



Strategies for a competitive and sustainable tourism sector

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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)



What is it?

Visits

Routes

Edicions anteriors

Contact

Visits to producers on 2nd and 3rd of October 2021 and sale of farm produce
Please read the details and conditions for visits on the file for each producer



TRAVEL GUIDE

Routes around Catalonia

ECO

Search



Restaurants



Acommodation



Activities



Bread, pastries and sweets



Rice and other cereals



Poultry and eggs



Beverages (wine, cava and others)



Meat and charcuterie



Cheese and milk products



Fresh fruit



Dried fruit and nuts



Aromatic herbs, honey and other sweet things



Legumes



Oil and olives



Fish, shellfish and derivatives



Greens, vegetables and fungi



































Thank you!

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