

Strategies for a competitive and sustainable tourism sector

Online Thematic Workshop, 21 September 2021

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'Benvinguts a Pagès (BaP) – Welcome to the Farm'



Description

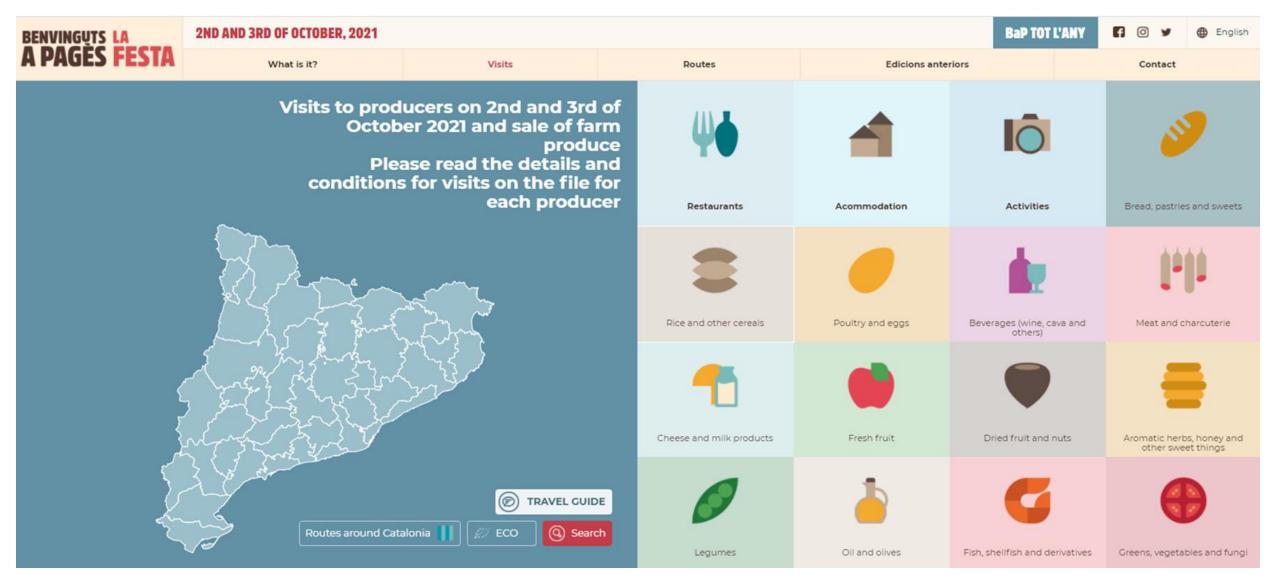
- Weekend when 150 farmers and fisheries from all over Catalonia and from all sectors (fruit & vegetables, livestock, dairy, wine, olives, bees, rice, pulses, etc.) open their doors to welcome local and international visitors; + 150 restaurants participate with menus based on local products and about 200 accommodation establishments with special BaP packets for that weekend
- Through a touristic experience visitors have the chance to discover and learn about local producers and taste/enjoy their products.

Results

- 50,000 weekend visitors: families, foodies and the general public
- Digitalization of farms and increasing the presence and importance of farming life and local products through social media, television, newspapers, etc.
- Reconnection producers consumers; valorisation of farmers and their role as food producers and promoters of sustainability (landscape & biodiversity)
- Decentralisation and seasonal extension of tourism.
- Timing: first launched in 2016; annual event (BaP weekend + BaP All Year)
- Budget: 380.000€
- Responsible organisation: Prodeca & Tourism Board (Government Catalonia; 2 ministries), with contribution from many local and sector stakeholders (farming, gastronomy, tourism)

www.benvingutsapages.cat





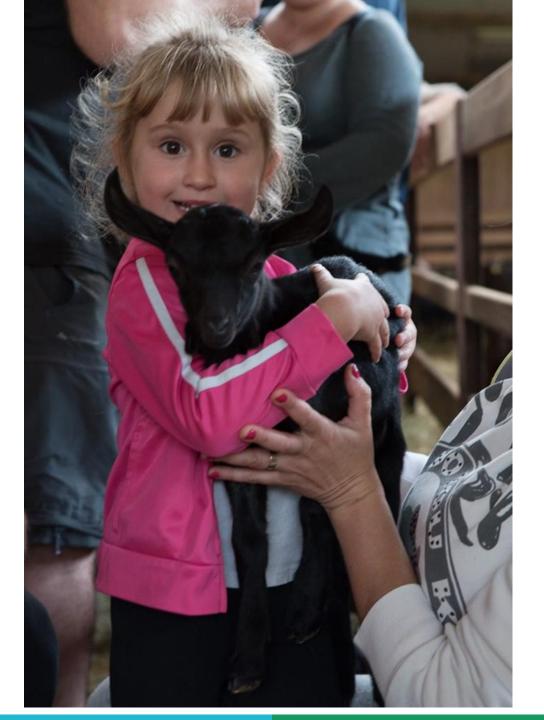


































































Thank you!

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