

The Government presents the plan for the reactivation of the tourism sector

Tourism, a driving force for growth



In 2020, Catalonia received 3.9 million foreign tourists, 80% less than in 2019, and the expenditure was 3,066.6M€

The International demand represents half of the visitors, but generates 85% of the income

Plan to reactivate the Catalan tourism sector

With the objective of recovering between 50 and 60% of the expenditure generated in 2019 by international tourism:

Between 11,000M€ and 13,000M€ of the 21,300M€ in 2019

More than 30 actions and 6,5M€

The target is to maintain national tourism and to reactivate international tourism demand



Outstanding actions of the plan to reactivate the tourism sector

Catalonia, a place made to measure

This May, the Catalan Government launches a new campaign aimed to the Catalan, Spanish, French, British, German and Benelux markets, which highlights the emotions experienced when traveling in Catalonia. The campaign has been done in collaboration with the Board of Tourism.



Reference fairs

Fitur (Madrid), B-Travel (Barcelona), ILTM Asia-Pacific (Singapore), World Travel Market (London), ITB China (Shanghai), IBTM World (Barcelona) and MedTravel Expo (Moscow), among many others

North America Market

Other actions in the North American market include the participation of the Catalan Tourism Agency in the LGTBI+ Assembly to be held in Atlanta in September and several actions related to the Premium brand in Florida, Las Vegas, Dubai, Qatar and Saudi Arabia

Catalonia Buy

A commercial event held every two years that brings together companies and organizations from the Catalan tourism sector with tour operators from different international markets to showcase their offer and subsequently market it in their own countries

Catalonia Restart Europe Tour

The Grand Tour of Catalonia will be presented to the media, bloggers and influencers from London, Paris, Berlin, Brussels and Madrid, a tourist product in the form of a circular route that allows visiting the main attractions of the territory in 5 sections

Commercial visit to New York and Miami

The two first cities that will have a direct flight to Barcelona, during the month of October

Santiago de Chile and Buenos Aires

It should also be noted that a workshop will be held in Santiago de Chile and Buenos Aires. In 2019 the ACT started a series of actions in these markets that were to be continued in 2020 but had to be cancelled due to the pandemic

Webinars

Aimed at tour operators and travel agencies in North America. This action has the participation of Barcelona Tourism, the tourism boards of the Barcelona and Girona provincial councils, and companies from the Catalan tourism sector

Asia-Pacific

A large part of the actions will also focus on the Asia-Pacific markets. In this sense, several presentations of the Catalan destination will be made to tour operators in Beijing, Tokyo, Singapore and Sydney

Catalonia, hello family!

In order to promote Catalonia as an ideal destination for families in the Catalan and Spanish markets, the ACT promotes the project throughout the year. Promotions and marketing actions are also carried out in the food and wine field.