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## Catalonia launches its international autumn tourist promotion campaign at London's World Travel Market

- The Catalan Secretary of Trade and Tourism presented today in London the new communication campaign of the Catalan Tourist Office (*Turisme de Catalunya*), a campaign seeking to promote Catalan destinations among the leading sending markets – United Kingdom, France and Germany.
- During the WTM, a coach displaying the motto of the campaign will drive around the streets of London. There will also be instances of external advertising at Heathrow, Gatwick, Stansted and Luton airports.
- The campaign, with a total cost of 1.3 million euros, will also include some TV spots to be broadcast in November on some of the leading international channels, such as CNN, BBC or CNBC, and some advertising inserts in the international press.

Tuesday, 7 November 2006.– Catalonia will premiere its new international tourist promotion campaign for the autumn and winter seasons in London, coinciding with the World Travel Market (WTM) fair being held at the British capital city. Oriol Balaguer, the Catalan Secretary of Trade and Tourism, and Ignasi de Delàs, Head of *Turisme de Catalunya*, presented today at the WTM's Catalan stand the new advertising campaign whose object is to strengthen the positioning of Catalonia in the European market, which is the most important for Catalonia. The campaign, which cost a total of 1.3 million euros, includes TV spots and advertising inserts in newspapers of European scope.

Oriol Balaguer, the Catalan Secretary of Trade and Tourism, talked of the importance of launching this campaign in London, as UK tourism ***“is very important for the Catalan tourist sector, with its in excess of 2.3 million British tourists during the year 2005 and more than 17 million night stays”***. According to Balaguer, the aim of the campaign is to obtain the loyalty of this market beyond the summer months, and also to *de-seasonalise* it; ***“this is why we present here in London an***



***exclusive and differentiated offer, with products to complement the traditional product of sun and beaches – products such as family, culture, urban, golf, wellness or gastronomy tourism”***, said Balaguer.

Coinciding with the fair, *Turisme de Catalunya* has further planned specific activities such as the launching in London of a transfer bus displaying a customised version of the campaign with the motto ***Catalonia: A Brilliant View***, and other instances of external advertising at the ExCel fair venue, like the setting up of indoor billboards and optical points of information. Within the framework of the specific campaign in the British market, a varied number of external advertising actions have been planned for the London airports of Heathrow, Gatwick, Stansted and Luton.

The autumn campaign will also consist of a promotion of a 20-second TV spot to be broadcast on the CNN, BBC, Eurosport, Discovery Channel and CNBC TV channels.

Apart from the actions planned for the British market, *Turisme de Catalunya* will also extend the campaign to the rest of Europe, rolling out a plan of communication activities across Germany and France. These two countries, together with the United Kingdom, account for more than 50% of the total of foreign tourists that visit Catalonia every year. Specifically, a number of external advertising actions will be conducted at the airports of Munich and Frankfurt.