



# CATALONIA

## Catalyst for Meetings & Events







# CATALONIA: Catalyst for Meetings & Events



Location



Values



Competitiveness

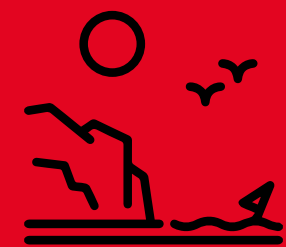


Connectivity





## Location



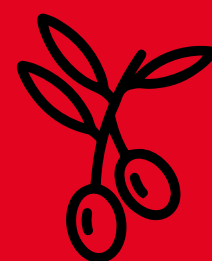
**580 km**  
of Mediterranean coast

**3.000**  
metre-high mountains:  
the Pyrenees



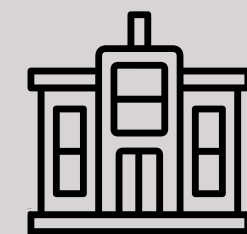
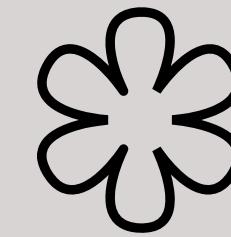
**Unique culture**  
and +2000-year-old-history

**Mediterranean lifestyle**  
climate and cuisine



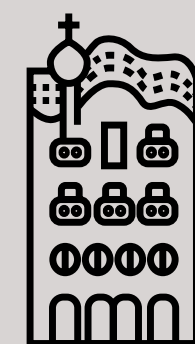
**Diverse yet compact region - 32.000 km<sup>2</sup>**  
\*roughly the size of Belgium

**+50**  
Michelin-starred restaurants

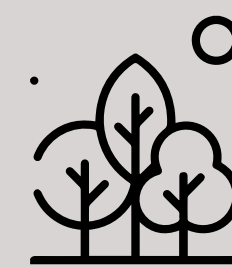


**+20**  
convention centres

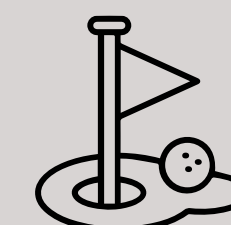
**+150.000**  
4 & 5-star hotel rooms



**+1.000 unique venues**  
9 UNESCO World Heritage sites or examples of intangible cultural heritage



**18**  
natural parks



**+25**  
golf courses

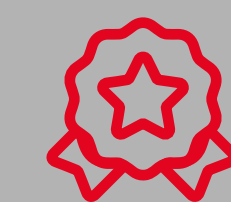
## Barcelona

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)**







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## BARCELONA PROVINCE



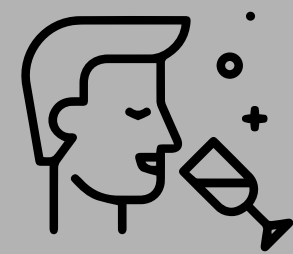
### A short hop from Barcelona city:

vineyards, beaches, natural parks, historic towns

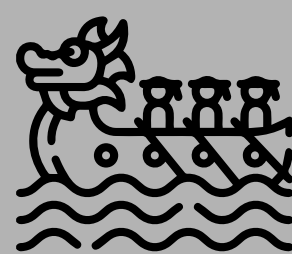


A leading ICT hub

Unique experiencies:



Create your cava



Dragon boat



Gaudí workshop



GT driving

## GIRONA PROVINCE



### Diversity of landscapes

Costa Brava, Pyrenees, La Garrotxa volcanic area, medieval villages



A land of gastronomic innovation

Unique experiencies:



Via ferrata above the sea



Skydive



Dalí legacy



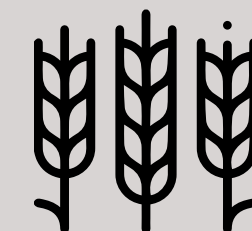
Forest bathing

## LLEIDA PROVINCE



### Pyrenean valleys

enchanting towns and some of the most beautiful Romanesque churches in the world

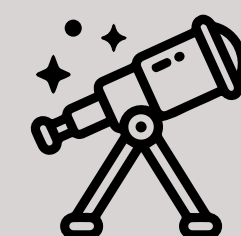


European benchmark in agri-food innovation

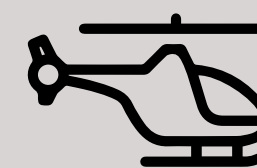
Unique experiencies:



Canyoning



Starlight Reserve



Heliskiing

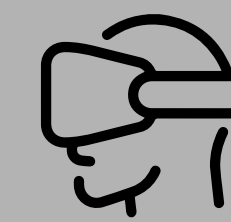
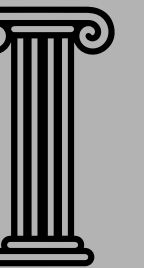


Mushing

## TARRAGONA PROVINCE



Landscapes in Costa Daurada and Terres de l'Ebre rich in natural and architectural heritage

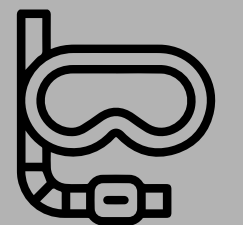


Technological hub for tourism innovation

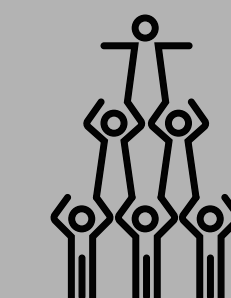
Unique experiencies:



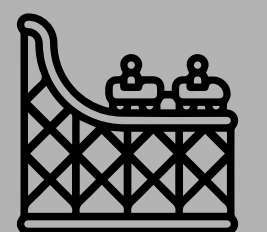
Rice planting



Swimming with Tuna



Human-tower team building



Convention centre in a theme park

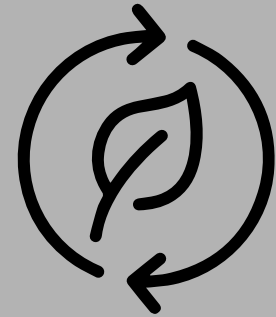




# CATALONIA: Catalyst for Meetings & Events



Sustainability



Bleisure



Authenticity



Legacy



Expertise



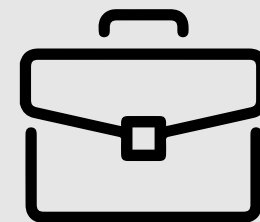
Safety



Networking



Business excellence

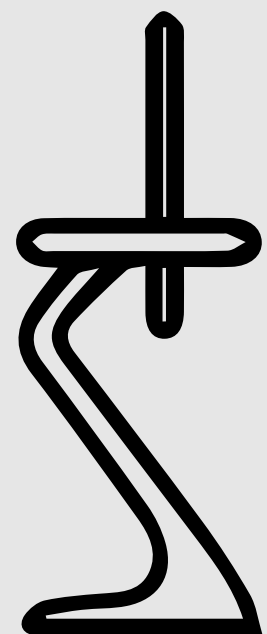


Well-being



Uniqueness

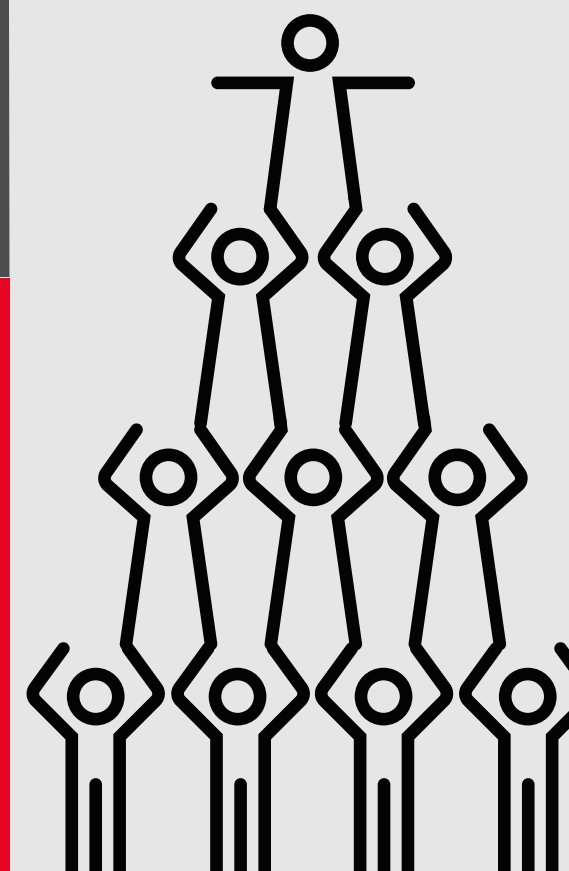
Creativity



Mediterranean lifestyle



Innovation



Values





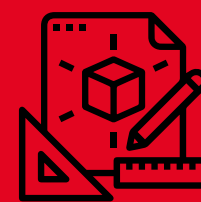
## Competitiveness

### 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**

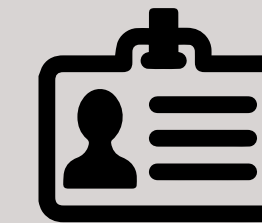



**Automotive, sustainable mobility and smart cities industries**

**Industrial services, technology**



**Host Destination**



**Leading scientific and technological infrastructures**

**Top startup hub in Southern Europe**



**Best Southern European region for investment**

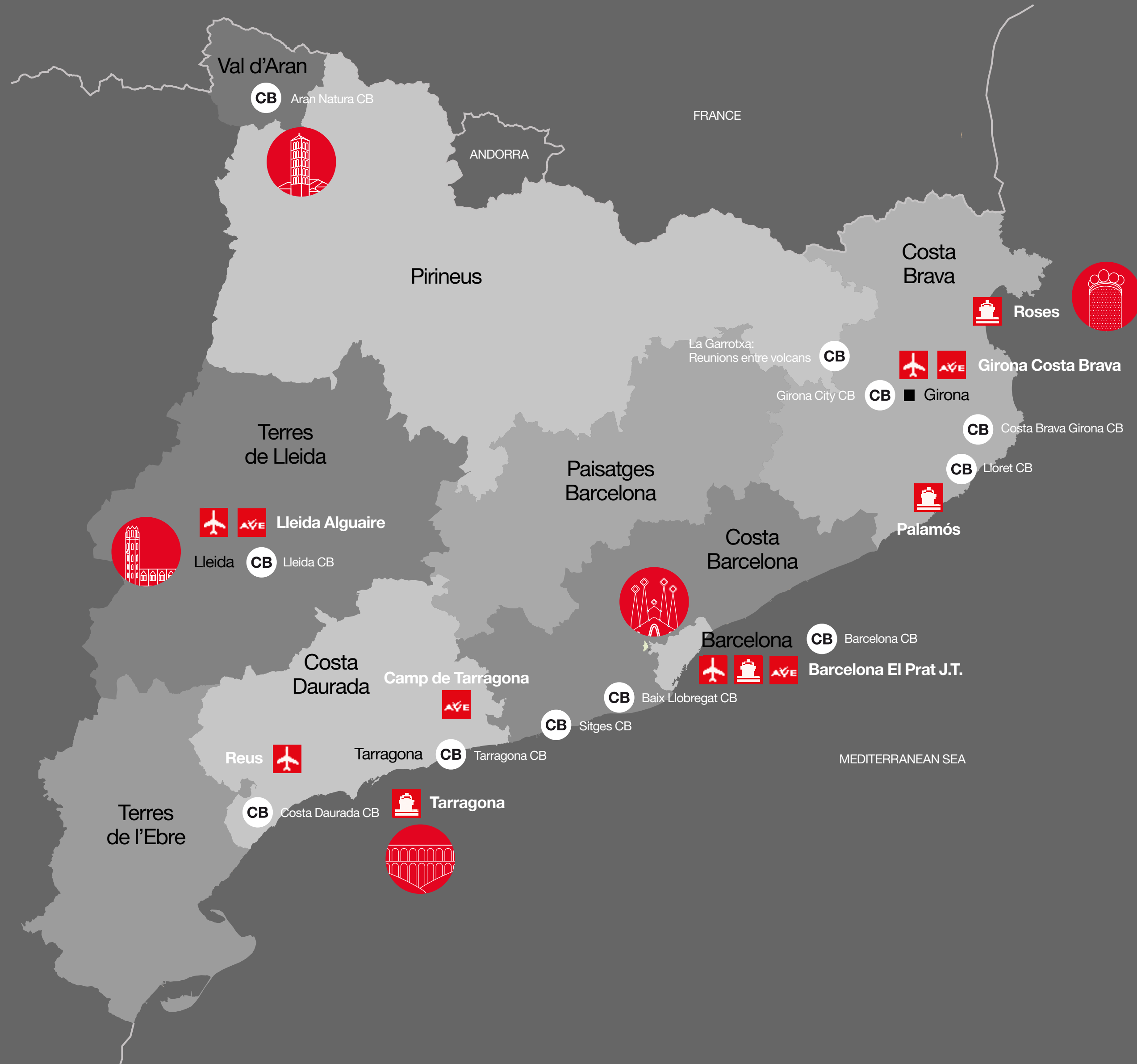
**Leading EU territory in mobile coverage and high-speed broadband**







# CATALONIA: Catalyst for Meetings & Events



## Connectivity



**Catalunya Convention Bureau**  
 www.catalunya.com/mice/ccb  
 ccb.act@gencat.cat