and volcanic zone of La Garrotxa. Once at the Costa Brava, a visit to the Creus Cape is obligatory while Figueres and the works of Dalí mark the start of a tour of seaside villages and inland medieval towns, such as the Jewish quarter in Girona. Montseny natural park and the lush forests of Collsacabra provide a contrast to the return journey to the city of Barcelona, when a break at the beaches and historical houses of the Barcelona coast is a must.





The Grand Tour represents the model of sustainable tourism promoted by the CTB.

Promoting lesser-known experiences

As well as the major tourist landmarks, the Grand Tour of Catalonia also offers the possibility of following **5 sections** of the route to discover each zone in more detail. Each section starts in a large city from where secondary, picturesque roads take visitors to the area's different highlights, some of which may be less well-known but are still interesting and worth seeing. This option therefore enables visitors to personalise the route according to their own tastes.

The Grand Tour in the UK

In addition, at the start of December the first international promotional event of the tour took place. Specifically, a virtual presentation was made of the Grand Tour of Catalonia to media in the UK and Ireland. Twenty specialised journalists took part, who were able to get to know and taste, in a dynamic and participatory way, the features of this grand tour.

Promotion to the Catalan market

The Grand Tour of Catalonia was presented in September, coinciding with its launch in the Catalan market. Key actions included the creation of a **website** with all the information about this new product, promotion on social media (Facebook, Twitter and Instagram), and the publication of a special supplement on the Grand Tour of Catalonia that was included with various newspapers. A specific app for the Grand Tour of Catalonia has also been created, with which tourists can earn stamps from the most important destinations.

Wine Tourism in Catalonia, Gastronomic Experiences, Gastronomic Hotels

*This year, as part of the work programme on Wine and Gastronomy, an **internal virtual workshop** was held regarding the creation and commercialisation of wine and gastronomic products adapted to the situation caused by Covid-19; aimed at the whole Catalan tourist sector, 80 companies and organisations took part. The objective of the workshop was to incentivise tourism businesses to create and commercialise wine and gastronomic products that have added value and are adapted to the demands of local markets, as well as encouraging networking among companies affiliated to the different regional work programmes so they can structure tourism products together.*



The CTB participated in the first edition of the Catalan Wine Week.



Currently there are 120 affiliates in the CTB's Wine and Gastronomy brand.

All regional tourism boards cooperated on this event, which saw the participation of specialised **gastronomy and wine businesses, wine-makers, companies that organise activities, travel agencies, transport services, accommodations and restaurants** from across Catalonia.

A **communication campaign** was also carried out to intensify the promotion of Catalonia as a wine and gastronomy destination in the Catalan and Spanish markets (publications: *Aggentravel, El Nacional, Ara* special on tourism, *Time Out*, and institutional magazine *Ttap*).

This campaign, which was initially planned for the French and US markets, was redirected towards other markets to strengthen promotion in internal markets that are now viewed as more strategic as a result of Covid-19.

Throughout 2020, work has been done to promote wine and gastronomy as an option to complement and combine with **playing golf, a campaign aimed at the Scandinavian market**. The objective has been to raise awareness about existing options that combine golf, gastronomy and wine tourism in Catalonia adapted to this market, and create a portfolio of experiences aimed both at the general public and professional golfers.

Another accomplishment has been the creation of **specific microsites covering wine tourism and gastronomy** on the web 'Catalonia is your home' in Spanish, Catalan, English and French; the aim was to have a platform for the specific promotion of wine tourism and gastronomy, one that covers experiences, is attractive, has a range of languages, and can also be a resource for media campaigns in different markets.

An online and offline promotional campaign has run in four Swedish media, both gene-

ral and specialised in golf (*Golfbladet, Svenk Golf, Lifestyle Golf, Weekend*). The campaign started in October and will finish in January 2021.

This work has been carried out in cooperation with the Costa Brava Girona Tourism Board, the Tarragona-Costa Daurada Tourism Board and the Barcelona Provincial Council. The promoted activities were developed and agreed on by the regional tourism boards, who provided information regarding companies in their areas.

Through the Wine and Gastronomy work programme, the CTB participated in the first edition of the **Week of Catalan Wine**, held from November 9 to 15 and organised by the Catalan Institute of Vineyards and Wine (INCAVI). As well as different members of the CTB taking part in the event's programme, it also collaborated by promoting the event through the CTB's online channels.



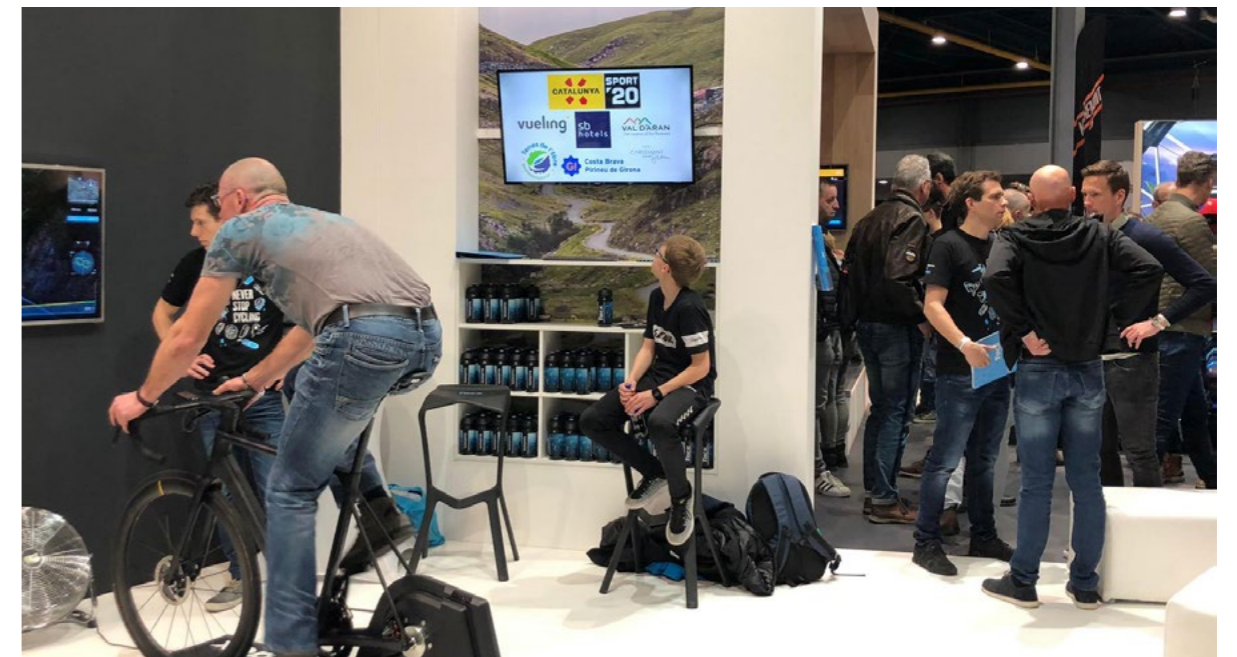
A total of 80 companies and entities participated in the virtual workshop.

Ecotourism, Hiking in Catalonia, Cycling Tourism in Catalonia, and Active and Adventure



The brands of Ecotourism, Hiking in Catalonia, Cycling Tourism in Catalonia, and Active and Adventure all form part of the Active-Nature work programme. This year, this programme has largely focused its efforts on rolling out the **Plans for products of the Hiking and Cycling Tourism brands**, which have 62 and 116 affiliates, respectively.

The CTB has specialised in various specialized fairs.



Among the work done in this area has been the creation of themed stories, which aim to help position Catalonia as a destination both for hiking and different kinds of cycling tourism (mountain biking, road cycling and slow) and that will be used both online and offline. Work has also been done to identify the Top Routes in Catalonia to do either on foot or by bike.

In the specific case of the Cycling Tourism in Catalonia brand, it should be noted that the Plan for this product is part of the Catalan Bike Strategy 2025 and was presented in October at the EuroVelo and Cycling Tourism Conference, highlighting the keys for specialised cycling tourism.



Ecotourism Table Meeting.

As well as the roll-out of existing product Plans, a new plan has been drawn up corresponding to the **Ecotourism brand**, which sets out the strategy for positioning Catalonia as an ecotourism destination. It focuses on aspects such as structuring the product, priority markets and segments to work on, and promotions and commercialisation that have to be done to achieve this aim. In addition, for the first time ecotourism has been included as a specific section within the generic campaign of the Catalonia brand as well as on the 'Catalonia is your home' microsite, where it has a special protagonism.

The Ecotourism brand currently has 45 affiliates, and has continued to take part in the **Ecotourism Board**, which has explored various subjects such as planning the Fòrum ENS 2021 in the Terres de Lleida area.

At an international level, the Active-Nature programme and the brands it encompasses have had a presence on different media and

channels. For example, collaboration has continued with the Adventure Travel Trade Association (ATTA), and the CTB participated in various **webinars** on themes such as the impact of the pandemic on the tourism sector, while the OOPTs took part in **different events** organised by this leading international association for adventure tourism. At the same time, the CTB has continued to collaborate with the **WildSea Europe** project, and was present for the day of training and exchange of good practices aimed at operators from the Basque Country and Catalonia. Currently, the Active and Adventure brand has 58 affiliates.

Various activities were also organised with the OOPTs to provide international exposure to the nature tourism available in Catalonia:

- **United Kingdom:** participation in the online networking event of the Mountain Trade Network.
- **Benelux:** a collaboration agreement was reached with the Eektiv platform for

facilitating visibility and commercialisation of companies affiliated with the programme in this market. In addition, work was done with the specialised magazine *Goodbye Magazine* for the publication of a report on the ecotourism available in the Natural and National Parks of Catalonia.

- **Germany:** a report was published in the magazine of the sustainable tourism association, *Forum Anders Reisen*.
- **USA:** content related active-adventure was proposed for the Premium section of *Luxury Magazine*.

In terms of the Spanish market, work has been done to support the commercialisation of affiliates through collaboration with the **Saó Viajes Naturales** agency, which sells exclusive tourist experiences in natural surroundings based on environmental and healthy values, or with social responsibility and high levels of exclusivity and quality. Newsletters have also been sent using **My News Desk**.

In addition, contact has been maintained with the programme's affiliates throughout the year using different formats. For example, this year the first online one-day event for affiliates took place, when knowledge was shared based on studies from ATTA in the session 'New perspectives for inland and mountain tourism'. As a result of the CTB's collaboration with the WildSea Europe project, information was also shared in a session about sustainability, ecotourism and family beach tourism. A round table about opportunities in cycling tourism in the post-Covid-19 era was another part of the programme.

Lastly, during the first quarter of the year, the CTB took part in various **specialised fairs** such as Adventure Travel Show (London), CMT (Stuttgart), Fiets en Wandelbeurs (Gant), Fiets en Wandelbeurs (Utrecht), Free Munich (Munich), Reisen Hamburg (Hamburg) and FIO (Monfragüe).



Art and Culture



Promotion of the Ignatian Way

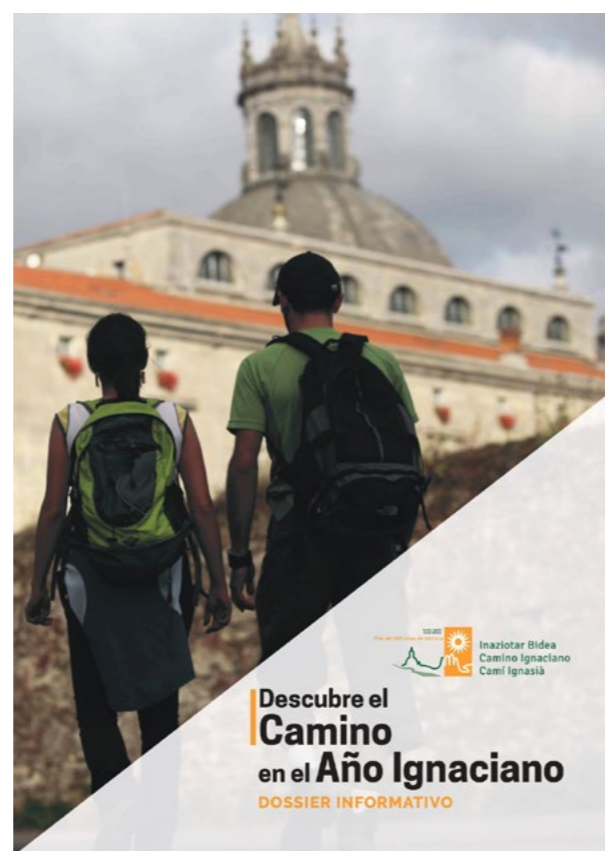
As part of the work programme of the Art and Culture brand, this year support has been given to Manresa to create its **Manresa 2022** project (<http://www.manresa2022.cat/ang>), for preparing the commemorations of the 500th anniversary since Saint Ignatius of Loyola stayed in the town. In May 2021, the Ignatian Year will begin and last until July 2022. As such, the CTB and Directorate General of Tourism have worked this year on creating an **informative dossier on the Ignatian Way**, which will be presented in 2021.

Similarly, connections with the governments of the **Basque Autonomous Community, La Rioja, and the Chartered Community of Navarra** have been increased for managing and promoting the **Ignatian Way**. The aim is to develop a diversified, sustainable and innovative tourism model, based on regional balance and non-seasonality, which values the natural environment and historical, architectural, religious and cultural heritage. As such, the four communities believe that this is a special opportunity to develop this shared, multi-featured vision, based on the exchange of information and experience. They will work together to create an action plan for promoting the Way that includes the direct involvement of tourism resources and companies from the four communities to facilitate a beneficial exchange. Even though the government of Aragon hasn't joined the initiative, it will be kept informed about proposed activities, as the Ignatian Way also passes through that community.

Cultural Tourism Online Reputation Study

This year, the results of the **Study on the Online Reputation of Cultural Tourism** have been presented, with the aim of analysing the level of visibility of Catalonia's cultural tourism resources on the internet's main tourism portals. The study was also used to analyse the visitor satisfaction with these resources, divided by variables of offer and demand; a system for visualising data was established that enables potential comparisons with other sources of knowledge related to cultural tourism.

In 2020, work has been done on providing information about the Ignatian Way.



Seaside Neighbourhoods and Towns, Cities and Towns with Character, Charming Villages



Seaside Neighbourhoods and Towns, promoting culture linked to the sea

This year the CTB has awarded four new Seaside Neighbourhoods and Towns accolades, in recognition of those towns and coastal areas that keep culture related to the sea alive. The towns of **L'Ampolla** and **L'Estarçit** and the fishing neighbourhoods of the **Port of Cambrils** and **Serrallo in Tarragona** all share a strong personality marked by a historical-cultural character, gastronomy, scenery and promotion of events based on the relationship between people and the sea.

These 4 new holders join those places that have already been recognised: Ametlla de Mar, Arenys de Mar, Begur, Les Cases d'Al-

canar, L'Escala, Llançà, Palamós, Sant Carles de la Ràpita, Sant Pol de Mar, Sitges, Tossa de Mar and Vilanova i la Geltrú.

Any town that wishes to earn the Seaside Neighbourhoods and Towns accolade has to meet specific requirements such as: having a port; activity related to sea-based or fishing jobs (fishermen's association and/or fish market); clear physical evidence of its relationship with the sea (for example, historical houses built by wealthy sea merchants); and tourism activity that has a significant number of elements that support the town's marine character.

Seaside Neighbourhoods and Towns is one of the brands for promoting tourism that were established by the CTB in response to the challenges set out in the Tourism Marketing Plan for Catalonia 2018-2022, such as: promoting tourism as a tool for development and economic diversification, and a guarantee of the future for cities, towns and villages; creating synergies between towns; strengthening regional diversification and non-seasonality in tourism activities; and protecting conciliation and balance between residents and visitors/tourists.

This year the **2nd Technical and Benchmark Day** took place in Sant Carles de la Ràpita and Les Cases d'Alcanar, in the Terres de l'Ebre. The event served to take a snapshot of the current situation and consider the prospects for the Spanish market. Initial

group work was done about active online listening, which made it possible to work on the study planned for 2020. The event was also used to talk about the action plan due for this year and the next steps to be taken, and included a visit to the main sea-related features of Sant Carles de la Ràpita and Les Cases d'Alcanar.

This year has seen the publication of the **Active listening study of Seaside Neighbourhoods and Towns**, which set out to discover the mood among visitors and how to generate more satisfaction, and find out where they come from. Thanks to this study, specific data for each seaside neighbourhood and town affiliated to the CTB could be extracted.



Viles Marineres

Presentation of the 2020 awards.



New Cities and Towns with Character and Charming Villages

The award for Cities and Towns with Character has been presented in 2020 to the town of **Caldes de Malavella**. It joins those others that have already received the accolade: **Manresa, Montblanc, Solsona, La Bisbal d'Empordà, Lleida, Tarragona, Girona, Terrassa, Vic, Reus, Vilafranca del Penedès and Tortosa**.

The Cities and Towns with Character brand is one of the CTB's initiatives for encouraging urban tourism in Catalonia and promoting those cities and towns that combine different aspects (culture, art, gastronomy, architecture, innovation, etc.) to be able to offer visitors a complete experience. It's open to

medium-sized cities – in terms of population size – and towns with a strong personality marked by certain aspects, such as history and culture, wine and gastronomy, art and creativity, and anything particular that defines it and that the place wants to promote.

The Charming Villages brand focuses on those places that have a special appeal or beauty that captivates visitors, and makes them fall in love with it; it's aimed at villages with fewer than 2,500 inhabitants and that have a range of features and architectural, urban, heritage, environmental and tourism elements that contribute to their attractiveness. This year, **Arties** joined the 13 other

villages that already hold the accolade: **Begut, Calella de Palafrugell, Castellar de n'Hug, Montclar, Montsonís, Mura, Pals, Peratallada, Prades, Rupit, Santa Pau, Siurana and Taüll.**

The brand also hosted a **technical and benchmark day in Taüll** this year. The event included the following: discussions regarding the proposed 2020 Action Plan and new developments that had occurred since the previous meeting; a look at the current situation of and forecasts for the Spanish market; an explanation of the European CHARM project; and initial work on the Customer Journey and person of the visitor. The benchmark focused on visiting the main features of Taüll as a certified Charming Village.

Throughout the year, these three specialised brands have carried out joint activities. For instance, the **first online technical event**

of Cities, Towns and Villages was held, bringing together affiliates from the three brands to help networking between the different towns in these programmes and look at common themes such as the measures adopted as a result of Covid-19. In addition, the **Inspiring Places workshop** was held, the first online workshop completely organised by the CTB. Cultural operators from the Spanish market who create tailor-made experiences took part, and they were given a presentation on little-known options in Catalonia which don't appear on the more usual tourist routes.

To maintain contact, create synergies and sustain the Cities, Towns and Villages network, **virtual/online technical days** have also been held for each of the brands as usual, to deal with specific subjects relevant to each brand.



Moment from the 2020 technical day.

Beach with the Family, Nature and Mountains with the Family, and Family Facilities and Travel Agencies



Currently the **number of companies affiliated to the Family Tourism brands around Catalonia is 480**, including tourist accommodations, companies that organise activities, tourist offices and family facilities.

In Catalonia there are **8 destinations certified as Nature and Mountains with the Family**:

- **Pyrenees:** Berga, Bas-Les Preses Valley, Boí Valley, Camprodon Valley, Àneu and Pyrenees-Noguera Pallaresa Valleys.
- **Costa Daurada:** Muntanyes de Prades.
- **Terres de l'Ebre:** Els Ports.

The **19 destinations certified as Beach with the Family** are:

- **Costa Brava:** Blanes, Calonge-Sant Antoni, Castell-Platja d'Aro, Lloret de Mar, Roses, Sant Feliu de Guíxols, Sant Pere Pescador and Torroella de Montgrí-L'Estarlit.
- **Barcelona Coast:** Calella, Castelldefels, Malgrat de Mar, Pineda de Mar, Santa Susanna and Vilanova i la Geltrú
- **Costa Daurada:** Calafell, Cambrils, El Vendrell, Salou and Vila-Seca, La Pineda Platja.

Nature and Mountains with the Family and Beach with the Family are specialised brands that the CTB grants to a town or collection of towns, thereby guaranteeing that they offer certain services and facilities adapted to the needs of families with children. It's a project that features public-private collaboration, as



the services can be offered both by public facilities and entities, and private tourism companies.

Facilities that specialise in family tourism which are not located in one of the certified destinations and travel agencies are served by the Family Facilities and Travel Agencies brand.

All the destinations and companies that are part of the family tourism programme can be consulted at this [link](#).

The CTB has developed an action plan for promoting family tourism products, agreed with the various coordinators of the Beach with the Family and Nature and Mountains with the Family destinations. The key actions during 2020 in the main outbound markets were the following:

Creation of the 'Catalonia, Hello Family!' landing page

This new web space features inspirational and experience-based content intended especially for families with children. It's a 'living' space that is fed with information from the 27 currently certified destinations around Catalonia, and which is regularly updated with new proposals and events. As such, families can find hundreds of ideas for things to do with the kids, from an introduction to scuba diving designed specifically for children to a kayak tour in the Alt Pirineu park and yoga on the beaches of Lloret de Mar, among many other activities. The landing page also includes an events and activities calendar, practical information, a guide to activities that is searchable by times of year, by activity type and by geographic location, and the Legend Hunters' Club, a game featuring legendary beings that live in different family destinations (NB. this section is yet to be launched).

Advertising campaign

An ad campaign has been created, which has two objectives: on the one hand, to in-

crease the traffic and reach of 'Catalonia, Hello Family!', and on the other, to strengthen and provide visibility to towns and companies around Catalonia that are certified under the specialised brands of Beach with the Family, Nature and Mountains with the Family, and Family Facilities and Travel Agencies. The campaign, aimed at the Catalan and Spanish markets via digital media and social networks, has had very good results.

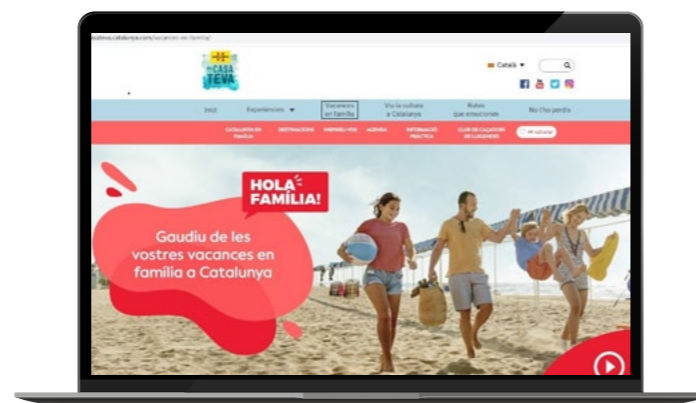
Gaming version of 'Catalonia, Hello Family!'

Two games have been created for children aged 5 to 7 years old, and 4 games for children aged between 7 and 10. In addition, once the Legend Hunters' Club section has been activated, it will include a downloadable booklet of games.

'La Catalogne, une destination pour la jeunesse' workshop

This work session with the French market was organised to raise awareness about new products in Catalonia among French agencies for consideration when preparing their new brochures. A total of 9 Catalan companies specialised in trips for young people took part in the workshop, during which 10 product presentations were made and there were 70 one-to-one meetings.

Hundreds of ideas for families can be found on the new website.



Barcelona Medical Destination



Barcelona Medical Destination is the CTB's brand for promoting medical tourism, and the Barcelona Centre Mèdic and Barcelona Medical Agency both collaborate on the initiative.



The Barcelona Medical Destination brand has a new website.

This year two new private medical centres have been incorporated:

- **Fundació Puigvert**
- **Hospital Sanitas CIMA**



As such, there are now 13 centres associated with the Barcelona Medical Destination brand.

The others are

- **Barnaclínic+** (Hospital Clínic Group)
- **Barraquer** (Barraquer Ophthalmology Centre)
- **Clínica ServiDigest** (Medical-Surgical Centre)
- **Dexeus** (Dexeus University Hospital)
- **ICO** (Comtal Ophthalmology Institute)
- **IMO** (Institute of Ocular Microsurgery)
- **IMOR** (Medical Institute of Onco-Radiotherapy)
- **Institut Guttmann**
- **Quirón** (Hospital Quirónsalud Barcelona)
- **Sant Joan de Déu** (Maternity and Children's Hospital)
- **Teknon** (Teknon Medical Centre)

In addition, this year work has been done on new promotional material, which is now available, that can help position and promote Catalonia from a medical perspective.

- **Catalogue** in 5 languages (Spanish, English, French, Russian and Arabic)
- **New web** in 6 languages (Catalan, Spanish, English, French, Russian and Arabic)
- **Corporate video**

Premium Catalonia

The CTB created the specialised Premium Catalonia brand for companies and organisations connected to the luxury sector that offer premium options designed to excite visitors to Catalonia looking for authentic, exclusive and personalised experiences.



Middle East commercial mission.



This year the number of brand members has increased to 79 affiliates.

Among the activities carried out in 2020, a highlight was the **Middle East commercial mission** at the start of the year, during which participants visited 5 cities (Kuwait, Riyadh, Jeddah, Dubai and Abu Dhabi). The objective was to promote the brand among key regional decision-makers through workshops and sales calls, and 10 Catalan companies affiliated to the brand took part.

In addition, there was **training on the Middle East market**, and participation in the **ILTM World Tour Asia Pacific, China and Japan** (November), while the Singapore OOPT and

3 companies affiliated with Premium Catalonia took part in the **virtual E-Luxperience Australia workshop** (October 13-16), each with their own agenda. We also took part in **various virtual events** held by organisations of which we are members:

- **Virtuoso Travel Week EMEA** (July 2) and **Virtuoso Travel Week America** (August 9-13).
- **Connections Virtual Week** (July 13-17) and **Connections Virtual Week Autumn** (September 28-October 2).

Over 200 Pyrenees companies and organisations took part in the Interpirineus 2020 event

Created in 2003 and headed up by the CTB, the aim of the Pyrenees programme is to promote the Catalan Pyrenees at an international level, by highlighting their wide range of tourism options and consolidating the area's 11 counties (Alt Empordà, Alt Urgell, Alta Ribagorça, Berguedà, La Cerdanya, La Garrotxa, Pallars Jussà, Pallars Sobirà, Ripollès, Solsonès and the Aran Valley) as a unique and multi-featured tourist destination.



In November, the Interpirineus Day was held online.

Collaboration between different organisations makes it possible to raise awareness about the region under the umbrella brand of Pyrenees of Catalonia, through an action plan for international promotion that has an annual budget of €700,000. The main objective is to publicise the area as a destination to be enjoyed at any time of year.

Within the framework of this programme, highlights this year have included the virtual Interpirineus event in November, in which almost 200 Pyrenees companies and organisations from both the public and private sectors took part. For the first time, all the members of the programme took part in this annual activity, which is designed to create a network between all the key players in the region.

At the meeting, the main themes for the Pyrenees programme in 2021 were explained, and information was provided regarding the work done by local operators in the region. What's more, a presentation was done about the usefulness of Big Data for extracting information, for example about people going to a particular destination based on the reading of data gathered from visitors to the Pyrenees in summer 2018. In addition, ideas were presented about the perception of the Pyrenees in potential markets, and the theory was put forward that the first market to recover, if the evolution of the pandemic is favourable, will be the Spanish one, which means it's necessary to explore its new preferences to ensure the return of visitors.



The Pyrenees programme has had a specific visual feature as part of the Catalonia is your home campaign.

Advertising campaign

As part of the **Catalonia is your home** campaign, the programme took part with an advert and specific visual. As a result, in 2020, around €350,000 has been spent promoting the Pyrenees tourism brand in the domestic market.

New content on the visitpirineus website

Throughout 2020, the visitpirineus website has incorporated new content. Firstly, a specific section within the professional part was created to provide access to all content related to Covid-19 generated by each of the programme's members. Secondly, as part of the Year of Sports Tourism promotion, work was done to include specific content on sports tourism, and the cyclist Clàudia Galícia collaborated on the creation of information related to road cycling along mountain passes. In addition, a Hebrew version of the webpage was added.

Participation in the 5th edition of the Pyrenees Hiking Festivals

Within the framework of the Pyrenees programme, the CTB collaborated in the promotion of this initiative, which this year included 5 festivals and over 80 activities. As well as taking part in the presentation of this latest edition, information was shared on the CTB's different social media channels about the various events happening.

Presence at leading tourism fairs

This year, the Covid-19 pandemic has meant the cancellation of many of the usual tourism fairs. From March, the majority of the most important fairs didn't take place and only a few opted for a virtual version.

The Year of Sports Tourism was one of the highlights of Fitur 2020.



Fitur (Madrid)

The Catalan delegation was made up of around 80 companies and institutions. During the fair, high-level meetings were held on subjects such as Brexit and its possible implications for the tourism sector. Moreover, other themes were discussed, such as the commercialisation of Imsero trips (aimed at senior citizens) with Mundiplan, and the use of Big Data to increase the competitiveness of tourism companies with Caixa-Bank. Meetings also took place with some of the sector's most important operators, such as Booking and Odeon, among others. The CTB presented the wide range of tourism experiences on offer in Catalonia (especially

sporting ones, as part of the Year of Sports Tourism), as well as the latest developments in the 9 geographical tourism brands: Costa Brava, Costa Daurada, Terres de Lleida, Barcelona Coast, Barcelona Landscapes, Pyrenees, Aran Valley, Terres de l'Ebre and Barcelona. The Catalan stand at Fitur had an important audiovisual section, such as a large video-wall. In the entertainment zone, visitors could use an interactive touch-screen to discover the tourism route that most suited them, take a selfie in a very sporty photo call, and see up close a Formula 1 car like the ones that race at the Circuit de Barcelona-Catalunya.



ACT has been actively involved in the WTM London trade fair, despite it being a virtual event this year.

WTM (London)

The tourism sector's leading event this year took place virtually. This made it possible for companies from all over the world to take part; the Catalan delegation was made up of 9 companies and institutions. During the three days of the virtual fair, the CTB had 54 meetings with tourism companies and media. In addition, it actively participated in a large part of the conferences that made up the programme.



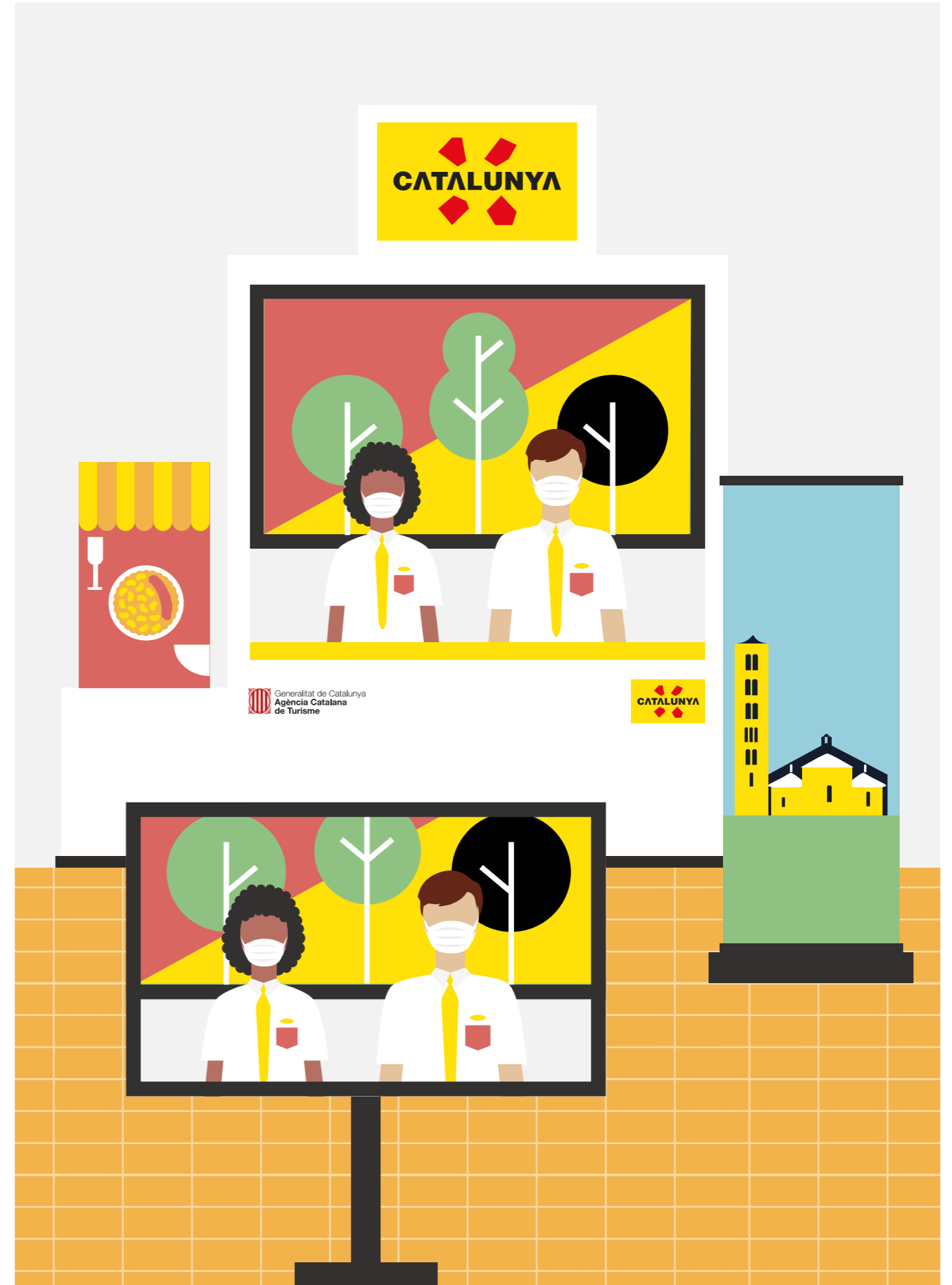
This year the pandemic has caused many fairs to be postponed.



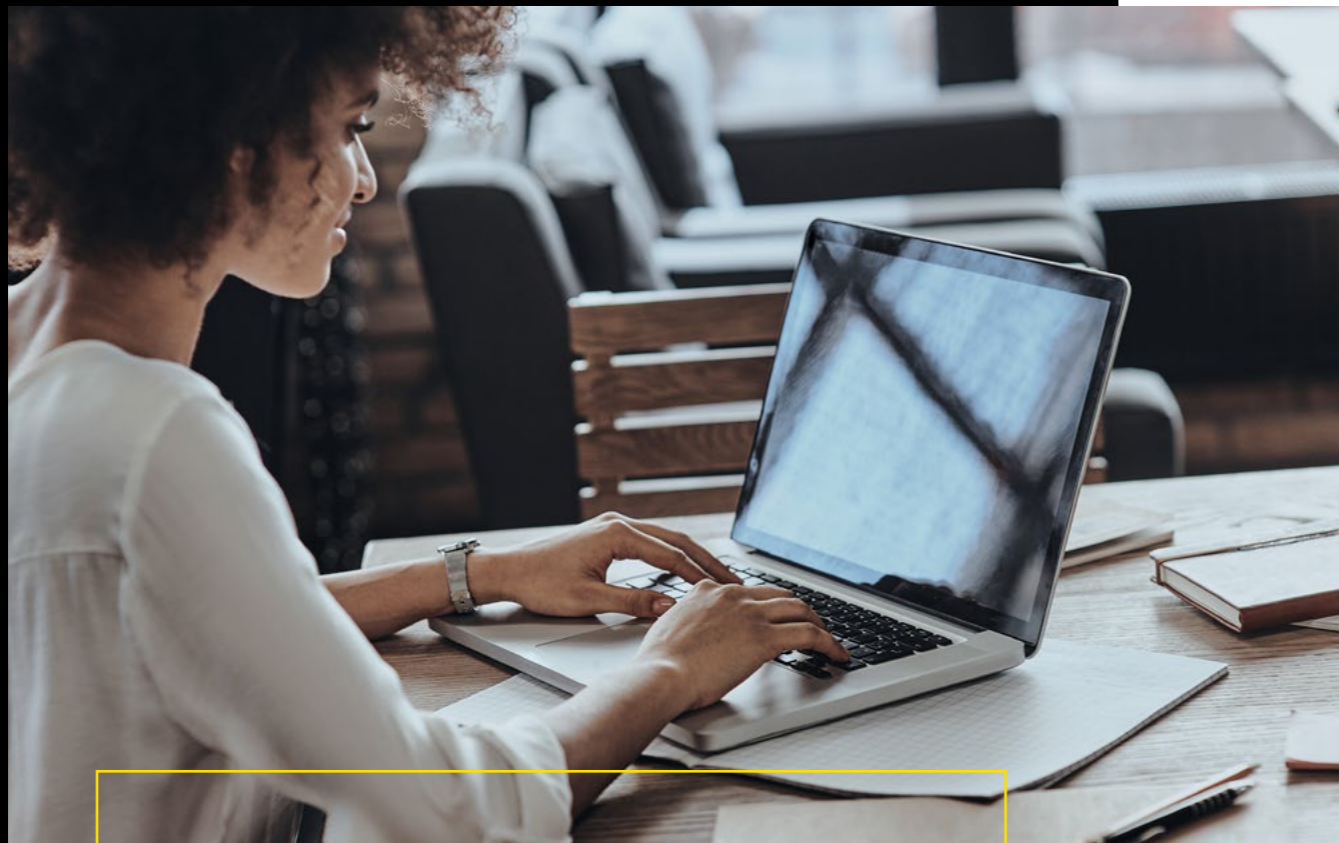
IBTM World virtual (Barcelona)

The Catalunya Convention Bureau (CCB) took part in this key event for meetings, conferences, events and incentives tourism. During the three days of the event, the CCB had around 30 commercial interviews with meetings and event organisers, with the aim of raising awareness about its activity and the MICE opportunities in Catalonia. At the Catalan virtual stand, in which 8 companies

and organisations from the sector took part, hosted buyers were made aware of Catalonia's reorientation and what it has to offer to meet the new needs of different markets: digitisation, sustainability, incorporation of new technologies, greater personalisation, possibility of holding hybrid and virtual events, maximum guarantees on health security, and a commitment to sustainability.



5. TECHNOLOGY, INNOVATION AND INTELLIGENCE



One of the objectives of the Catalan Tourist Board is prioritising the implementation of initiatives that integrate **innovation into the organisation**. As a result, it is driving the launch of services that support innovation, **market intelligence** and the incorporation of new technologies. In addition, it's working to have available the technological resources and staff trained with the necessary knowledge to carry out these initiatives.

Data to better understand demand

Since March 2020, regular **monitoring of the impact of Covid-19 on tourist activity in Catalonia** has been carried out. Throughout this time, information has been made available to the sector regarding different indicators such as airline activity and the evolution of reservations and cancellations in hotels. Activity in business tourism, the evolution of Catalonia's reputation as a tourist destination on social media, and the behaviour and intentions to travel in different outbound markets are among the other subjects on which information has been regularly supplied.



The possible repercussions of Brexit on the tourism sector is another theme that has been monitored throughout 2020, in coordination with the UK Tourism Agency.

As part of ongoing efforts to improve the service offered by the CTB to tourism businesses in Catalonia, a **sector survey** has been done with the aim of evaluating the work of the Directorate General of Tourism and the Catalan Tourism Board in 2020, particularly during the months of the Covid-19 pandemic.

Throughout the year, work has also been completed using data to better understand demand. In this respect, we have continued to **monitor information about the arrival of tourists**, coming both from official sources and air traffic platforms, which allow for a more accurate analysis by passenger origin and by airport.

In terms of markets, the **intent to travel** has been analysed in Italy, Spain and Catalonia, Germany, Israel and different Asia-Pacific markets.

Once again this year, the document **Outbound markets** has been produced, even though, given the exceptional circumstances and as explained above, with a new format.

With regards to products, the following are among the most notable:

- Spain and Portugal Barometer
- Seaside Towns online listening
- Art and Culture online reputation
- Sporting facilities
- Golf Germany and USA
- Cycling United Kingdom
- Medical tourism Baltic States, China, Hong Kong and Saudi Arabia
- Cities with Character online identity
- Monitoring Fly & Drive to understand behaviour connected to the Grand Tour
- Data collection from TDS MICE

In addition, work has been done on the **Research Plan 2020-2025**, a roadmap to be followed in the coming years to achieve a competitive, sustainable and inclusive Catalonia. This plan, which will start to be rolled out in 2021, must make it possible to have an efficient market intelligence system that identifies the sector's needs, and can plan and transfer this information via the Intel·litur platform; the objective of this platform will be to reach the right people through an automated module and virtual bookshop, so that they can focus their strategies and achieve their goals.

6. MANAGEMENT, ORGANISATION AND GOVERNANCE



For Catalonia to continue being a **leading tourist destination**, it's necessary to keep working on those projects that create **added value** and make it possible to deal with significant economic, social and political issues within the sector. At the same time, it's essential to work on **cooperating with key players** within the industry to be able to successfully implement the proposed strategy in each area of activity.

Catalonia: a sustainable and inclusive destination

Catalonia is a tourist destination with a strong commitment managing of tourism in an environmentally, socially and economically sustainable manner. The aim is to achieve this strategic approach while contributing to meeting the Sustainable Development Objectives and the objectives of the National Plan of Catalonia Agenda 2030.

During 2020, different actions and projects have been developed to enable us to move towards our objectives, which are addressed from different ambits:

Publication of the manual *Tourism for everybody*



We want everyone to be able to enjoy a vacation.

The CTB, conscious of the possible difficulties which the tourism sector might have when it comes to adapting tourist establishments and facilities, has published the manual *Tourism for everybody*. This guide provides advice and ideas for companies about improving the quality of facilities and services they offer clients, as well as about the social responsibility of our sector. The manual was selected as a Good Practice 2019 at the 10th edition of the international awards of the Design For All Foundation held in 2020.

Publication of *Catalonia, a sustainable destination*

The CTB is increasingly positioning its tourism strategy and marketing towards the sustainable management, complying with the objective of creating a Catalonia that is progressively more sustainable. As such, it has produced the English-language publication *Catalonia, a sustainable destination*, which features public and private initiatives that bring Catalonia ever closer to sustainable management, and can serve as a reference-point for all those companies and organisations that make up the Catalan tourism sector.



We help the sector implement sustainable management.



Tools have been created to help the tourism sector move towards sustainable management.

Sharing initiatives on sustainable management

Through the CTB's corporate Twitter account, [9 videos on sustainable management](#) have been shared. The objective of the videos is to improve this area within tourist establishments, with ideas for managing the use of water, what to do with waste, how to make the business more accessible, etc.



Accessible tourism has become one of the main strategic lines of the CTB.

Adaptation of the promotional campaign 'Catalonia is your home' for all audiences

The television adverts of the 'Catalonia is your home' campaign – [Enjoy Catalonia with all five senses](#), [Welcome to the heart of Catalonia](#) and [Welcome to the Catalan Pyrenees](#) – have been adapted, subtitled and provided with sign language for people with hearing impairment. They have been shared via the CTB's corporate Twitter account, and some have been aired on TV3 (the main Catalan TV channel).

Update of the publication *Brief: Accessible tourism from outbound markets*.

The publication [Brief: Accessible tourism from outbound markets](#) has been updated. This document includes data related to tourism that is aimed at people with disabilities or reduced mobility from outbound markets.



This document contains data regarding tourism aimed at people with disabilities or reduced mobility.

Creation of the new sustainability strategy 2020-2023

This work has been done to revise and set out the strategic efforts to be driven by the CTB in sustainability. This new strategy incorporates the vision of the CTB's contribution to meeting the Sustainable Development Objectives and the objectives of the National Plan of Catalonia Agenda 2030. In addition, the new sustainability strategy is aligned with the current Marketing Plan 2018-2022 and the Strategic Plan of the Directorate General of Tourism.



The management of the tourism sector must be directed towards one increasingly sustainable model.



We have to know the needs of all the audiences who visit us.

Sharing information by country about potential of demand for accessible tourism

To provide data on the need for accessible tourism from those outbound markets that have the greatest potential for demand, the CTB has created **video capsules** entitled [Catalonia, accessible destination](#). This list of videos organises, by country, information about motivations for travelling, the most-chosen destinations, and the tools for reaching this market segment.



The CTB has been part of this programme since 2012.

Programme of voluntary agreements with the Catalan Office for Climate Change

The CTB has been part of the [Programme of voluntary agreements to commit to a reduction of CO2](#) for several years. This involves a voluntary commitment to reducing the emission of greenhouse gases beyond what is obligatory by law; each year an inventory is made of these emissions and consideration is given to the adoption of measures to reduce them, where possible. Currently 4 of the 14 possible indicators are being checked; the aim is to gradually introduce more indicators into the calculation. Participation in the Programme of voluntary agreements is renewed each year through the Catalan Office for Climate Change, the entity that verifies and ratifies membership of the programme.



The UNWTO works for responsible, sustainable and accessible tourism.

Collaboration with UNWTO on good practices for accessible tourism in natural and rural spaces

Work has been done with UNWTO on researching good practices as part of the project: *UNWTO – Good Practices for Accessible Tourism in Rural and Natural Areas*.

Renewal of the Biosphere Responsible Tourism Destination certification

In November 2015, Catalonia became the first major integrated tourist destination to hold the Biosphere Responsible Tourism Destination certification, granted by the Responsible Tourism Institute. This certification is an international recognition of the work done by the Catalan tourism sector – both public and private – to promote a model of sustainable tourism; one which guarantees that visitors can enjoy a sustainable experience and as such contribute to the conservation of the region’s natural and cultural heritage, while improving the local economy and reducing the impact on the environment. The Biosphere certification doesn’t just establish quality, accessibility and environmental criteria, it also includes sustainability requirements, such as social responsibility, conservation of cultural assets, satisfying tourist expectations and improving the quality of life for the local population. The renewal of this certification is done on an annual basis.



This certification must be renewed every year.



Various training courses have been organised.

Training

A training course entitled ‘Make your establishment accessible’ was organised, in which an initial contextualisation was done regarding the significance of disabled people and groups with special needs to the tourism sector. In addition, an analysis was done of the accessibility needs in different tourist accommodations (hotels, campsites, etc.), and the manual *Tourism for everyone* was presented. The course also had a practical part, in which participants were able to raise questions about how to make their establishments accessible.

22nd year of trainees in the overseas CTB’s offices

At the start of the year, the CTB took on 9 trainees in their offices abroad, as follows: 1 in Paris, 1 in Brussels, 1 in New York, 2 in London, 2 in Frankfurt, 1 in Milan and 1 in Madrid. This is the 22nd year of the CTB training scheme.

New trainees are able to work at the CTB for up to two years.



Since it started in 1997, 193 young people have been able to take advantage of its opportunities.

This Catalan tourism marketing training scheme offered by the CTB has a double objective: to train professionals qualified in the Catalan tourism sector, and provide them with experience that they can use afterwards in the development of their career.

To apply for the scheme, the requirements include: an official university degree, nationality of an EU member state, having been registered to live in Catalonia for at least two years, a certificate of proficiency level in Catalan, knowing the official language(s) of the destination country, not having any debt with any government agency, and being under 30 years old.

The duration of the scheme is one year (in 2020, from January to December) with the possibility of extending it for an additional year. In terms of the financial endowment, this varies according to the destination; this year it ranged between €16,862 and €32,540, with a total budget of €222,000 for the training scheme.

The CTB has overseas offices in: **Madrid, Frankfurt, Paris, London, Milan, Moscow, Brussels, Helsinki, São Paulo, New York, Beijing and Singapore.**

StarTechTour, connected innovation to contribute to the recovery of tourism

The StarTechTour project to provide support to entrepreneurs and organised by the CTB was presented within the framework of Forum TurisTIC 2020, held in October. The project's objective is to stimulate innovation in tourism-related technology, so that tourism activity can act as a driver for innovative initiatives that may help with the sector's post-Covid-19 recovery and enable the generation of income around Catalonia.



This project aims to stimulate innovation in tourism technology.

In the first edition of the StarTechTour Challenge, 5 corporations relevant to the sector, all of them partners or sponsors of the CTB, were asked to consider current challenges that might be resolved by the application of technology. Following these criteria, Vueling, FC Barcelona, PortAventura World, La Roca Village and Família Torres, as well as the CTB itself, set out their challenges, and start-ups designed technological solutions to provide solutions for each one.

The three winning companies were revealed during the third day of Catalunya reStart Turisme, held in December: **Imotion Analytics**, **GoPopUp** and **Moovetam**. Each of them will receive: support in orienting and starting the roll-out of their strategy, contacts in tourism corporations, visibility and the necessary resources to consolidate their businesses faster than usual.

Altogether 36 solution proposals were received, some of which could also eventually be developed and applied.

The Department of Business and Knowledge is heading up this project through the CTB and Agency for Business Competitiveness (ACCIÓ). Eurecat, Mobile World Capital and the Department of Digital Policies are also part of this initiative.



Hackató #MIC20

The CTB this year co-organised the final of the Miro in Cube hackathon, with the technical support of the technological centre Eurecat. It's an initiative organised by the IDEFI Programme MIRO.EU-PM (ANR-11-IDFI-0027) with the support of the University of Perpignan. Its objective is to encourage the development of projects within the tourism sector in a sustainable and responsible manner.

The hackathon took place simultaneously in Barcelona, Perpignan and Palma de Mallorca, and lasted 56 hours, during which the participants used



End of the hack at the #TechSpiritBarcelona.

Artificial Intelligence to develop products and services for the tourism sector. The Catalan project Ecofriendly was awarded the prize for the best technological solution: their concept puts forward solutions for choosing a destination with the smallest possible carbon footprint.

Catalonia moves forward in the creation of products to strengthen Slow Tourism

The CTB heads up the [Med Pearls](#) project, co-financed by the European Union through the ENI CBC Mediterranean–Sea Basin Programme, whose goal is to create 26 tourist experiences – the 26 pearls of the Mediterranean that give the project its name – in 13 pilot areas in the participating countries (Spain, Egypt, Greece, Jordan, Palestine and Italy). The purpose of these experiences will be to position the Mediterranean internationally as a high-quality and excellent destination for Slow Tourism.

In the case of Catalonia, the investment to create these products over the next three years will be channelled to the three counties of **Les Garrigues**, **Ribera d'Ebre** and **Anoia**. In each of these places, the CTB is collaborating with the provincial and county councils to provide continuity to the project

Presentation of the project in Anoia.



and work together with the local agents and representatives who will bring the value of proximity to the products.

As a result, during 2020 different meetings have been held with the public and private sectors in each of the three counties involved to set out the needs and potential of each area, and decide the steps to follow when creating these new tourism products. These events were divided into two parts: an initial session in which the objectives of the project were explained along with the benefits that they will bring to each county and how to access the help that will be made available to those involved; and a second session focused on a SWOT analysis of the destination followed by a mapping out of the tourism options on offer in each county. At the end, agreement was reached on the conclusions from the respective working sessions.

A study on Slow Tourism was published, along with a [guide on product creation](#), and 6 training sessions took place, complementing the #FormacióTurismecat plan regarding the creation of Slow Tourism products and their communication and commercialisation. Around 90 people participated in this training programme dedicated to the Slow Tourism aspect of sustainable tourism.

Charming Villages located in rural areas

Another of the European projects that the CTB heads up is [CHARM](#), co-financed by the COSME programme. This project consists of creating a cross-border route featuring 10 charming villages in 6 different countries, and which offer around 70 activities built around cultural and natural heritage in European rural areas.

The objective is to create flows towards rural zones, or those that are currently less touristic, and help ease the congestion in those areas and cities with a high concentration of visitors, as well as preserving and promoting historical and traditional heritage, architecture and landscapes in rural areas, through different innovative experiences.

Throughout 2020, different actions have taken place within the framework of this programme, with the aim of moving it forward towards achieving its objectives. As such, the selection of the villages that will take part in the project, including the Catalan villages of Rupit and Taüll, was **communicated at a European level**. The communication was done via the programme's [newsletter](#), a new tool that was launched this year. All those interested can subscribe to the publication through the website: www.charmingvillages.eu.

Thanks to the CHARM project, the villages of Taüll and Rupit as well as their immediate surroundings will benefit both from training on the creation of tourism products and from everything related to communication, promotion and visualisation at a European level. As a result, in 2020 a training session took place on the creation of tourism experiences and packages in Taüll. The session was done in collaboration with the Provincial Council of Lleida and the Ajuntament of Taüll, as well as the wholesale agency Turismo Vivencial, one of the project's partners.

Another area where notable progress has been made this year, and which has had a

very positive engagement, is the promotion of good practices for strengthening awareness of rural destinations through a [guide](#) created using examples of different destinations around the world.

The objective of this guide is to provide ideas to villages along with guidelines about new methods that can be applied to promote and commercialise their destinations. Different values are highlighted, such as sustainability, development of communities, innovation and evolution towards new digital environments. The content of the guide is based on different success stories, selected expressly among other international destinations.

Finally, during Fòrum TurisTIC 2020, the **Bridge Event** of this European initiative took place. This session involved a presentation of the project, a round table on the subject **Technologies applied to rural areas: adding value to tourism products**, and a networking activity between tourism and technology companies.

The CHARM project seeks to create flows to less touristic areas.



New cross-border sustainable tourism routes

The CTB also takes part as a partner, together with the Directorate General of Tourism, in the cross-border cooperation project EPiREMed (Pyrenees Experiences, Mediterranean Emotions), which wants to move towards integrating tourism in the eastern Pyrenees on both sides of the border between France and Catalonia.



This project aims to create sustainable cross-border tourist routes.

In 2020, work has been done on **attracting small and medium-sized companies (SMEs) and professionals from the tourism sector** who will have visibility on the epiremed.eu platform.

At the start of 2021, the platform www.epiremed.eu will be launched with a directory of over 500 registered companies/activities, around 20 cross-border sustainable tourism experiences, and about 20 cross-border routes, and the possibility for tourists to create their own itinerary using the registered activities and experiences.

Through collaboration between the main public and private tourism entities, new cross-border tourism products will be created, and a joint marketing and promotional strategy will be developed at both a national and international level.



EPiREMed is headed up by the Catalan Government's Rail Network (Ferrocarrils de la Generalitat de Catalunya – FGC) and co-financed by the European Regional Development Fund (ERDF) through the Interreg V-A Spain-France-Andorra Programme (POCTEFA 2014-2020).

NECSTouR, guided cooperation to strengthen sustainability and competitiveness in tourism

Continuing the European theme, since 2015 the CTB has presided over the **NECSTouR** network of European regions for competitive and sustainable tourism. NECSTouR was founded in 2009 by Catalonia, Tuscany, and Provence-Alps-Côte Bleue.



NECSTouR has worked to mitigate the effects of the pandemic on the tourism sector.

Currently it has around 70 members that represent European regions, companies, institutions, tourism associations, universities and research centres.

The network works to strengthen cooperation between European regions to consolidate tourism sustainability and competitiveness, and directly influence European tourism policy.

Despite the limitations caused by Covid-19, NECSTouR has worked hard to ensure that tourism is more present than ever on the **agenda of European institutions**. Different events and conferences have been held, along with webinars organised by the network itself, while meetings have taken place with various European institutions. NECSTouR also took part in the European Tourism Convention, organised by the European Commission.

Corporate Communication and Brand Catalonia



In 2020, communication strategies have adapted to the new reality generated by Covid-19.

New communication strategies marked by Covid-19

The mission of the Corporate Communication and Brand Catalonia Department is to structure and transmit, coherently and positively, the image, activities and messages of the CTB and the Directorate General of Tourism to professionals from the tourism sector, the media and the general public. This year, Covid-19 has marked the way in which the work of the department is done, making it necessary to adapt to the situation and look to new communication formats. As a result, a large part has been done online, via informative webinars or virtual events. Proof of this are the almost 50 webinars and online presentations that the unit has been involved with, and some of which it has been responsible for organising.

Actions and/or initiatives that were previously carried out have been reduced and, in contrast, new ways of driving communication strategy have emerged. For example, a good part of the year has been dedicated to creating informative statements on the pandemic situation and its effects on the tourism

sector, both for outbound markets as well as for the general public.

In terms of press and media relations, **77** press releases and invitations have been issued; **6** press conferences and other media events have been organised; **75** interviews with tourism officials have been managed, out of a total of **129** requests received from around **40** different media outlets; and **179** appearances on the radio and in the press by CTB representatives have taken place. With regards to communication with the sector, **3** issues of Turisme Informa have been published. This bulletin, launched in 2017, is a summary of news from the Directorate General of Tourism and the CTB, and has **3,867** subscribers. Direct line communication with the sector has included the sending of **119** circulars, which have generated almost **900,000** messages.

Social media channels:

Twitter: corporate account @turismecat – 704 tweets + 11,397 followers + interaction rate 2.2%.

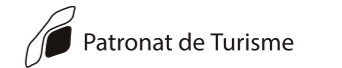
YouTube: corporate account @turismecat – 407 videos (160 are new in 2020) + 22 playlists + 2,503 subscribers + 8 live broadcasts.

LinkedIn: During 2020 we have activated messages on this social media channel. 286 messages + 7,472 followers + interaction rate of 6.36%.

New style guide for visual identity

The Department of Corporate Communication and Brand Catalonia has this year worked on a new **Style Guide for Visual Identity**. These new guidelines have been created based on different style manuals and publications, and use of the CTB logo. The objective was to bring them all into line and establish criteria for developing graphic content in the different offline and online assets we create.

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