



# Gay tourism, Greece the Balearic Islands and Oviedo will be the stars of SITC 2008

With a full range of destinations and tourist routes

SITC 2008 will provide gay tourism with a special area for companies linked to the “gay friendly” circuits, whilst Greece, the Balearic Islands and Oviedo will be the guests of honour.

At the next International Tourism Show in Catalonia, Gay Tourism will have its own area: the Pink Corner, which will feature an abundance of tourism and leisure options for LGTBs (Lesbians, Gays, Transsexuals and Bisexuals) and gay-friendly circuits. SITC is Spain's first show to have an area targeting this group, which responds to the sector's potential and has the support of the Federació d'Associacions Coordinadora Gai-Lesbiana. The corner expects to bring in around 40 companies and associations and will host shows and informative activities.

## Greece, Oviedo and the Balearic Islands to be guests of honour

From the 17th to 20th of April 2008, SITC will be back to surprise the Catalan public, Spain's biggest travellers, with a full range of world tourist destinations: 1,500 exhibitors from 75 countries will occupy four halls in the Montjuïc exhibition centre. The guests of honour will be Greece as a country, the Balearic Islands Autonomous Community and the city of Oviedo.



In addition to tourist destinations, the show will feature different formats such as on-line tourism, adventure tourism naturism.

The show will host different leisure, cultural and sports activities, in addition to contests, draws for prizes and trips and animated events making it the best platform for planning a perfect holiday.

Over 207,000 people visited the 2007 International Tourism Show in Catalonia (SITC). The large audience ratified the show as a reference point for the Catalan public to find out about tourist proposals and destinations.

