

***Turisme de Barcelona* shows the most sustainable side of the city to the Nordic media**

- The company arranges the first press trip for specialized press representatives and focuses on the green tourism in the city
- Electric motorbikes, Walking Tours, the Opera House (Liceu) and a “slow food” lunch are some of the activities, as well as to stay a night in a hotel in town

Barcelona, 25th October 2012. – With the aim of putting the city on the map as a sustainable destination, *Turisme de Barcelona* together with the *Agència Catalana de Turisme* and the *EMAS Club Catalunya*, organises for the very first time a press trip to launch the sustainability promotion in Barcelona’s tourist sector. Taking under consideration the awareness in relation to this question and the soundness as an issue market of the Scandinavian countries, four Nordic journalists, specialized in sustainability, science and environment, amongst which stands out the editor of *GEO* from Finland, have been invited to discover the *greenest* side of the city.

The press trip took place in different areas of Catalonia from 24th to 28th October and the journalists spent a day and a half in Barcelona. It turned into one of the first acts of the Barcelona Sustainable Tourism, a new project of the company created in 2012. It is an open-access plan for the companies of this sector working in environmental, cultural, social and economical sustainability and it makes establishments and services accessible to enjoy the city in a sustainable way.

The range of activities and places for this trip were chosen in an ecological tone. In this way, the place to accommodate the journalists was the Barcelona Princess hotel, member of the new project of the company and owner of a well-known system of environmental management. Among the activities planned, it stands out the electric scooters of *Bcn Going Green*; a visit to Montjuïc and Park Güell where tourism and botany are mixed, by the company *Naturalwalks*; the *Turisme de Barcelona* Walking Tours; and a show in the Opera House (Liceu), the first theatre in the world in having the EMAS certification. As a part of the gastronomic field, the guests will enjoy the restaurant *Monvínic* which goes for the *slow food*, mixing gastronomy, ecology and nature round the table.