



Costa Barcelona Week

Viva la vida

Do you know this song?



For influencers

15th - 18th May 2017

Costa Barcelona welcomes you to a land that has over 100 kilometres of coastline, with tourist attractions to satisfy all tastes and interests: beaches like those in Sitges, Malgrat de Mar, Calella or Santa Susanna, amenities for families and children in the Maresme Region and Castelldefels, picturesque towns and cities, Modernism, gastronomy and wine tourism based on the Penedès Appellation of Origin, protected natural areas such as Montserrat or the Montseny Biosphere Reserve, culture, fiestas and traditions, the chance to enjoy sports, for instance, at the Barcelona-Catalonia F1 Circuit, infrastructure for hosting conferences... as well as great people and a mild climate all year round.





15th May

From 08.00 to 14.00 Participants arrive at Barcelona El Prat International Airport and Sants Train Station.

For those participants arriving at El Prat International Airport, there will be a person of the Costa Barcelona Week organizing team waiting for you in front of Catalonia Tourist Office (right hand side when leaving the terminal). We will be holding a panel with the logo of Costa Barcelona Week.

There will be a shuttle bus from El Prat International Airport to Vilanova i la Geltrú, city where you spend the first day of the trip, during all the morning.

When arriving at Vilanova i la Geltrú, check-in at the hotel. Up to 15.00h, free time.

For those participants arriving at Sants Train Station, there will be a person of the Costa Barcelona Week organizing team waiting for you at AVE exit. We will be holding a panel with the logo of Costa Barcelona Week. You will also have a transfer to Vilanova i la Geltrú.

When arriving at Vilanova i la Geltrú, check-in at the hotel. Up to 15.00h, free time.

15.00–16.30 Guided visit to Vilanova i la Geltrú.

Vilanova i la Geltrú is a truly Mediterranean destination: total relaxation under the sun, adventure for all in our crystalline waters, authentic local culture around every corner and opportunities to explore our unique natural surroundings.

16.30–17.30 Free time.

17.30–18.00 Transfer to the Welcome event (from the hotel).

18.00–23.00 Costa Barcelona Welcome Cocktail.

Welcome Event organised by the Barcelona Provincial Council at the La Daurada Beach Club. The Welcome event will be an introduction to the traditional festivities of the different villages on Costa Barcelona. To get in the mood, we kindly ask you to **wear something white**.

23.00 Stroll to the hotel.

16th May

09.30 Transfer to Vilafranca del Penedès.

10.00–12.30 Guided tour of Vilafranca del Penedès, including the Santa Maria basilica bell-tower and VINSEUM, the Museum of Catalan Wine Culture. A small wine tasting will be offered.

Penedès wine region

With its sunlight and proximity to the Mediterranean Sea, the Penedès is a privileged territory for winegrowing. In this incomparable setting, enjoying the sun in the vineyards, strolling around its villages and towns, and discovering the great wines offered by local wineries make for an exhilarating experience. Welcome to the Penedès Appellation of Origin.



13.00 Lunch at Mas Rabell.

15.00 Transfer to Sitges.

15.30 Check-in at Hotel in Sitges city centre.

16.00 Guided tour of Sitges. Ruta dels Americans (Route of the Americans) and old centre of Sitges.

Sitges has always been a place which has enchanted artists, tourists and visitors from all over the world. For many, the secret lies in its light and the almost 300 days of sunshine that it enjoys every year, which drew the painters, sculptors and writers who settled here at the end of the 19th century.



17.00–18.30 Segway route along the Promenade and the Terramar Gardens.

18.30h–20.00 Free time

20.30 Dinner.

17th May

09.00 Transfer to Monistrol de Montserrat.

10.00 Arrival at the beginning of the Montserrat rack railway. We will collect tickets to go up to the Monastery.

Montserrat

The sanctuary of the Virgin Mary of Montserrat has its historical origins in the hermitage of Santa Maria, which Count Guifré el Pelós gave to the Monastery of Ripoll in the year 888.

In 1025, Oliba, Abbot of Ripoll and Bishop of Vic, founded a new monastery at the hermitage of Santa Maria de Montserrat. The little monastery soon began to receive pilgrims and visitors who helped spread stories about the miracles and wonders performed by the Virgin.



10.30–12.30 Guided visit tour of the Monastery and the Museum.

13.00 Lunch.

15.00 Transfer to Terrassa.

16.00 Check-in at Hotel Don Candido and free time.

18.30 Guided tour of the town. Visit to Terrassa's industrial and modernist heritage.

Tour of Masia Freixa, an emblematic Gaudi-style building, built by the architect Lluís Parellada Muncunill between 1905 and 1910 on the structure of an old textile mill.

19.45–21.00 Dinner/sample of local products.

21.15–22.30* Visit to see the Minyons de Terrassa human tower team.

Learn how the Castellers of Terrassa build human towers, during their practice session.



(*) Take into account that the end of this activity may be at 23.00.



18th May



09.00 Transfer to Santa Coloma de Cervelló.

10.00–13.00 Influencers Meeting.

Cultural meeting in Colonia Güell as the closing event of the Costa Barcelona Week. All international influencers participating in the trips and several Catalan bloggers and instagramers will meet there.

From 10h to 13h, there will be a **welcome event** on behalf of the organisers, a guided tour of the Gaudi Crypt and Colonia Güell, and a brunch.

14.00 Transfer to El Prat International Airport and Sants Train Station.



*Activities to be carried out by all the participants together.
On 18th May, influencers and tour operators, separately.*

