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# Presentation

2021 has been another year **marked by the Covid-19 pandemic and its challenging consequences for the tourism sector**. We have suffered an unimaginable crisis, but now, gradually, the very necessary recovery is dawning.

You are no doubt familiar with the work we have done during these past 12 months, not only to make Catalonia more visible in its strategic markets but also to move towards more responsible and sustainable tourism across the region.

I would particularly like to highlight the **Catalan tourism reactivation plan** that, under the title 'reStart Turisme', has carried out over 30 actions to date and received more than €6.5 million in funding. As part of this plan, we visited Europe's main capitals to drive tourism in Catalonia, promoted the region in strategic markets such as America, Russia and Asia, and organised large-scale commercial gatherings like **Buy Catalunya**. We have been able to carry out all these actions because one of the bastions of the Catalan Tourist Board (CTB) are its **12 Offices Abroad for Promoting Tourism**. In situations like the one we find ourselves in, these offices are even more important than usual because they enable us to understand at first hand the evolution of tourism, to anticipate measures that can boost recovery and to deliver our messages in a more direct and effective way.

2021 has also been a year for publicising the **Grand Tour of Catalonia**, the CTB's latest product that both fits with new post-Covid trends and represents the sustainable tourism model that the Catalan Government's Tourism department is promoting.

In the following pages, you will discover in detail everything we have done to help overcome the current crisis.

It is worth noting that again **this year we have not charged the annual fee for affiliation** with the CTB. This measure and the support for companies provided by the Catalan Generalitat Government aim to mitigate the economic effects of the pandemic on our sector, in both leisure and business tourism.

I would also like to mention the range of projects that we've carried out during 2021, which highlight the CTB's desire to be a leader when it comes to offering the sector's best services.

We have created the **Catalunya Integrated Action Plan 2022** for our different local, national and international markets, adapting and adjusting it in line with the evolution of the pandemic. This plan needs to help us reposition Catalonia as a leading destination, and has to respond to consumers' new needs and trends, by strengthening the tools of digitalisation and sustainability.

**The new 2020-2023 sustainability strategy** has been set in motion, which, together with the Tourism Marketing Plan, is the organisation's framework for promoting both a tourism model and sustainable tourism marketing in the coming years.



**Narcís Ferrer i Ferrer**  
Director of the Catalan Tourist Board.

In such complex times as these we're living through, when the recovery of tourism is key for our region's well-being and economy, it's more necessary than ever that the Government continues to be completely involved in and dedicated to this task, and that it works **hand in hand** with the private sector. At the CTB we have kept cooperating with our members, because from day one we have argued that it is only possible to overcome the crisis facing us through this joint effort. As always, we have also worked together with the tourism boards of the provincial governments of Barcelona, Tarragona, Girona and Lleida, as well as with Barcelona Turisme, the organisation that promotes the Catalan capital.

## Catalonia is a leading tourist destination.

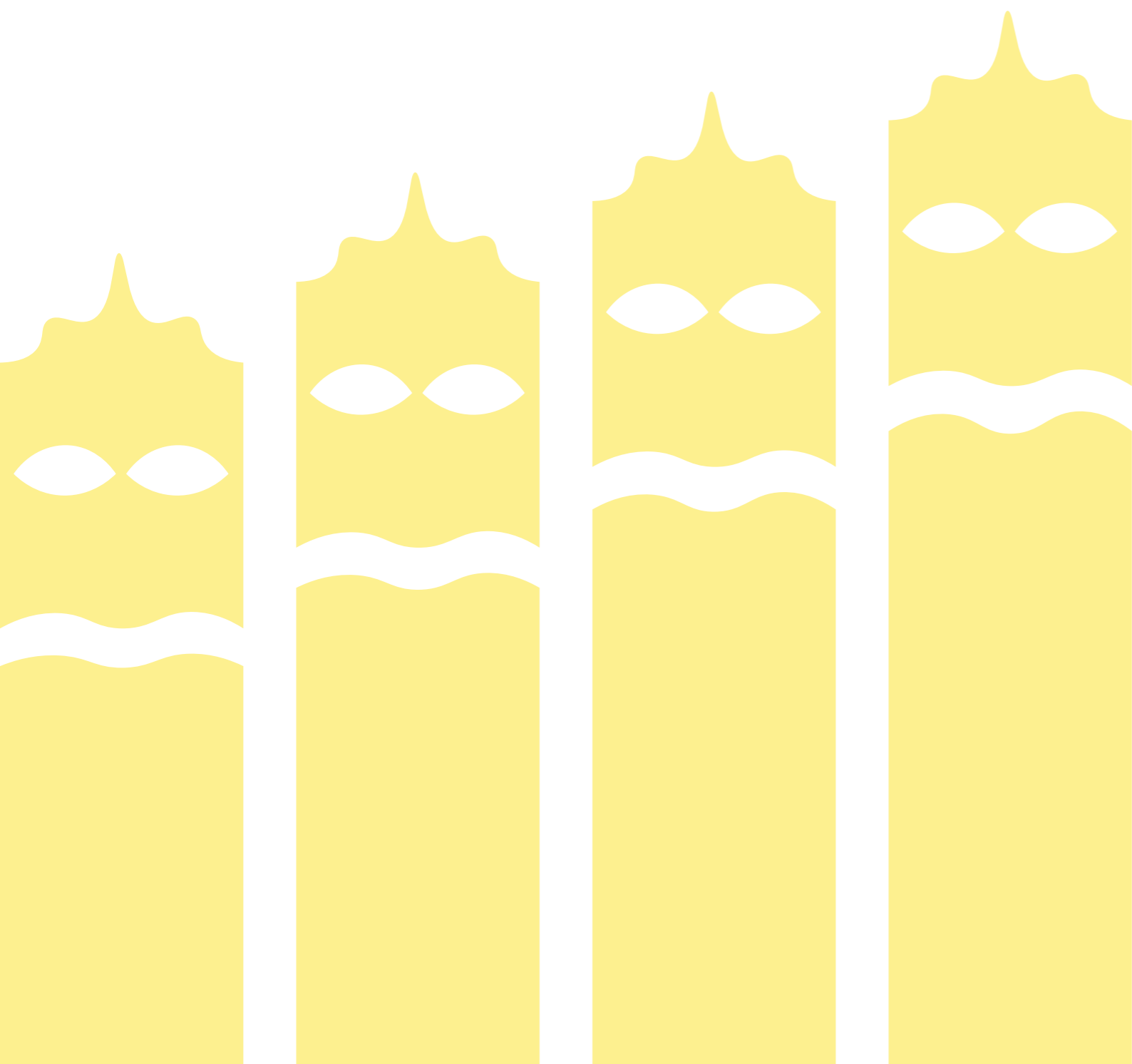
To maintain this privileged position, the CTB has to continue being an **international paradigm**

for promoting and marketing tourism. For that reason, Catalonia must keep offering an attractive value proposition to its clients and, above all, once the pandemic is past, we have to be capable of differentiating ourselves from other destinations thanks to a model based on safety, sustainability and digitalisation.

One of the characteristics that represents us as a sector is the drive to always go further and always do things well. If we weren't like that, the tourism sector wouldn't be one of the key motors of our economy and Catalonia wouldn't be one of the main tourist destinations in Europe. We have a lot of work ahead of us. I'm sure we will succeed!

# GOVERNING BODY

## Board of Directors 2021



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

**Very Hon. Mr. Roger Torrent i Ramió**  
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. Albert Castellanos i Maduell**  
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

**Ms. Marta Domènech i Tomàs**  
Director general of Tourism and executive vice-president of the Catalan Tourist Board

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

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

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

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

**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 Government

**Ms. Soledad Bravo Letelier**  
Tourism services manager of the Tourism Department of the Barcelona Provincial Government

**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. 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 of the Governing Body

\* The Honourable Mr. Ramon Tremosa i Balcells was a member of the Board of Directors until 26 May 2021. He was replaced by the Very Honourable Mr. Roger Torrent i Ramió.

\*\* Mr. Joaquim Ferrer i Tamayo was a member of the Board of Directors until 1 June 2021. He was replaced by Mr. Albert Castellanos i Maduell.

\*\*\* Mr. Octavi Bono i Gispert was a member of the Board of Directors until 15 June 2021. He was replaced by Ms. Marta Domènech i Tomàs, director general of Tourism and executive vice-president of the Catalan Tourist Board.

\*\*\*\* Mr. David Font i Simon was a member of the Board of Directors until 6 July 2021. He was replaced by Mr. Narcís Ferrer i Ferrer.

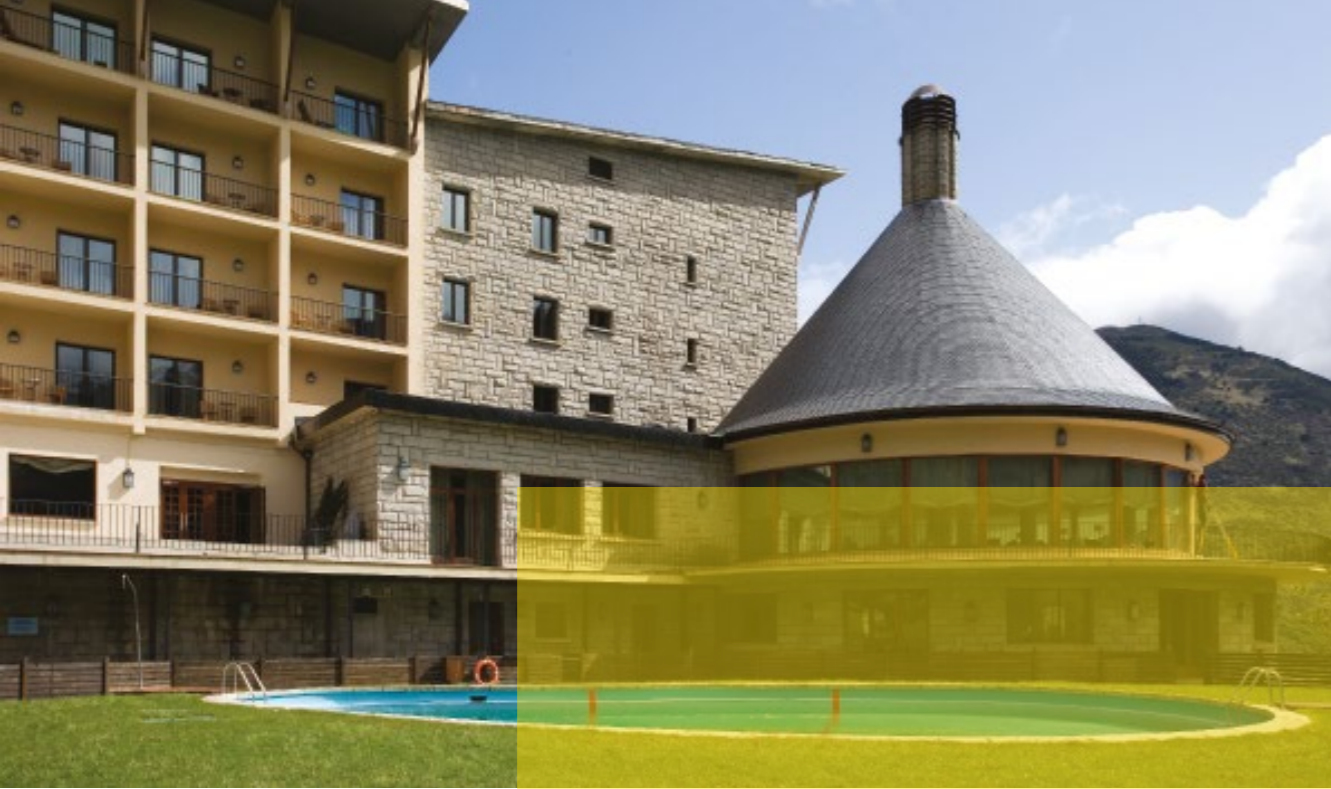
\*\*\*\*\* Mr. Francesc Vila i Albet was a member of the Board of Directors until 15 July 2021. He was replaced by Ms. Soledad Bravo Letelier.

# 2021

## 2021: starting to reactivate tourist activity

In 2021, the Catalan Tourist Board (CTB) has worked to facilitate and support the reactivation of domestic and international tourism, following a 2020 marked by the practical paralysis of the sector as a consequence of the Covid-19 pandemic.





Four lines of subsidies have been made available.

## Management of **€54.1m** in direct help for the Catalan tourism sector to alleviate the effects of Covid-19

The Catalan Government's Department of Business and Knowledge, via the Directorate General of Tourism, has awarded 10,852 grants for a total value of €54.1 million to companies and freelancers in the Catalan tourism sector, through 4 lines of subsidies, to contribute to alleviating the effects of the restrictions in place for the Covid-19 pandemic.

The grants, which covered all beneficiaries, were made as one-off payments to: tourism accommodation establishments (hotels, rural tourism accommodation, tourist apartments and campsites); travel agencies; official Cata-

lan tourist guides; companies operating tourist accommodation; and organisations and activities related to tourism.

The grants were **distributed** as follows:

- LINE **1** **Micro-companies and professionals**  
€4.5m through 1,789 grants
- LINE **2** **Freelancers and companies**  
€7m through 2,176 grants
- LINE **3** **Freelancers and companies**  
€39.3m through 6,507 grants
- LINE **4** **Freelancers and companies in La Cerdanya and Ripollès**  
€3.4m through 380 grants

The objective of the grants is to help alleviate the effects of Covid-19.



The aim of these subsidies, and other support measures that have been introduced, was to ensure the viability and future of the tourism sector, one of the areas that has been affected most negatively by Covid-19, as demonstrated by the drastic reduction in its turnover.

As well as direct financial support, a **moratorium was applied to the tax for stays in tourist establishments (IETI)** until October, while the **reduction in water rates** for hotels, campsites and other short-term accommodation was kept in place until the end of the year.

# Over 30 actions to reactivate tourism

In the middle of May, a plan was presented to reactivate the Catalan tourism sector that included over **30 actions** and had a budget of more than **€6.5 million**.

It features a range of measures that, with the aim of facilitating and supporting the recovery of international and domestic tourism, will enable and accelerate the arrival of tourists in Catalonia once more, as the pace of vaccination advances in most outbound markets and there is more flexibility regarding restrictions.

The design of these initiatives is a result of monitoring done by the CTB's Offices Abroad for Promoting Tourism to find out at first hand about new trends and requirements that have arisen as a result of Covid-19, and which can facilitate the marketing of Catalonia's tourism offering. The tourist boards of the Catalan provincial governments and regional tourist organisations participated in the creation of these actions.

# Catalunya reStart Turisme

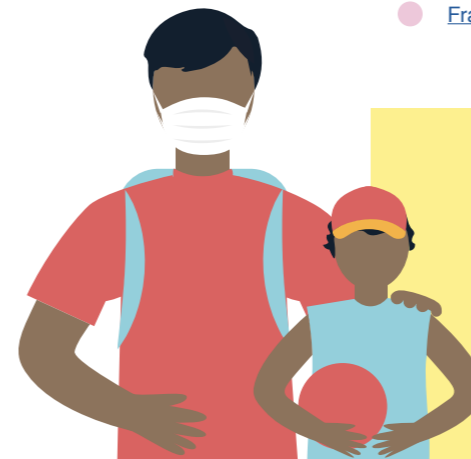
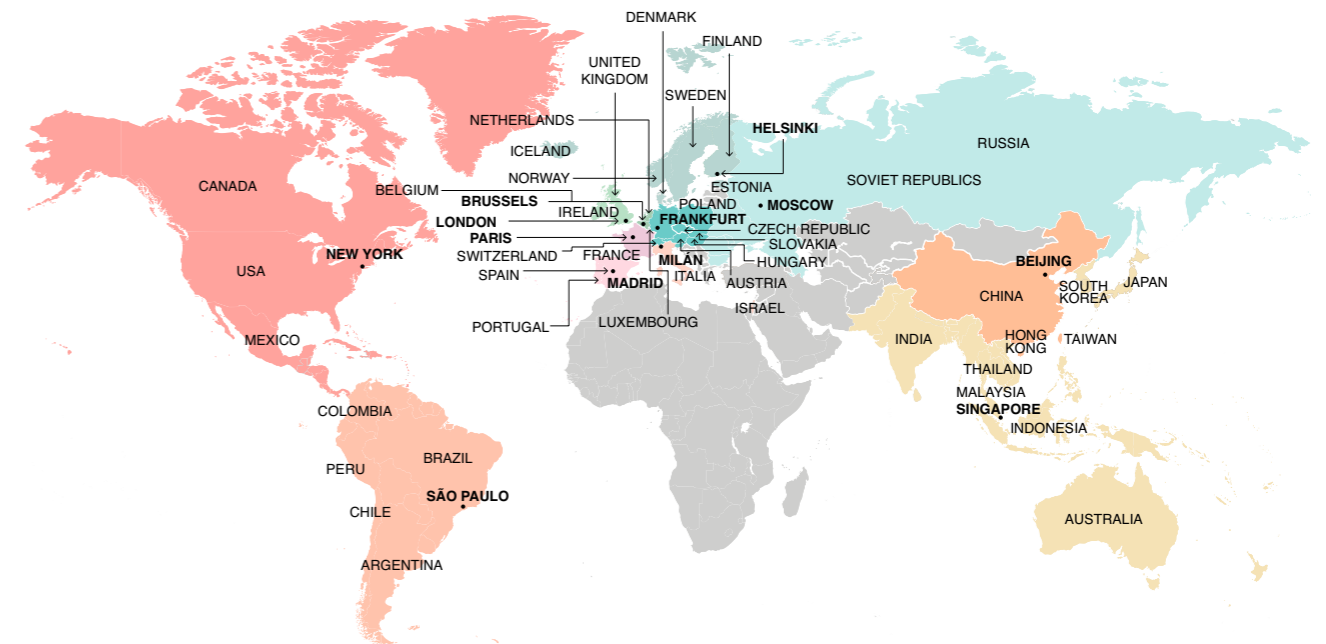
*Reactivem el turisme*



The CTB has a presence in over 50 countries around the world through its network of [Offices Abroad for Promoting Tourism](#).

Ever since the opening of the first offices outside Catalonia in 1993, the presence of the CTB in outbound markets has grown in successive waves, in line with criteria regarding strategy and opportunity.

The **Offices Abroad of the CTB** are as follows:



The mission of these offices is to raise awareness about the range of tourism options available in Catalonia, and position the Catalan brand by acting as intermediaries in the markets.

In addition, they identify trends in demand within their market to provide the necessary input when it comes to defining the CTB's marketing strategies for these outbound markets.

Among the **actions** done to reactivate tourism, we'd particularly like to highlight the following:

## 1 Catalunya reStart Turisme Day focused on the behaviour of outbound markets

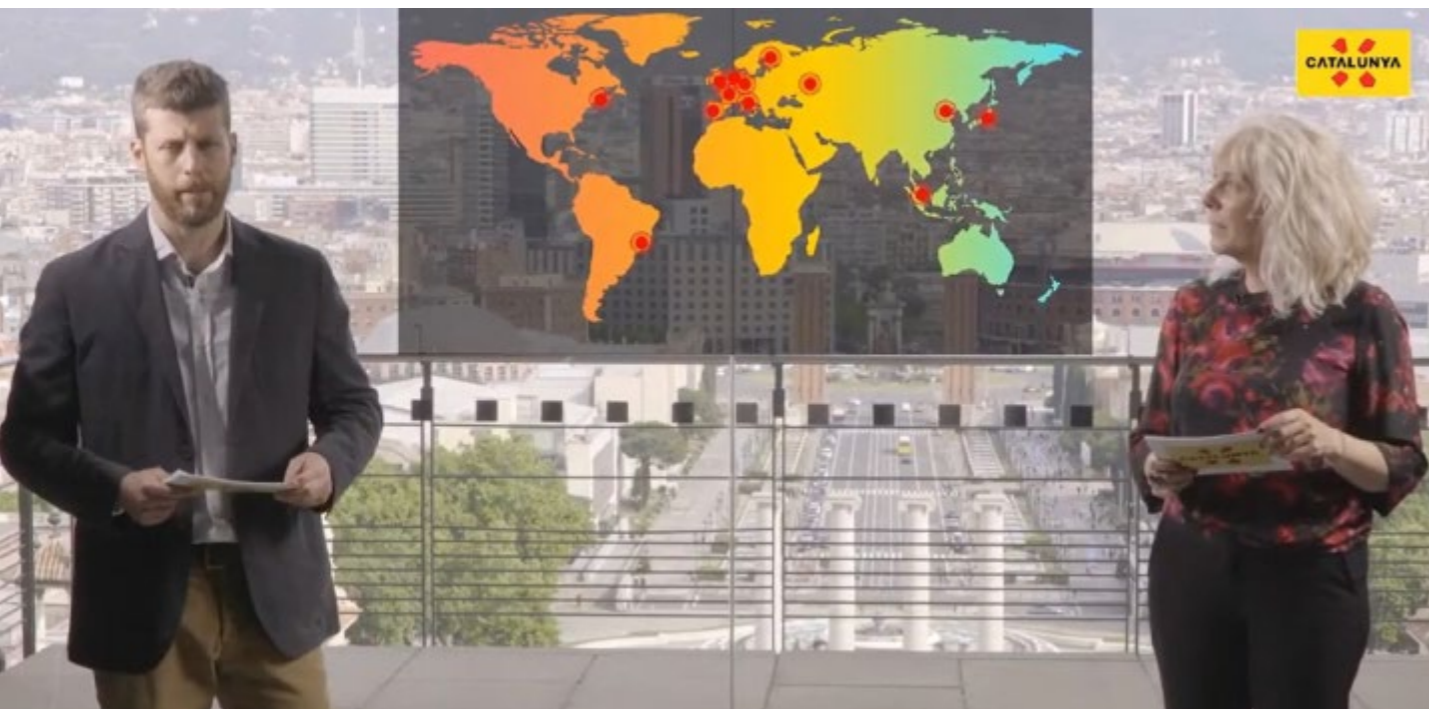
Organised by the CTB's Offices Abroad, a session was held on 10 June focused on demand from the main outbound markets.

**The aim of the event was to provide key ideas that could serve for having a clearer vision regarding tourism destinations during the summer.**

Covering 4 regions (Asia and Pacific, Southern Europe, Northern Europe and America), the directors of the CTB's overseas offices provided information regarding the different outbound markets, such as measures in place to beat Covid-19, the situation with flights, and changes in trends and new demands from travellers created by the pandemic, among other topics.



A moment from the screening of the event focused on outbound markets.



## 2 Tour of main European cities to drive tourism in Catalonia

During May, June and July, the CTB carried out a tour of 5 European cities to promote Catalonia as a destination. **Berlin, Paris, Madrid, Amsterdam** and **London** were the cities selected for this effort to drive the reactivation of **tourism from local markets**.

Through these presentations, which were part of the **Catalunya reStart Europe** project, different media, bloggers and influencers were provided with information about the situation

with and new features of Catalonia as a tourist destination via the Grand Tour of Catalonia, a new tourism product featuring a circular route in **5 sections** that makes it possible to visit the region's leading sights.

In each European capital, the CTB was accompanied by local tourist boards from Catalonia, which had helped us to develop the Grand Tour to highlight both the most emblematic and least well-known parts of their respective areas.

### PARTICIPATING TOURIST BOARDS:

#### BERLIN

Lleida Tourist Board  
Costa Daurada Tourist Board  
Terres de l'Ebre

#### PARIS

Girona Tourist Board  
Provincial Government of Barcelona

#### MADRID

Terres de l'Ebre Tourist Board  
Provincial Government of Barcelona

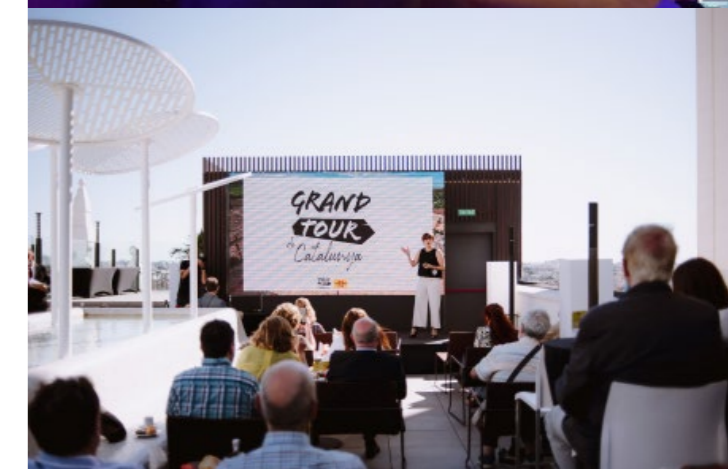
#### AMSTERDAM

Lleida Tourist Board  
Girona Tourist Board

#### LONDON

Barcelona Turisme  
Costa Daurada Tourist Board

ReStart Paris.



ReStart Madrid.

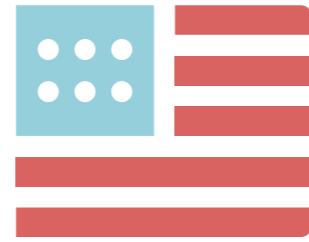


### 3 Promoting tourism in Catalonia to the North American market

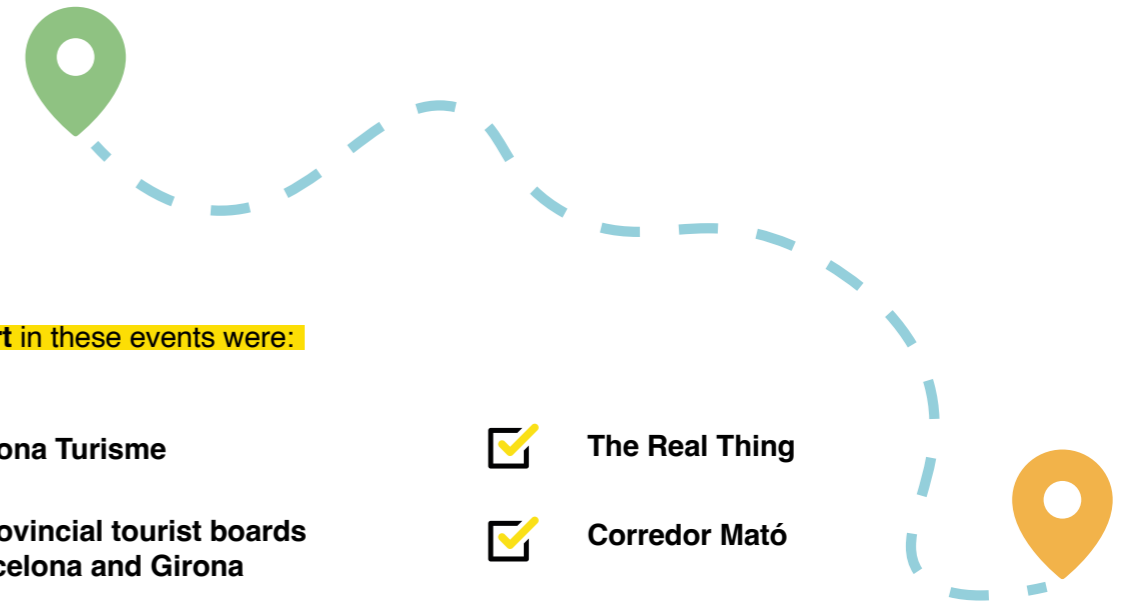
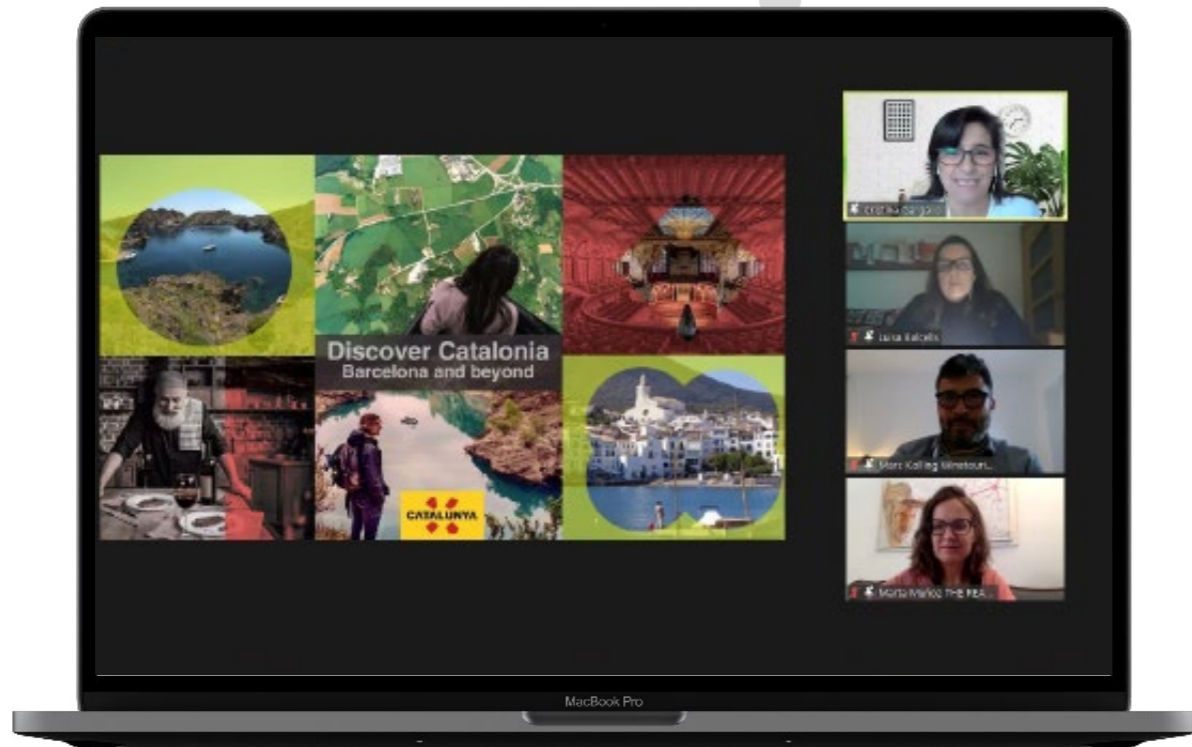
Throughout the year, the CTB has undertaken a series of actions to maintain the visibility of and position Catalonia with consumers and intermediaries in North America.

**The objective was to keep them up-to-date regarding what's new and make sure that the region remains present in North American minds, so it's one of the destinations they chose when travelling once more.**

As such, in May, a series of webinars was organised aimed at North American **tour operators and travel agents**. The reception was very positive, evidenced by the fact that **over 500 people** took part. In each session, different tourism options available in Catalonia were highlighted, from what's on offer in Barcelona and the Costa Brava to the possibilities of wine and gastronomy tourism and one-day excursions that can be made from the capital city.



The North American market is a strategic one for Catalonia.



**Also taking part in these events were:**

- Barcelona Turisme
- The provincial tourist boards of Barcelona and Girona
- Derby Hotels
- La Pedrera
- Família Torres
- The Real Thing
- Corredor Mató
- Premium Traveller
- Terra Dominicata
- Aborigens





New York and Miami hosted the reStart USA event.

In June, the CTB took part in **Luxury Vacations 2021**, a virtual workshop and fair focused on **premium tourism products** open to both professionals and consumers. The Catalan Government's Tourism department had a virtual stand with **8 Catalan companies affiliated to the CTB's Premium Catalonia programme:**

- Peralada
- Associació Passeig de Gràcia
- Hostal La Gavina
- 3els Luxury
- Cap Sa Sal
- Juvé & Camps
- The Forty Six
- The Real Thing

Meetings and commercial get-togethers were organised, as well as exchanges of information about the current situation regarding Catalonia as a tourist destination.

In November, reStart USA took place, a commercial mission to North America about tourism in Catalonia. A delegation made up of 12 Catalan companies travelled to New York and Miami to meet tour operators and members of the specialised travel and lifestyle press. In total, contact was made with 50 journalists and 90 operators.

**It was the first tour in this strategic market to include in-person presentations since the start of pandemic.**



The CTB took advantage of this event to present the Grand Tour of Catalonia to the North American market, as a product that invites visitors to enjoy a long stay in Catalonia and, as such, is in line with the responsible tourism that we want to promote in long-distance markets.



The Grand Tour of Catalonia was presented to the North American market.



**The companies that took part** in this tour, which was organised with the cooperation of **Barcelona Turisme** and the **Costa Brava Girona Tourist Board**, were:

- H10 Hotels
- Hotel Claris and Spa
- Hotel Majestic
- Hotel Camiral 5\* at PGA Catalunya Golf and Wellness
- Monument Hotel
- Barcelona Art of Travel
- Corredor Mató
- Freixenet
- Aborígens
- Associació Passeig de Gràcia

# Monitoring tourist activity

At the start of March 2020, the CTB activated a [specific landing-page](#) on its website to cover Covid-19, which was aimed at the sector. Throughout 2021, it has continued to publish information regarding all the economic measures taken to support the tourism industry that the Catalan Generalitat Government and other administrations have been regularly putting in place, as well as other information of interest.

Since it was launched, the landing-page has received over **10,000 visits**. With the aim of offering information that is up-to-date and interesting for both tourists and tour operators, a specific section on Covid-19 and the situation in Catalonia has continued to be available on the website [catalunya.com](#). On this page, it's possible to see the current safety measures in place and the situation with tourism and travel around Catalonia, among other information. Since it's been active, this section has received **1.5 million visits**, and has been the most visited part of the website across all languages.

Another of the actions carried out during 2021 in response to the pandemic has been the regular publishing of informative reports, titled *Key indicators on tourist activity*. Through this document, the sector has been given data regarding travel between countries, the evolution of reservations in hotels, and business tourism activity. Information has also been provided regarding the pace of vaccination both at a global level and in various outbound markets, as well as indicators from and the behaviour of different markets regarding travel. All these reports can be consulted on a [specific landing-page](#) that is open to any companies and professionals that want to access it. The page has received **1,713 visits**.

## Coronavirus SARS-CoV-2

Informació per a professionals del sector turístic

[act.gencat.cat/covid19](http://act.gencat.cat/covid19)

Specific Covid-19 landing-page.

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

The coronavirus pandemic has generated changes in dynamics and behaviour that have to be closely monitored to see how the sector evolves in response.

As a result, in the first quarter of the year a report was published titled [Market trends. Winter 2021](#).

Twelve of the **CTB's Offices Abroad** took part in preparing this document, in:

London  
São Paulo  
Madrid  
Brussels  
Paris  
Beijing  
Frankfurt  
Milan  
Helsinki  
Moscow  
New York  
Singapore



Market trends. Winter 2021.

This report contains basic data to be able to closely follow the trends regarding tourism in different markets. Thanks to this study, we know that there is interest in travelling to destinations that aren't too crowded and that have areas of nature, the option to use a private car for getting around, and the possibility to stay in smaller accommodation.



## Over **7,000** queries answered through the **Hola!** service since its creation

The **Hola! service**, launched in 2020 during the pandemic, has continued to work for tourism companies. Its objective is to advise, guide and accompany these companies in whatever they require, and offer services that fit with their needs so they can improve their marketing. In 2021, **2,500 queries** have been responded to.

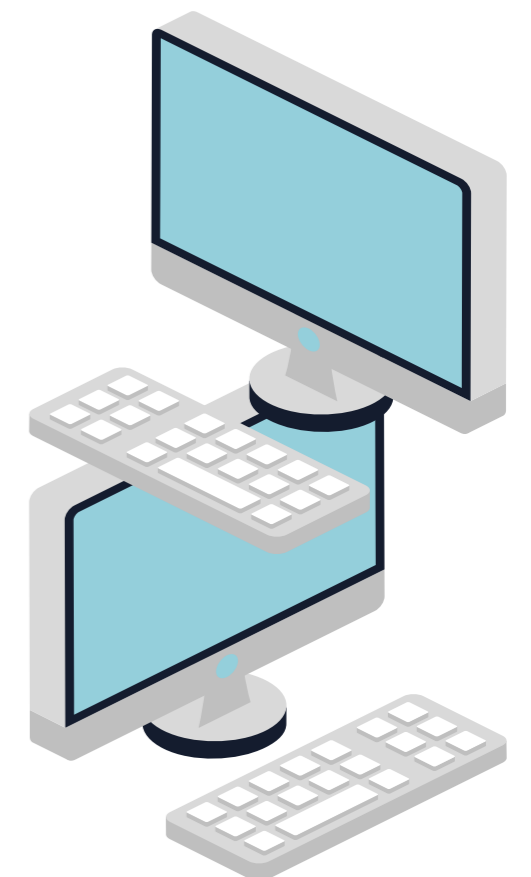
Hola! offers a service that is personalised and adapted to the needs of companies and organisations.



Through this service, and as well as providing information about the effects of Covid-19 on the sector, the CTB has developed tools to confront the current crisis and deliver information about new trends in international markets, as well as other market intelligence data. At the same time, users have been able to stay updated about all the advantages offered by the portfolio of services from the CTB.

The most frequent queries have been related to the application of measures for the reactivation of the sector, and in certain periods consultations regarding the areas of MICE and wine tourism rose in number.

Information has also been provided regarding the grants provided by the Catalan Generalitat Government to deal with the effects of the pandemic. Apart from Covid-19, information has been given about the services and resources offered by the CTB (affiliation, digital commerce...) to help companies increase their competitiveness. Accommodation and tourism organisations have been the main users of the Hola! service.



# Review of the CTB's portfolio of services

Throughout 2021, a review has been done of the [portfolio of services](#) offered by the CTB to the public and private sectors, covering both leisure (holidays) and business (MICE) tourism, in light of the needs arising from Covid-19.

The CTB aims to increase both the competitiveness of companies and the appeal and positioning of Catalan tourist destinations, as motors of change for the recovery, reactivation and transformation of the tourism sector in Catalonia, by providing a portfolio of services related to marketing and knowledge based on innovation and sustainability criteria.

This portfolio of services is aimed at small-medium and large businesses, organisations, professionals, entrepreneurs and start-ups.

The services offered by the CTB can be **grouped into 5 categories:**

Advice and work online



Knowledge



Commercialisation and promotion



Marketing and promotional communications



Development and transformation of products and services

# 'Catalonia is a safe destination' campaign

In July, work was done to strengthen the message that Catalonia is a safe destination in the face of the negative perceptions that some countries had shown when travelling to the region. This campaign was focused on **France** and **Spain**, the main outbound markets for tourism in Catalonia.



The campaign was essentially focused on France and Spain.

In terms of the **French market**, newsletters sent to the media were enhanced with inspirational ideas for experiences that can be enjoyed in Catalonia, and contact was made to suggest visits and positive experiences. Thanks to this work, different trips were organised with various TV companies and influencers.

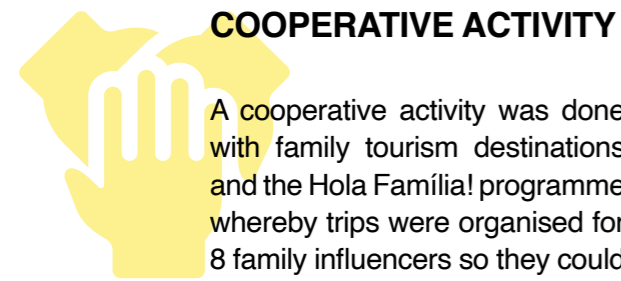
**The aim was to show that it was possible to travel safely and at ease because all the health protocols in place were being adhered to.**



Different communication and social media campaigns were carried out.

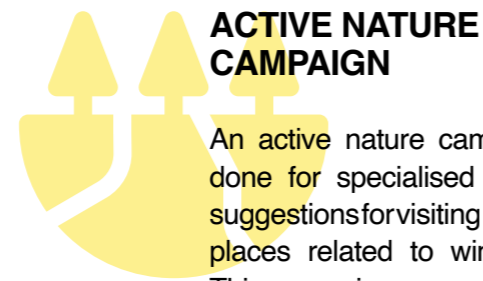
In the case of the TV companies, contact was facilitated with tourists who had enjoyed holidays in Catalonia so that they could explain their experiences. An advertising campaign was created to promote Catalonia to media in the south of France, digital commercial channels and other platforms.

In the **Spanish market**, **different campaigns** were launched for specific segments, as visitors from Spain require carefully considered and segmented actions:



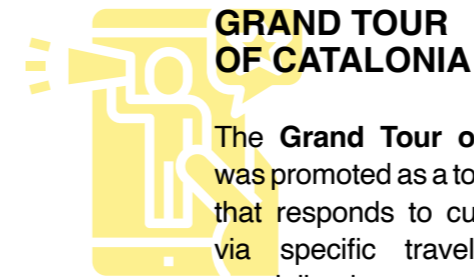
### COOPERATIVE ACTIVITY

A cooperative activity was done with family tourism destinations and the **Hola Família!** programme whereby trips were organised for 8 family influencers so they could get to know what Catalonia has to offer.



### ACTIVE NATURE CAMPAIGN

An active nature campaign was done for specialised press with suggestions for visiting little-known places related to wine tourism. This campaign was reinforced on social media with the collaboration of a mountaineer who is well-known in the Spanish market.



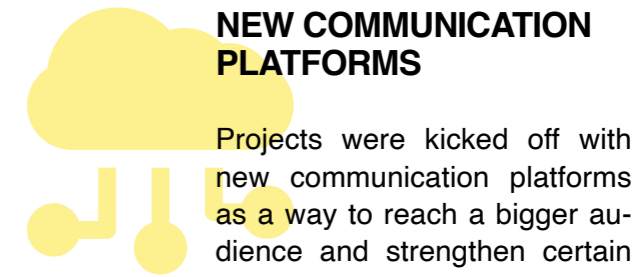
### GRAND TOUR OF CATALONIA

The **Grand Tour of Catalonia** was promoted as a tourism option that responds to current trends via specific travel platforms, specialised press and influencer marketing campaigns.



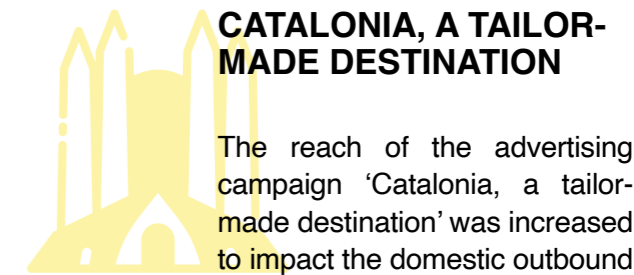
### APPEALING RECOMMENDATIONS

Newsletters and other communications were sent to specialised media and travel agents in the Spanish market with appealing recommendations that aimed to reflect Catalonia as a safe destination.



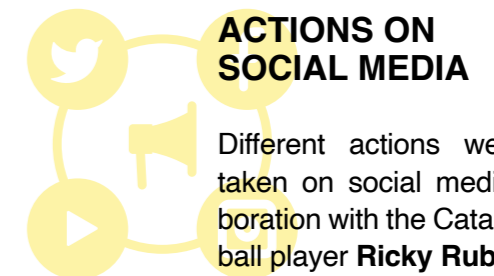
### NEW COMMUNICATION PLATFORMS

Projects were kicked off with new communication platforms as a way to reach a bigger audience and strengthen certain messages.



### CATALONIA, A TAILOR-MADE DESTINATION

The reach of the advertising campaign 'Catalonia, a tailor-made destination' was increased to impact the domestic outbound market.



### ACTIONS ON SOCIAL MEDIA

Different actions were undertaken on social media in collaboration with the Catalan basketball player **Ricky Rubio**.

Ricky Rubio, a CTB advisor.

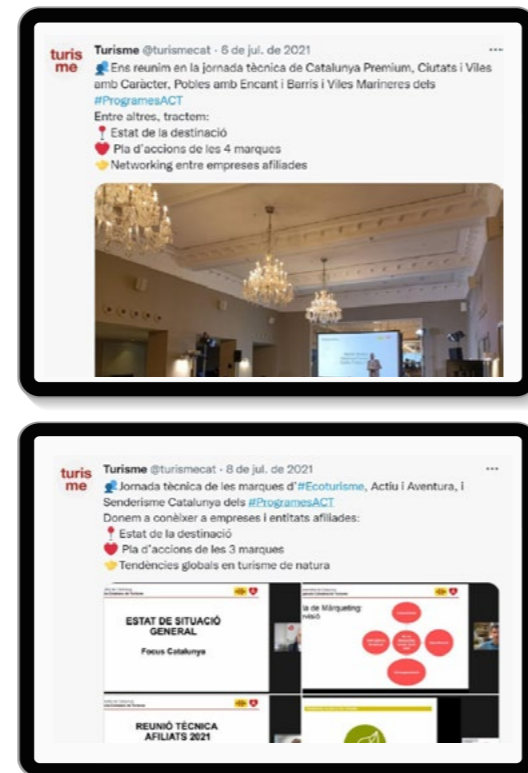


# 8 technical sessions to strengthen links with the CTB's affiliates

During the year, **8 technical sessions** have been held with the participation of **412 affiliates** of different CTB work programmes:

- ✔ Premium Catalonia
- ✔ Cities and Towns with Character, Charming Villages, Seaside Neighbourhoods and Towns
- ✔ Wine and Gastronomy Tourism
- ✔ Art and Culture
- ✔ Assembly of the Barcelona Medical Destination brand
- ✔ Sporting Tourism and Golf
- ✔ Active Nature Tourism
- ✔ Family Tourism

The objective was to strengthen links and create a community.



All the sessions were designed to **strengthen the links** and **create 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 to resume their business, recover their activity and, together, position Catalonia as a safe and leading destination once more.

# Recovery Plan for the CTB's brands

Another key action this year has been the work done to design the **Recovery Plan** for some of the CTB's brands.



The aim of the Recovery Plans is to structure the tourism options.

This year, the plan for the [Premium](#) brand was presented, the plan for Wine and Gastronomy was finalised, and work started on the plan for Family Tourism. The brands of [Hiking](#), [Cycling Tourism](#), [Cities and Towns with Character](#), [Charming Villages](#) and [Seaside Towns](#) also all have their own plans. This work is due to continue throughout 2022.

The objective is to identify and structure the tourism options linked to each brand, taking into consideration the new scenario created by Covid-19.

**These plans have been worked on together with the affiliates, through surveys and specific activities during the brands' technical sessions.**



# 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



# VALUE DESIGN

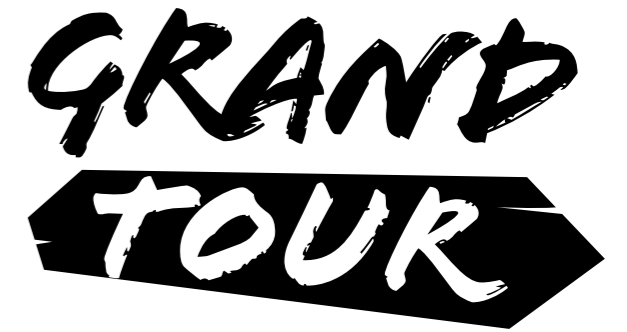
Catalonia has to offer a **value proposition** that's both attractive to its clients and has been adapted to the new demands and preferences that have arisen as a result of the coronavirus pandemic. As such, the CTB is working on developing new products that promote non-seasonality, decentralisation, diversification and an increase in spending – known as the '4D products'.



## Grand Tour of Catalonia

In 2021, focus has been given to raising international awareness about the [Grand Tour of Catalonia](#), the CTB's new product that makes it possible to visit the main sights of the Catalan region by following a circular route divided into **5 sections**.

The Grand Tour of Catalonia was presented during the tour in May, June and July of five European cities (**Berlin, Paris, Madrid, Amsterdam** and **London**) to drive the reactivation of tourism from nearby markets. One result of these presentations was a **press trip** in September with journalists, bloggers and influencers so they could get to know the route at first hand.



A three-day press trip was organised to raise awareness about the tourist attractions of our region.



In addition, the Grand Tour of Catalonia was the protagonist of the trips made as part of the **Buy Catalunya** event, to raise awareness of tourism options in the region. The international operators who took part in this event followed different sections of the route, starting in a big city then getting to know parts of Catalonia that are lesser-known but still have great appeal.

Advertising campaigns were carried out in the priority markets of **Benelux, France, Central Europe** and **Spain**, and various actions done on corporate social media channels.



### CREATION OF A COMMUNICATIONS MANUAL

A communications manual was created in **three languages** (Spanish, English and French), which features the essential details about the route that have to be communicated, and explains where to find the tools and information sources related to the Grand Tour of Catalonia for different advertising campaigns.



### CREATION OF A MAP

A map was created that, as well as providing information about the different sections of the Grand Tour of Catalonia, contains information about **roads, tourist offices, electric charging points and local crafts**, among other things. The map was created in **8 languages** and there are **4 versions** of it.



### SUSTAINABLE TRANSPORTATION

In 2021, a project was launched to ensure that the Grand Tour of Catalonia is a sustainable route. A study was done on sustainable transportation to guarantee that the different sections of the tour can be done using **public transport** and **electric vehicles**. In addition, the main projects and regenerative experiences of the region were defined and identified, and an evaluation of its key **sustainable experiences** was kicked off.



In parallel with these promotional activities, work was done throughout the year on a variety of **other assets**:

### CREATION OF A SPOTIFY CHANNEL

The channel features **11 playlists**, 5 for each section of the tour created by influencers (**Albert Puig, Aida Campubí, Marta Salicrú, Santi Carrillo** and **Juan M. Freire**), 5 that are more thematic, and a playlist created in collaboration with social media users from Catalunyaexperience.

# CLIENT ACQUISITION

Catalonia wants to improve the acquisition and retention of clients by implementing a leading digital marketing system, a **new market intelligence model**, and an **integrated communication strategy**. To that end, different actions were undertaken throughout the year, although many have been adapted to the circumstances imposed by Covid-19.

# 2

## Launch of a differentiated advertising campaign in response to current needs

This year, the Catalan Tourist Board has once again conceived, produced and executed **campaigns to promote tourism in Catalonia**. This time, however, it has done so in light of the unusual tourism landscape, which has seen the exceptional situation generated by Covid-19 last another year.



In this context, the '**Catalonia, a tailor-made destination**' campaign was launched to respond to current needs within tourism: avoiding places with large numbers of visitors, being respectful of the environment and local surroundings, connecting with the place being visited, feeling like a local, and travelling to share special moments with friends and families.

This is a differentiated campaign unlike traditional formulas used by destinations to promote themselves, as it emphasises the emotions experienced when travelling in Catalonia. The concept is to relate settings with sensations and show the region as a place to create lasting memories, through the use of realistic images.

**The objective is to communicate that Catalonia is a leading tourist destination with a diverse and quality range of options.**

The campaign connects with the user in a real and authentic way through personalised messages, and seeks to achieve renown and relevance within the new social landscape.

As such, the adverts highlight the experiences that can be enjoyed in Catalonia by showing places such as Altafulla, the Sau reservoir, Torredembarra, the Pyrenees, Barcelona, Port-Aventura, Epinelles, the Circuit de Barcelona-Catalunya motor-racing track and Canet de Mar, among others.

A campaign with personalised messages was organised.



The following tourism brands were included for the Catalan and Spanish markets: Catalonia, Costa Brava, Costa Daurada, Terres de l'Ebre, Terres de Lleida, Val d'Aran, Pyrenees, Barcelona Landscapes, Barcelona Coast and Barcelona. To add value, a unique concept and a unique global creativity was promoted for each brand; a global media plan enables the user to perceive the campaign as unique while differentiating the characteristics of each area.

More targeted advertising campaigns were carried out in response to the CTB's strategies.



The campaign also ran in parallel in nearby international markets such as **France** and the **UK**, with actions to reach and retarget audiences, as well as display assets on social media and different platforms like: *Le Parisien*, *Le Monde*, *Le Figaro*, BFM TV, *Die Zeit*, different online travel agents like Expedia and Last Minute, *The Telegraph*, *The Guardian*, *The Times*, etc. In addition, the **German** market was prioritised for this international part of the 'Catalonia, a tailor-made destination' campaign. Actions started in the first half of the year with dynamic assets on social media and content on the *Die Zeit* platform, and continued during

**The campaign included:**

**FEATURES**

In *La Vanguardia*, *El Periódico*, *Ara.cat*, *20 minutos*, *Món.cat*, *Nacional.cat*, *Naciodigital.cat*, *Punt Avui*, *Time Out*.

**DYNAMIC ASSETS**

on social media (YouTube, Facebook, Instagram, Twitter...).

**DISPLAY ACTIONS**

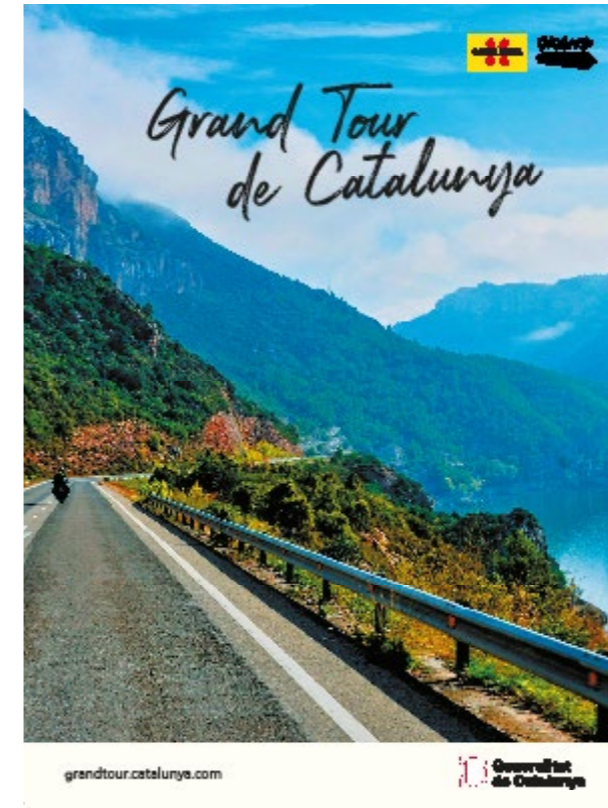
such as banners and pre-rolls.



the final quarter with a more complete native ads campaign.

Finally, during the autumn campaign, many advertising actions were carried out in the different markets where the CTB operates, along with various advertising campaigns for programmes such as AgroTourism, Cultural Tourism, Family Tourism, MICE Tourism, Premium Tourism, Medical Tourism, Wine and Gastronomy Tourism, and the now traditional event, Welcome to the Farm.

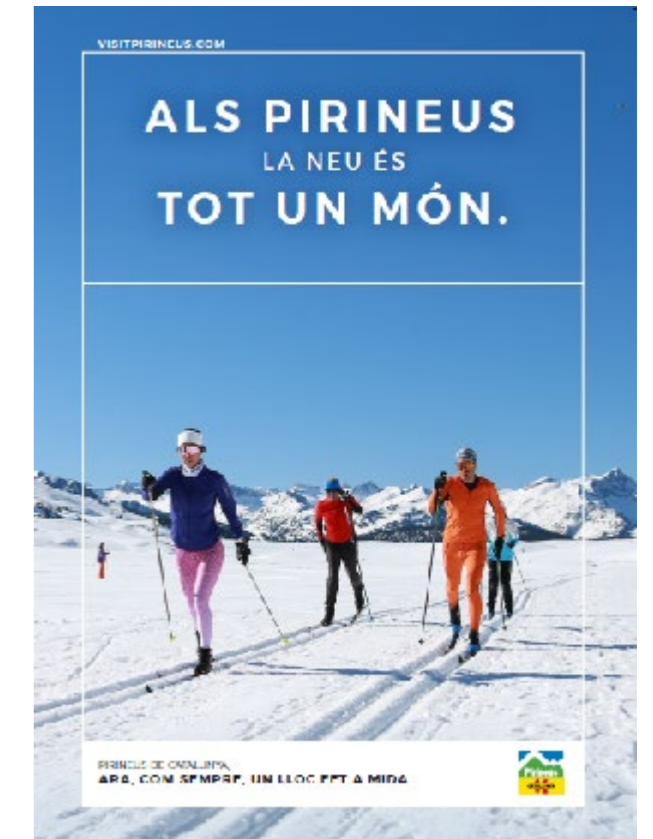
Special mention should be made of the first advertising actions undertaken to promote the CTB's newest product, the Grand Tour of Catalonia, in the Catalan, Spanish, German, French, British, Russian and Belgian markets.



The Grand Tour of Catalonia was promoted in different markets.

There was also a campaign focused on the Catalan Pyrenees, with a project involving international media that included placements in various prestigious publications such as *Die Zeit*, *Le Figaro*, *The Times*, *National Geographic*, *Het Laatste Nieuws* and *De Morgen*. What's more, the CTB and Pyrenees brand together carried out a campaign to promote winter sports tourism during the winter season under the heading 'Catalan Pyrenees, a tailor-made destination'.

A campaign was carried out with the Pyrenees programme to promote winter sports tourism.



## Strategic alliances

The objective of the CTB is to **promote Catalonia** as a tourist destination of international renown based on its diversity, quality, and social and economic return, as well as to position and develop the Catalonia brand as a **leading tourist destination** with its own identity.

To achieve this, it has a partnership programme that aims to unite synergies, optimise economic resources and guarantee greater impact from promotional, communication and commercialisation actions regarding the Catalonia tourism brand within different markets. In 2021, the aim of all the strategic agreements reached has focused on the **recovery of demand**.

Based on the results achieved from previous alliances, agreements with **partner companies** were renewed with:




In the case of both **Vueling** and the **Circuit de Barcelona-Catalunya**, the agreements focused on the recovery of tourist demand in nearby markets, mainly France, and actions carried out were in line with this objective.



In September, the collaboration agreement with FC Barcelona was renewed. The positive results from the agreements reached in previous years between the two parties meant that this partnership has been extended for the next **three seasons of football**.



FC Barcelona players on a preseason tour of Germany.

One of the most important new features of this agreement is the inclusion of the image of the **women's football team** for commercial and communication activities promoting Catalonia as a tourist destination.

A new creative concept has been developed in 2021, 'Feel the colors', which aims to contribute to the recovery of tourism.

It uses the concept of colour to illustrate both visually and with text the natural relationship between Catalonia and FC Barcelona, and explains the destination in this way. During 2022, a new campaign will be developed in line with this latest concept.

The collaboration with FC Barcelona has seen the creation of **joint promotional actions** – such as digital campaigns and activities with tour operators, journalists and professionals from the tourism sectors in different international markets – that reinforce one of the pillars of the Barça brand, the Catalan identity; for example, through the display of relevant brands on online platforms, and at marketing events and other promotional activities.



Taking advantage of the fact that La Roca Village appears in section 5 of the **Grand Tour of Catalonia**, work was started in 2021 on actions to be carried out together within the framework of this key CTB product, including a trip with a French influencer. The aim was that she enjoy different experiences around the region dressed in clothes from the shops at La Roca Village. For 2022, there is a plan to work on a common strategic concept to promote this product in the Barcelona-Maresme-Costa Brava area.

An activity was done with the influencer @lilyrose.





### PARKS & RESORT

In 2021, a **strategic concept** was developed to strengthen the partnership agreement with PortAventura World, and create coherence in all joint actions that are undertaken going forward. The Costa Daurada Tourism Board and the Tarragona Federation of Hospitality and Tourism both participated in designing this concept.

The design of a strategic concept with a partner is a long-term communication strategy whose objective is to establish a natural relationship between the partner and the different experiences offered by Catalonia, to help capture the interest of the markets and audience segments that are common to both institutions. This conceptual umbrella makes it possible to work on actions and content in a more strategic, natural and coherent way.

In the case of PortAventura World, the idea developed was 'The land where emotions live', which revolves around emotions and concepts such as fun, inspiration, curiosity, joy, surprise, happiness, etc., which can all be experienced in the Costa Daurada region when visiting PortAventura World.

In addition, the agreement was continued with **Sixt** as a main sponsor.



PortAventura World is one of the CTB's partners.



## Experience Catalunya

**Experience Catalunya** is the online sales channel for activities and combined trips around Catalonia that has been managed by the CTB since April 2014 and is available in **5 languages** (Catalan, Spanish, English, French and German).

### The most relevant data are the following:



#### Over 200

experiences on sale, classified into 18 product categories, distributed across the whole Catalan region and with a particular focus on experiences.



#### More than 240

companies have marketed their products via the platform, of which 19.67% are travel agencies.



#### 12,100

users are registered on the platform.

### User behaviour on Experience Catalunya is:



#### 92,220

users.



#### 107,250

sessions.



#### 450,443

visits per page.



#### 2'12"

average session length.

### Highlights of the main e-commerce communication actions are the following:



**Execution of SEM campaigns** at a national level.



**Inclusion of Experience Catalunya** through a QR code in graphic material related to the Grand Tour of Catalonia.



**Editing SEO content** to improve organic positioning.



**Presence in third-party campaigns** (Btravel, etc.).

In 2021, Experience Catalunya has defined a **lead nurturing** strategy (users can be offered segmented content according to their characteristics and interests through a CRM), and the activation of e-commerce profiles on Microsoft Dynamics Marketing was begun.

The objective of Experience Catalunya is to achieve an optimal relationship strategy with users, to be able to connect with them in a meaningful way, creating added value through more personalised messages, doing more appropriate follow-up, generating confidence and gaining their loyalty through communication actions.

# Mago Pop promotes Catalonia as a tourist destination

The magician Mago Pop has joined the CTB to drive the recovery of Catalonia as a tourist destination with the campaign **'Be thrilled in every step'**. This new project, part of the Catalunya Advisors programme, is based on magic and wants to evoke the emotion that can arise from travelling around Catalonia and seeing its landscapes, heritage and the many experiences that can be enjoyed here.



Mago Pop (the stage name of magician Antonio Díaz) is the guide on a three-stage journey around Catalonia. The magician encourages future travellers to accompany him and discover what he calls his best-kept secret. In the videos ***Be thrilled travelling***, ***Be thrilled flying*** and ***Be thrilled in Catalonia***, Díaz shares the landscapes and magical corners of Catalonia that have inspired him to create some of his most spectacular tricks.

The campaign has been aimed at the **Catalan and Spanish markets** with the objective of encouraging visits by local tourists. Díaz has an important international profile and is known around Europe and the USA, and as such, this campaign will be expanded to international markets in the future.

'Be thrilled in every step' campaign.

**Be thrilled travelling**

**Be thrilled flying**

**Be thrilled in Catalonia**



Mago Pop is the new advisor of the Catalan Tourism Board.

Catalunya Advisors is a CTB initiative that gathers the experiences of people who are familiar with or have visited the region. The programme promotes quality tourism by reinforcing the concept of Catalonia as a destination rich in experiences for holidays and short getaways under the guidance of those offering their experience.

Some of the celebrities who have promoted 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.**

**To ensure that its message reaches as far as possible, the programme has collaborated with people who are famous both here and abroad.**

Catalunya Advisors started in 2015, and the videos of the 10 personalities who have collaborated on the initiative have been very well received on social media, with over **8 million hits** in more than **40 countries**.

# CLIENT LOYALTY

The Catalan Tourist Board communicates with the public through social networks, always seeking dialogue and **interaction** with visitors. The aim of using these platforms is to provide information about the **tourism options on offer in Catalonia**, and raise awareness about the numerous **tourist activities** that are available every day in the region. The overarching aim is essentially to **improve tourist loyalty**.



# 3

## Catalunya Experience

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

At the end of 2021, it had **1.9 million followers** distributed across the following social networks:

### FACEBOOK

**1,434,549**  
followers

### TWITTER

**81,989**  
followers

### INSTAGRAM

**449,967**  
followers  
**4,125,036**  
photos tagged with  
#CatalunyaExperience

### YOUTUBE

**8,761**  
subscribers  
**2,428,587**  
views  
**22,024,587**  
total views since the  
launch of the channel





# MARKETING SERVICES

This section features all the **actions** that have enabled the Catalan Tourist Board to **increase** its professional client base and the **satisfaction** of those clients by improving the range of services on offer to companies. As a result of Covid-19, its strategy has had to **adapt** to new trends and demands arising from the pandemic.

# 4

## CTB brands

To identify the **best tourist experiences** and guide their promotion in the most effective way, the CTB structures the tourism options on offer in Catalonia by brands. Each one groups together a homogenous type of marketable tourism, and they are supervised to ensure they meet established requirements.

Currently, the [CTB's brands](#) have over **1,500 companies and organisations** affiliated to them. Among other advantages, affiliates can access specialised courses, receive support regarding the commercialisation of their products as well as advice and guidance, and have access to data related to Catalonia's main outbound tourist markets to help make their businesses more international.

Despite the situation caused by Covid-19 for the tourism sector, the different CTB brands have continued working to inform the sector about the evolution of the pandemic, reformulate existing action plans, and prepare for the relaunch of the destination once the health crisis has passed.

The **brands** currently in place are:

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

## 500 companies take part in CTB Affiliates Day

In the middle of December, the CTB hosted a **working day** that saw **500 companies and organisations** affiliated to its work programmes take part.

This annual event, which was postponed last year due to the pandemic, served to **take stock** of 2021 and consider both **future challenges** that the Catalan tourism sector has to face and the key areas that the CTB will work on in 2022. Among other subjects, sustainability, innovation and new technologies, and the impact on international tourism markets and the keys for their

recovery in the short and medium terms were all covered during the day.

In addition, a presentation was made about the **key features of the CTB's Action Plan for 2022**, based on sustainability and digitalisation as transformative elements within the sector.

Affiliates Day 2021.



## Sports Tourism

The CTB and World Tourism Organisation (UNWTO), with the support of Lloret Turisme and the Costa Brava Girona Tourist Board, organised the first **World Sports Tourism Congress**, in Lloret de Mar on 25 and 26 November 2021.

They were two intense days, with 60 international speakers and over 600 professionals from 21 countries taking part, and featuring debates about the future of the sector and the guidelines for sustainability and innovation going forward.

Sixty speakers took part in different sessions and over 600 people were registered at the event.

© Julia Termes



### Objectives:

- Strengthen**  
the relationship between sports tourism, sustainable development and Agenda 2030.
- Promote**  
diversity, differentiation and non-seasonality.
- Drive**  
opportunities through innovation.
- Exchange**  
Experiences and provide information regarding current and future trends in the sector.
- Stimulate**  
public-private collaboration through strategies for success.

The congress was also a meeting point and key event for the global sports tourism industry for networking, generating synergies and promoting collaboration, reflection and debate regarding the current situation within the sector and those areas where action is necessary.

One novel feature of the congress was the use of **holograms** so that various speakers could

take part even if they weren't able to be in Lloret de Mar personally, such as the athlete **Kilian Jornet** and **Miki Delàs**, captain of the grass hockey teams of Barça and Spain. This was the first event in Catalonia to use this advanced technology, which was presented at the 2021 Mobile World Congress.



During the congress, an analysis was made of the relationship between sports tourism and sustainable, inclusive development.

©Julia Termes



Using fiber optics and a 5G connection, the technology made it possible, remotely and in real time, to bring personalities to the congress from wherever they were around the world, via a giant screen.



Catalonia is Sport was part of Buy Catalunya 2021.

As well as the World Sports Tourism Congress, an event titled **Catalonia is Sport** took place, aimed at raising awareness about the region through a workshop and different familiarisation trips for international tour operators. This action was carried out within the framework of **Buy Catalunya**, held on 28 September in Cambrils.



International Golf Travel Market Wales.

### Golf in Catalonia

From 18 to 21 October, the CTB took part once more in the **International Golf Travel Market**. This was an in-person fair-workshop with international golf opinion leaders, and involved three days of appointments with a fixed schedule, conferences and networking events. The CTB participated along with 7 specialised Catalan organisations.

The CTB has a specific programme for promoting sports tourism and golf, which brings together over **350 organisations and private companies** that offer services to these kinds of visitor. Catalonia is one of Europe's leading destinations for attracting international sporting trips and events.

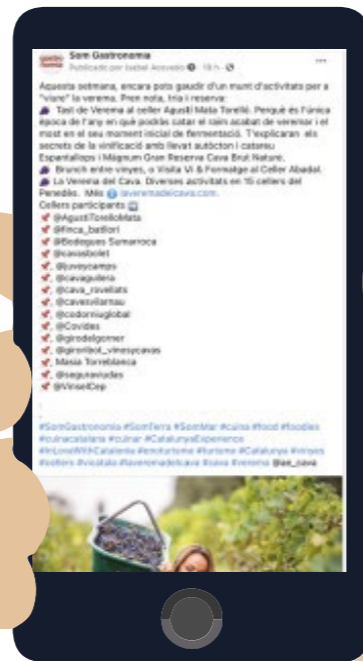


# Wine Tourism in Catalonia, Gastronomic Experiences, Gastronomic Hotels

This year, work has been done within the Wine and Gastronomy programme on the strategy for the wine and gastronomy brands by finalising the **Recovery Plan for Wine and Gastronomic Tourism**, and producing a report presenting Catalonia as a wine and gastronomic tourism destination.

## COMMUNICATION CAMPAIGNS

In terms of on- and offline communication campaigns in local markets, the focus continued to be on giving value to the social media channels of 'Som Gastronomia' ('We are Gastronomy') and highlighting the **wine bars** of CTB-affiliated wineries in two media, *Fem Turisme* and *Papers de Vi*. As a result of the pandemic, many wineries have expanded their range of activities/experiences and opened wine bars where visitors can both sample wines by the glass and enjoy concerts, wine-food pairings, aperitifs... without having to visit the winery itself.



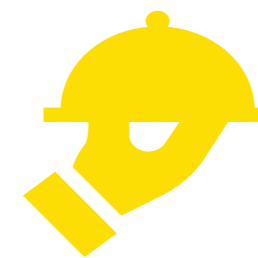
Work has been done with various wine and gastronomy and golf publications, such as *Golf Bladet* in the Nordic countries (in print and digital), and a campaign was run in *La Provence*, a newspaper in the south of France, to promote wine and gastronomy tourism on offer in Catalonia in two parts (June-July and November-December) with 6 articles, banners and posts on social media.

To promote wine tourism in Catalonia, work was done with the support of Catalan broadcaster TV3 on the documentary *Entre Vinyes* (*Among Vines*), a road-movie that covers different wine tourism options around the region. The film was shown in July on TV3.

Different media campaigns were carried out to promote wine and gastronomy tourism.



The documentary *Among Vines* was shown on the Catalan channel, TV3.



## INTERNAL BENCHMARK MEETINGS

In 2021, and with the collaboration of the provincial governments, internal benchmark meetings resumed. One took place in the county of Pallars Jussà in June, and another one specifically about sparkling wines was held in Penedès in October.

**The feedback on them has been very positive, because, apart from finding out about success stories and good practices for wine and gastronomic tourism in Catalonia, the affiliates were able to network with each other and, as such, increase the feeling of belonging to the brand.**

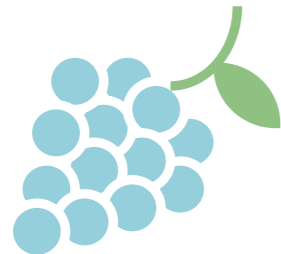


During the benchmark meeting on sparkling wine, a visit was made to the Llopart winery (Els Casots-Subirats).



## PRESS TRIP

A press trip was organised called 'Cataluña para foodies' ('Catalonia for foodies' for the Spanish market) for 10 influencers who, in conjunction with the event **Welcome to the Farm**, travelled around Terres de l'Ebre to find out about the wine and gastronomic tourism options available in that area. An individual press trip was also organised (Gour-MED) for the German magazine *Geo* to demonstrate the wine and gastronomic and Premium tourism on offer in the Costa Daurada.



## FAMILIARISATION TRIP

A familiarisation trip dedicated to wine tourism was organised for the Norwegian tour operator Vin & Matglede, with the aim of showing them what's on offer in the Penedès so they could schedule trips for 2022.

**Through the Wine and Gastronomy programme, the CTB participated in the second edition of the [Week of Catalan Wine](#), held from 18 to 24 October and organised by the Catalan Institute of Vineyards and Wine (INCAVI).**

As well as different CTB members taking part in the daily programme, they collaborated on promoting the event through the CTB's online communication channels.

For the second year, the CTB took part in this initiative.



**A significant action has been the creation of new content that will soon be added to the specific wine and gastronomic tourism microsites on the website 'Catalonia is your home'.**

The purpose is to keep promoting this platform dedicated specifically to wine tourism and gastronomy, and which is also a resource for media campaigns in different markets.

In addition, work was done to update the section on olive oil tourism on [www.catalunya.com](http://www.catalunya.com), by expanding the published content with the support of the provincial government tourist boards.

## STUDY ON GLOBAL TRENDS

Work was done using the Food Travel Monitor 2020-WTFA Study on global trends in wine and gastronomic tourism with the aim of creating an infographic and executive summary.

More than 32,000 people took part in 'Welcome to the Farm. The Festival' on the first weekend in October.

## BENVINGUTS A PAGÈS LA FESTA

The sixth edition of this event focused on Catalan farming saw people once again able to visit the participating venues in person, and had 150 farms, 200 restaurants and 200 accommodations taking part. The CTB managed accommodation registrations, prepared the trip 'Cataluña para foodies' (for the Spanish market), and gave financial support to the communication campaign.

A new feature this year was the launch of 'Welcome to the Farm all year'. The project is growing and now includes a set range of paid tourist experiences in around 100 places that can be visited at any time during the year. The CTB has updated the 7 routes linked to 'Welcome to the Farm. The Festival' to create 15 routes for 'Welcome to the Farm all year'.



## BENVINGUTS TOT A PAGÈS L'ANY

With the aim of promoting the experience around the region, Welcome to the Farm provides visitors with a selection of both one-day and weekend itineraries that combine farming, gastronomy, culture, history, nature and heritage.



The routes cover the Costa Brava, Barcelona Landscapes, Barcelona Coast, Terres de Lleida, the Pyrenees, the Costa Daurada and Terres de l'Ebre, and outline the main attractions in each place for visitors.

Welcome to the Farm had staged 4 previous in-person editions, with more than 100,000 visitors and an annual programme featuring 200 farms, over 100 restaurants, **200 rural accommodations** and about 100 complementary activities (guided visits, gastronomic fairs, nature tours, talks, concerts and exhibitions, among others) that together create a great weekend in the countryside.

Its success was also seen in the 2020 virtual edition, which enjoyed over 300,000 views on its social media channels ([Facebook](#), [Instagram](#)

and [Twitter](#)) and in which 24 farms and a dozen restaurants that use local products took part.

Welcome to the Farm is an initiative of the Catalan Generalitat Government, and coordinated by the Department of Climate Action, Food and Rural Agenda and the Department of Business and Work, through the CTB. Collaborators on the project are: the Fundació Alícia, county councils, tourism consortia and offices, and other organisations and associations that work on the recovery and promotion of the sector.

Welcome to the Farm 2020.



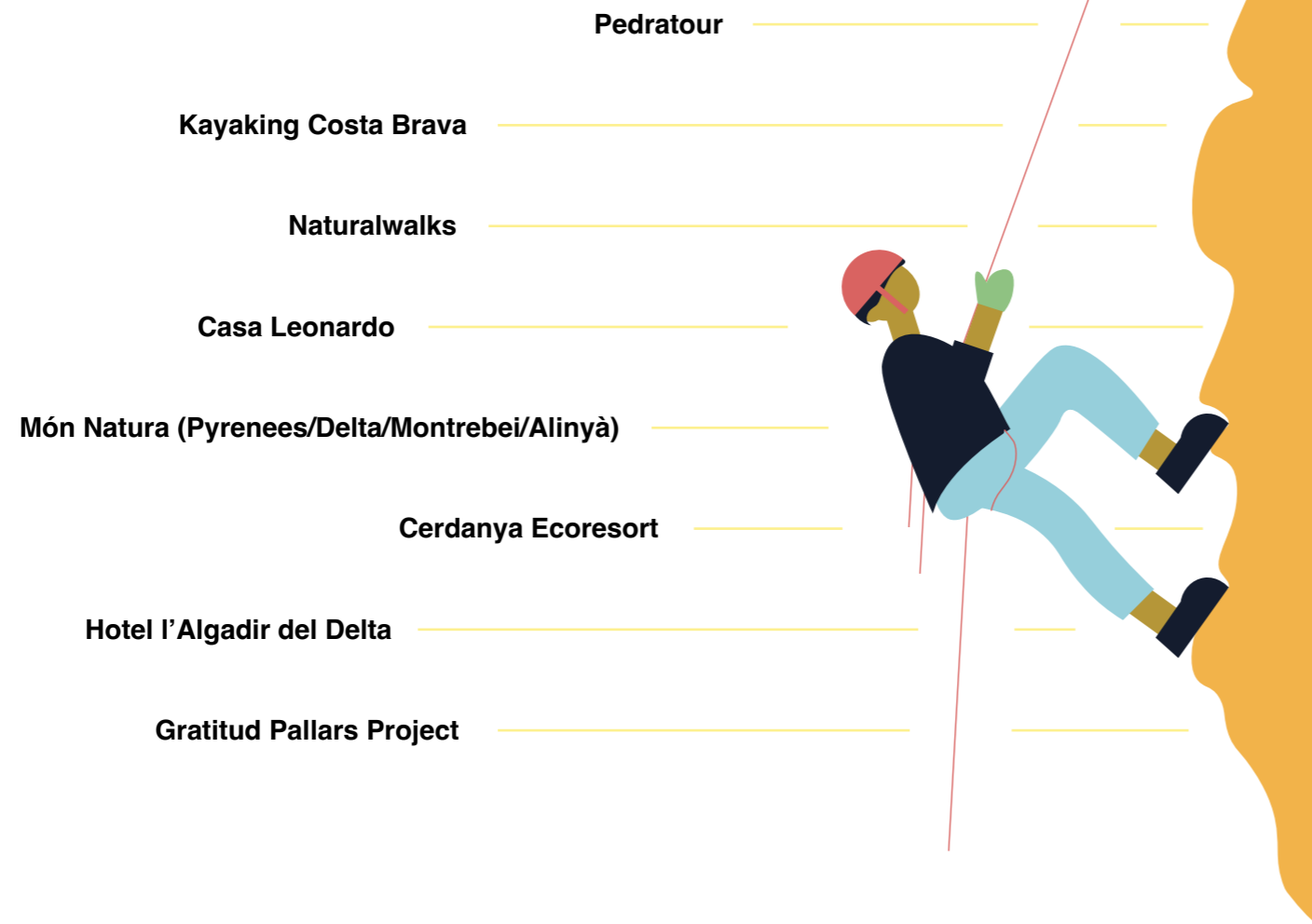
# Ecotourism, Hiking in Catalonia, Cycling Tourism in Catalonia, and Active and Adventure

The brands Hiking in Catalonia, Cycling Tourism in Catalonia, Ecotourism, and Active and Adventure are part of the programme Active-Nature.

In March 2021, the programme took part in Adventure Elevate Europe, where it moderated a round table on sustainable tourism and good practices in the active and adventure tourism sector in Catalonia.

The CTB is an associate member of the Adventure Travel Trade Association, a global network of leaders in the sector of nature and adventure holidays that share a commitment to sustainable tourism.

The **good practices** covered at the event featured the following companies:



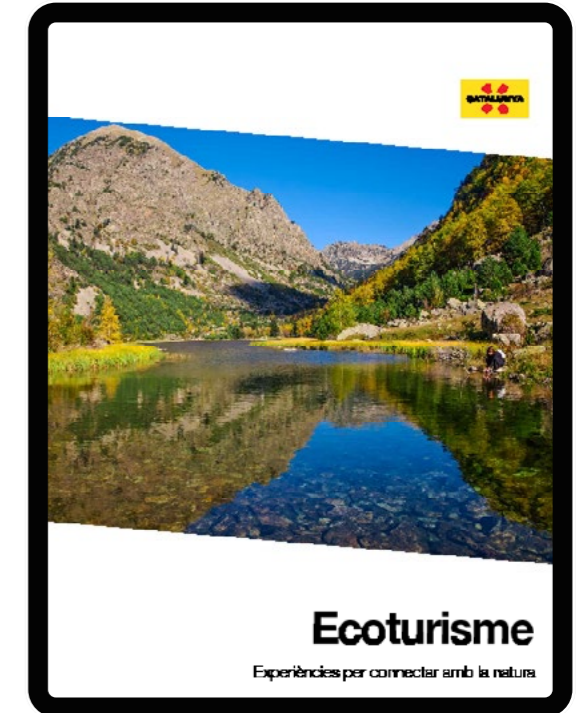
In addition, a combined action regarding ecotourism was carried out on the social networks of Catalunya Experience to mark the European Day of Parks, and which highlighted the [Decálogo del buen ecoturista](#) (*Guide to being a good ecotourist*) through 10 tweets. This brand also participated in the **Ecotourism Meeting**, organised by the Tourism Directorate General, which looked at various themes such as planning for the 2022 ENS Forum in Pla d'Urgell-Paisatges de Ponent.

A segmented advertising campaign was carried out regarding Active and Nature Tourism aimed at the Spanish market to raise awareness about Catalonia as an ideal destination for enjoying activities in nature and uncrowded natural spaces that are not well-known to visitors from that country.

There were two target audiences: families who want to enjoy 'slow' activities in nature, and young people looking for more intense activities.

The campaign was included in popular digital media dedicated to **outdoor activities** such as:

- Oxígeno.es
- Sportlife.es
- Mountainbike.es
- Geo.es



Guide to being a good ecotourist.



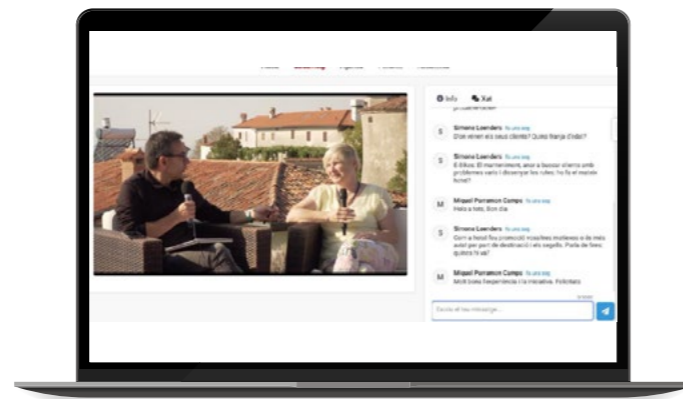
A virtual **cycling tourism** benchmark meeting was organised in Slovenia. This innovative training event was used to share information about good practices for destinations, accommodations and specialised cycling tourism companies. Slovenia was chosen to host the event as the home country of the popular cyclist Tadej Pogacar, winner of two Tours de France.

**A CTB team travelled to the country to be the eyes and ears of the Catalan sector, and to record videos of the different visits and interviews to broadcast three of them on 14, 15 and 16 September.**

Videos were made to raise awareness of good practices.

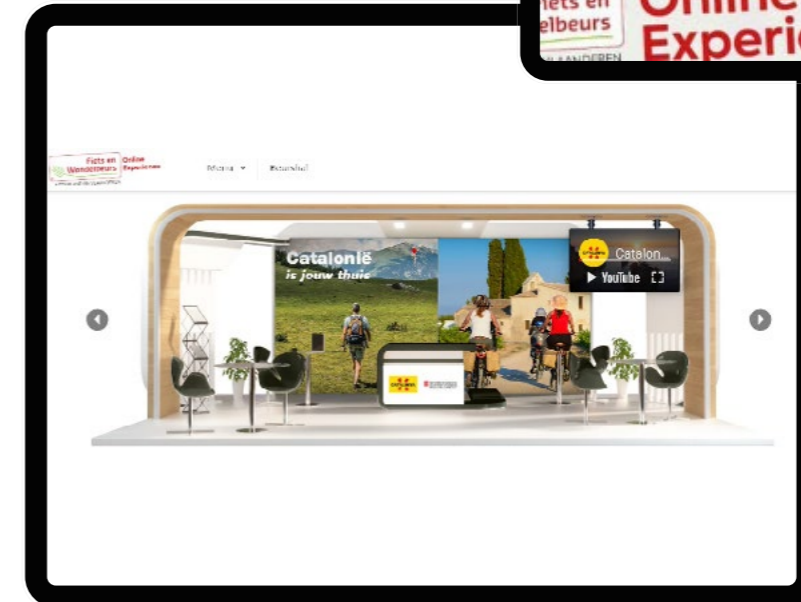


The 75 affiliates of the Cycling Tourism in Catalonia brand that registered for the benchmark meeting connected online to follow the live streaming over the three days. They also saw interviews with people from the organisations visited the previous day and extracts from videos recorded of the visits, and were able to interact and ask questions.



The CTB took part in the virtual fair **Fiets en Wandelbeurs Online Experience**, accompanied by a dozen Catalan companies and institutions. This event is dedicated to hiking and cycling tourism, and is focused on the markets of Belgium and the Netherlands. The fair is usually held each year in the cities of Utrecht (Netherlands) and Gent (Belgium), but this year they opted for a virtual format. Visitors were able to get to know different destinations and recommendations from specialised tour operators, gather information about the materials and accessories needed for outdoor activities, and take part in various conferences and workshops. What's more, the **'Hicle Holidays'** Marketplace was launched, dedicated to commercialising activities and services related to hiking and cycling tourism.

Around a dozen companies and institutions took part in this fair.



Lastly, communication campaigns were carried out regarding hiking and cycling tourism together with the French Hiking Federation and the Hicle Holidays and Ektiv platforms from the Netherlands.



## Art and Culture

Within the work programme of the Art and Culture brand, support was given to Manresa for the Manresa 2022 project ([www.manresa2022.cat](http://www.manresa2022.cat)), aimed at preparing the commemorations to mark 500 years since the stay of Saint Ignatius de Loyola in the town.

In November 2021, various tourist offices located along the Ignatian Way held special events to raise awareness about tourism related to Saint Ignatius in Manresa, and these events were also the basis and starting-point for working together and uniting synergies and efforts to promote the Ignatian Way.

Events were organised to provide information about the Ignatian Way in Manresa.



Work was also done to strengthen relations with the regional governments of the **Basque Country, La Rioja, Aragon** and the **Chartered Community of Navarra** to manage and promote the **Ignatian Way**.

**The aim is to develop a diversified, sustainable and innovative tourism model, based on regional balance and non-seasonality, which values both the natural environment and historical, architectural, religious and cultural heritage.**

As such, these 4 communities consider this a special opportunity for developing a shared, multi-featured vision, based on the exchange of information and experience. Despite the situation with the pandemic, they have worked together on an action plan to promote the Way. Currently, there is a technical secretary assisting the different regions to identify all their needs regarding the expansion of joint promotional materials. The aim is to have a video and tourist website about the Ignatian Way to promote it to international markets in 2022.

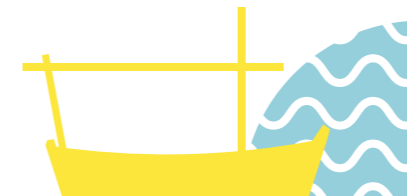
## Seaside Neighbourhoods and Towns, Cities and Towns with Character, Charming Villages

### 1 Seaside Neighbourhoods and Towns, promoting culture linked to the sea

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

This year, the **3rd Technical and Benchmark Day in the Costa Daurada** took place in the fishing neighbourhood of Serrallo in Tarragona. The day was used to explore the brand's communication plan and identify areas of improvement that everybody involved in the brand can do. It also included a tour of the main sea-related attractions of the neighbourhood.

A **campaign** was run in 2021, in cooperation with the regional tourist boards, to promote Catalan Seaside Neighbourhoods and Towns to the French market with the aim of raising awareness of them and encouraging visits to Catalonia.



**The towns that are currently recognised under this brand are:**

- L'Ampolla
- L'Estartit
- L'Ametlla de Mar
- Arenys de Mar
- Begur
- Les Cases d'Alcanar
- L'Escala
- Llançà
- Palamós
- Sant Carles de la Ràpita
- Sant Pol de Mar
- Sitges
- Tossa de Mar
- Vilanova i la Geltrú
- Port of Cambrils
- Port of Serrallo in Tarragona

## 2 Cities and Towns with Character

The Cities and Towns with Character brand aims to promote both urban tourism in Catalonia and those cities and towns that combine different aspects (culture, art, gastronomy, architecture, innovation, etc.) to offer visitors a complete experience. The accolade can be applied for by medium-sized cities – in terms of population volume – and towns with a strong personality marked by certain features such as history and culture, wine and gastronomy, art and creativity, or anything that particular defines them and that they want to highlight.

Vic.



The towns that currently hold this recognition are:

- Manresa
- La vila de Montblanc
- Solsona
- La Bisbal d'Empordà
- Lleida
- Tarragona
- Girona
- Terrassa
- Vic
- Reus
- Vilafranca del Penedès
- Tortosa
- Caldes de Malavella

This year the **3rd Technical and Benchmark Day** was celebrated in **Vilafranca del Penedès**. The event was used to explore in detail the brand's communication plan and identify areas for improvement that everyone involved with the brand can contribute to.

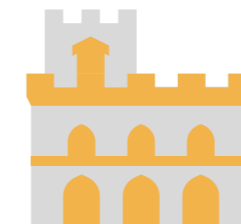


## 3 Cities, Towns and Villages

The Charming Villages brand, which covers places that have a special appeal or beauty that captivates visitors, is aimed at villages with fewer than 2,500 inhabitants and a range of architectural, urban, heritage, environmental and tourism features and elements.

Currently the following villages have been recognised in this way:

- Arties
- Beget
- Calella de Palafrugell
- Castellar de n'Hug
- Montclar
- Montsonís
- Mura
- Pals
- Peratallada
- Prades
- Rupit
- Santa Pau
- Siurana
- Taüll



Throughout the year, these three specialised city and town brands have carried out various activities together. For example, the **Second Technical Day for Cities, Towns and Villages** was held in a hybrid format, a gathering for all affiliates of these brands with the aim of continuing to build a network between the different municipalities that are part of the three programmes and cover themes they have in common, such as the communication plan. This plan arose from the needs identified by those involved regarding communication, and will serve as a common roadmap in the coming years.

Peratallada.



## 4 Catalan network of high-speed cities

A **Catalan network of high-speed cities** has been created with the involvement of the CTB and the provincial government tourist boards of Girona, Lleida and Tarragona, and Barcelona Turisme (partners of the CTB), and the cities of Barcelona, Figueres, Girona, Lleida, Reus, Tarragona and Valls. The aim is to boost the movement of tourists around the region using the high-speed train, a sustainable mode of trans-

port, to create unique, experience-based tourist products, and promote them together to the main outbound markets through the Grand Tour of Catalonia, the CTB's latest tourist product that is committed to sustainable mobility. The idea is also to unite forces with management agencies to achieve better results regarding relationships and promotions.



## Beach with the Family, Nature and Mountains with the Family, and Family Facilities and Travel Agents

Family tourism is one of the strategic projects for promoting tourism in Catalonia, as **more than 30%** of visitors belong to this segment. As a result, the CTB is working to promote the range of family tourism options on offer, and position Catalonia as an ideal destination for enjoying family holidays all year round.

In Catalonia there are **8 destinations** certified within the brand of Nature and Mountains with the Family:

### PYRENEES

- Berga
- La Vall d'en Bas-Les Preses
- La Vall de Boí
- La Vall de Camprodon
- Les Valls d'Àneu
- Pirineus-Noguera Pallaresa

### COSTA DAURADA

- Muntanyes de Prades

### TERRES DE L'EBRE

- Els Ports

Camprodon.



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

#### COSTA BRAVA

- Blanes
- Calonge-Sant Antoni
- Castell-Platja d'Aro
- Lloret de Mar
- Roses
- Sant Feliu de Guíxols
- Sant Pere Pescador
- Torroella de Montgrí-l'Estartit

#### COSTA DAURADA

- Calafell
- Cambrils
- El Vendrell
- Salou
- Vila-Seca
- La Pineda Platja



#### BARCELONA COAST

- Calella
- Castelldefels
- Malgrat de Mar
- Pineda de Mar
- Santa Susanna
- Vilanova i la Geltrú

Cambrils.



Currently there are **488** companies around Catalonia affiliated to the Family Tourism brands, including establishments offering tourist accommodation, companies organising activities, tourist offices and family-related facilities.

Specifically, the **affiliates** are divided by business type as follows:



**27** certified destinations



**277** accommodations



**116** companies organising activities



**68** facilities and cultural centres

They are divided up by **brand** as follows:

**27** Beach with the Family



**184** Nature and Mountains with the Family



**28** Family Facilities and Travel Agents



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

**It's a public-private collaborative project, so the services can be offered by both public facilities and private tourism companies.**

Facilities specialised in family tourism that are not located in one of the certified destinations and travel agents are served by the **Family Facilities and Travel Agents brand**.

All the destinations and companies that form part of the family tourism programme can be seen through [this link](#) to a page aimed at professionals.

The CTB has developed an action plan for promoting its range of family tourism products in agreement with the CTB's partners and presented in advance to the destination coordinators of Beach with the Family and Nature and Mountains with the Family.

**The key actions carried out in 2021 were the following:**

## CONTENT AND NEW FORMATS

The experience-based content and agenda on the promotional landing-page [Cataluña, Hola Familia!](#) were updated. This website is aimed at the public and contains inspirational content for planning family holidays in Catalonia. It's available in Catalan and Spanish, while a new French version is being tested.

## MARKETING SUPPORT ACTIONS

A [multi-channel partnership campaign with Carrefour Voyage](#) was carried out for the French market. It was done by the CTB in cooperation with the tourism boards of the Costa Daurada, Costa Brava and Girona Pyrenees, and Salou Turisme.

The challenge of the campaign was to improve the positioning of the brand (destination) online, ensure continual visibility for Catalonia with offline agencies, and provide support to the marketing of certified accommodations, which were given preferential visibility during the campaign.



Various actions were carried out to promote this brand.

## DIGITAL MARKETING AND ADVERTISING

A marketing campaign with influencers ([@mariajosecayuela](#), [@jhoannarola](#), [@2\\_papas\\_in\\_oz](#), [@anacrank](#), [@happy.ohana](#), [@elmundodecuca](#), [@estoreta](#) and [@saraguchi84](#)) was done for the Spanish market between May and September 2021. It was carried out by the CTB in cooperation with local tourism boards.

**The objectives of this campaign were to:**



### Position

Catalonia as an ideal destination for enjoying family holidays.



### Raise

awareness about the CTB-certified family tourism options available and create an impact among families.



### Associate

the region with the profiles of content creators who promote similar values to those behind the Catalunya, Hola Família! programme.



### Use

social media to create a larger community of followers and promote interactions between them, and generate quality content as well as visibility, reach and diffusion of the family tourism offerings in Catalonia.



A marketing campaign with influencers was created to position Catalonia as a place for family holidays.

# Premium Catalonia

The Premium Catalonia brand is aimed at companies and organisations linked to the luxury sector, which offer premium options and services intended to excite visitors to Catalonia who are looking for authentic, exclusive and personalised experiences.

**In 2021, the number of brand members increased to 81 affiliates.**

Activities were carried out in markets that have maintained flight connections with the Middle East. A presentation trip for **Catalunya reStart** was organised to the cities of Abu Dhabi and Dubai in July. During the trip, meetings were held with tour operators, and both operators

and members of the press were invited to small private events. The aims of this undertaking were to communicate that Catalonia is open, promote the destination as safe and luxurious, and raise awareness about the **Grand Tour of Catalonia** among key regional decision-makers. In addition, the brand took part in webinars organised by the Tourspain office in Abu Dhabi.

Activities were carried out in markets that maintained flight connections with the Middle East.



During the year, the brand was present at different luxury sector fairs, such as ILTM (North America, São Paulo and Cannes), the Deluxe Travel Market (S'Agaró-Costa Brava) and Emotions (Seville). **It also participated in various virtual events:**

- ✓ **Connections Luxury Virtual Weeks.**
- ✓ **ILTM Asia Pacific**, where 4 Catalan companies from Premium Catalonia participated with their own schedule.
- ✓ **The New Age of Luxury (United States)** where 10 Catalan companies participated with their own schedule.

Work continued on strengthening and increasing membership of luxury networks and platforms to make the most of such channels and the activities they organise: Virtuoso, Traveller Made, Connections Luxury and Asociación Española del Lujo.

Lastly, the **Recovery Plan for the Premium Catalonia Brand** was presented, after being worked on throughout 2020.



Deluxe Travel Market.



# Barcelona Medical Destination

Barcelona Medical Destination (BMD) is the CTB brand that promotes medical tourism. The associations Barcelona Centre Mèdic and Barcelona Medical Agency collaborate with the brand.


There are **13 medical centres associated with Barcelona Medical Destination:**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Barnaclínic+ (Hospital Clínic Group)          | <input checked="" type="checkbox"/> IMO (Institute of Ocular Microsurgery)               |
| <input checked="" type="checkbox"/> Barraquer (Barraquer Ophthalmology Centre)    | <input checked="" type="checkbox"/> IMOR (Medical Institute of Onco-Radiotherapy)        |
| <input checked="" type="checkbox"/> Clínica ServiDigest (Medical-Surgical Centre) | <input checked="" type="checkbox"/> Institut Guttmann                                    |
| <input checked="" type="checkbox"/> Dexeus (Dexeus University Hospital)           | <input checked="" type="checkbox"/> Quirón (Hospital Quirónsalud Barcelona)              |
| <input checked="" type="checkbox"/> Fundació Puigvert                             | <input checked="" type="checkbox"/> Sant Joan de Déu (Maternity and Children's Hospital) |
| <input checked="" type="checkbox"/> Hospital Sanitas CIMA                         | <input checked="" type="checkbox"/> Teknon (Teknon Medical Centre)                       |
| <input checked="" type="checkbox"/> ICO (Comtal Ophthalmology Institute)          |  |




In 2021, despite the situation with the pandemic, the following **promotional activities** were carried out:

**ITB MEDICAL TOURISM**



Virtual participation that included giving a presentation about the BMD brand.

**MEDTRAVEL EXPO**



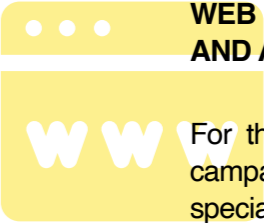
From 6 to 9 December, the brand participated with a booth as part of the ICEX umbrella at the Moscow medical fair.

**IFH BARCELONA**



44th World Hospital Congress in Barcelona: from 8 to 11 November, the BMD brand had its own stand at the congress, which took place at the Fira de Barcelona (Montjuïc) and had over 1,200 attendees.

**WEB POSITIONING AND ADVERTISING**



For the first time an advertising campaign was run on websites specialised in medical tourism.

The CTB had its own stand at the World Hospital Congress.



# Catalunya Convention Bureau

The CTB has **269 members** in its Catalunya Convention Bureau (CCB) meetings and professional events programme.

One of the central programmes of the CCB is Catalunya Ambassadors, which includes 165 professionals who, through their work contacts and networks, are able to bring congresses and business events to Catalonia, and play a fundamental role in raising the profile of and helping to position the region at an international level.

Driven by this unprecedented time of crisis within the meetings tourism sector, the CCB's current agenda includes conversations about its purpose as well as its commitment to the community, the transformative value of face-to-face meetings between people, and the sustainability and positive impact of such events.

As a result, in 2021, the CCB has focused its efforts on developing different **strategic lines**:



## SECTOR DIGITALISATION

Developing the digital transformation of the MICE community to generate commitment and improve competitiveness.

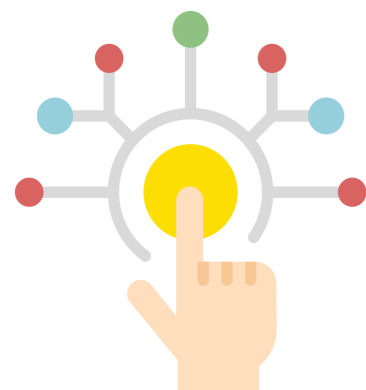
## MICE ICT DAY

Training on the organisation and management of virtual and hybrid events.

## INNOVATION AND FUTURE OF MICE

New business model, with segmented, resilient and intelligent strategies, that generates business and pursues a digital and sustainable transition that delivers a legacy for the territory.

- Smart MICE Destination
- Think Tank MICE & MICE Tech Lab



## SEGMENTATION STRATEGY

Verticalisation of the MICE offering for event-intensive industries based on the development of the buyer persona. Conducting co-creation sessions with key agents from the different sectors involved.

- Meetings & Automotive
- Meetings & Tech

## BUSINESS INTELLIGENCE

Commitment to data management and analysis to improve the competitiveness of both the destination and the sector.

## TDS MICE

TDS (<https://mice.tourism-data-system.cat/>) aims to collect microdata on meetings tourism from different sources then feed this information to members. In addition, it aims to implement a unique and paradigmatic system for interactive and statistical information on meetings tourism in Catalonia.

## Marketing and networking activities

With the support of CCB members and the CTB's Offices Abroad, and with the aim of continuing to position Catalonia in national and international markets, the CCB took part, both

- Iberian MICE Forum Europe (Sitges)
- Catalunya Business Meeting (Barcelona)
- IdeMice / I'm + (Sitges)
- Mash Media UK. A-Livex (London)
- C&IT Recovery Forum (London)

- Confex Internacional (London)
- The Meetings Show Excel (London)
- Pure Meetings & Events International (Paris)
- IBTM Wired (online)
- IBTM World (Barcelona)

Catalunya Convention Bureau works to promote business tourism in Catalonia.



A workshop carried out for the French market.

in person and online, in the following **workshops** and **third-party promotional and marketing events** with priority markets:



The CCB has actively participated in meetings and association events within the sector, both nationally and internationally, organised by **PCMA, MPI, ICCA, ECM** and the **Strategic Alliance of National Convention Bureaux of Europe**.



Meet Ambassadors.

## MICE ICT DAY

This hybrid event about the application of information and communication technologies in the meeting tourism sector was held on 21 June at the Sant Pau Art Nouveau Site in Barcelona. Under the slogan, 'ICTs as catalysts for the new meeting tourism', the MICE ICT DAY brought together experts in the field to reflect on the challenges for MICE in the post-Covid era and how to address the opportunities generated by the sector's digital transformation.

Workshop held at the Circuit de Barcelona-Catalunya.



In addition, the CCB has carried out many of its own **actions** including networking, marketing and/or promotion (webinars, workshops, familiarisation trips, destination presentations). **This year's highlights include the following:**

## MEET AMBASSADORS

The Meet Ambassadors event was held on 28 October in the Visitors' Centre of the Torres Winery under the slogan 'Strengths, Legacy and Alliances', and was the second edition of a meeting whose aim is to generate synergies and collaborative opportunities among the representatives of the Catalunya Ambassadors Programme.



## DRIVING INNOVATION

This B2B workshop was held at the Circuit de Barcelona-Catalunya on 17 November to showcase Catalonia's MICE offering to specialised national agencies. Afterwards, two familiarisation trips were done, one to the Costa Brava and Garrotxa, and another to the Costa Daurada and Sitges, which focused on projecting the strengths and attributes of these areas for organising events for the automobile industry, and providing a response to the post-Covid needs of the market in terms of innovation, safety and sustainability.

## Communication and marketing activities

In 2021, the following **actions** were carried out:

### MARKETING CAMPAIGN FOR MICE INFLUENCERS

The campaign featured influencer Sina Bunte, a professional in meetings tourism from Germany who has extensive experience in organising hybrid, online and in-person events. Since July, Bunte has published articles and videos about experiences and meetings with professionals that she enjoyed during a trip around Catalonia.

### CATALONIA, CATALYST FOR MEETINGS AND EVENTS

Campaign to position Catalonia as an innovative destination for meetings tourism.

### CATALUNYA AMBASSADORS

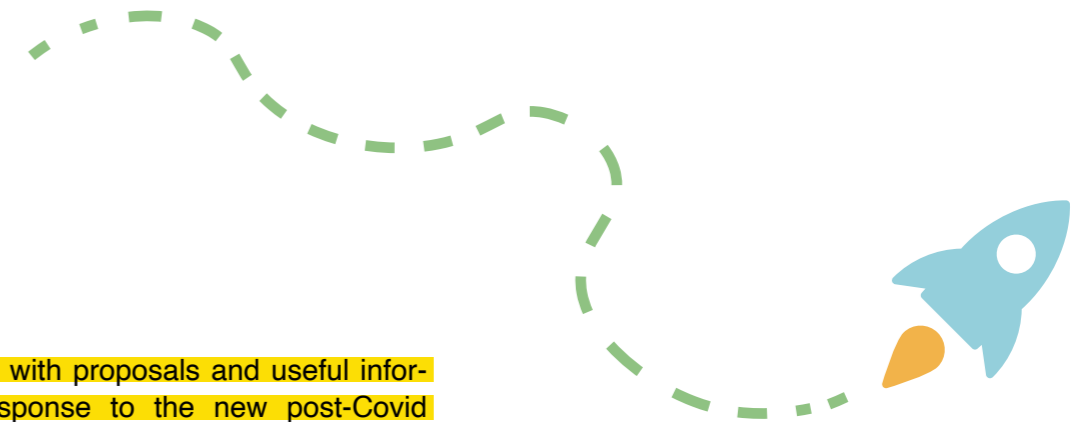
Campaign with ambassadors to encourage the recovery and innovative transformation of congresses in Catalonia.

**New content with proposals and useful information in response to the new post-Covid needs of MICE:**

### RETHINK MEETINGS

*Rethink Meetings* is a publication that showcases providers that have their headquarters in Catalonia and offer technological solutions for meetings and professional events. This new product is part of the CCB strategy to position Catalonia as a leading destination where technology is applied to MICE.

**Thanks to its spirit of continuous innovation, Catalonia is firmly committed to taking advantage of technological advances as a transformative motor for meetings tourism.**



# Pyrenees programme

Created in 2003 and led by the CTB, the Pyrenees programme aims to promote the Catalan Pyrenees internationally, highlighting their diversity and consolidating their **11 counties** (Alt Empordà, Alt Urgell, Alta Ribagorça, Berguedà, Cerdanya, Garrotxa, Pallars Jussà, Pallars Sobirà, Ripollès, Solsonès and Val d'Aran) as a unique and multi-featured tourist destination.

Within the framework of this programme, highlights in 2021 included the celebration in December of the [Interpirineus Day](#), a hybrid event held in the Val d'Aran with **90 companies** and **organisations**, both public and private, taking part.

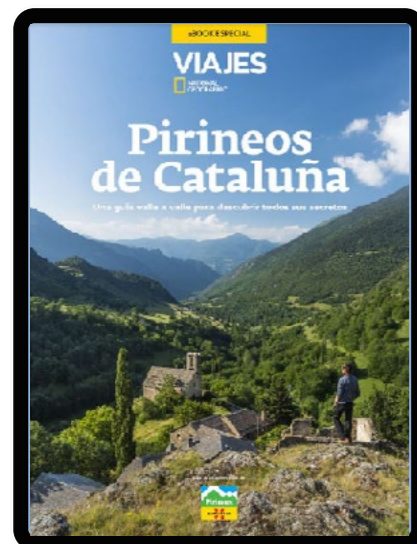
The meeting served to provide information about the latest trends in international markets, brand promotional and marketing strategies,

tools for converting products and services into quality experiences, the results of the latest actions carried out, and the actions set out for 2022. In addition, the photographer and director Álvaro de Sanz, CEO of El Dorado Agency, shared his experience with the Transpirinca expedition, carried out as part of the summer advertising campaign promoted by the Pyrenees programme.

## ADVERTISING CAMPAIGNS

As part of the 'Catalonia, a tailor-made destination' campaign, the Pyrenees programme published an [ebook](#) that covers the Catalan Pyrenees from valley to valley and was created by [National Geographic Espanya](#). In addition, **€285,000** was used to promote the Pyrenees tourist brand in local markets (Spain, Germany, the UK, Benelux and France), based on digital content in media including *Die Zeit*, *The Times*, *De Morgen* and *Le Figaro*.

A promotional campaign was done regarding winter and mountain sports in the Pyrenees for the 2021-2022 winter season. Aware of the role that ski resorts play in local economic develop-



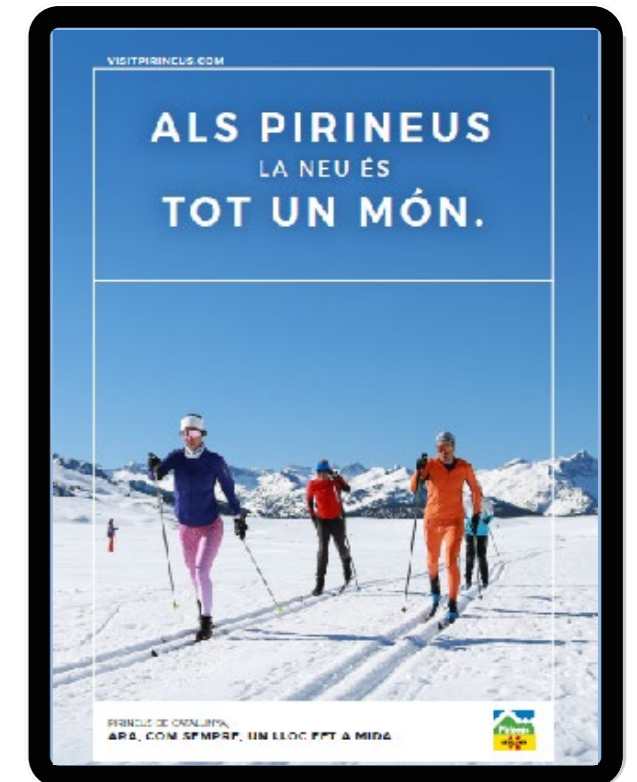
Advertising campaigns were carried out to promote tourism in the Pyrenees.

ment and the reactivation of tourism in the area, the CTB and the Pyrenees programme promoted this winter campaign that had a budget of €235,000 and focused, in the main, on the Catalan market.

**Under the slogan 'Catalan Pyrenees, now as always, a tailor-made destination', the campaign highlighted everything that the Catalan Pyrenees have to offer.**

It included a TV spot, as well as a radio ad and banners for digital media that link to the campaign's landing-page [www.visitpirineus.com/ca/neu-i-esqui](http://www.visitpirineus.com/ca/neu-i-esqui)

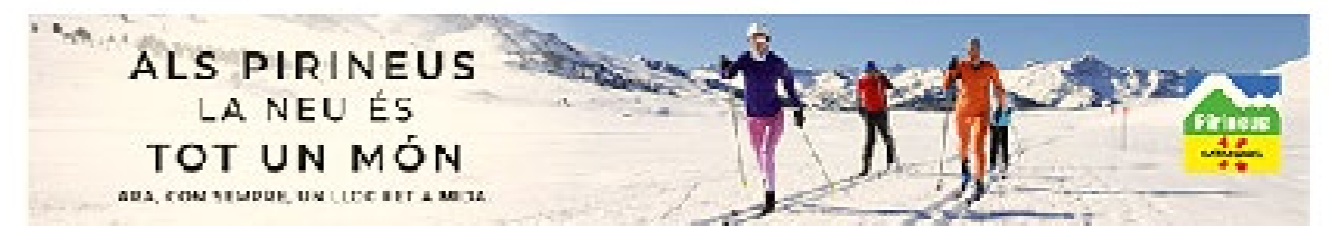
In addition, the Generalitat's local rail network, the FGC, covered some of its carriages with vinyls featuring the campaign image and put exterior advertising elements in spaces at some of its stations.



This year a promotional campaign was done highlighting the attractions of the Pyrenees.



Promotional campaign for winter sports in the Pyrenees.



## NEW CONTENT ON THE WEB AND SOCIAL MEDIA CHANNELS OF VISITPIRINEUS

Throughout 2021, the [visitpirineus website](#) has incorporated new content: the sports tourism landing-page was finalised, and content was created adapted to different advertising campaigns.

In terms of social media, content was created to highlight the relationship between nature and culture, and to increase the culture section. Specific actions were carried out such as the 'Travelling Pyrenees' campaign and publications created by the athlete Clàudia Galícia, as well as other paid media campaigns.



The Interpirineus Day celebrated in Val d'Aran.



## PARTICIPATION IN THE 6TH EDITION OF THE PYRENEES HIKING FESTIVALS

Within the framework of the Pyrenees programme, the CTB collaborated in promoting this initiative that in 2021 included **13 festivals**, 4 of which took place for the first time. It was also the first time that the festivals covered all **11 counties** that make up the Pyrenees tourist brand. As well as the CTB taking part in the presentation of this latest edition, the different events were promoted across its social media channels and Pyrenees profiles (@visitpirineus).

## Fairs

Despite the situation with the pandemic, in 2021 the CTB took part in the sector's main fairs that were held.

### 1 Fitur

At this year's edition, around 50 Catalan companies and organisations travelled to Madrid under the auspices of the CTB, which had a stand of more than 700m2 to promote the range of tourism experiences available in Catalonia that are adapted to the current situation.

At the Catalonia stand, **9 different tourist brands** were represented:

- Costa Brava
- Costa Daurada
- Terres de Lleida
- Barcelona Coast
- Barcelona Landscapes
- Pyrenees
- Val d'Aran
- Terres de l'Ebre
- Barcelona

Throughout the fair, various work meetings were held to analyse the reactivation of tourism in the region. As well as a large working area set up to facilitate commercial and business contacts, the Catalan stand also had a video wall to share the campaign video of '**Catalonia, a tailor-made destination**'. In fact, the common theme of the stand was based on the idea that there is a Catalonia made to measure for everyone. In the entertainment section, visitors could see a GP motorcycle from the Circuit de Barcelona-Catalunya up close.

'Catalonia, a tailor-made place' was the key theme of the stand at Fitur 2021.



## 2 WTM

Catalonia took part in the World Travel Market (WTM), one of the most important tourism fairs in the world, which is held in London (UK). The CTB participated with a stand of 300m2, with representatives from 9 Catalan tourism brands and around 20 companies and organisations from the Catalan tourism sector. Various

meetings were held with international tourism agents, which made it possible to take the pulse of this market following two critical years. Traditionally, the British market has been the second-largest outbound market and the third in tourist spending for Catalonia.



This year the World Travel Market was held in person.

Meetings were held with: Jet2, the second-biggest tour operator in the UK by passenger volume and the biggest for Catalonia; the Pacific Asia Travel Association, an organisation that works to promote the development of responsible tourism in the Asia-Pacific region; and Grandstand Motor Sports, the leading company in ticket sales for motor sports in the UK. Within the framework of the fair, the CTB presented the **Grand Tour of Catalonia** as a new product. It also organised its traditional cocktail party aimed at the British and Catalan tourism sectors, which is an opportunity to promote relations between the professionals at the event and showcase the best of Catalan cuisine to the UK market.

This year, **4 young chefs** created a gastronomic tour with dishes representing each of the **4 provinces**:

- ✓ **Carlota Claver (La Gormanda)**
- ✓ **Ferran Cerro (Ferran Cerro Restaurant)**
- ✓ **Eli Farrero (El Ventador)**
- ✓ **Martina Puigvert (Les Cols)**

## 3 B-Travel

The B-Travel fair brought together, in a format and size adapted to the current times, over **50 exhibitors** marketing sustainable and local tourism destinations and initiatives. The CTB took part to promote tourism in Catalonia that has been adapted to the post-Covid situation to the Catalan public, taking advantage of the opportunity to highlight more responsible tourism around the region.



**Experiences** were showcased that make up different CTB work programmes including:

- ✓ **Cities and Towns with Character**
- ✓ **Charming Villages**
- ✓ **Seaside Neighbourhoods and Towns**
- ✓ **Active and Adventure**
- ✓ **Cycling Tourism in Catalonia**
- ✓ **Ecotourism and Hiking in Catalonia**



B-Travel is a meeting point for Catalan tourists.

Under the slogan, '**Catalonia, a tailor-made destination**', the CTB had a stand of 900m2 distributed into 4 islands, where 9 tourism brands were represented by the tourism boards of the provincial governments and Barcelona Turisme. Taking into account that this year the

fair was once again in-person, a working area with tables was provided to facilitate commercial contact with the companies and organisations affiliated with the CTB, while following the established health regulations.

## 4 MITT

The CTB attended the MITT fair in Moscow, the sector's first big professional fair of the year to be celebrated in-person following the break in 2020 due to the pandemic.

At the Catalonia stand, which was 85m2, were the following **co-exhibitors**:

- Barcelona Provincial Government
- Costa Brava Girona Pyrenees Tourist Board
- Tarragona Provincial Government–Costa Daurada Tourist Board
- PortAventura World
- Vremia Tours
- Itravex



During the fair, meetings were held with companies, organisations, professional associations of tour operators and travel agents, and specialised Russian media. At MITT, as well as the popular beach and shopping tourism options, the CTB also highlighted proposals that could help to reactivate the Russian market for cultural tourism, ecotourism and open-air activities, routes to enjoy in lowseason, wellness and sports tourism.

This fair was the first to be held in person this year.

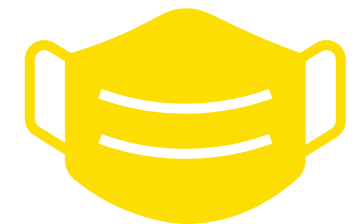


## 5 ITB Berlin

In 2021, this fair was held online. As well as the CTB, the virtual stand of Catalonia had the following **co-exhibitors**:

- Barcelona Turisme
- Costa Brava Girona Tourist Board
- Barcelona Provincial Government
- Pyrenees programme
- Town Council of Calella
- Town Council of Lloret de Mar (Tourist Office)
- Hotel Neptuno (Calella)
- Empresa Across Spain
- Corporate Association of Specialised Travel Agents (ACAVE)
- Charming Villages in Europe project

Meetings programmed within the framework of this fair with companies and organisations from the German tourism sector aimed to explain Catalonia's current situation as a tourism destination, and the plans to reactivate tourism here once the health situation allows it.



## 6 IBTM

This was once again an in-person event held in Barcelona after its virtual edition in 2020. The CTB, represented by the Catalunya Convention Bureau (CCB), had a stand with **30 co-exhibitors** that included companies from the sector and the regional and local Convention Bureaux. The space allowed the CCB to present,

at what is the leading world event for business tourism, Catalonia's varied and innovative offering, thereby encouraging the marketing of this segment that is strategic for non-seasonality and increasing tourist spend. This year, the CCB held over 50 meetings with buyers.



The CCB held over 50 meetings with buyers.



Rethink Meetings e-book.

Information was provided at the fair about [Rethink Meetings](#), a publication that presents providers that have their headquarters in Catalonia and offer technological solutions for meetings and professional events. Plus, a round table event reported on the results from the influencers marketing campaign #CatalunyaInspires.

## Buy Catalunya

A new edition of Buy Catalunya took place in 2021. The CTB organises this event every two years and there should have been one in 2020 but it had to be postponed due to the pandemic.

This large commercial event was held in September, and enabled **76 tour operators** from **12 nearby international markets** to meet **123 companies and organisations** from the Catalan tourism sector, to find out what's on offer here to be able to promote it in their own countries. During the event, over **1,200 meetings** took place with the aim of generating business between the Catalan representatives and the invited tour operators.

The participating operators this year came from the following markets:

- Germany
- Belgium
- Spain
- Finland
- France
- Italy
- Ireland
- The Netherlands
- Poland
- UK
- Czech Republic
- Sweden

Buy Catalunya is the main commercial event for the Catalan tourism sector.



With this promotional event, the CTB gives Catalan companies the possibility of marketing their products to numerous operators without having to travel or undertake significant costs that many of them are unable to afford.

### Grand Tour of Catalonia and Catalonia is Sport, the stars of Buy Catalunya 2021.

Once the commercial part of the event was over, the tour operators enjoyed a trip to see tourism options in Catalonia in person. For this edition, the excursions focused on the Grand Tour of Catalonia and sports tourism.

The tour operators followed different sections of the **Grand Tour of Catalonia**, starting in a big city then moving to known lesser-known but equally appealing parts of the region.



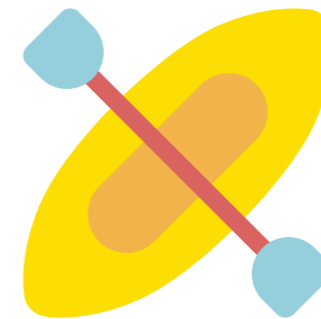
Participants got to know 5 stages of the Grand Tour of Catalonia.



In recent years, **sports tourism** has become a strategic sector for Catalonia thanks to the region's leading facilities and wide range of possibilities for enjoying sporting holidays, whether individually or in teams. The sports tourism trips organised for the tour operators included visits to various sporting installations as well as the chance to enjoy activities.

### Other organisations taking part in this event were:

- Costa Brava Girona Tourist Board
- Provincial Government of Tarragona Tourist Board
- Provincial Government of Lleida Tourist Board
- Provincial Government of Barcelona
- Barcelona Turisme
- Town Council of Cambrils
- Avantgrup



Visits were made to sports facilities and different activities were enjoyed.



# TECHNOLOGY, INNOVATION AND INTELLIGENCE

One of the Catalan Tourist Board's objectives is prioritising initiatives that integrate innovation into the organisation. As a result, it is driving the launch of services that support innovation and market intelligence, and the incorporation of new technologies.

# 5

## Data to better understand demand

As indicated in its **Research Plan**, the CTB is working on obtaining a sophisticated market intelligence system, capable of providing practical information to the sector and helping decision-making.

**This system will make it possible to obtain more information and transform it into intelligence. In turn, this will make it easier to increase the performance of tourism marketing and improve the competitiveness of Catalan destinations and companies.**

The CTB will make the **data obtained** and **relevant information** actively available to the Catalan tourism industry, presenting them in an appealing, visual and educational way, and published using a secure, restricted system with a practical interface that is easy to understand.

As such, work has been done to identify suitable content, and the roadmap is now defined for rolling out the technological platform that will be the repository for this content. In addition, an initial study has been done to see how to drive the process of data culture.

In 2021, work has continued to monitor the main **indicators** of tourist activity in Catalonia. A document was made available in 10 parts to the sector with information about different indicators such as flight activity and the evolution of reservations and cancellations in hotels. Business tourism activity, the evolution of Catalonia's reputation as a holiday destination on social media, and behaviour and intentions



*Key indicators of tourist activity.*

regarding travel from different outbound markets are among the other aspects on which the document has provided information. There has also been monitoring of the vaccination rates in different countries and restrictions related to the pandemic.



As part of the efforts to continually improve the service offered by the CTB to tourism companies in Catalonia and companies around the world, a survey has been done both in the Catalan sector and abroad to be able to align the CTB's services on offer with what companies expect.

Work has also been done with data to get to know demand better. In this regard, **information on tourist arrivals has continued to be monitored**, using both official information sources as well as air traffic platforms, which allows for a more accurate analysis, by passenger origin and by airport.

In terms of the markets, information was shared regarding the **intention to travel** in Italy, Israel, Korea, India, Japan and South-east Asia. The intention to travel of Dutch and French citizens has also been examined, and in the Spanish market, surveys on the subject were done for 5 weeks. The Barometer for the Spanish market has been strengthened.



Throughout the year, different studies were done to keep the sector informed.

## The pandemic has changed the way we travel.

Currently, safety, uncrowded destinations and rural settings are the main factors considered when travelling, and as such a survey was done on the subject with the caravanning sector in the Nordic countries. In addition, sustainability is being emphasised so an approach was made to the Australian and New Zealand markets to know how they assess the sustainability attributes of a destination when choosing a trip.

**In terms of products, and within the framework of the year of sports tourism, work has been done on:**

- ✓ **The profile of the sports tourist** as well as the profile of German golfers and cyclists from the Netherlands.
- ✓ **Family tourism**, with an analysis done on both demand and supply in this sector.
- ✓ **Medical tourism**, which has been strengthened due to the restrictions in place in neighbouring countries and, as a result, an analysis was made of Russia as an outbound market.

In collaboration with the CTB's Offices Abroad, work was carried out on the **holiday calendar** that, together with the analysis of arrivals and flight bookings, has helped take better decisions when it comes to designing marketing campaigns and identifying opportunities for capturing clients in **more than 30 markets**.

European projects have been key during this period and the CTB has collaborated on evaluating the **CHARM** programme. In addition, an initial approach was made to the Tourism of Tomorrow Lab of NECSTouR, and as Premium members, the CTB will work on shared topics with other members.

**Big data have been essential to be able to provide continuous information to the sector; these are the platforms that have been worked on:**



### FLIGHT ARRIVALS AND RESERVATIONS

Platform divided into two main sections:

- **Performance:** Data about flight arrivals and future reservations for the next 5 months.
- **Marketing:** Data about tourist profiles based on flight reservations. Global information covering 15 nationalities.



### FLIGHT CONNECTIVITY

Indicators about **flights, seats, flight connections, airlines and airports operating** in Catalonia, from around the world. Historical data for 20 years and information about the coming 11 months.



### ALOTJAMIENTOS

Indicators about **hotel reservations** by data of reservation and date of arrival, as well as average stay and level of **cancellations**. Global information and from 26 nationalities for the destinations of **Catalonia, Barcelona, Lloret de Mar and Salou-Cambrils-La Pineda**.

Work continued with **TDS MICE** to know how to restore meetings tourism, and an evaluation was done of data collection in Catalan tourist offices by viewing the results of this process through PowerBI. Priority market country listings have been updated, using the latest available data.

As indicated in the **Research Plan** mentioned above, the transfer of knowledge is key and, as such, during the year different presentations were made to affiliates, and videos were



### REPUTATION OF THE CATALONIA BRAND

Analysis of opinions on social media (Twitter, Instagram and Facebook) and online press (blogs, forums and opinion pages) to find out from 9 outbound markets about: interest in the destination, renown and reputation of the destination, topics, attitudes, safety and Covid-19.



### SPENDING

Pilot test. Spending in summer 2019 and a comparison with 2018.



### TRANSPORTATION

Pyrenees. Transportation used by tourists and hikers in the Pyrenees during 2019.



### COMPETITOR ANALYSIS

Online activity through the analysis and comparison with Catalonia of websites and social media of different competitor destinations: Andalusia, Provence-Alps-Côte d'Azur, Italy and Croatia.

prepared of surveys and studies along with infographic videos, publicity presentations, infographics, etc., all in accordance with the **new regulations on graphical market intelligence** and the CTB's own regulations.

# MANAGEMENT, ORGANISATION AND GOVERNANCE

To ensure that Catalonia continues being a leading tourist destination, we have to keep working on those projects that create added value and make it possible to manage sectorial problems that are economically, socially and politically significant. This means working together with key players in the industry to be able to successfully implement the strategy set out for each area of activity.

# 6

## Catalonia: a sustainable and inclusive destination

Catalonia is a destination with a strong commitment to addressing tourism management in an environmentally, socially and economically responsible way. This is a tourism model that wants to reach its goals while contributing to the meeting of the Sustainable Development Objectives and the objectives of the National Plan of Catalonia Agenda 2030.

In 2021, **different actions and projects** have been undertaken to make it possible to move towards these objectives, from different ambits:



### 1 Launch of a new 2020-2023 sustainability strategy

This year has seen the launch of the **Sustainability Strategy 2020-2023**. This new strategy incorporates the CTB's planned contribution to reaching the Sustainable Development Objectives and the objectives of the National Plan of Catalonia Agenda 2030. What's more, the new sustainability strategy is aligned with both the Marketing Plan 2018-2022 (currently being revised) and the Strategic Plan of the Tourism Directorate General. The Sustainability Strategy 2020-2023 is made up of **15 strategic actions** framed within **4 areas of activity** (governance for the organisation's sustainability; governance of tourist activity and relations with the sector; supporting sustainable tourism options and their promotion with a sustainable outlook; and sustainability of the tourism model through the markets) which will be rolled out in **5 activation phases**.



The new sustainability strategy involves 15 actions and 4 areas of activity.

## 2 Update of the *Tourism for everyone* manual

This manual has been updated to an html5 format to make it easier to consult and view the contents. The CTB created this document in light of the possible difficulties that some in the tourism sector might have when it comes to adapting tourism establishments and facilities. The document provides companies with **advice** and **ideas** for improving the quality of the facilities and services that they offer clients, as well as the information about sector's social responsibility. **This year, 6 specific videos have been created** on improving visualisation in different areas of hotel accommodation:

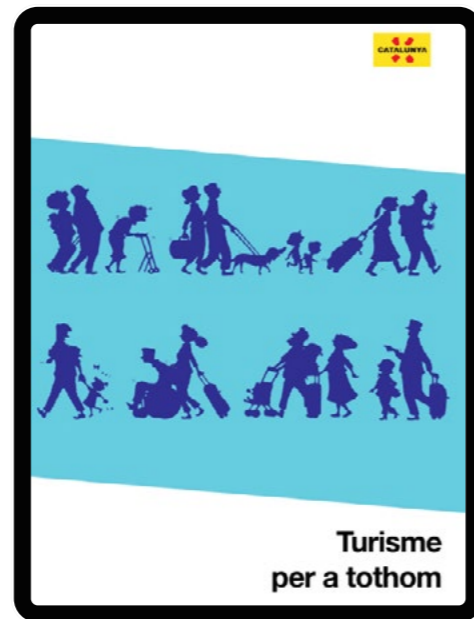
Reception      Bedroom      Restaurant

Bathroom      Swimming pool      Entrance

## 3 Round table on Tourism for everyone in Catalonia

This round table was hosted to coincide with an event on accessible tourism organised in November by the Catalan Spina Bifida and Hydrocephaly Association at the Institut Guttmann. The organisations Parks of the Provincial Government of Barcelona and the Tourist Board of the Baix Empordà County Council took part in the round table.

During the awards ceremony of the Design For All Foundation, held in May, the *Tourism for everyone* manual received a special mention in the category of projects, proposals, initiatives, methodologies and studies.



We want everybody to be able to enjoy a holiday.

We took part in events to promote tourism for everyone.



## 4 Update of the publication *Catalonia, a sustainable destination*

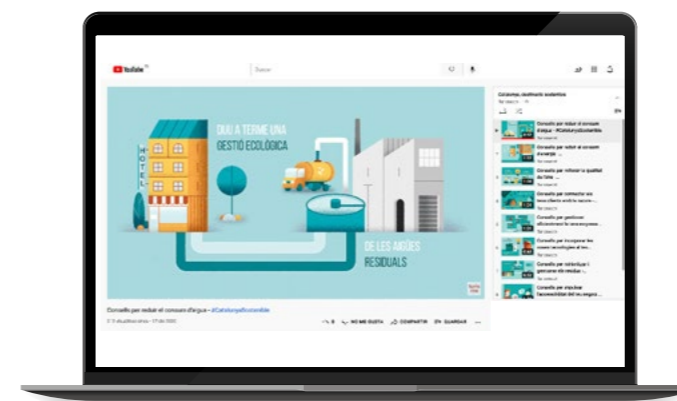
This publication has been updated to level AA (in terms of accessibility) as set out in Spanish Law 1112/2018 on the accessibility of public sector websites and apps for mobiles. The CTB has adapted and transformed the document to bring it into line with all requirements that ensure and encourage accessibility for everybody. The publication is a collection of public and private initiatives that bring Catalonia closer to more sustainable management, and that can work as a reference for all companies and organisations in the Catalan tourism sector.



We help the sector to implement sustainable management.

## 5 Diffusion of initiatives regarding sustainable management

Through the CTB's corporate Twitter account, **10 videos on sustainable management** have been shared; they aim to improve this aspect of tourism with ideas on how to manage water use, rubbish, make the business more accessible, etc.



Tools have been created to make it easier for the tourism sector to improve the sustainable management of their businesses.

## 6 Programme of voluntary agreements with the Catalan Office for Climate Change

For some years, the CTB has been part of the [Programme of voluntary agreements to reduce CO<sub>2</sub>](#). This participation implies a voluntary commitment to reducing greenhouse gas emissions beyond the level that is obligatory in law; every year an inventory is done of these emissions, and suggestions are made about measures to reduce them, where possible. Currently **4 out** of a possible **14 indicators** are checked.

**The aim is to progressively introduce more indicators into the calculation.**

Participation in this programme of voluntary agreements is renewed each year through the Catalan Office for Climate Change, an organisation that verifies and ratifies membership of the programme. In 2019, there was a **63%** reduction in emissions produced through the consumption

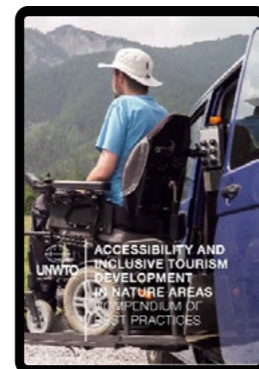


The CTB has been part of this programme since 2012.

of water, and a **33%** reduction in those produced by transportation/distribution. In total, 2019 saw a reduction of **69.4%** in global emissions. However, the data from 2020 are not comparable with those of previous years because the Covid-19 pandemic affected activities at all levels.

## 7 Collaboration with the UNWTO on good practices for accessible tourism in nature and rural spaces

Work has been done with the UNWTO to research good practices as part of the project UNWTO-Good Practices on Accessible Tourism in Rural and Nature Areas. During the Fitur fair, held in Madrid in May, the CTB attended the presentation of the report, [Accessibility and Inclusive Tourism Development in Nature Areas](#). 'Breaking down barriers' from the Natural Parks department of the Catalan Generalitat Government, 'Don't stay at home' from the Provincial Government of Barcelona, and Can Morei were all chosen as examples of good practices.



It's important to know about good practices to be able to implement actions that promote accessible tourism.

## 8 Renewal of the Biosphere Responsible Tourism Destination certificate

**In November 2015, Catalonia became the first major integrated tourist destination to receive the Biosphere Responsible Tourism certificate from the Responsible Tourism Institute.**



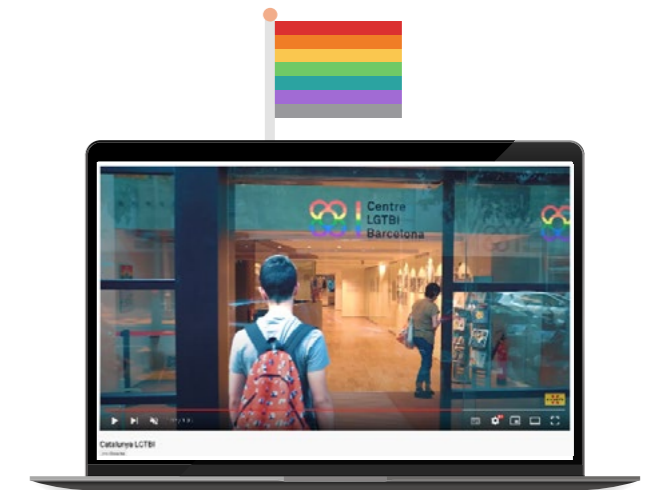
This certification is an international recognition of the work done by the Catalan tourist sector – both public and private – to drive a model of sustainable tourism, one that guarantees visitors can enjoy a sustainable experience and contribute to the preservation of the region's natural and cultural heritage and to the improvement of the local economy, while reducing their impact on the environment. The Biosphere certification doesn't just establish quality, accessibility and environmental criteria, it also includes requirements on sustainability, such as social responsibility, preservation of cultural assets, satisfying the expectations of tourists, and improving the quality of life for the local population.

## 9 LGBTI

The CTB has worked for some time to position Catalonia as a LGBTI destination. Through a vision centred on the values that the region has to have as a destination (responsible, sustainable and inclusive), care is taken to ensure that this community is present in any segmented products developed by the CTB. As part of this positioning strategy, a [promotional video](#) has been created to raise awareness among the LGBTI community about the attractions of Catalonia.

**The main objective is to establish that this group can enjoy everything that Catalonia has to offer, from wine, gastronomy and cultural tourism to sport and family holidays.**

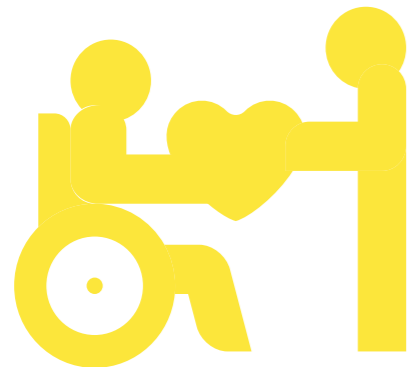
The video was made in collaboration with Pride BCN, Gayles TV, Snow Queer Festival and the Matinée Group. In addition, in September, Catalonia took part in the annual convention of IGLTA, the International LGBTQ+ Travel Association, in Atlanta.



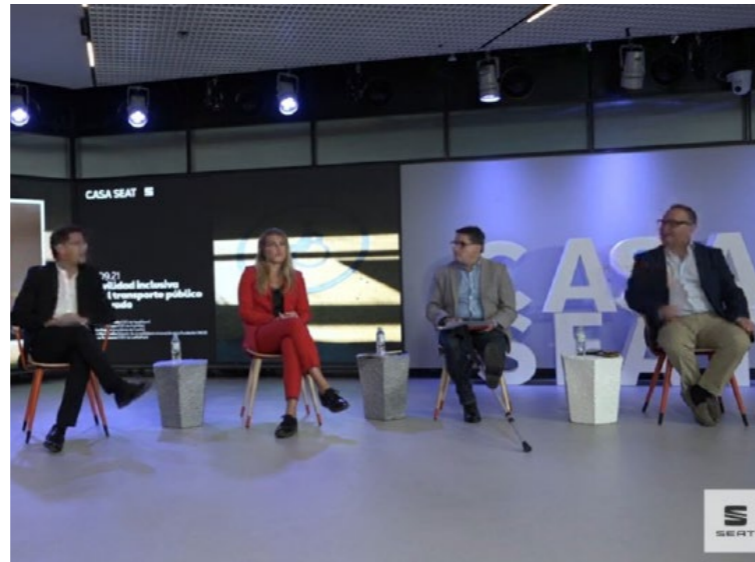
## 10 Accessible transport

As part of the European Mobility Week, the CTB took an active role in the Co-creation Day for Inclusive Urban Mobility, during which various **challenges were addressed** such as:

- Places reserved for people with reduced mobility
- Management of users/cards for people with reduced mobility
- Optimal planning of places for people with reduced mobility



The final document, titled *Guidelines for accessible mobility* and that is the result of collaboration between more than 100 public and private organisations that are experts in accessibility and mobility, was presented at an exclusive event at Casa Seat during the event 'Inclusive mobility in public and private transport'.



Co-creation Day for Inclusive Urban Mobility.

## 11 Collaboration agreement with the association Tourisme & Handicaps

The CTB's Office Abroad in France has joined the association Tourisme & Handicaps in line with the organisation's commitment to inclusive tourism. As a result, in the December issue of its monthly magazine, the association dedicated an article to Catalonia as an inclusive tourist destination. The article can be read here: <https://tourisme-handicaps.org/magazine-tourisme-accessible-decembre-2021/>.

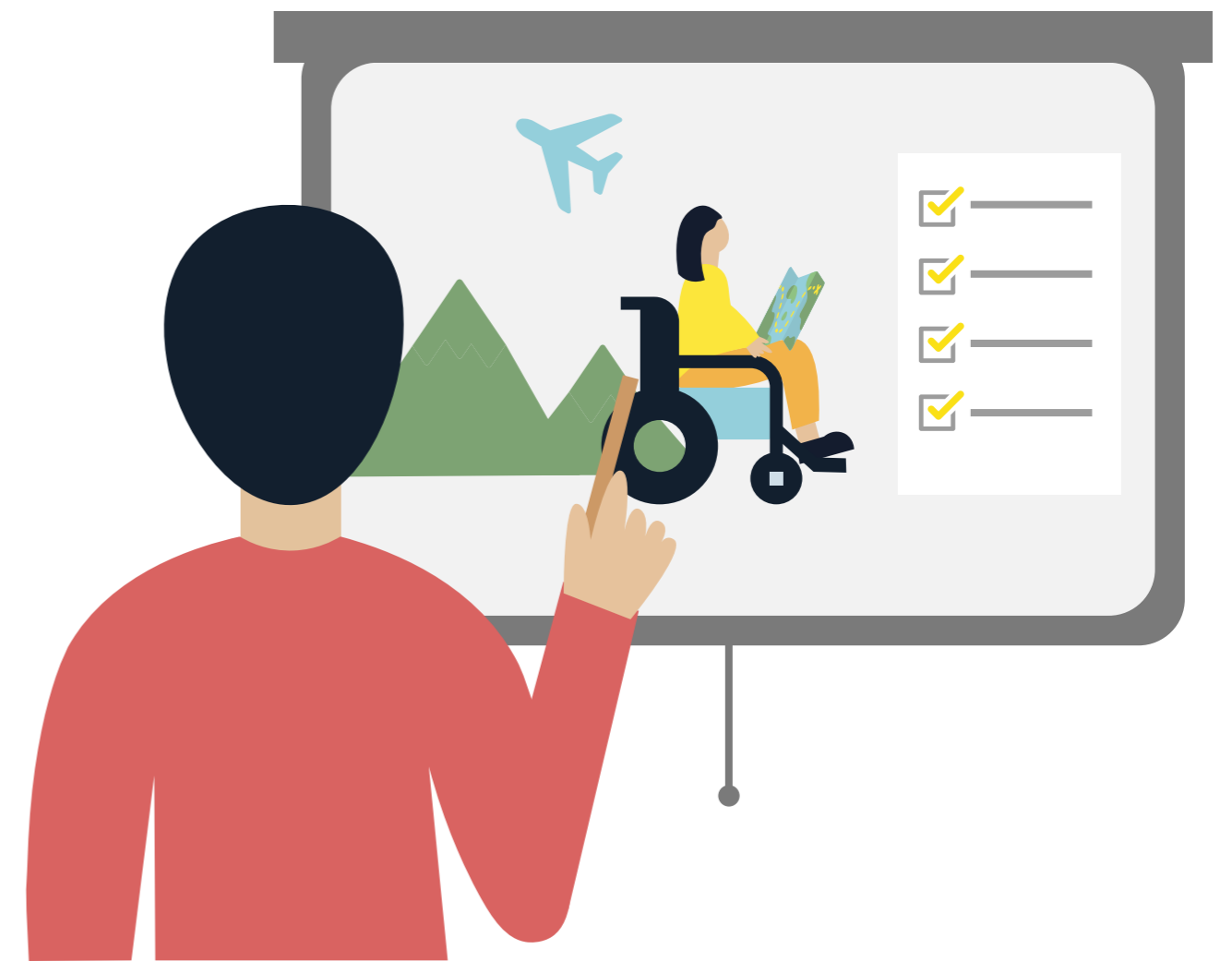


## 12 Training

As a result of its desire to keep improving the quality of tourist experiences and services on offer in Catalonia, the CTB has again offered training on accessible tourism/tourism for everyone. **This year, the options were increased with 5 new capsules of specific training, covering:**

- Sports and accessible tourism
- Accessibility and culture
- Accessibility to the natural environment and rural spaces
- Tourist offices and accessibility
- Smart cities and accessibility

To expand the reach of the document *Manual on tourism for everyone*, a new edition of the training session, 'Make your establishment accessible' was organised.



# Almost 2,000 professionals have taken part in CTB training courses

In 2021, new courses were launched for [#formacióturismecat 2021](#), the CTB's annual training plan aimed at companies and organisations in the Catalan tourism sector.

Following the guidelines established in the Catalan Strategic Tourism Plan, the objective of [#formacióturismecat](#) is to help increase the competitiveness of tourist companies and organisations.

This training plan has been designed around **4 itineraries:**



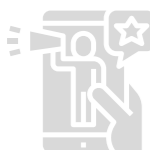
## Itinerary 1

Innovation in tourism products and services: training participants in the use of tools and methodologies directed towards the generation of new products and innovative services.



## Itinerary 2

Digital transformation: the objective here is to demonstrate to participants the opportunities from and potential of applying digital transformation to tourism companies.



## Itinerary 3

Digital marketing: the aim is to provide participants with practical knowledge in the use of tools and technologies to promote their products and services through digital channels (web and social media).



## Itinerary 4

Sustainability and accessibility: the objective is to redirect tourism activities towards a more sustainable and responsible model.



Various training courses have been held.

There is a total of **58 courses**, that add up to **307 teaching hours**, from which **1,661 professionals** in the tourism sector have benefited so far.

Different training **modules** have been developed:

- In-person
- Virtual classroom (synchronised streaming)
- Tutored self-training (non-synchronised)
- Mass open online courses (MOOC)



The training courses have been made available across Catalonia via the online platform.

**The courses have received an average overall satisfaction rating of 4.41 out of 5.**

To help ease the consequences of Covid-19, and until tourism activity has returned to normal, registration for all courses is free.



## 23rd year of trainees in the CTB's Offices Abroad

At the start of the year, the CTB incorporated two trainees to cover available places in its Madrid and Paris offices.

This is the 23rd year of the CTB's trainee scheme; since 1997, a total of 195 young people have taken advantage of it.

Moreover, in 2021, the following traineeships were renewed:

- 1 Madrid
- 1 Paris
- 1 Milan
- 2 Frankfurt
- 1 Brussels
- 2 London

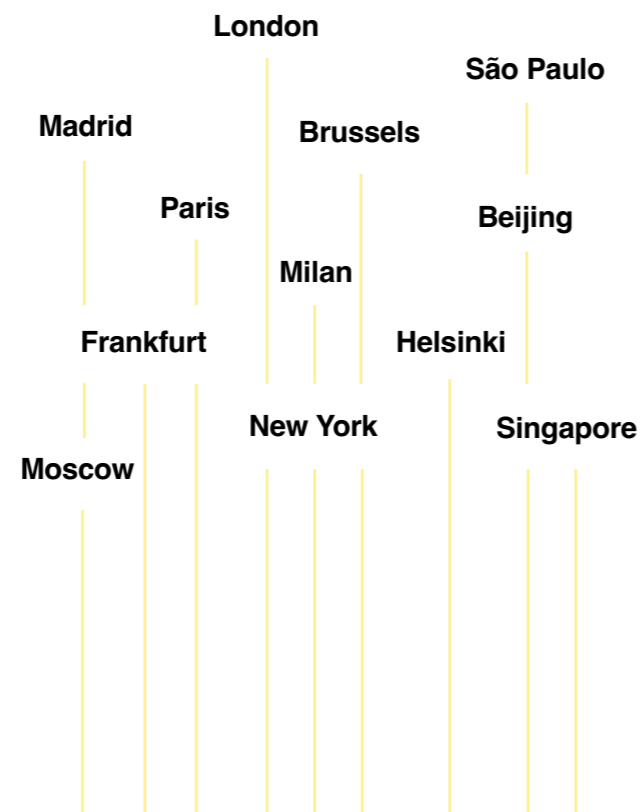
The Catalan marketing tourism training scheme offered by the CTB has a double objective: to train professionals qualified in the Catalan tourism sector, and offer them experience that they can later apply in the development of their professional career.

To apply for the scheme, the requirements include: an official university degree (degree, bachelor's degree or diploma), 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 no older than 30.

The duration of the scheme is one year (in 2021, from January to December) with the possibility of extending it for an additional year, in this case until December 2022. In terms of the financial endowment, it varies according to the destination, and this year it ranged between €16,862 and €24,507.

The CTB has promotional tourist offices in:



## Work starts on CTB Equality Plan

This year, the CTB has started work on producing its Equality Plan. Equality awareness sessions were held in December, as it was considered essential that the team is aware of gender diversity.

These sessions were given to 4 different groups, and implemented in a **chronological order**:

In these sessions, work was done on:

### FIRST

Addressed at the Board of Directors.



EQUALITY

### SECOND

Addressed at the directors of the CTB's Offices Abroad.



DIVERSITY AND INCLUSION

### THIRD

For team heads.



CONSCIOUS AND UNCONSCIOUS BIASES

### FOURTH

For the rest of the team.



THE IMPORTANCE OF INCLUSIVE LANGUAGE

# StarTechTour

StarTechTour is a project promoted by the Directorate General of Tourism and the CTB. Its objective is to stimulate innovation in tourism-related technology, so that such initiatives can help with the post-Covid-19 recovery of tourism and make it possible to generate income around Catalonia.

In the first edition of the StarTechTour, five corporations relevant to the sector, all of which are partners or sponsors of the CTB, set challenges and the participating start-ups had to design technological solutions to solve each challenge. In 2021, the three winning companies –

Imotion Analytics, GoPopUp and Mooveteam – received support, guidance, contacts and resources to help accelerate the consolidation of their businesses.

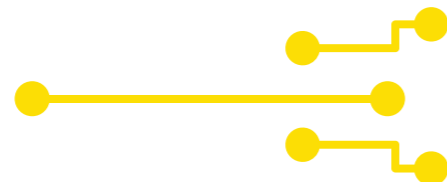
The following activities and actions were carried out:

**5 MEETINGS**  
Five two-hour business meetings were held with two mentors (a total of 20 hours) accredited by ACCIÓ, the Catalan Government’s agency for business competitiveness.

**SESSIONS**  
Dedicated sessions were held to widen both their knowledge of the tourist sector and their network of professional contacts.

**PROMOTIONAL VIDEO**  
A promotional video was made of each company, and these were promoted through all of the CTB’s communication channels (website, social media, events...).

**PROMOTIONAL EVENT**  
The presence of these companies was promoted at **4YFN** (4 Years From Now), a business platform for start-ups organised by the Mobile World Capital Barcelona (MWCB) and GSMA, the association that represents the world’s main mobile companies.



It should also be noted that this project received the Alimara Through Digitalization Prize.

StarTechTour has been supported by and benefited from the participation of:

The Catalan Government’s Department of Digital Policies

ACCIÓ

The Catalan Government’s Centre of Telecommunications and Information Technologies

Eurecat

Mobile World Capital Barcelona

Imotion Analytics

Mooveteam

Go PopUp

A still from the Imotion Analytics video.



The aim of this project is to stimulate innovation in tourism technology.





# Miro in Cube innovation competition

In June, the 2021 edition of the Miro in Cube innovation competition took place simultaneously in Perpignan, Barcelona and Palma (three cities of the Pyrenees Mediterranean Euroregion).

The Generalitat of Catalonia, through its departments of Business and Work, Vice-Presidency, Digital Policies and Territory, co-organised this initiative with the University of Perpignan and the Balearic Foundation of Innovation and Technology.

**Its objective is to encourage the creation of innovative projects in the area of sustainable tourism.**

Miro in Cube 2021 poster.



Participants in this **hackathon** had to work as a team over a weekend to develop an idea for a product or service related to the theme established for this year's edition: tourism and resilience. The aim was to highlight the capacity for recovery in the tourism sector to get over a year marked by the Covid-19 health crisis.

As such from 25 to 28 June 2021, the third edition of the Miro in Cube innovation competition took place. In Barcelona, it ran from June 25 to 27 at the Hotel Alimara.

**The winners were:**

- ✓ 1<sup>st</sup> prize: Altour
- ✓ 2<sup>nd</sup> prize: Slowcal
- ✓ 3<sup>rd</sup> prize: StarBound



The objective of this competition is to encourage the creation of innovative tourism projects.

One of the groups taking part in the final of the hackathon.



The grand final of the Miro in Cube hackathon was celebrated on 28 June as part of 4YFN, within the programme of the Mobile World Congress, where an international jury awarded the Euroregional Prize in Tourism Innovation and the Amadeus Prize to the best technological solution. **Kultours** won the **Euroregional Prize in Tourism Innovation**, while the **Slowcal** project took the **Amadeus Prize for Developers** for the best technological solution.

**This event enjoyed the collaboration of:**

- ✓ CETT (Barcelona School of Tourism, Hospitality and Gastronomy) as strategic partner
- ✓ Mobile World Capital Barcelona, the partner who provided the prizes for the three best projects presented in Barcelona
- ✓ Hotel Alimara Barcelona
- ✓ Eurecat technological centre

## ‘Women and tourism: a feminine view of tourist activity’ round table

As part of the events to mark International Women’s Day, the CTB organised a round table session titled [‘Women and tourism: a feminine view of tourist activity’](#).

Moderated by the tourism journalist Carme Ayala, this debate featured:

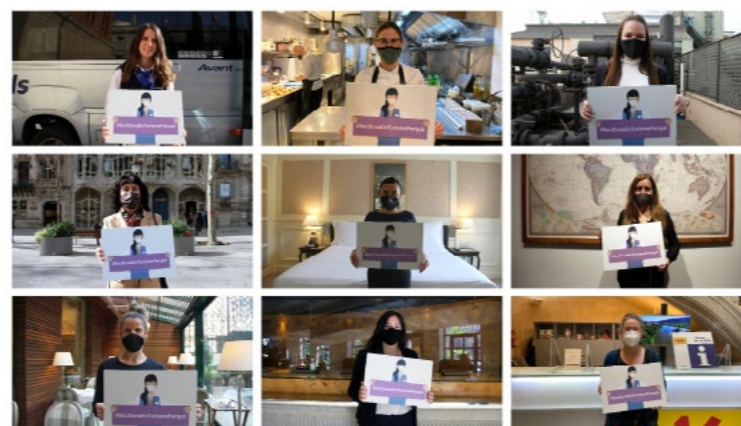
- ✔ **Anna Albuixech**, director general of Ohla Hotels
- ✔ **Mar Alarcón**, founder and CEO of SocialCar
- ✔ **Isabel Galobardes**, president of PIMEC-Turisme
- ✔ **Berta Cabré**, president of the Business Federation of Hospitality and Tourism of the Tarragona Province
- ✔ **Mercè Escrichs**, head of the Area of Tourism Knowledge, Quality and Competitiveness in the Catalan Government’s Department of Business and Knowledge

The debate was complemented by the projection of various videos featuring women who work in different parts of the tourism sector, from an agent working in a tourist office to a driver of a tourist bus. **Ana Ortega, Àngela Hidalgo, Maria Pairó, Carlota Claver, Txell Queralt, Mar Gil, Jara García, Noelia Gascón** and **Pilar Vivet** described their experiences and the challenges they face each day.

In parallel to this, the campaign **#SocDonaEnTurismePerquè** (I’m a Woman In Tourism Because) was launched on social media to encourage all women in the sector to explain why they work in tourism and what it means to them to be part of this field.

The CTB created this initiative as part of the campaigns that are promoted each year by the Catalan Generalitat Government, whose slogan in 2021 was **‘Women and men, co-responsible!’**.

Photo of women with the poster of #SocDonaEnTurismePerquè.



## Catalonia advances the creation of products to strengthen ‘slow tourism’

The CTB heads up the [Med Pearls](#) project, which is co-financed by the European Union through the ENI CBC Mediterranean–Sea Basin Programme: its objective is to create **26 tourism experiences** – the 26 pearls of the Mediterranean that give the project its name – in **13 pilot areas** in the participating countries (Egypt, Greece, Italy, Jordan, Palestine and Spain).

**The aim of these experiences is to position the Mediterranean as a quality and excellent ‘slow tourism’ destination at a global level.**

In the case of Catalonia, the investment for these projects has been channelled to the counties of **Les Garrigues, Ribera d’Ebre** and **Anoia**. In each county, the CTB collaborates with the provincial government and county council to provide continuity to the project, and works with local agents and representatives who bring local value to the experiences.

Catalonia wants to position itself as a ‘slow tourism’ destination.



In 2021, documents have been published detailing the [commercialisation](#) and [promotion](#) of 'slow tourism' products, and various events have been held for exchanging experiences, such as [Strengthening the Mediterranean Tourism Sector](#) about online B2B networking, and the [BRIDGE event in Egypt](#) where various Catalan companies could meet others from the Mediterranean region and hear at first hand about different pilot projects, in this case, in **Egypt**.

The CTB is planning to subsidise the cost of creating up to 6 tourist products in the three Catalan counties mentioned above with up to €16,000.

**Three promotional spots about the pilot areas were also filmed.**

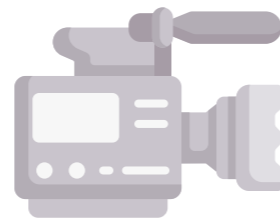


A visit was made to the pilot areas of the Alexandria project.

Recording one of the promotional spots.



In the upcoming final year for implementing this project, the CTB will select the companies that will receive this financing for the development of 'slow tourism' products.



## Stimulating sustainable tourism in the Mediterranean region

The CTB is a partner in a new European capitalisation project called [RESTART MED!](#) which will compile the best practices, tools and information from completed projects on sustainable tourism in the Mediterranean basin, to benefit small- and medium-sized companies and to make contributions to policies on sustainable tourism.

With a duration of two years, the project plans to create a new Mediterranean network of **sustainable tourism** that will reinforce those networks that already exist and develop a meeting point for public and private organisations in the Mediterranean zone. The initiative also aims to train tourism companies in the Mediterranean and give them support for the creation of sustainable tourism experiences, so they can increase their competitiveness and innovation.

**The overall objective is to contribute to the economic and social development of the Mediterranean, while reinforcing, disseminating and increasing the good practices and resources of sustainable tourism in the post-Covid-19 era.**

leaders in training and establishing criteria for awarding subsidies to companies, the CTB has started working on its training plan, taking into account training sessions that have already been done within the framework of [#formacio turismecat](#) and other projects on sustainable tourism in the Mediterranean. Similarly, and bearing in mind the CTB's internal sustainability plan, the CTB is also working on 13 training sessions and 8 activities related to the integration of citizens and the service sector to create synergies and help the agency meet its objectives.



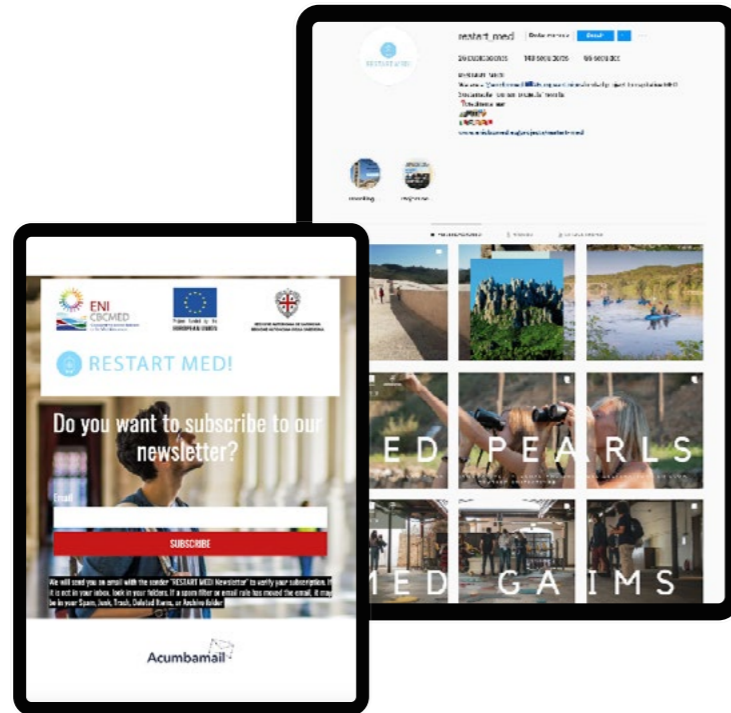
RESTART MED!

Thanks to this project, which was launched in September, the CTB can showcase the work done by different European projects in the Mediterranean, including the [Med Pearls](#) project, headed by the CTB, and others such as [MEDUSA](#), [CROSS DEV](#) and [MED GAIMS](#). As

The project held its first meeting in October with all of its partners, who will work together until August 2023. **The organisations taking part come from countries in the north and south of the Mediterranean:**

- ✓ Italy
- ✓ Tunisia
- ✓ Jordan
- ✓ Lebanon
- ✓ Catalonia

Currently, it's possible to access the project's [newsletter](#) and social media accounts on [Instagram](#) and [Twitter](#).



The CTB is a partner on this project.

# The European CHARM project finished with the creation of a transnational route of 10 charming villages in 6 different countries

After two years of implementation, the CHARM project, co-financed by the COSME programme of the European Union and headed up by the CTB, came to a close with the creation of a transnational route that includes **10 charming villages in 6 different countries**.

In March, the project's final conference was held online with the slogan 'Charming villages: empowering rural destinations in Europe'. The event, organised by NECSTouR, enjoyed contributions from the CHARM project's partners, tourism experts and invited speakers specialised in rural and digital tourism. The objective

of this event was to share the results of the initiative and present the project as a possible solution for tourism in a post-Covid-19 world.



## 1 Promoting charming villages in rural areas

The CHARM project, which had a budget of €533,280, aimed to create visitor **streams** towards rural areas and those which are less touristy, and contribute to **reducing** crowding in areas and cities that have a high level of tourists, as well as preserving and promoting historical and traditional heritage, architecture and landscapes in rural zones, through innovative experiences. The idea was to raise awareness about them through the advantages that **new technologies** can provide to rural villages to offer an unforgettable experience to visitors.

The CHARM project aims to create visitor streams towards less touristy areas.



During these two years, the CTB has had 6 partners:

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

As a result of this project, a transnational network of 10 charming villages was created across 6 different countries:

- ✓ Rupit and Taüll (Catalonia)
- ✓ Burg-Reuland (Belgium)
- ✓ Sortelha and Monsaraz (Portugal)
- ✓ Oravi and Mathildedal (Finland)
- ✓ Cunziria (Italy)
- ✓ Seiffen and Friedrichstadl (Germany)

Rupit and Taüll are two of the charming villages that make up this network.



Work has been done in the following areas:



#### PROMOTING VISITS

Over 50 activities and more than 20 tourism stays of one to two nights have been promoted to draw visitors into the daily life of the chosen destination, enabling them to take part in its lifestyle and traditions, and enjoy a singular experience.



#### CREATING A WEBSITE, NEWSLETTER AND APP

An app has been created for consulting information about the project and the villages, as well as a website and a newsletter.

Although the CHARM project has finished, the network of villages aims to keep growing, continuing to provide visibility to these European villages and incorporating new ones.



#### RAISING AWARENESS

The network was also promoted at international events including Fitur (Madrid), ITB (Berlin) and WTM (London).



## 2 Good practices to strengthen rural destinations

One of the key actions carried out as part of the CHARM project is the promotion of good practices to strengthen knowledge about rural destinations through a [guide compendium](#) created using examples from different destinations around the world.

Its objective is to provide ideas and guidelines to villages about **new methodologies** that they can apply to promote and market their destinations. Different values are featured including sustainability, development of communities, innovation, and evolving towards new digital settings. The guide was created using examples of success selected from among other destinations around the world.

All information about the CHARM Project can be found on this website: [www.charmingvillages.eu/](http://www.charmingvillages.eu/).



# Unique ecotourism experiences on both sides of the Pyrenees

The CTB is a partner, together with the Catalan Government's Directorate General of Tourism, in the cross-border [EPirEMed](#) (Pyrenees Experiences, Mediterranean Emotions) cooperation project, which is a step towards integrating tourism in the eastern Pyrenees on both sides of the border between France and Catalonia.

Through collaboration between leading public and private tourism organisations, new cross-border tourism products have been created with the aim of attracting international visitors via joint promotional activities.

The EPirEMed project has this year arrived at its final stage with the launch of the multilingual website [www.epiremed.eu](http://www.epiremed.eu), which will provide visibility to 30 new sustainable, cross-border experiences as well as services and activities from small- and medium-sized businesses across the whole EPirEMed area that have registered on the platform.



The [30 sustainable, cross-border experiences](#), created and marketed by travel agencies from the cross-border Pyrenees region, include suggestions for everyone and cover a diverse range of themes: trips for the whole family, active tourism, historical tours (exile routes), wine tourism, nature and wellbeing...

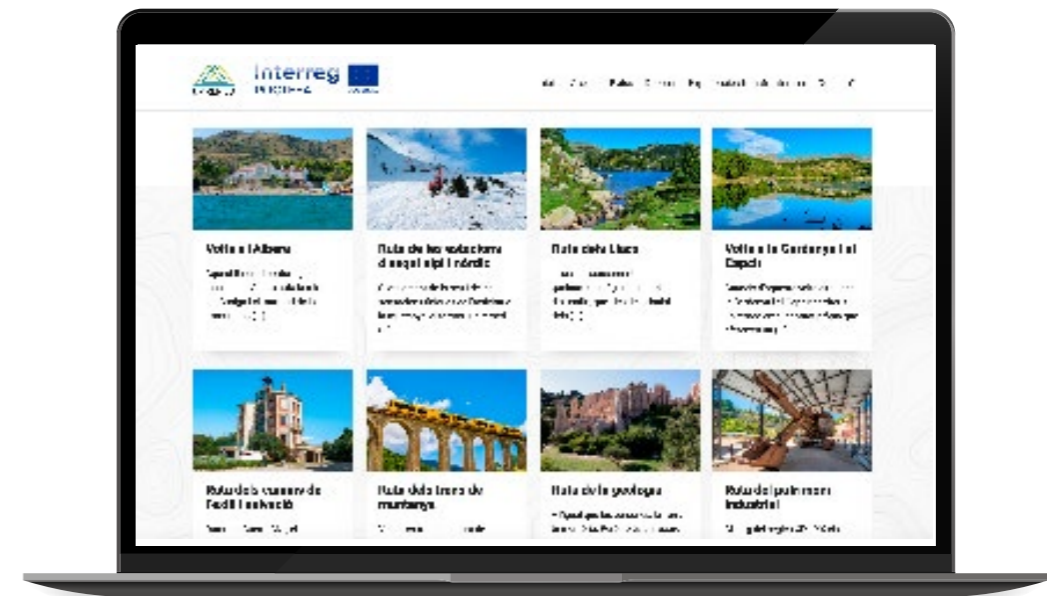


This project aims to create sustainable, cross-border tourism routes.



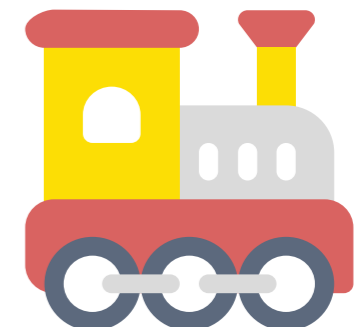
The web platform also features [17 themed routes](#) to inspire visitors, who can plan their trip based on the almost [650 activities and services](#) provided by local companies (accommodations, activities, shopping and local products, information, restaurants and transport). Lastly, the

project had a specific advertising campaign, coordinated by the CTB in national and international markets through both online and offline media in December 2021, with the aim of promoting the platform and the sustainable, cross-border experiences created.



A multilingual website has been created.

**EPiREMED is led by the Ferrocarrils de la Generalitat de Catalunya (the Catalan Government's rail network) and co-financed by the European Regional Development Fund (ERDF) through the [Interreg V-A Spain-France-Andorra Programme \(POCTEFA 2014-2020\)](#).**



# NECSTourR, guided interregional cooperation to strengthen sustainability and competitiveness in tourism

From 2015 to September 2021, Catalonia presided over [NECSTourR](#), the network of European regions for sustainability and competitiveness in tourism. Since September, it has held the vice-presidency of the network together with the region of Île-de-France.

NECSTouR was founded in 2009 by Catalonia, Tuscany and Provence-Alpes-Côte d'Azur. Currently, it's made up of 40 European regions, 15 of which are among the 20 most popular tourist regions in Europe. What's more, the network has around 30 associate members that represent companies, institutions, associations from the European tourism sector, universities and research centres.

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

Currently, NECSTouR is working on the **recovery** and **transformation** of the European tourism ecosystem based on three key pillars: sustainability, digitalisation and socio-cultural balance.

Catalonia held the presidency of this network from 2015 until September 2021.



These three pillars are implemented based on three strategic actions:



## Climate Action Plan

NECSTouR declared the [Climate Emergency](#) in July 2021, and in November, it signed the [Glasgow Declaration: A commitment to a decade of Tourism Climate Action](#), at the same time committing itself to creating a Climate Action Plan by July 2022.



## Better Places to Live, Better Places to Visit

The [Barcelona Declaration 'Better Places to Live, Better Places to Visit'](#) (headed up by the CTB, aims to put both permanent and temporary residents at the centre of tourism policy and experience, and translate the principles of the Declaration into concrete action.

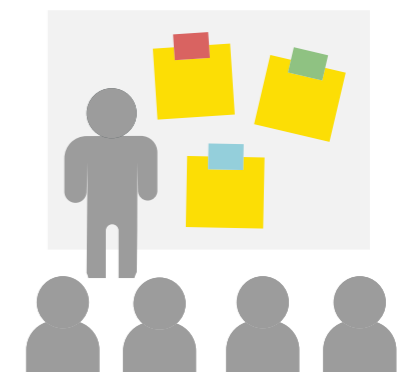
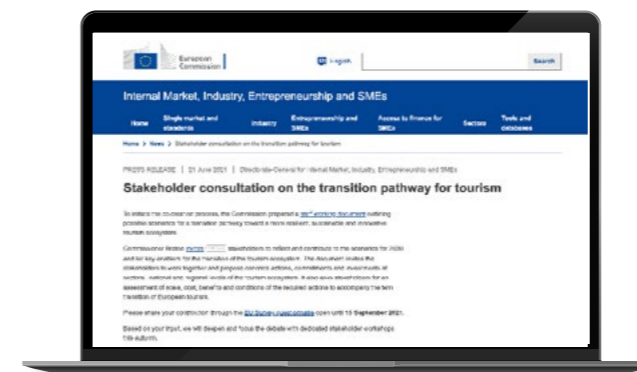


## Tourism of Tomorrow Lab

The Tourism of Tomorrow Lab aims to collect and facilitate the analysis of data to the benefit of tourism destinations, and provide them with intelligence to better define and monitor their strategies and initiatives.

NECSTouR also responded to the European Commission's ['Stakeholder consultation on the transition pathway for tourism'](#) and participated as an expert, representing NECSTouR in different focus groups and workshops aimed at pro-





viding support to the European Commission in the creation of a roadmap for the transition of the European tourism sector based on the results of the consultation.



# Corporate communication and Brand Catalonia

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 (DGT) to tourism professionals, the media and the general public. This year, Covid-19 has once more marked the way in which its work has been carried out, making it necessary to adapt to the current situation.

In terms of press and media relations the following were the key actions:

-  **CREATION**  
of 76 press releases and invitations.
-  **ORGANISATION**  
of 12 press conferences and other media events
-  **MANAGEMENT**  
of 187 requests received from 40 media. From these requests, more than 80 interviews with senior members of the CTB took place.
-  **APPEARANCES**  
on radio and in the press by CTB representatives totalled 145.



With regards to communication with the sector, 4 issues of Turisme Informa were published. This bulletin, launched in 2017, is a summary of news from the DGT and the CTB, and has 4,419 subscribers.



Direct line communication with the sector has included the sending of 106 circulars, which generated almost 900,000 messages.

The CTB's activity on social media was as follows:

## TWITTER

**@turismecat**  
corporate account  
**713**  
tweets  
**13,126**  
followers

## YOUTUBE

**@turismecat**  
corporate account  
**500**  
videos  
(98 were new in 2021)  
**24**  
playlists  
**2,605**  
subscribers  
**8**  
live broadcasts

## LINKEDIN

**228**  
messages  
**9,131**  
followers  
**1.2%**  
interaction rate





**CTB ASSOCIATES DURING 2021**



**PARTNERS DURING 2021**



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 Passeig de Gràcia, 105, 3rd floor  
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**PHOTOS**  
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