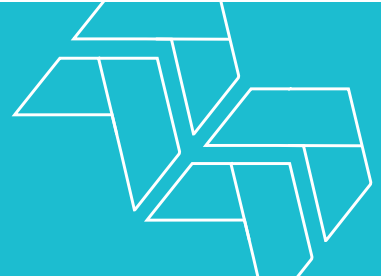


# Gastronomy & Tourism

## Challenges and goals for Catalonia



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## Gastronomy and tourism in Catalonia: facts and figures



32,108 km<sup>2</sup>



7.6M  
inhabitants



19.4M  
tourists/year



12% of Catalan  
GDP comes from  
tourism



52 Michelin-starred  
restaurants

## Challenges

- 1 Open up gastronomic experiences to tourists.
- 2 Improve resources for differentiating Catalonia's gastronomy heritage as a tourist attraction.
- 3 Improve availability and marketing of high-quality gastronomic products and cuisine.
- 4 Improve coordination and organisation of players in the gastronomy sector.

## Goals

Define and segment tourist and visitor profiles and gastronomic expectations.

Develop a plan to professionalise the gastronomy sector.

Devise a story for Catalan gastronomy.

Bring together players and build an umbrella brand.

Evaluate the quality of tourist experiences related to gastronomy.

Establish a system to recognise quality.

Support the development and marketing of products for tourists.

Develop an administrative model for the gastronomy sector.