



The high audience figures ratify the event's power of attraction

THE INTERNATIONAL TOURISM EXHIBITION IN CATALONIA CLOSES A SUCCESSFUL FOURTEENTH SHOW

On Sunday, 29th May, the International Tourism Exhibition in Catalonia, organised by Fira de Barcelona, closed its fourteenth show. Attendance forecasts have been confirmed: during its four days of activity, the exhibition had an audience of over 200,000 visitors, which ratifies, once again, the Catalan people's vocation and culture for travel.

Over 1,350 direct and indirect exhibitors from 72 foreign countries and the 17 Spanish Autonomous Communities participated in the exhibition and occupied 45,000 square metres gross.

The stand of Mexico, this year's "Guest Country" at the International Tourism Exhibition in Catalonia, was very popular among visitors, who had the opportunity to participate in draws, tastings and a course on gastronomy from this Middle American country.

Cantabria, guest Autonomous Community, showed its tourism proposals through an intensive activities programme, featuring a tour of the "Cueva del Soplo" (the Soplo Cave) and some of the activities included in Santander's 250th anniversary celebrations.

SITC also provided the setting for the 14th Tourism and Leisure Symposium, organised by the ESADE Business School with the collaboration of Fira de Barcelona. The symposium, held on the 25th and 26th May and dedicated to "Tourist Strategies in Times of Price Wars", brought together international directors and experts from the tourist sector who debated the sector's problems, such as the low cost concept, which started in airlines and has spread to tourist packages, hotel and catering, altering not only price fixing but also general strategies of companies and destinations.

On this occasion, the International Tourism Exhibition in Catalonia, with the colla-

boration of the Secretariat of Linguistic Policy of the Generalitat de Catalunya, organised the second "PREMIS CAT TURISME 2004", which are awarded to companies and public or private organisations participating in SITC, which fall outside the Catalan linguistic sphere. The award went to Eusko Jaur-laritzako Industria, Merkataritza eta Turismo Saila, Department of Industry, Trade and Tourism of the Basque Government, for presenting the best graphic and promotional material in Catalan.

SITC 2005 also hosted the Acpetur - Sitc Prizes, awarded to exhibitors that have carried out the best product promotion. This year, the winners were Mexico, Costa Blanca - Comunidad Valenciana and the Diputació de Barcelona for Best International Stand, Best National Stand and Best Catalonia Stand.

Visitors were also able to enjoy a host of leisure and sports activities. Once again, numerous photography enthusiasts participated in the contest, "La foto de tus vacaciones" (Your holiday photo). The winner of the Contest, whose name will be announ-



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ced on the 15th of June 2005, will receive an 8-day trip to Natal (Brazil) for two people. In "Aventura Nissan", another highlight, visitors were able to ride in 4 x 4 Nissan Pathfinder vehicles on the off-road circuit set up in Plaza del Universo.

The International Tourism Exhibition in Catalonia, which will be held again from the 4th to 7th May 2006, is a trade show of Fira de Barcelona, the leading organiser of industrial and professional exhibitions in Spain and one of the first four in Europe in number of events.

