CATALONIA
Catalyst for Meetings & Events
Location

Values

Competitiveness

Connectivity

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**Location**
- Diverse yet compact region - 32,000 km²
  - *roughly the size of Belgium*
- 580 km of Mediterranean coast
- 3,000 metre-high mountains: the Pyrenees

**Unique culture**
- and +2000-year-old-history

**Mediterranean lifestyle**
- climate and cuisine

**Barcelona**
- The capital of Catalonia; the gateway to southern Europe
- One of the world’s top spots to live & work
- A magnet for business & professionals and a global benchmark for mobile & smart cities
- TOP5 destination in the world by total number of meetings hosted by international organisations (ICCA)

**TOP 5 meeting destination in Europe (Cvent)**

**In Brief**
- **+50** Michelin-starred restaurants
- **+20** convention centres
- **+150,000** 4 & 5-star hotel rooms
- **+1,000 unique venues**
  - 9 UNESCO World Heritage sites or examples of intangible cultural heritage
- **18** natural parks
- **+25** golf courses

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Barcelona Province:
- A short hop from Barcelona city: vineyards, beaches, natural parks, historic towns
- Unique experiences: Create your cava, Dragon boat, Gaudi workshop, GT driving

Girona Province:
- Diversity of landscapes: Costa Brava, Pyrenees, La Garrotxa volcanic area, medieval villages
- Unique experiences: Via ferrata above the sea, Skydive, Dalí legacy, Forest bathing

Lleida Province:
- Pyrenean valleys enchanting towns and some of the most beautiful Romanesque churches in the world
- Unique experiences: Canyoning, Starlight Reserve, Heliskiing, Mushing

Tarragona Province:
- Landscapes in Costa Daurada and Terres de l’Ebre: rich in natural and architectural heritage
- Unique experiences: Rice planting, Swimming with Tuna, Human-tower team building, Convention centre in a theme park

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- Sustainability
- Bleisure
- Authenticity
- Legacy
- Expertise
- Safety
- Networking
- Business excellence
- Well-being
- Creativity
- Mediterranean lifestyle
- Uniqueness
- Innovation
- Values
COMPETITIVENESS

KEY SECTORS

Chemical, energy and resources industries

Sports, cultural and experience-based industries

Design industries

Food industries

Health, well-being and biotech industries

Industrial systems and industry 4.0

Automotive, sustainable mobility and smart cities industries

Industrial services, technology

HOST DESTINATION

Leading scientific and technological infrastructures

Top startup hub in Southern Europe

Best Southern European region for investment

Leading EU territory in mobile coverage and high-speed broadband

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Airports of Catalonia:
• Barcelona - El Prat Josep Tarradellas International Airport
• Girona – Costa Brava Airport
• Lleida – Alguaire Airport
• Reus – Costa Daurada Airport

High Speed Train:
• Figueres
• Girona
• Barcelona
• Tarragona
• Lleida

Ports:
• Barcelona
• Tarragona
• Roses
• Palamós

Convention Bureaux:
• Lleida CB
• Aran Natura CB
• Tarragona CB
• Costa Daurada CB
• Sitges CB
• Baix Llobregat CB
• Barcelona CB
• Lloret CB
• Costa Brava CB
• Girona City CB

Provinces:
• Barcelona
• Tarragona
• Lleida
• Girona

Territorial tourism brands:
• Costa Brava
• Costa Barcelona
• Costa Daurada
• Paisatges Barcelona
• Terres de Lleida
• Pirineus
• Val d’Aran

Catalonia icons:
• Sagrada Família Barcelona
• Museu Dalí Figueres
• Roman aqueduct Tarragona
• Romanesque church of Vall de Boí
• Cathedral of Lleida
• Castellers of Tarragona (human towers)

Connectivity

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