



Business Tourism Catalonia

NEGOCIS

INTERNATIONAL BUSINESS



SITGES (COSTA DEL GARRAF)



PALAU DE LA MUSICA CATALANA (BARCELONA)

Why Catalonia?

Because Catalonia...

... is a “multi-offer” destination

which will satisfy your clients: snow, sea, mountains, cities, business tourism, golf, culture, luxury, shopping, rest and relaxation, wellness... and more, to provide your clients with the best possible experience during their holiday.

... is the perfect choice

as the environment it offers your clients is pleasant and peaceful. A destination where tourism is seen as an opportunity for a relationship with the world, where there is room for everyone and everyone can find their own space.

... has a privileged climate

Catalonia basks in a temperate, Mediterranean climate all year round. Hot, dry summers and moderately cool winters provide the perfect temperature for all kinds of visitors. Its geographical diversity, in a perfect sea-mountain combination, gives rise to specific Alpine, wetland or Mediterranean microclimates.

... understands the visitor

Catalans are used to welcoming people and sharing with them what they have. Catalans know how to greet the visitor with a smile.

... has good service as its rule

as we know that correct service wins clients over and makes friends, quality is a generalised rule in its tourist services. Your clients will be able to confirm as much.

... leads the tourism sector

Catalonia is the main tourist destination in Spain. And Spain is the second most-visited country in the entire world. Look no further. You need to work with Catalonia because your clients deserve the best.

Catalonia Is a Leading Power in Business Tourism.

LA BOELLA (COSTA DAURADA)



An Economy with Great Drive

A Strong Industry

The Catalan economy has at its root a very strong, originally textile, transformation industry which is now evolving into other sectors such as cars and accessories, chemicals, food, shipbuilding, furniture, etc. The manufacture of electrical appliances and last generation computer and telematics equipment is also becoming increasingly important. Graphic arts and the publishing industry constitute a decisive sector within the Catalan industry.

Recently, a wide and diversified tertiary sector has also experienced a considerable development in Catalonia. Tourism and services associated with it stand out, but also the great number of companies working in advertising, the exploitation of new technologies and the creation of content for the Internet.

Tourism, one of the most important economical activities in Catalonia...

ENRIC GRANADOS MUNICIPAL AUDITORIUM - LLEIDA (TERRES DE LLEIDA)



Business Tourism in Catalonia

A Key Venue for Business

Congress and incentive tourism is concentrated mainly in the city of Barcelona, a capital with a long history of organising fairs and congresses (Boat Show, Motor Show, Alimentaria, Hostelco, SITC...) It is for this reason that Barcelona has been chosen as the new venue for Europe's leading fair in the sector, the EIBTM (European Incentive, Business Travel and Meetings Exhibition), which previously took place in Geneva.

It is in Barcelona, too, that we find the largest congress centres in Catalonia (Barcelona Trade Fair Congress Centre, Catalonia Congress Centre, CCIB Barcelona International Convention Centre at the Forum site, etc.)

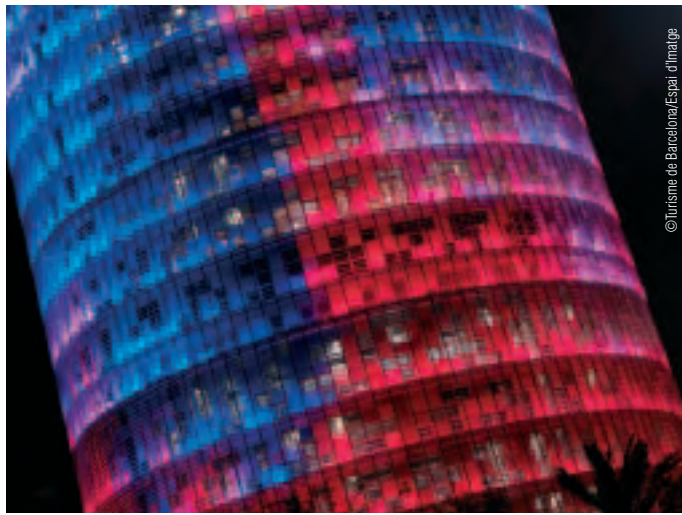
There is also an excellent network of trade fair sites in all the main cities in Catalonia. An excellent road system offers good connections among all these cities.

In addition to trade fair sites, Catalonia is also home to a large number of unique indoor and outdoor venues that are adapted and equipped to hold a wide range of activities, guaranteeing successful customised events.

Hotels and restaurants specialising in this sector also offer an array of options in terms of rooms, spaces and equipment.

Business tourism also combines perfectly with other well-organised tourist segments such as golf, culture, food and drink and active tourism.





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AGBAR TOWER (BARCELONA)



GIRONA (COSTA BRAVA)

Five Cities To Do Business In

Barcelona

In recent years, Barcelona has become one of the leading tourist destinations in Europe. The city has a unique and ample offer: history, art, music and great international shows and events, Gaudí, Picasso and Miró, the facilities built for the 1992 Olympic Games, a pleasing climate and a vast array of high-quality services. Welcoming, innovative and spectacular, just a few of the epithets one could apply to Barcelona, a city with a thousand good reasons for getting lost in its streets.

Girona

The city contains an outstanding mixture of characteristic landmarks, both modern and historical. One of the finest collections of historic sites and monuments in Catalonia just a few kilometres from the Costa Brava. Medieval walls, Romanesque and Gothic churches and one of the most important medieval Jewish quarters in Europe. The modern city spreads out on either side of the river and has retained its quite, pleasant life. Girona also boasts an outstanding range of commercial establishments, which makes it a very pleasant city to walk around and go shopping in.

Lleida

Nowadays, Lleida is a modern medium-sized city and a communications crossroads. It boasts a high standard of life, an important area of influence and top facilities as well as services that provide Lleida with an excellent organisational capacity. The city of Lleida and its regions distinguish themselves by the quality of their natural produce, and their land –one of the most fertile areas in Europe–, has made possible its thriving fruit production, its important agrofood industry and a wine production tradition.

SITGES (COSTA DEL GARRAF)



TARRAGONA (COSTA DAURADA)





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Five Cities for Business through their Convention Bureaux.

Sitges

Sitges is a beautiful seaside city by the Mediterranean. It is only 20 minutes away from Barcelona airport and 30 minutes from Barcelona capital. It offers all that anyone could want for a successful conference. Above all, it offers singularity. I has 5,000 hotel beds –half of them in 4- and 5-star hotels with conference facilities. Some centres are internationally renowned– the Meliá Sitges Conference Palace, the New Conference Centre Dolce Sitges, and so on. Sitges's cultural and artistic richness is unique. That, together with its singular urban character and its leisure and sport offers, makes of Sitges the second business tourism destination in Catalonia.

Tarragona

Located on the Mediterranean, in the heart of the Costa Daurada, Tarragona is Catalonia's southernmost capital city, less than 100 kilometres away from Barcelona. Its privileged location affords it a temperate and mild climate all year round. The declaration of its archaeological Roman ruins as UNESCO World Heritage is proof of this legacy. Monuments, location and climate make Tarragona an exceptional destination, one where visitors can play golf or tennis, ride on horseback or sail... These activities can be wisely combined with a taste of the city's gastronomy and a stint at its shopping offer.



LLEIDA (TERRES DE LLEIDA)

Unique Spaces

Originality and Elegance

Innovative ideas are progressively becoming a good complement to traditional hotel salons and conference rooms. Thus a beautiful Gothic cloister can turn into an elegant dining-room; a small Modernist chateau can host a meeting; and a wine cellar can become a suggestive backdrop for the presentation of a product. Among other unique venues to host professional meetings are monuments declared part of Humanity's Heritage by the UNESCO; some of the most emblematic museums of Catalonia; and a number of medieval castles – in one word, originality and elegance for special events.

FORUM BUILDING (BARCELONA)



CASA BATLLO (BARCELONA)





FOOTBALL CLUB BARCELONA



Hotels and Resorts

High-quality Service

As befits Spain's prime tourist destination and a leading region in Europe, Catalonia boasts a vast hotel network, with more than 2,500 hotels. A score or so of these hotels fall into the highest category (5 star), most of them located in the city of Barcelona.

Many of Catalonia's hotels form part of important world chains, such as The Leading Hotels of the World or Relais & Châteaux, whilst others have been awarded different certificates of hotel quality.



A Great Variety of Activities

Golf

Catalonia has a long-standing golfing tradition (its first golf course was opened in 1914), to the point where there are some 45,000 registered players in the country. As numbers of players have risen, so has Catalonia become positioned as a leading European golf destination. The International Association of Golf Tour Operators (IAGTO) declared the Costa Brava "emerging international golf destination" for 2000 and the PGA chose Catalonia as its winter headquarters. Distributed all over Catalonia are 36 golf courses and 32 pitch & putt courses.

Gastronomy

Catalan cuisine has become firmly established in recent years as a reference point, both in the Mediterranean area and at world level. Catalan chefs, such as Ferran Adrià, Carme Ruscalleda, Carles Gaig, Sergi Arola and Santi Santamaria, amongst others, have become well-known the world over. The 2006 Spain-Portugal Michelin Guide has granted five new stars to Catalan restaurants this year. Catalonia boasts now a total of 46 stars.

AUDITORIUM AND CONFERENCE CENTER - GIRONA (COSTA BRAVA)





CIRCUIT DE CATALUNYA (CATALUNYA CENTRAL)



MUSEU NACIONAL D'ART DE CATALUNYA (BARCELONA)

Cultural Tourism

Catalonia's history and culture go back more than two thousand years, making our country a leading cultural tourism destination. Thirteen sites/monuments have been catalogued as World Heritage by the UNESCO. Miró, Dalí and Tàpies, were born in Catalonia and Picasso spent some of his most productive periods in this land. Alongside the internationally regarded Gaudí are the other architects of the period, Domènech i Montaner, Puig i Cadafalch. Catalonia offers visitors a tremendous range of opportunities to enjoy culture.

Active Tourism

The extraordinary biodiversity of the Catalan landscape makes it suitable for all kinds of adventure activities. Adventures include rafting and canoeing, the favourite activities of whitewater sports lovers, down-rivers such as the Noguera Pallaresa or the Segre, that have become legendary. A network of marinas, all fully equipped with the necessary facilities and services for the sailing community, has been developed in Catalonia. There are 46 marinas and nearly 15,000 mooring places.



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Convention and Conference Centres

Barcelona

BADALONA	
Centre de Convencions de Badalona - BCIN	350 paxs
www.bcin.org	
BARBERÀ DEL VALLÈS	
Nodus Barberà	255 paxs
www.nodusbarbera.com	
BARCELONA	
B:SM Montjuïc Olympic Facilities	60.000 paxs
www.bsmsa.es	
Fira de Barcelona	1700 paxs
www.firabcn.es	
CCIB Centre Convencions Internac. de Barcelona	3200 paxs
www.ccib.es	
Centre Convencions Winterthur	600 paxs
www.winterthur.es	
Centre de Convencions Torre Mapfre	240 paxs
www.ccmapfre.com	
Col·legi Oficial de Metges de Barcelona	306 paxs
www.comb.es	
Institut d'Educació Contínua - UPF - IDEC	200 paxs
www.idec.upf.edu	
Palau de Congressos de Catalunya	2100 paxs
www.pcongresos.com	
Petit Palau	538 paxs
www.palaumusica.org	
World Trade Center	430 paxs
www.wtcbarcelona.com	
L'HOSPITALET DE LLOBREGAT	
La Farga de l'Hospitalet	450 paxs
www.lafarga.com	

Catalunya Central

CERDANYOLA DEL VALLÈS	
Sehrs Hotel Campus. UAB Campus Centre de Conv.	700 paxs
www.serhscampushotel.com	
VIC	
IMPEVIC	250 paxs
impevic.ajvic.net	

Costa Brava

GIRONA	
Auditori Palau de Congressos de Girona	1230 paxs
www.congressosgirona.org	
LLORET DE MAR	
Palau de Congressos de Lloret de Mar	1000 paxs
To be inaugurated at the end of 2008	
PLATJA D'ARO	
Palau d'Esports i Congressos de Platja d'Aro	1200 paxs
www.platjadarro.com	
ROSES	
Palau de Congressos de Roses	404 paxs
www.roses.cat	

Costa Daurada

LA CANONJA	
La Boella Conventions Resort	700 paxs
www.laboella.com	
REUS	
Fira de Reus	800 paxs
www.firareus.com	
SALOU	
Teatre Auditori de Salou	580 paxs
www.tas.salou.org	
TARRAGONA	
Palau Firal i de Congressos de Tarragona	1145 paxs
www.palaucongresstgna.com	
VILA-SECA	
Port Aventura	1150 paxs
www.portaventura.es	

Costa del Garraf

CASTELDEFELS	
Palacio de Congressos Gran Hotel Rey Don Jaime	350 paxs
www.grup-soteras.com	
CORNELLÀ DE LLOBREGAT	
Fira de Cornellà	750 paxs
www.firacornella.com	
SITGES	
Palau de Congressos Hotel Melià Sitges	1380 paxs
www.solmelia.com	
Dolce Sitges Centre de Conferències i Resort	500 paxs
www.sitges.dolce.com	

Terres de Lleida

LLEIDA	
Congress Centre. Palau de Vidre de Fira de Lleida	1186 paxs
www.firadelleida.com	
Enric Granados Municipal Auditorium	803 paxs
www.paeria.es/auditori	
L'Escorxador Municipal Theatre	310 paxs
www.paeria.es/cultura	
El Palau de Congressos "La Llotja"	1650 paxs
To be inaugurated at the end of 2008	



TRADE FAIR AND CONGRESS CENTRE - TARRAGONA (COSTA DAURADA)

Convention Bureaux

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