ADVENTURE TRAVEL
TRADE ASSOCIATION
CATALUNYA
CATALONIA
Culture & Culinary Adventures

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Today's Presenters

CRISTINA GARGALLO
Director N.America
Catalan Tourist Board

JULIO APARICIO
Product Manager
Viemocions

FRANCESC CASTRO
CEO
Aborígens

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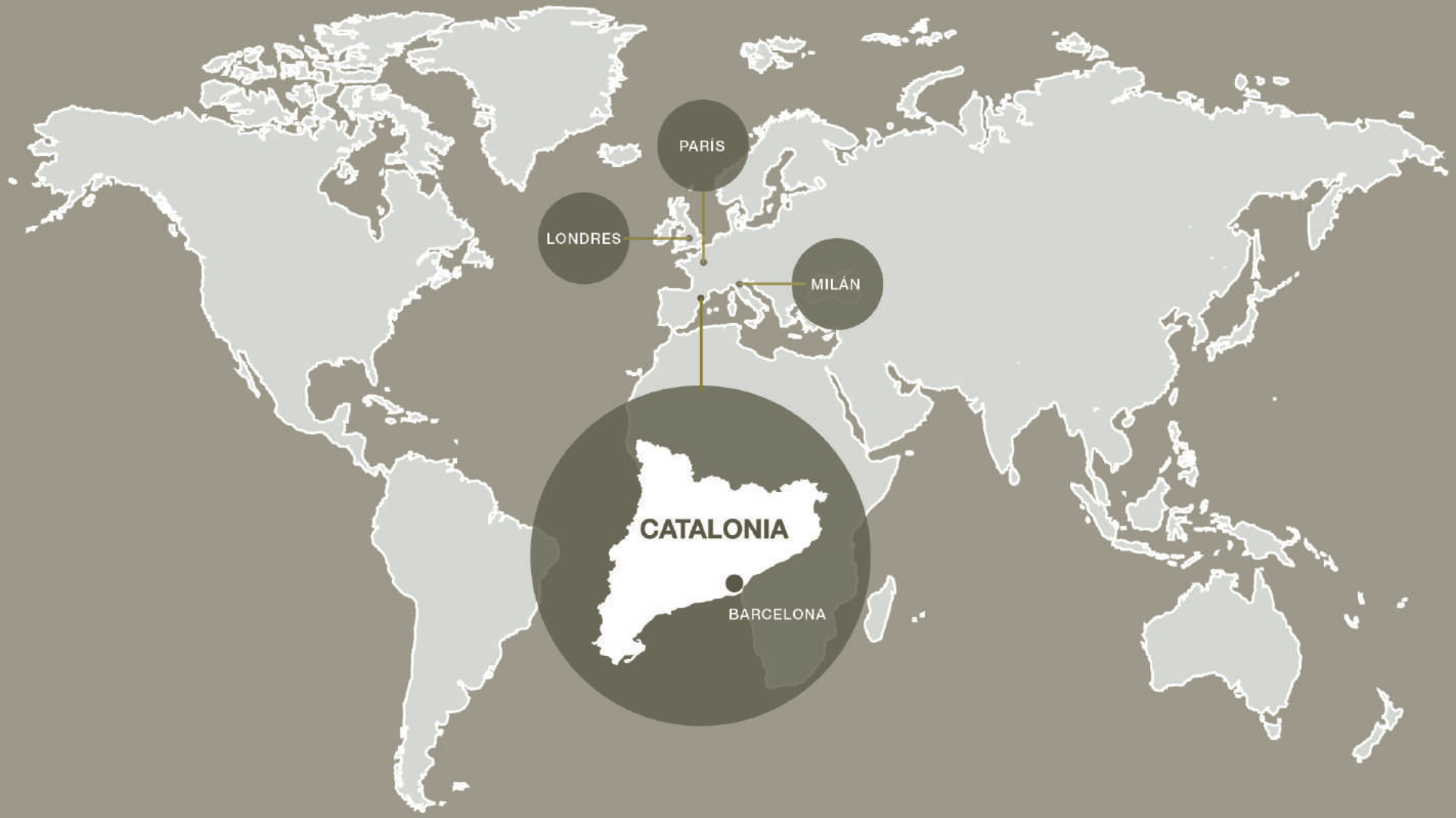

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4 international airports

Leading cruise port in Europe

High-speed train network linked to Europe

High-quality road network

Barcelona links Catalonia to the world

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6 top selling points

© Turisme de Barcelona

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Tamarit – Costa Daurada

#1 Mediterranean lifestyle

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Besalú– Costa Brava

#2 Rich Heritage and Culture

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#3 A small country, so diverse

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#4 A cradle of geniuses

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#5 Feeling at home with food

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#6 Barcelona, cosmopolitan and full of life

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Barcelona city, the capital

Yann Arthus-Bertrand / Altitudephoto.com

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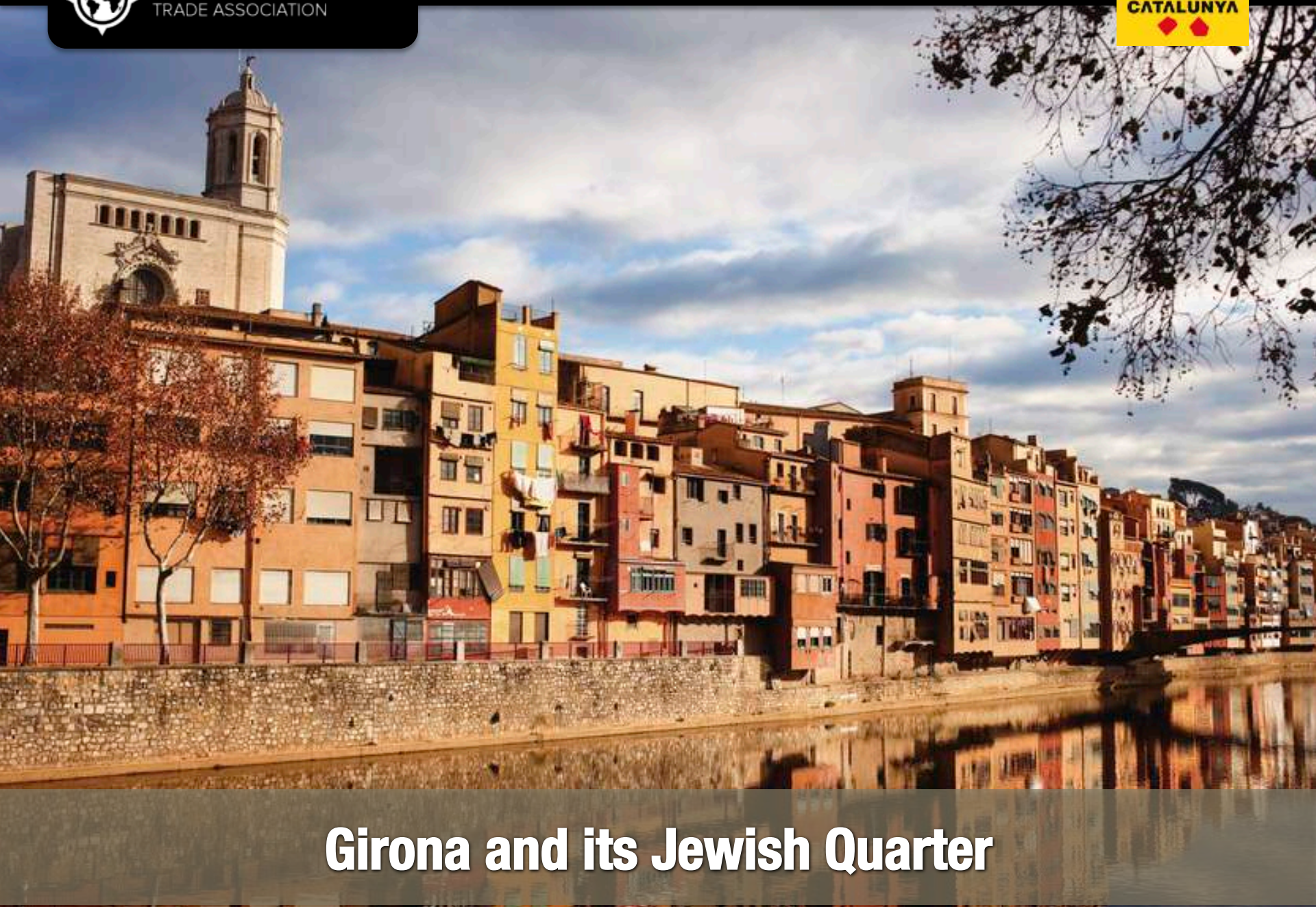

Girona and its Jewish Quarter

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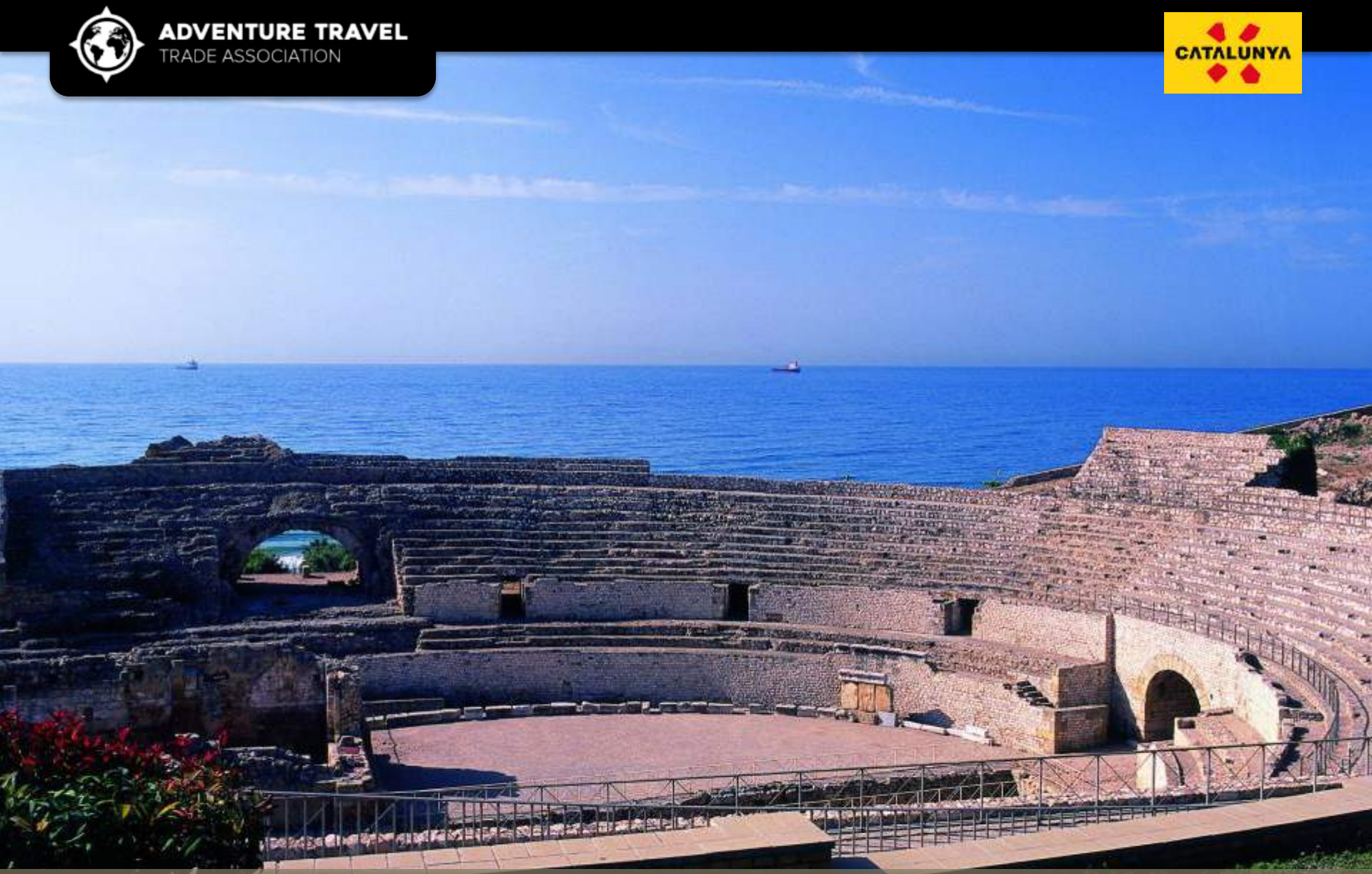

Tarragona, Unesco Roman heritage

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Lleida, deep into Catalonia

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Costa Brava

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Aiguablava

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Costa Brava

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Calella de Palafrugell

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Pals

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Costa Brava

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Figueres

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Costa Barcelona

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Sitges

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Costa Barcelona

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Montserrat

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Costa Barcelona

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Penedès

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Costa Daurada and Terres de l'Ebre

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Tarragona

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Costa Daurada and Terres de l'Ebre

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Siurana, Priorat

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Costa Daurada and Terres de l'Ebre

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Delta de l'Ebre

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Pyrenees

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National Park
AigÜestortes I Estany de Sant

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Pyrenees

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UNESCO World Heritage

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Modernism in Barcelona

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Romanesque in Vall de Boí

Sant Climent de TaÜll,
Vall de Boi

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Royal Monastery of Poblet

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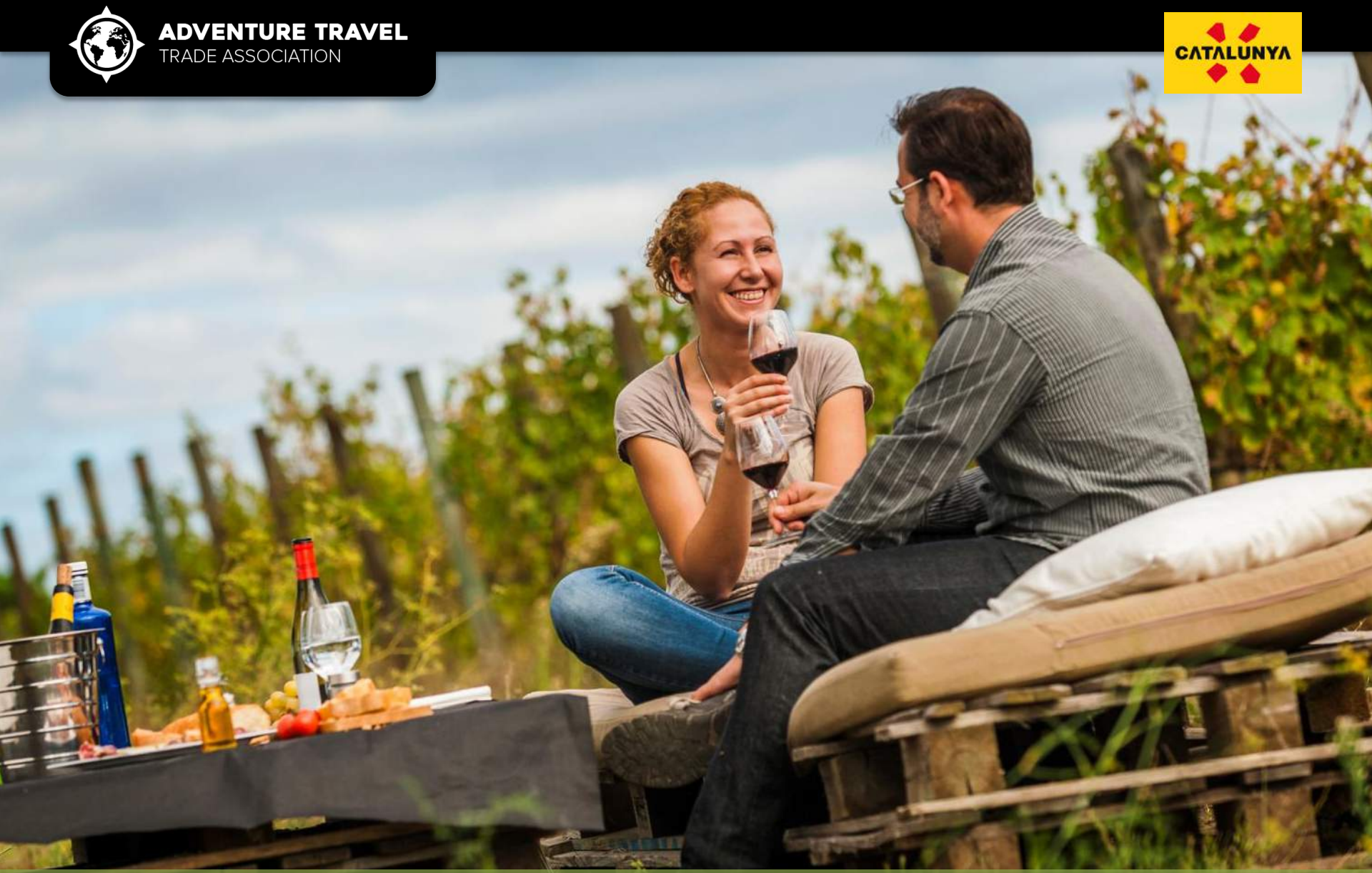

Catalonia for foodies

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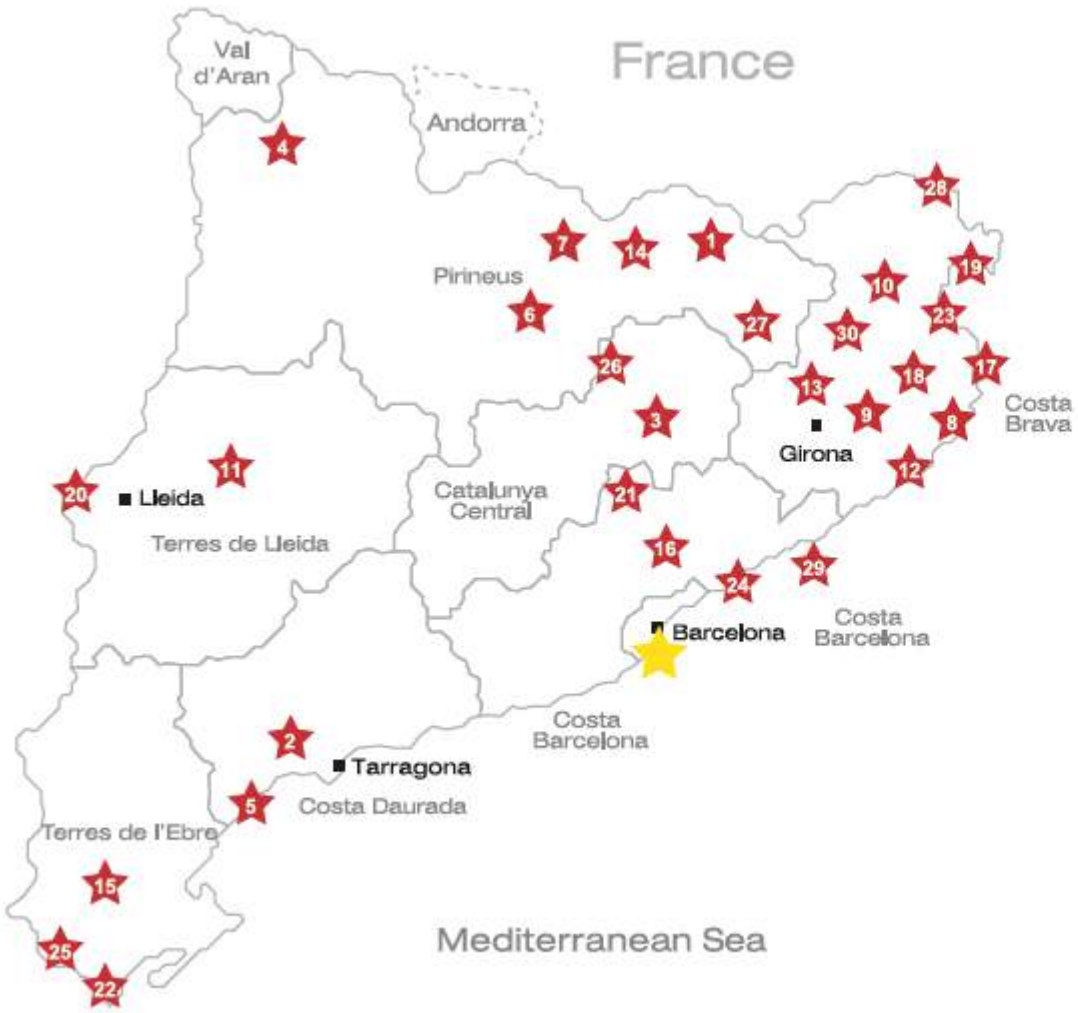
54 Michelin * Restaurants



1. Ca l'Enric *
2. Can Bosch *
3. Can Jubany *
4. Fogony *
5. El Rincón de Diego *
6. Els Casals *
7. Estany Clar *
8. La Cuina de Can Simón *
9. Massana *
10. Ca l'Arpa *
11. La Boscana *
12. Els Tinars *
13. Bo.Tic *
14. La Fonda Xesc *
15. Villa Retiro * (Torreó de l'India)
16. Capritx *
17. Casamar *
18. Les Magnòlies *
19. Els Brancs *
20. Malena *
21. L'Ó *
22. Les Moles *
23. Empòrium *
24. Tres Macarrons *
25. L'Antic Molí *
26. Fonda Sala *
27. Les Cols **
28. Miramar **
29. Sant Pau ***
30. El Celler de Can Roca ***
31. Lasarte ***
32. Àbac **
33. Enoteca **
34. Moments **
35. Alkimia *
36. Angle *
37. Caelis *
38. Céleri *
39. Cinc Sentits *
40. Disfrutar *
41. Dos Cielos *
42. Dos Palillos *
43. Fonda Gaig *
44. Hofmann *
45. Hoja Santa *
46. Hisop *
47. Koy Shunka *
48. Lluerna *
49. Nectari *
50. Pakta *
51. Roca Moo *
52. Tickets *
53. Via Veneto *
54. Xerta (Ohla Hotel) *

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28 Culinary Associations

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Slow Food Catalonia Km 0

Slow Food
Catalunya
Km 0

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37 Gastronomic hotels

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11 Wine DO & 1 Cava DO

Gastronomic experiences

#1 Get your apron on

#2 Check the food festivals

#3 Visit the cathedrals of wine

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#4 Discover wine territory

#5 Hit the market

#6 Go food foraging

#7 Taste the local delicacies

#8 Take a seat and enjoy

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Cristina Gargallo
cgargallo@gencat.cat
Catalan Tourist Board – North America

@catalunyaexperience.usa

@visitcatalonia

@catalunyaexperience

Thank you - Gràcies

www.catalunya.com

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Wine tourism & culture in Catalonia

ATTA Destination Showcase Webinar

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Our routes

Catalunya, culture & wines to know a whole country

Discover Catalonia through its most multifaceted wine region denomination

- A **circular tour through Catalonia**, to discover its long wine tradition and its best-kept secrets.
- A **4-day experience** to see, drink and live wines and lands very different.

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Catalunya, culture & wines to know a whole country

Day #1

- Guided tour of **Empordàlia winery** with tasting
- Visit to Monastery of Sant Pere de Rodes
- Guided tour of the Vins i Caves Peralada winery with tasting

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Day #2

🏛️ Visit to **Theater – Museum Dalí**

🚶🏛️🍷Hiking tour around the Tales of Vall del Flequer

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Day #2

🏛️ Visit to Theater – Museum Dalí

🚶🏛️🍷**Hiking** tour around the **Tales of Vall del Flequer**

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Day #3

🏛 Visit to **Monastery of Poblet**

🍷Guided tour at Mas Perinet winery with tasting

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Day #3

🏛️ Visit to Monastery of Poblet

🍷Guided tour at **Mas Perinet winery** with tasting

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Day #4

🍷**Guided tour** at **Artcava winery** with tasting and creative **experience "Make your own cava"**

🏛 **Visit** to **VINSEUM** with audio guide and tasting

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Day #4

🍷**Guided tour** at **Artcava winery** with tasting and creative **experience "Make your own cava"**

🏛 **Visit** to **VINSEUM** with audio guide and tasting

Vilafranca, Capital of wine and Castells (human towers)

Come and be part of Vilafranca del Penedès!

- Take part of a **training session with** the **Castellers of Vilafranca**, the best human towers of the world.
- Get lost in the downtown of an 8-century town between its **Modernism and Medieval buildings**.
- And, of course, enjoy the **wines** and the local **gastronomy**.

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Vilafranca, Capital of Wine and Castells (human towers)

Day #1

🚶🏛️ 🍴**Training session** and **dinner** with the **Castellers of Vilafranca**

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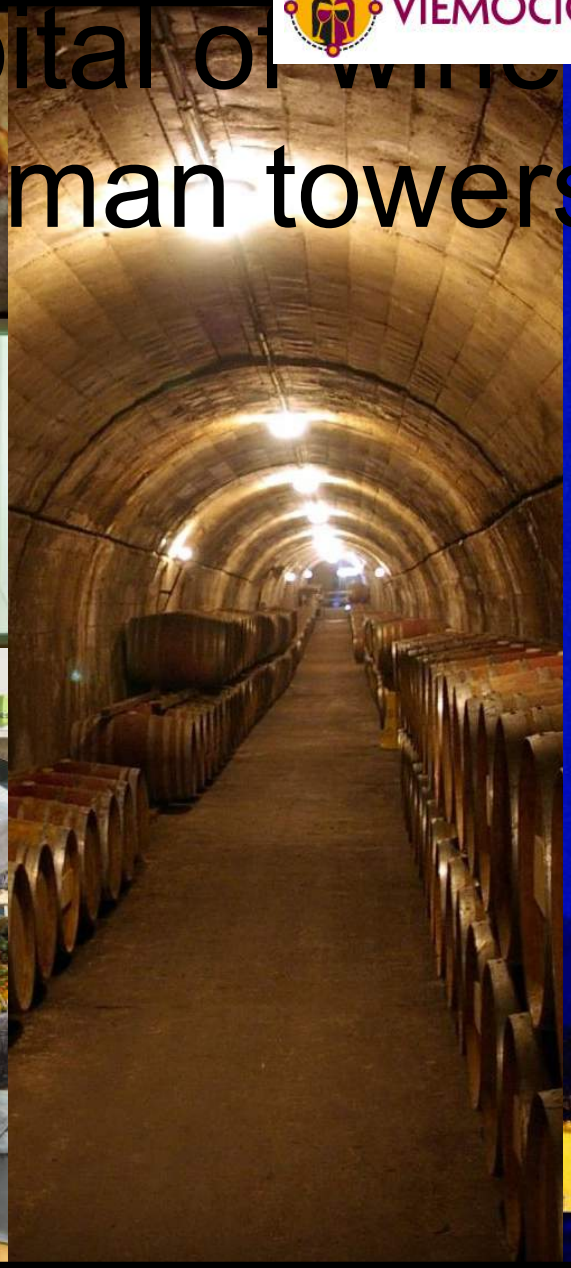
Vilafranca, Capital of wine and Castells (human towers)

Day #2

- 🚶 **Visit** the **local market**
- 🍷**Guided tour** at **Pinord winery** with tasting
- 🚶🏛️ **Walk around** the **downtown** and visit the Gothic **basilica of Santa Maria**
- 🏛️ **Visit to VINSEUM** with audio guide
- 🍷🏛️ Enjoy the **sights** and the **sunset** from the bell tower with a nice glass of Cava



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Vilafranca, Capital of wine and Castells (human towers)

Day #3

🏛️🚶 **Walk** the **Wine Trail** around Vilafranca

🍷**Guided tour** at **Rovellats or Torres wineries** with tasting

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Our Company

Discovering stories, experiencing emotions

We are an incoming travel agency, specialized in tourist offers with **high-added value in the fields of culture, wine tourism and gastronomy** around Catalonia.

We love to share our discoveries of the territory and show them as a story to you.

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Our ideas

Our basis: understanding the new paradigm of tourism

Emotional	Customization and uniqueness	Sustainability
People no longer want “to see things”, now they want “to live things” and increasingly do it as locals, feeling themselves more travelers and less tourists.	Unique products offering a thorough discovery of the territory: the culture , tradition, history, landscape, and people of our country. An emotional, sensitive and stimulating journey through wine culture, land and the people that make it happen.	We believe in a sustainable model of tourism that doesn’t prey: enhance tourism destinations with their own stories and have them become cultural, economic and social engine.

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Our team

- Passionate, multidisciplinary team with great knowledge of the Catalan territory.
- More than 20 years of experience in the world of wine.
- More th[illegible] of [illegible] on in wine tourism.

Xavier. **CEO**

Julio. **Product Manager**

David. **Product Manager**

Mariona. **Marketing Assistant**

Àngel. **Oenologist**

Mª Teresa. **Legal Area**

Jenia. **Eastern Europe**

Thanks for your attention

Feel free to contact us anytime!

www.viemocions.com

info@viemocions.com

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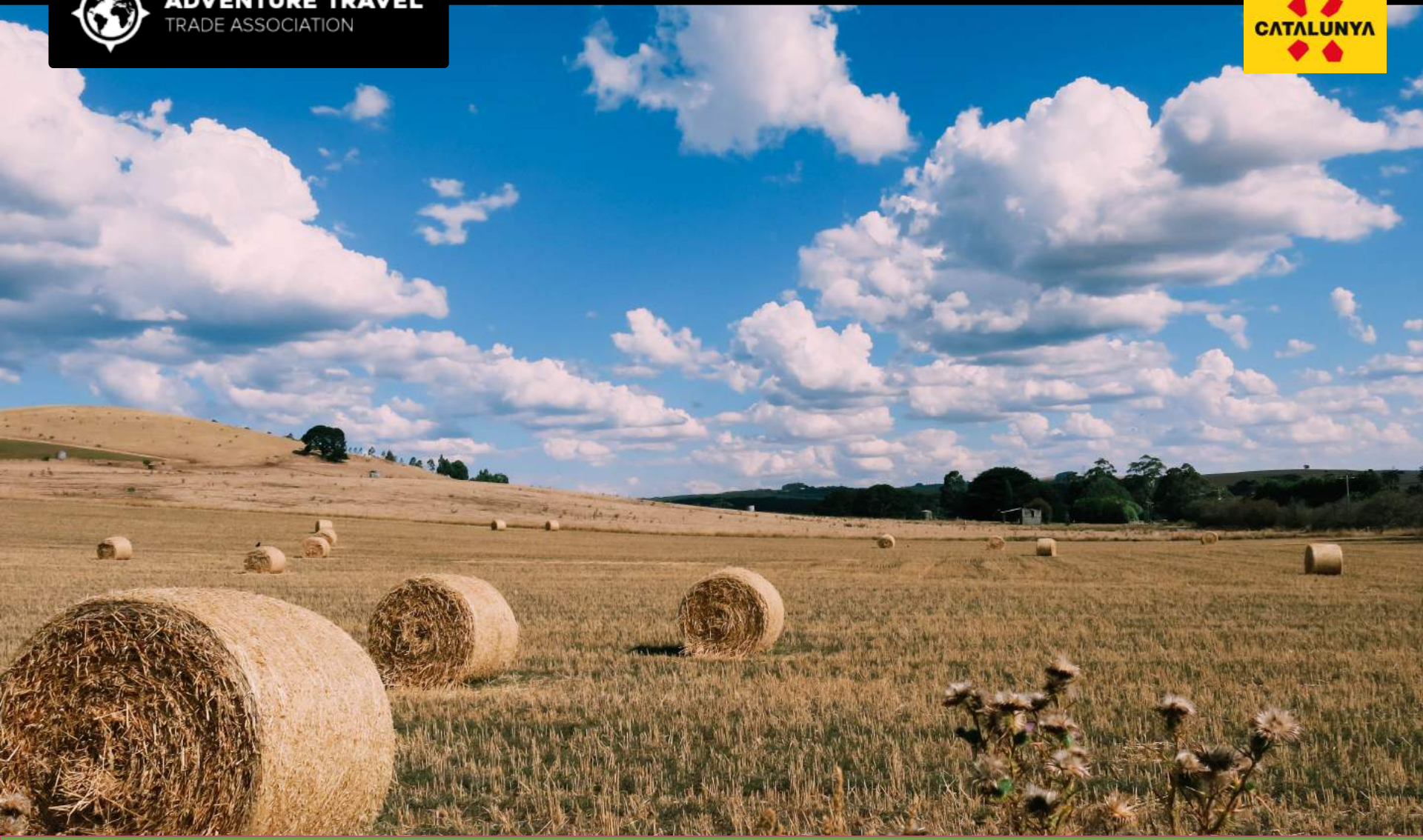

Catalonia

- a trip to the roots of an ancient cuisine -

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Tapas?

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Pintxos?

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Paella?

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Sangria?

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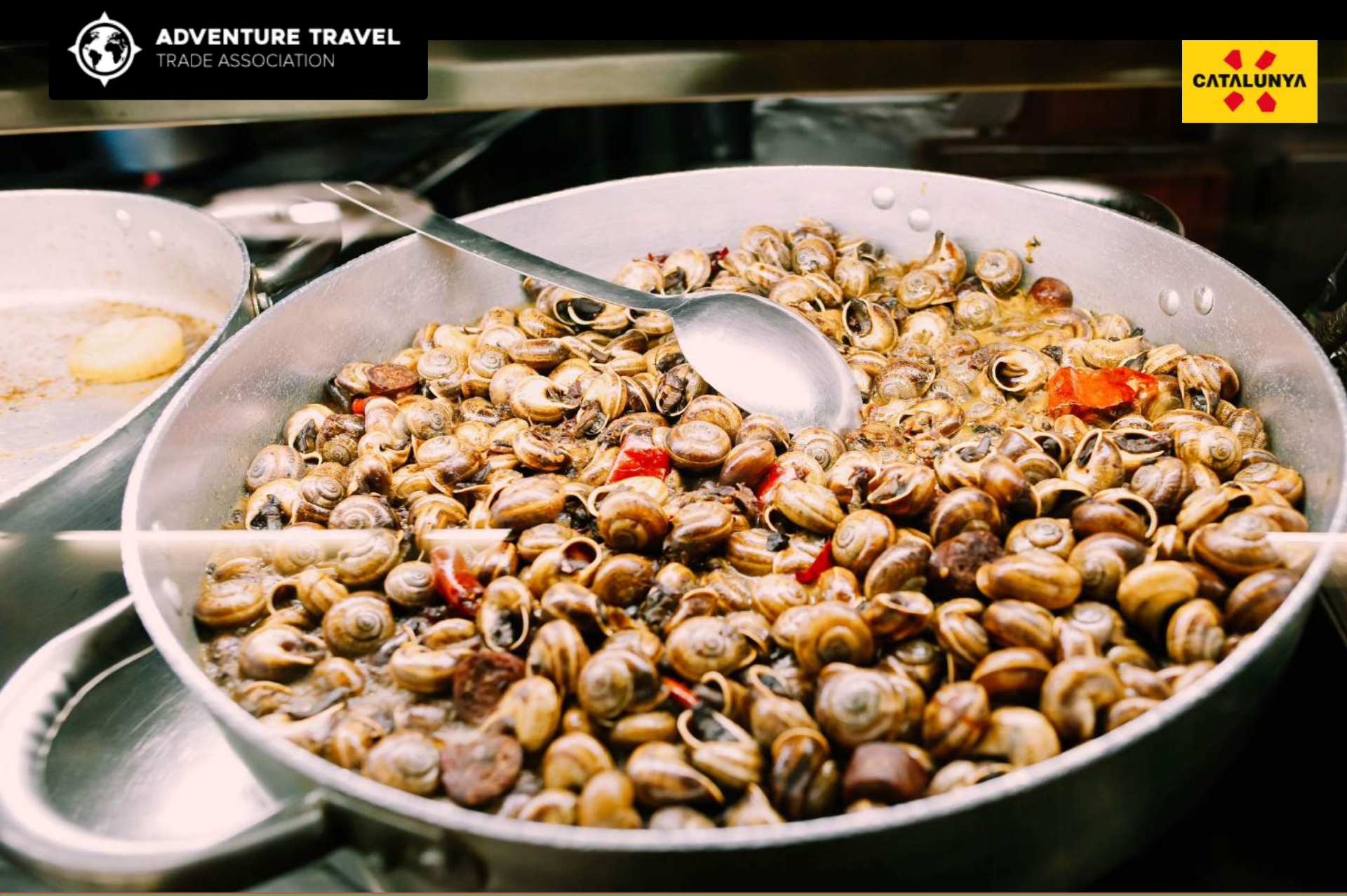

More than Spanish food clichés

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Beyond the big names

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Beyond the postcards

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Barcelona

- a culinary destination -

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Landscape

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Products

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Artisans

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Tradition

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Gastronomy!

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New trends

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Forgotten olives

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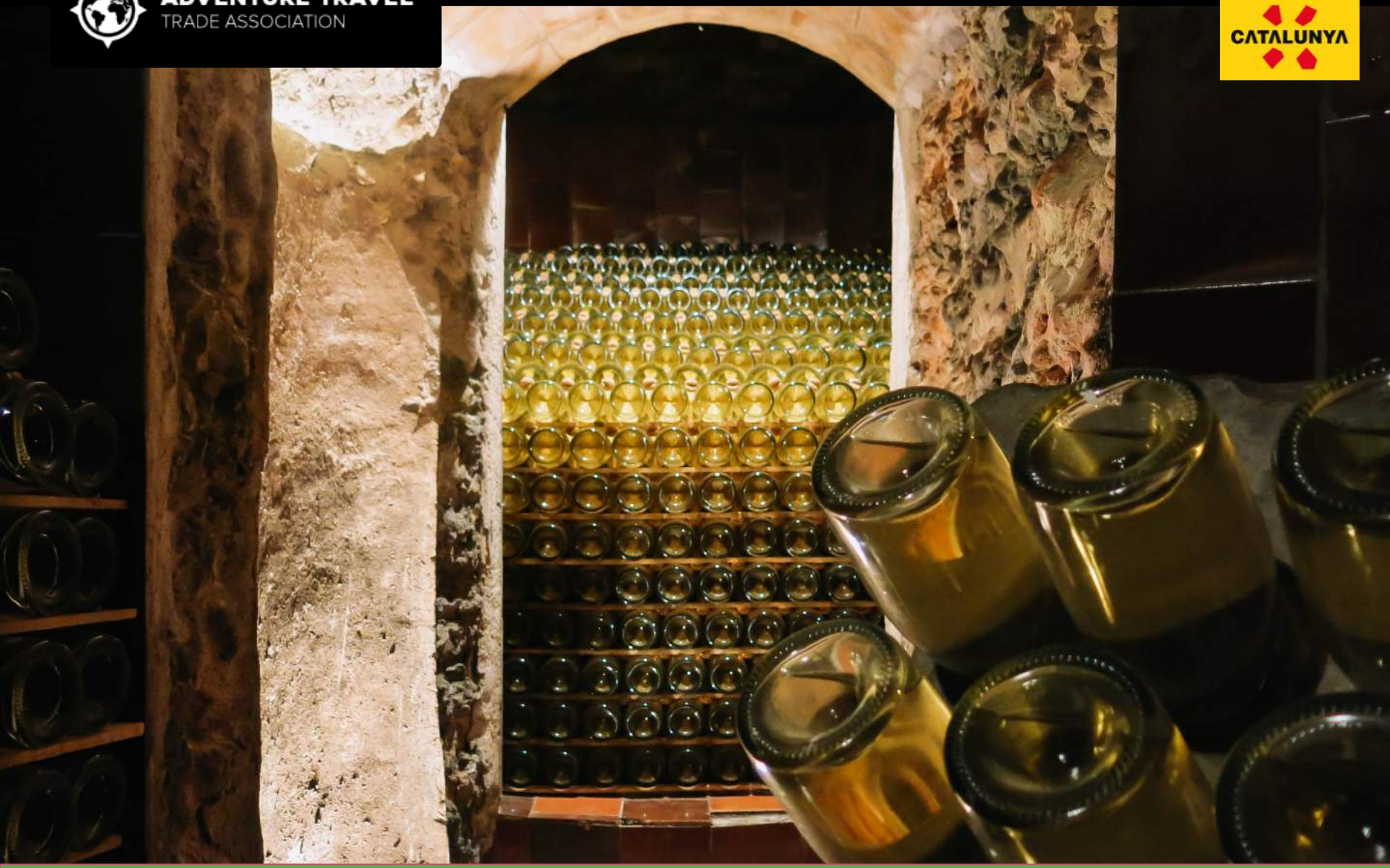

Lost Grapes

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Seed banks

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Old vs New

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Cultural background

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Another tourism is possible

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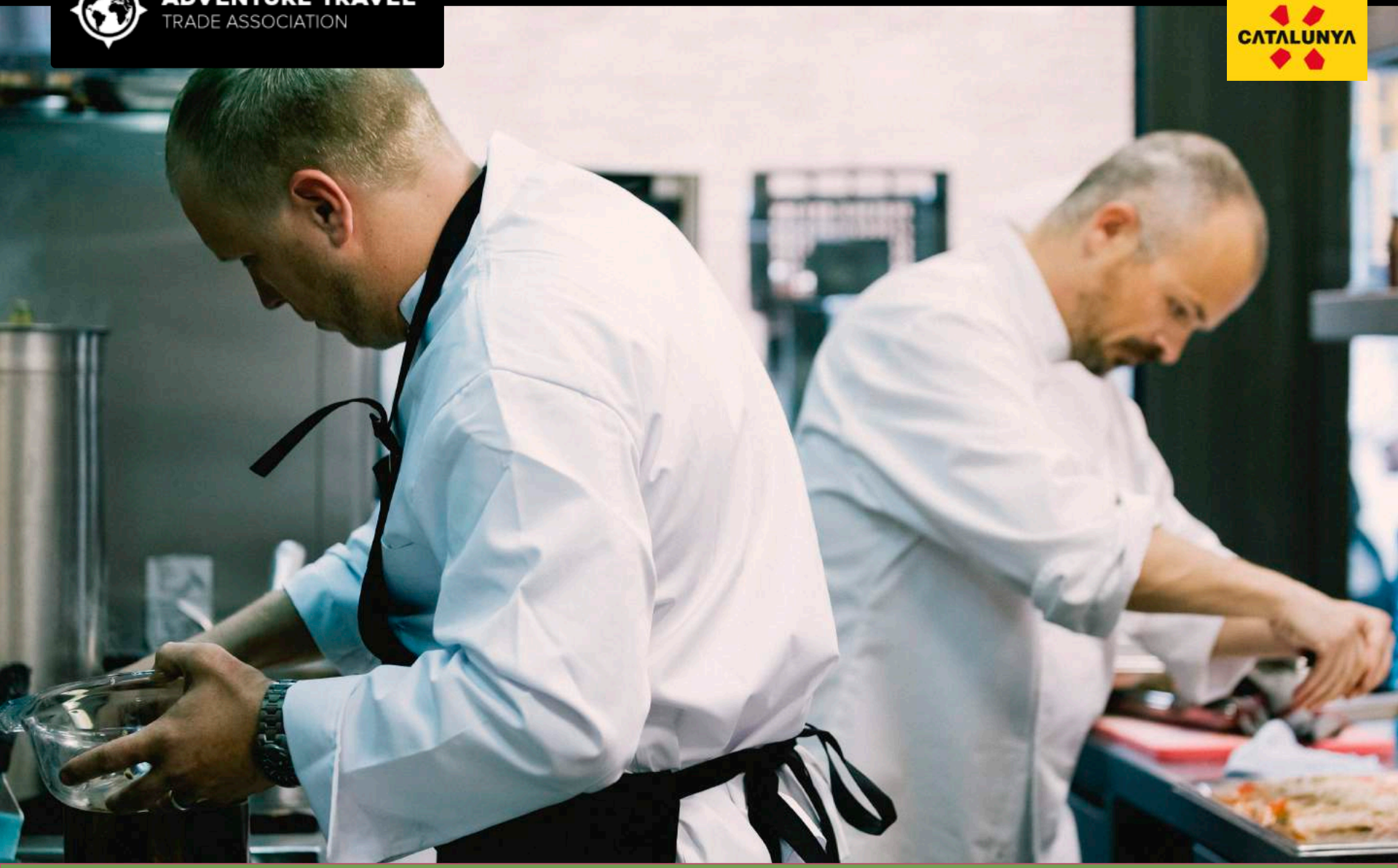

Services for Professionals

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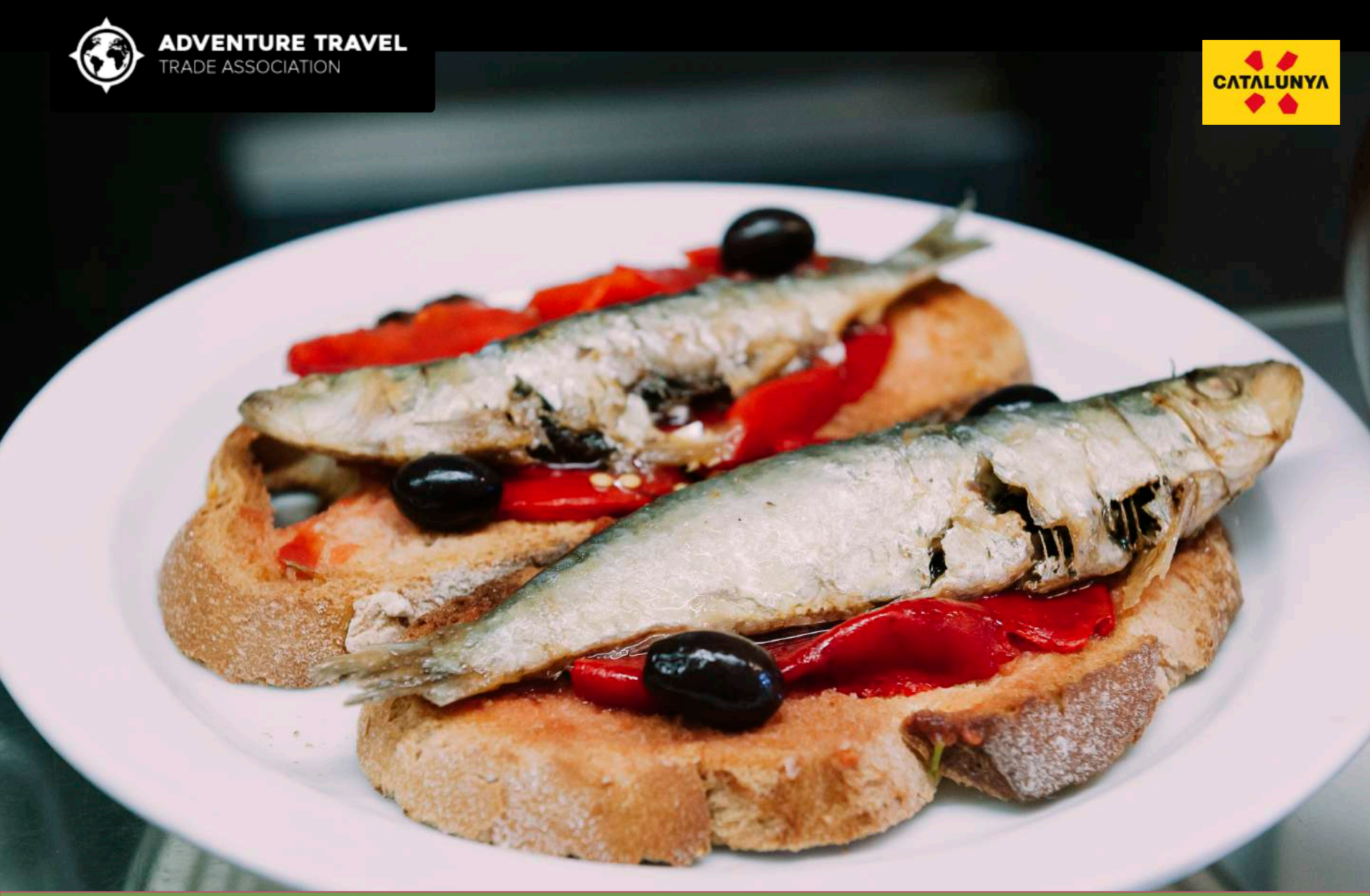

Tours and Day Trips

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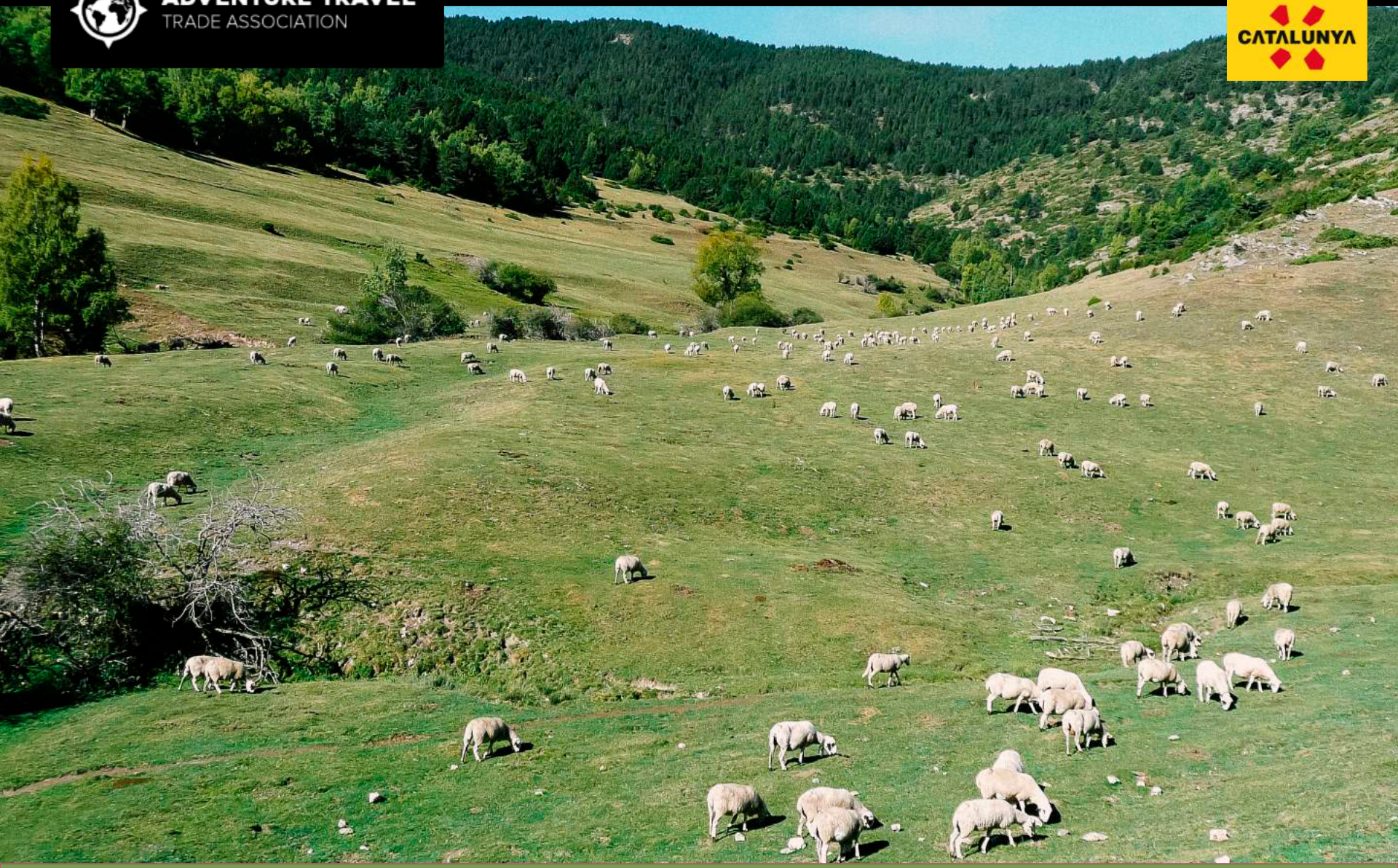

Culinary Trips

- explore the unknown -

Events

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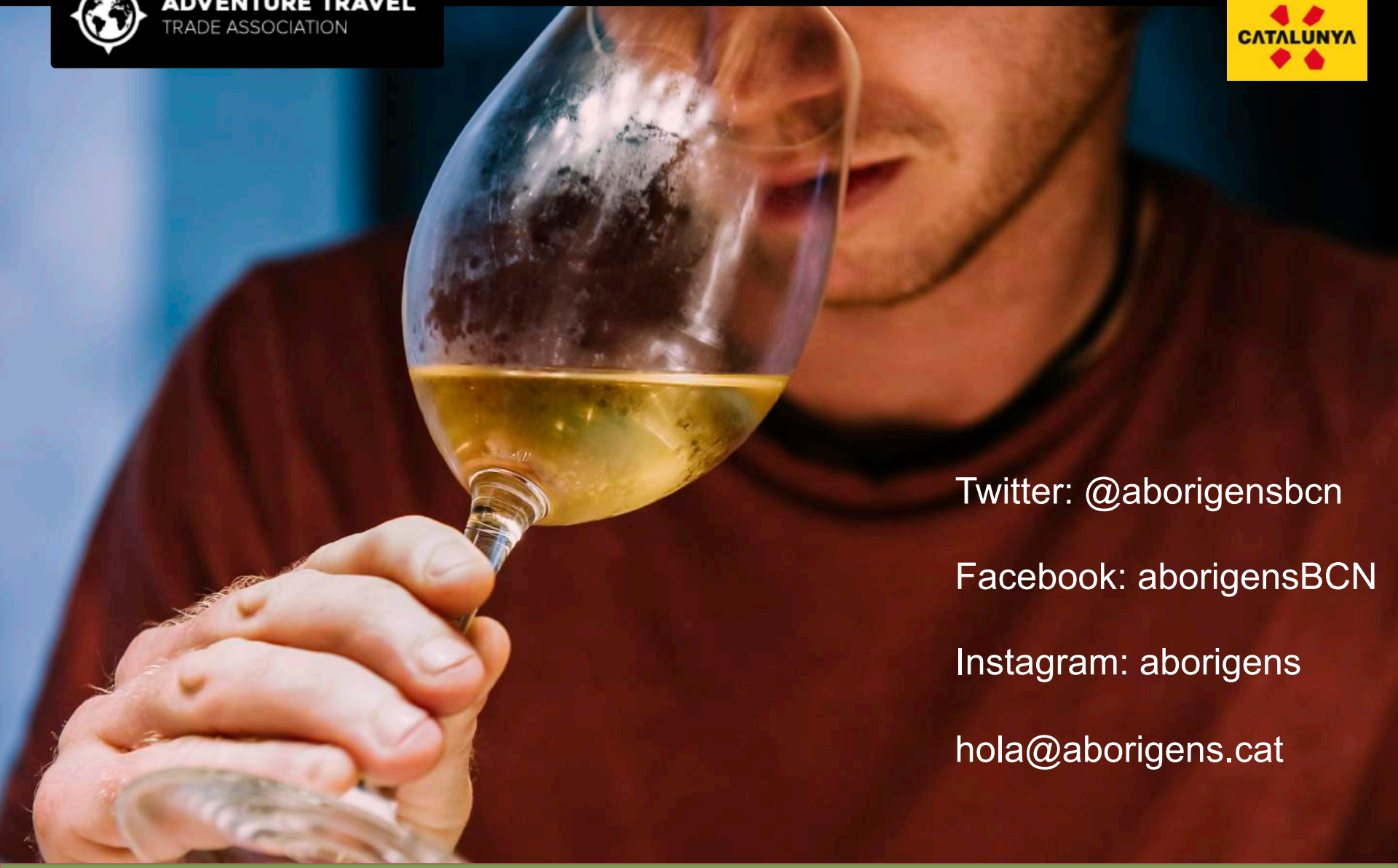

Twitter: @aborigensbcn

Facebook: aborigensBCN

Instagram: aborigens

hola@aborigens.cat

Salut!

aborigensbarcelona.com

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Questions?

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Catalan Tourist Board

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