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Press release

100 travel agencies participate in the special edition of the ACAVe Travel Market at the fair Barcelona B-Travel

9 national and international tourist destinations have presented their latest news for the 2022 tourist season to the invited agencies

April 1, 2022.- The Corporate Association of Specialized Travel Agencies (ACAVE) has today celebrated a new stage of the **ACAVE Travel Market Tour** within the **B-Travel fair** in Barcelona. These industry events are an itinerary of presentations throughout Spain designed to expose first-hand to travel agents the new tourism products of the key operators in the sector and also to offer a space for professional networking. Today's meeting has been led and moderated by the **manager of ACAVE, Catiana Tur.**

The president of the B-Travel fair, Martí Sarrate, participated in the event and in his speech highlighted that *"The collaboration between the B-Travel fair and ACAVE allows us to develop a very positive synergy for the mutual objective of promoting collaboration between travel agencies and the main tour operators, especially at this time when tourism activity is experiencing a new impetus"*.

The new president of ACAVE, Jordi Martí, also spoke, commenting that *"despite the latest circumstances linked to Ukraine and the rise in prices, we are experiencing a good start to the season. We estimate that bookings for Easter will be 50% higher than those for the same period last year. B-Travel arrives at a key moment to give a final stimulus to travelers who already have plans to organize a vacation"*.

La primera intervención ha sido a cargo de Maite Gabilondo, responsable de Cadena de Valor de **VISITGastrOh!**, un destino gastronómico internacional fruto de la alianza entre La Rioja y Navarra. Seguidamente, Carlos Bernús, gerente de Promoción Turística del Consell Insular de **Formentera**, ha presentado los atractivos singulares y naturales de la isla. A continuación ha sido el turno de Viviana Vukelic, directora del Mercado Español e Italiano del Croatian National Tourist Board, que ha presentado los atractivos de este destino de **Croacia** y la costa dálmata. Macarena Esteban, técnico de Promoción Turística de Turismo de **Extremadura**, ha expuesto la oferta de actividades en la comunidad autónoma con la campaña "Todo lo que imaginas, donde no te lo imaginas". Después ha intervenido Carmen Díaz, técnico de Promoción Turística de la Junta de **Castilla la Mancha** ha hablado de la Mancha, una región por descubrir. Alberto Bosque,

gestor de Destino de la Junta de **Castilla y León** ha expuesto las numerosas razones para visitar la comunidad autónoma más grande y variada de España. Luego ha sido el turno de Manuel Negro, representante del sector empresarial de **La Palma**, ha presentado la campaña "La Palma, por mil razones Bonita". Amagoia Betelu, técnico de Servicio de Marketing e Internacionalización Turística del **Reyno de Navarra** ha detallado todas las novedades que ofrece la comunidad foral. Finalmente, Juan Miguel Costa, director Insular de Turisme del Consell Insular d'Eivissa ha presentado la isla de **Ibiza** como un paraíso al alcance de todos.

The first intervention was given by Maite Gabilondo, responsible for the Value Chain at **VISITGastrOh!**, an international gastronomic destination resulting from the alliance between La Rioja and Navarra. Next, Carlos Bernús, manager of Tourism Promotion of the Insular Council of **Formentera**, presented the unique and natural attractions of the island. Then it was the turn of Viviana Vukelic, director of the Spanish and Italian Market of the Croatian National Tourist Board, who presented the attractions of this destination in **Croatia** and the Dalmatian coast. Macarena Esteban, technician of Tourism Promotion of Tourism of **Extremadura**, has exposed the offer of activities in the autonomous community with the campaign "Everything you imagine, where you can't imagine it". Then Carmen Díaz, Tourism Promotion technician of the Junta de **Castilla la Mancha**, spoke about La Mancha, a region to discover. Alberto Bosque, Destination Manager of the Junta de **Castilla y León** has exposed the many reasons to visit the largest and most varied autonomous community in Spain. Then it was the turn of Manuel Negro, representative of the business sector of **La Palma**, who presented the campaign "La Palma, for a thousand reasons Beautiful". Amagoia Betelu, technician of the Tourism Marketing and Internationalization Service of the **Reyno de Navarra** has detailed all the novelties offered by the regional community. Finally, Juan Miguel Costa, Insular Director of Tourism of the Consell Insular d'**Eivissa** has presented the island of Ibiza as a paradise within everyone's reach.

Between the months of March and June, 10 ACAVe Travel Markets will be held in the following cities: **Barcelona** (March 9), **Seville** (March 16), **Bilbao** (March 23), **Madrid** (March 30), **Special B-Travel** (April 1), **A Coruña** (April 6), **Palma de Mallorca** (May 11), **Malaga** (May 18), **Valencia** (May 25) and **Barcelona** (June 1).

About ACAVE

The Corporate Association of Specialized Travel Agencies (ACAVe) is the employers' association for state-wide travel agencies based in Catalonia. ACAVe is the most representative Association in Spain with approximately **450 associates and around 1.000 points of sale throughout Spain**. Agencies of different types are part of the Association: holiday and corporate broadcasters, tour operators, coastal and city receptive, online and cruise agencies.