



The 15th International Tourism Show in Catalonia (SITC), organised by Fira de Barcelona, closed after a receiving 204,000 visitors and over 600 accredited journalists. These data again ratify the importance of the show as a source of information which helps the Catalan public to choose their destinations. It is a fact that the Catalans travel more than any other Spaniards.

1,500 direct and indirect exhibitors from 73 foreign countries and all the Spanish Autonomous Communities participated in the event which occupied 50,000 square metres. The show also featured many leisure and sports activities, contests, raffles, exhibitions, etc.

SITC also hosted the 1st Mediterranean Forum for the Tourist Industry, in which business leaders from the sector debated expectations for the creation of the Euro-Mediterranean Free Trade Zone in 2010, for the economic development of the entire Mediterranean region. This first forum was well received by more than 400 delegates.

The Meda Tourism Forum 2006 divided into plenary sessions and business meetings. The list of participants includes some of the most important political representatives of the tourist industry, such as the councillor for Trade, Tourism and Consumer Affairs of the Generalitat de Catalunya, Josep Huguet; the Moroccan Minister of Industry,

The high audience figures ratify the event's popularity

A SUCCESSFUL SIXTH INTERNATIONAL TOURISM SHOW IN CATALONIA CLOSES ITS DOORS





Trade and Economic Affairs, Salaheddine Mezouarthe; the Councillor for Tourism of the Community of Valencia, Milagrosa Martínez; and the President of the Barcelona Chamber of Commerce, Miquel Valls, among others.

The sessions also set the scene for the analysis of tourism-related issues through interventions of business persons and representatives of the leading airlines, hotel chains and the academic world who presented their latest studies, projects and advances. The Delegate Councillor for Vueling España, Carlos Muñoz; the President of Amadeus Global Travel España, Antonio

Tazón; the founder and Delegate Councillor of eDreams, Javier Tenessa de Block; the Professor from the City University of New Cork, Elinor Garely and the Secretary General of CEEBA (Confederation of Egyptian-European Business Associations), among others, participated in the plenary sessions.

SITC also had the privilege of presenting “Estudios Anima” in the setting of the 1st Mediterranean Forum for the Tourist Industry. This is a report by ANIMA (Euro-Mediterranean Network of Investment Promotion Agencies), about tourism potential in the Mediterranean area, which receives over 200 million tourists a year.

SITC also provided the setting for the 15th Tourism and Leisure Symposium organised by ESADE with the collaboration of Fira de Barcelona. The following reports were presented at the symposium: “European Travellers 2010”; “Sensitivity of Spanish Tourists to tourist prices, 2005–2006 evolution”; and “Urban Hotel Strategies in the face of low cost, 2005–2006 evolution”. The Symposium, which was attended by 150 people, also included “ESADE’s 4th International Doctoral Tourism and Leisure Debate” and the round table debates and talks by intermediaries, real estate agents and the hotel sector on European travellers of 2010.

Participants in the symposium included the President of ITH and of the Confederación Española de Hoteles y Alojamientos turísticos (Spanish Confederation of Hotels and Tourist Accommodation), CEHAT, José Guillermo Díaz Montañés; the Director General of eDreams, Mauricio Prieto; the Director General of EasyJet, Arnaldo Muñoz, and the President of the Grup Barceló, Simón Pedro Barceló, among others.

The 15th show also set the scene for the third “CAT- Turisme Awards”, which was won by Gipuzkoako Foru Aldundia – Diputación Foral de Guipúzcoa – Department for Innovation and the Society of Knowledge – for having presented the best graphic and promotional material in Catalan. Diplomas were also awarded to Kultur eta Turismo Ekintzetxea – Centro de Atracción y Turismo de Donostia – San Sebastián; Visit Scotland – British Tourist Authority; Eusko Jaurlaritzako Industria, Merkataritza eta Turismo Saila – Govern Basc.

SITC 2006 exhibitors to win ACPETUR SITC Awards for having carried out the best product promotion at the show were: The Principality of Andorra, for the Best International Stand; Euskadi, Best National Stand; Turisme de Barcelona, Best Catalan Stand; Transcantábrico – Trenes Turísticos de Oviedo, Best National Private Company Stand and Viatges Eurovacances, Best Catalan Private Company Stand.

Peru and the Community of Valencia were guest country and Autonomous Community, respectively, at this event which celebrated 15 successful years.

The President of the show, Ramon Bagó, expressed his satisfaction “for the growth of the show in 15 years, in both supply and demand”. He also said “we are especially satisfied by the new pathway the show has just undertaken, by becoming the first major point of reference for the Mediterranean tourist industry.

The International Tourism Show in Catalonia, which will be back from the 19th to the 22nd of April 2007 in the Montjuïc exhibition centre, 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 the number of events.

