



## **EU WEEK OF REGIONS AND CITIES**

### **Grand Tour of Catalonia**

**14th October 2020**

# Grand Tour of Catalonia Values



## A commitment to innovation

- ✓ **Digital transformation of destinations**
- ✓ **Application of technology in the management of information and the promotion of experiences**

## A commitment to sustainability

- ✓ **Environmental**
- ✓ **Economic**
- ✓ **Social**



# Grand Tour of Catalonia DNA



1

## **Cultural inclusion**

Knowledge and respect for the territory and its traditions

2

## **Expenditure in the territory**

Promoting knowledge of local life and local products

3

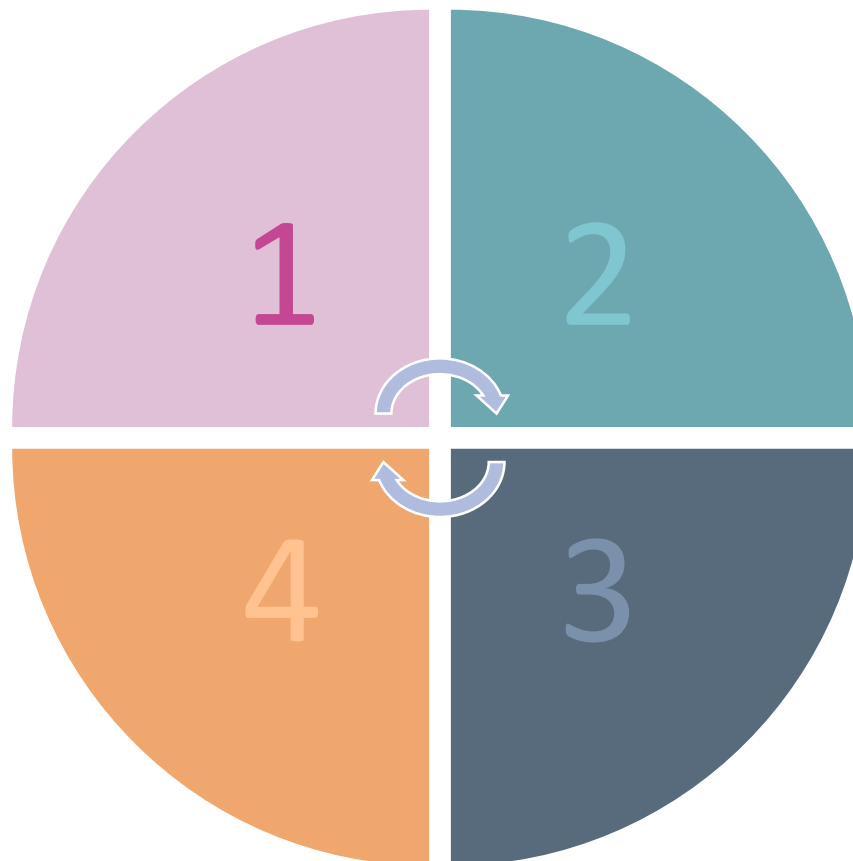
## **Sustainable tourism**

Respect for the environment by promoting the use of less polluting vehicles and public transportation

4

## **Accessibility**

A Grand Tour for everyone



## Goals

- ✓ To distribute tourism demand across the country
- ✓ To reduce seasonality
- ✓ To evidence territorial landscape diversity and activities
- ✓ To link several products and less-known routes
- ✓ To strengthen relationships with other public entities
- ✓ To strengthen the Catalonia tourist brand



## 4D Strategy

### Deseasonalisation

- Avoid travel seasonality

### Deconcentration

- Spread tourism across the country

### Diversification

- Promote diversity of tourists and tourism models

### Distribution of wealth

- Impact on local economies - increase expenditure per tourist.





# Target Audience



The touring tourist is a cultivated tourist, interested in culture with a medium-high purchasing power



Touring tourists organize their trip **individually**. And travel as a **couple**, in a **small group of friends** or as **family**



They know where they are going to and what they will find



They want a **variety of activities** that **make them discover the country** where they are travelling and enjoy the route



It is essential that the route goes through beautiful scenery roads: **the car journey must be part of the experience.**

# What is Grand Tour of Catalonia?

**A route to explore, discover, live, taste and enjoy Catalonia by motorized vehicle.**

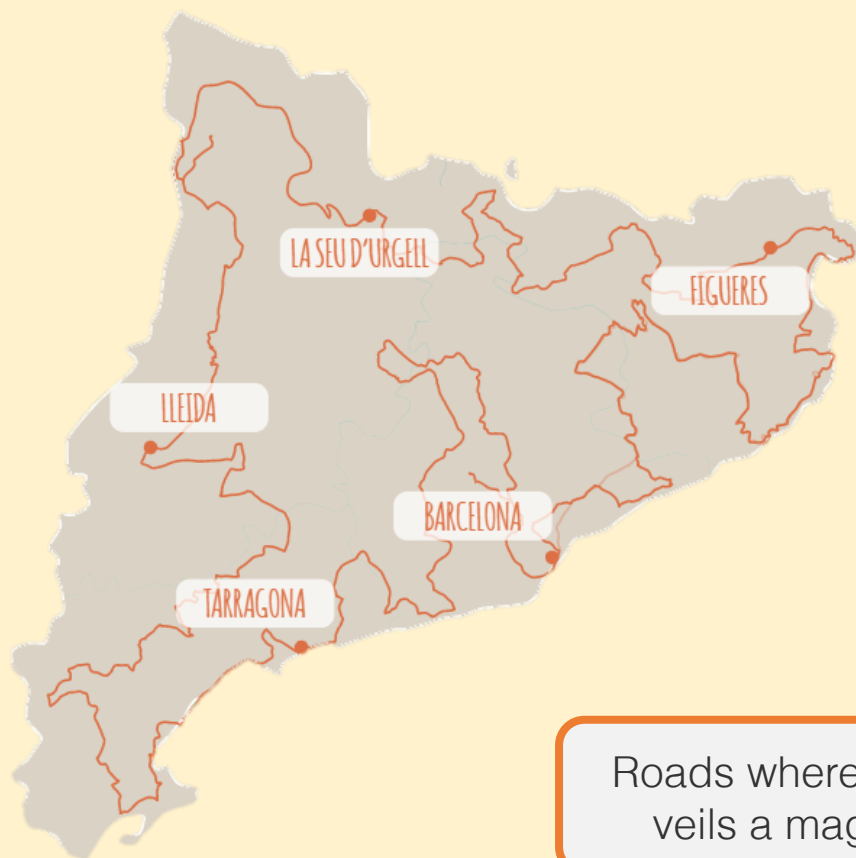


400 proposals  
of activities

2.000 km of pure  
nature that will let  
you meet the  
culture of Catalonia



Great tourist  
attractions of  
Catalonia



Hundreds of festivities  
and local traditions



Region of  
gastronomy  
& wine

Roads where each bend  
veils a magic corner



# Features and content

The **road-trip** around Catalonia includes all the **MUST** when discovering Catalonia concerning cultural, wine-gastronomic and active tourism.




**Iconic  
tourist  
route**

**5 Sections** of the tour around the identified must-sees in Catalonia

**Each  
section  
lasts  
5-7 days**

**Stages**

 These highlights are along Catalonia in rural and urban areas, mountains, inland or the coast.

Section 1:  
Barcelona -  
Tarragona

•Section 2:  
Tarragona -  
Lleida

Section 3: Lleida -  
La Seu d'Urgell

Section 4:  
La Seu d'Urgell -  
Figueres

Section 5:  
Figueres -  
Barcelona





## Experiences

Each stage in the section includes around 6 proposals.

The proposals will include the following themes:

- ✓ Cultural and natural heritage.
- ✓ Experiences of active tourism in the nature.
- ✓ Wine and gastronomic activities.

All sustainable activities shall be highlighted.





## Calendar



Ending of the promotions materials  
[www.grandtour.catalunya.com](http://www.grandtour.catalunya.com)

Autumn

2021

*Landscape  
and music*

*Digital transformation:*  
Catalonia Card– Blockchain –  
augmented and virtual reality

*Grand Tour of Catalonia  
Presentation*

Promotion in Catalonia:  
Inspirational testing

Promotion in Europe.

*Sustainable mobility:*  
e-Grand Tour de Catalunya

# Work proposals

## Working Team



### ✓ Cooperative Teamwork:

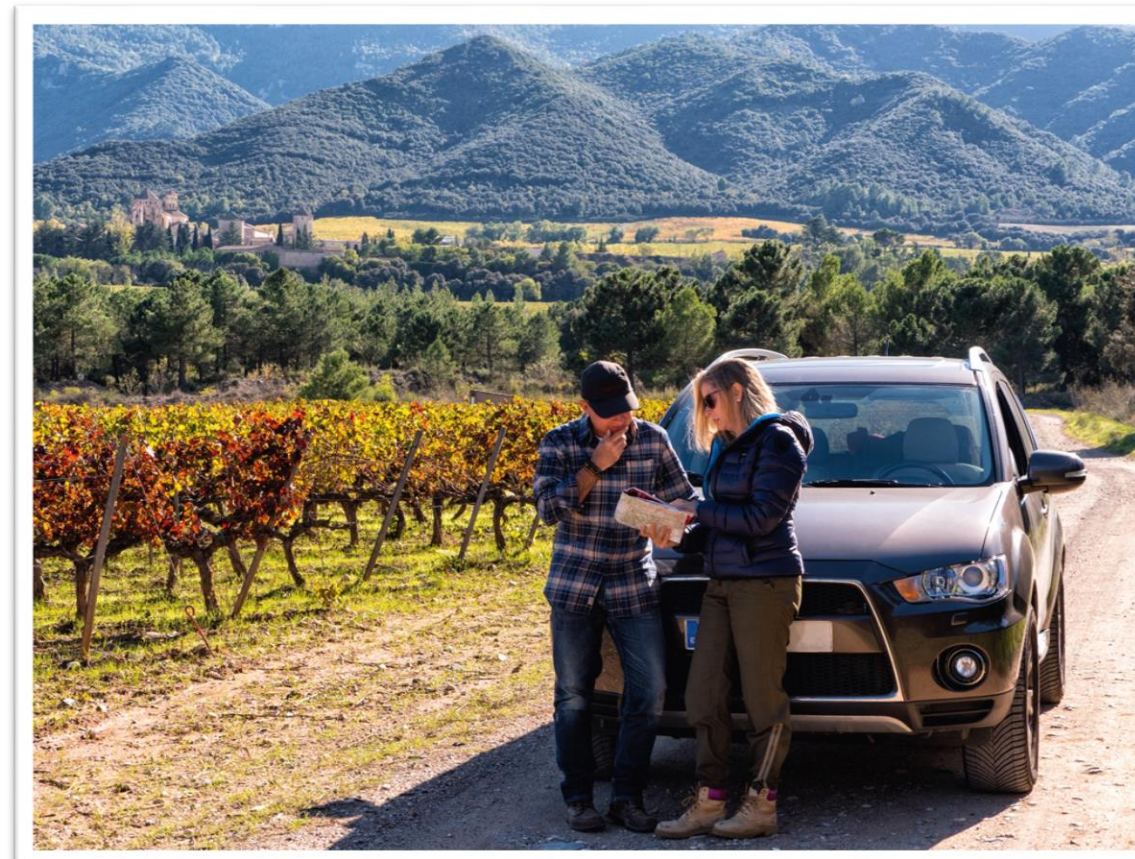
- Catalan Tourist Board in Barcelona and the offices in Europe.
- Tourist offices in Catalonia.
- Private tourism sector: main and strategic enterprises

- **New proposal EU:** European Grand Tour

## Budget



- Budget from Catalan Tourist Board: all the tourist fee.
- 2021 (?) - Uncertain future with no tax revenue from 2020





GRAND  
TOUR  
of Catalonia  
*A journey full of journeys*