



PRESS RELEASE

Jordi William Carnes, appointed director general of Turisme de Barcelona

- **He takes over from Pere Duran who is retiring after 14 years at the helm, a period when the city experienced a major tourism boom**
- **Carnes was selected by the company Seeliger i Conde and once represented the city council as the consortium's vice-president**

Barcelona, 2nd July 2014- This lunchtime, the Board of Directors of Turisme de Barcelona, approved the appointment of Jordi William Carnes as the new director of the tourist board following a previous proposal by the Executive Committee chaired by Joan Gaspart. The new director will take over from Pere Duran, who is retiring after 14 years at the helm of the Catalan capital's tourism promotion organisation.

Jordi William Carnes Ayats comes to Turisme de Barcelona following a selection process during which the Barcelona-based executive search company Seeliger i Conde put him forward as the final candidate for the post. Carnes has previous associations with Turisme de Barcelona. He used to be one of its vice-presidents as a representative of Barcelona City Council where he was also deputy mayor for Economic Development and the Treasury between 2007 and 2011. Jordi William Carnes was also the Catalan Government's Minister for Agriculture and Head of the President's Office at Barcelona Provincial Council, among other posts.

The new director general was born in Barcelona in 1959 and has two children. He has a degree in German language and literature and is a graduate of the business schools Esade and IESE. He is a keen football fan and climber and until his new appointment was chairman of CTecno, the private network of professional associations and technology corporations in Catalonia.

A success story since the year 2000

Pere Duran Vall-llossera, who is retiring at the age of 65, concludes a brilliant career at the helm of Turisme de Barcelona which began in the year 2000 when he was appointed. For 14 years the city has experienced extraordinary growth in business and visitor numbers. He had previously held other posts within the consortium.

One of the milestones in his time as director was securing the Mobile World Congress for the city. This has made Barcelona a world capital and benchmark for technology and mobile apps. During this period, the City of Barcelona Strategic Tourism Plan was also drawn up. The Plan examines what the relationship between tourism and the city will be like by the year 2015.

Public-private consortium

The Turisme de Barcelona Consortium is in charge of promoting the city as a tourist destination and is partly funded by the Barcelona Chamber of Commerce, the Barcelona Promotion Foundation and Barcelona City Council. It runs tourism services such as the Barcelona Bus Turístic and the Barcelona Card, and operates a network of 20 tourist information points. It also provides a direct source of business to more than 800 companies in the Catalan capital through the marketing and sale of third-party tourism products and services.

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