

10 good reasons to hold your next meeting in the Costa Brava and the Girona Pyrenees

Far from the urban sprawl of big cities, and just one hour from the metropolis of Barcelona, the **Costa Brava** and the **Girona Pyrenees** have successfully positioned themselves as one of the country's most attractive business tourism destinations. This presentation will introduce you to the Costa Brava and Girona Pyrenees, giving you ten reasons for enjoying doing business here.



01 STRATEGICALLY SITUATED WITH EASY ACCESS

The first reason is its strategic position and excellent lines of communication. The Costa Brava is perfectly **situated between Barcelona and the French border**.

Conference delegates now enjoy easier access and shorter journey times to the Girona area thanks to improved road connections and, crucially, the new high-speed rail link connecting Girona with Barcelona and the rest of Spain, not to mention the TGV rail link to Figueres and on to Paris.

Girona-Costa Brava Airport has become a key connection hub with Europe, currently offering flights to 45 European cities, an important factor in persuading international companies to organise business meetings and events in the area.



02

AN INCOMPARABLE NATURAL SETTING

The second reason is associated with the natural environment offered by the area. Essentially, an incomparable natural setting, with more than **220 km of coastline adjoining the Pyrenees**.

Another aspect to be borne in mind is that our destination boasts an abundant natural diversity that has led to the province being rich in **protected areas (over 33% of the region), beaches and coves**.

The Costa Brava and Girona Pyrenees combine many different landscapes, making the region **a unique destination in which to harmonise work and leisure**.

This area offers the ideal atmosphere for working groups to express their best ideas.



03

AUTHENTICITY

The third reason is **the authenticity of the land and its people**.

Without a doubt, the Costa Brava and the Girona Pyrenees offer all sorts of possibilities to visitors attracted to the area by **its genuine character**.

An exceptional cultural and artistic heritage, including **Greek and Roman remains**, renowned international figures such as **Salvador Dalí**, and so much more.

Tradition, culture, creativity... in brief, the Costa Brava and Girona Pyrenees are rich in historic settings offering **authentic experiences** that will live long in your memory.





04

GASTRONOMY & DO EMPORDÀ WINE ROUTE

The fourth reason for holding meetings in the Costa Brava and Girona Pyrenees is without doubt the **excellent gastronomy** it offers.

Exquisite gourmet experiences: **18 Michelin stars** being held by 14 restaurants in the area, including **the world's best restaurant 2013 and 2015, El Celler de Can Roca**.

The Costa Brava and Girona Pyrenees are an indispensable meeting point for lovers of fine cuisine. **The Roca brothers** create sublime culinary experiences rooted in local products and family tradition.

The fusion of traditional cooking with more avant-garde tendencies and the quality of in-season local products offers infinite possibilities for all kinds of events: gala dinners, cocktail parties and three-course business meals, among others.

And the exceptional wines from the region cannot be forgotten. The **DO Empordà Wine Route** immerses you in a deep-rooted tradition of the area, dating as far back as Roman times. Now you have the chance to experience this part of our gastronomic identity up close, discovering all the secrets of red, white and rosé Empordà wines.

05

CONFERENCE CENTRES SUITABLE FOR EVENTS OF ALL SIZES

The fifth and most important reason is the presence of **conference centres suitable for events of all sizes** distributed throughout the province.

The capital, Girona, is a medium-sized city which possesses the largest conference centre in the area. Secondly, Lloret de Mar, on the coast, being home to the most extensive concentration of business tourism on the Costa Brava, can accommodate large events. Further inland, the town of Olot is noteworthy for its capacity to house small-scale meetings and events. Elsewhere, the provision of conference centres is completed by locations such as Roses, Sant Feliu de Guíxols, Platja d'Aro, Torroella de Montgrí and l'Escala.

The area boasts several state-of-the-art multi-purpose conference centres, generally in central locations close to accommodation and leisure areas, and suitable for holding all sorts of events, from product presentations and scientific and business meetings to medical and other sector-specific conferences.



06

OUTSTANDING VENUES FOR HOLDING EVENTS

Reason number six: The Costa Brava and Girona Pyrenees are business tourism destinations with distinctive and **exclusive venues** for holding business meetings and events in natural and historical settings, such as **beaches, castles, monasteries, volcanoes, gardens, farmhouses, wineries and museums.**

07

IDEAL LANDSCAPE AND CLIMATE FOR ALL KINDS OF INCENTIVE ACTIVITIES

The wide range activity companies operated in the area provides the seventh reason.

An ideal landscape and climate for all kinds of incentive activities, whether on land or sea or in the air.

Apart from working and fostering a team spirit, companies will find a wide variety of activities in the Girona area to complement a conference, work session, training course or product presentation. The experiences are endless: Segway, mountain bike and quad trails; kayak and sailing trips; orienteering; hot-air balloon trips and skydiving; visits to wineries with gastronomy tastings; cooking courses; golf days; and snow activities, to name just a few.

The activity companies in the area have a proven track record in the organization of outdoor and team-building activities.





08

EXTENSIVE AND WIDE-RANGING ACCOMODATION

The eighth reason is the array of accommodation catering for business tourism offered by a well-developed tourism destination like the Costa Brava and Girona Pyrenees.

Extensive and wide-ranging **accommodation facilities, in urban, rural, or coastal settings, in environmentally protected areas, in the mountains, and so on.**

Prestigious hotel chains such as Hilton, Melià, AC, Accor and Silken are present in the area, and offer facilities for meetings, while charming hotels in the counties of Empordà, Selva and Garrotxa complete the area's range of accommodation. Moreover, resorts with golf courses, such as the PGA Golf de Catalunya and Peralada, are ideal places for organising meetings that combine business and leisure.

09

KNOW-HOW

The ninth reason is related to the **know-how** of the destination: The vast experience of the complementary service companies in organising events with the latest technology for meetings.





10 VALUE FOR MONEY

The last, and by no means least important, reason is competitiveness.

The area offers very **competitive prices compared to other nearby business tourism destinations**. At the same time, the flexibility and excellent treatment offered give the destination added value.

The efforts made in making the area an excellent tourism site have been recognized in the praise earned from various publications such as National Geographic Traveller, which chose the Costa Brava as one of the best tourism destinations for 2012, or the American magazine Frommer's, which named Girona as one of the best cities to visit in 2012.



The Costa Brava and Girona Pyrenees have everything needed for an experience of intense discovery.

For information and assistance in organising your next event in the Costa Brava and Girona Pyrenees, the **Costa Brava Girona Convention Bureau** is at your disposal.

From providing individual advice on infrastructure, companies and services; presenting tenders; co-ordinating inspections, contacting specialist organisations and companies; proposing social programmes and incentive activities, to distributing promotional material to delegates.



**Patronat de Turisme Costa Brava Pirineu de Girona
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