

20
21

Press pack
Lloret de Mar
2021



**New in
2021**

Urban beach

Identification of strategic points and development of the funding roadmap in order to gain access to the European Recovery Plan funds.



Family tourism

Strategic plan for the improvement of the competitiveness of the family tourism product.

Setting up of the Working Table on Family Tourism.

Creation of specific experiences.

Positioning campaign of Lloret as a family tourism destination.



Culture

#SafeCulture

Guided theatrical and musical tours and family workshops offered in different languages in cultural facilities of Lloret de Mar.

Awarding of the Cultural Routes seal of the Council of Europe to the European Route of Historic Gardens.

Events

Lloret Outdoor Summer Festival (summer).

SOM de Mar music festival (August).



Gastronomy

The rolling out of the strategy to boost the gastronomy sector in Lloret de Mar has continued, with the collaboration of the Alícia Foundation.

Creation of digital content.



Development of a child assistance plan in eating establishments.



Active-Nature and Wellness

New inbound tourism activities: stand-up paddleboarding and paddleboard yoga.

Conceptualization and creation of the *Rutes de Mar* (Sea Routes) brand.

Active and adventure tourism weekend (May).

Events

Joe Dispenza Advanced Retreat (September).

Sports tourism



Host town of the World Sports Tourism Congress (autumn).

Catalan municipality with the highest number of certified sports disciplines:
football / athletics / cycling / swimming / triathlon / team sports.

Events

Men's Roller Hockey Spanish Super Cup (2-3 January).

Lloret de Mar Rally (5 and 6 February).

Spanish Artistic Swimming Championship in the under-12 and under-14 categories (12-15 March).

Spanish Adapted Swimming Championship (5-6 June).

MICE tourism



Promotion of the MICE & Sport product.

Promotion of the Weddings product.

Events

Lloret Negre crime literature festival (20 and 21 March).

Winamax SISMIK 2021 (autumn).

65th International Congress of the International Police Association (IPA) (October).

World Sports Tourism Congress. Olympic Conference Centre (25-26 November).

Lloret Smart Destination



Call for bids for projects linked to the Red.es subsidy for an amount of €3.2M.

Smart Tourism Tool:
Analysis of data from social network modules, credit card spending, mobile phone pilot study for the flow analysis of the tourist population and module of Dwellings for Tourist Use.

Marketing and communication



Advertising campaign in local markets.

New respectful behaviour campaign: BE careful / BE happy.

Co-marketing and training campaign in the British market.



Specific communication campaign for families.

Rolling out of the inbound marketing strategy.

Improvement of the SEO positioning of corporate websites.



Cross-cutting strategic lines

Digitalisation



Plan for the Digital Transformation of Lloret de Mar.

Lloret Smart Destination.

Health and Safety



Comprehensive plan of Covid-19 preventive measures for the 2021 season.

Sustainability



Greentour Project on the Circular Economy and Sustainable Tourism in Destinations of the SUDOE area (3 years).

Diagnosis and definition of the action plan for Sustainable Tourism in Lloret de Mar from 2021 to 2023.

Strategic Plan for Improving Competitiveness in Family Tourism





Digitalisation

Digital Transformation Plan

transformacioidigital.lloretdemar.org



The digital transformation of the destination will be the cornerstone of Lloret de Mar's approach to the 2021 tourist season.

The Digital Transformation Plan is a work plan promoted by Lloret Turisme (the municipal tourism promotion agency), the Hotel and Restaurant Guild of Lloret de Mar and the Growtur tourism innovation company. Implemented between October 2020 and March 2021, the work plan was aimed at providing tourist accommodation establishments and travel agencies with new tools and digital strategies with the goal of adapting the destination to new demands.

Sixty-seven professionals from Lloret de Mar—who between them manage 62% of the hotel bed places, 30% of the apartment bed places and 50% of the campsite bed places in the municipality—participated in the plan.

The work plan consisted of 60 sessions spread across 20 weeks, focusing on the following areas:



Big data on tourism in real time

Aimed at enabling the participants to develop ultra-segmentation strategies, through which to identify market niches that complement those which are traditionally marketed.



Bot programming and optimisation of campaigns in social networks

Aimed at harnessing the potential of new channels for relating to and communicating with the customer. These include the newer social networks, such as TikTok, and the application of differentiation formulas, such as Instagram Live videos.



E-commerce platforms

Aimed at generating new direct sales channels.



Whatsapp Business

A customer interaction and marketing platform.



Changing the team mindset

Integration of these tools in the everyday running of business.



New tourism trends

Ethics, storytelling, new environment, new consumer profiles, etc.



Health and Safety

Comprehensive Plan of Measures for the Prevention of Covid-19 for the 2021 season.

covid19.lloretdemar.org

In the summer of 2020, Lloret de Mar was the first destination in Spain to unveil a comprehensive destination plan for the implementation of health and safety protocols to combat the spread of Covid-19 in the municipality: public highways, security, beaches, hotels, apartments, dwellings for tourist use, campsites, travel agencies, bars and restaurants, shops, and sports, leisure and nightlife venues.



This strategy, which complies with the guidelines of the World Health Organisation, was the result of the work carried out by a multidisciplinary team led by Lloret Town Council through its tourism promotion body, Lloret Turisme, and composed of the Tourism Business Board, the town's HORECA guilds, the Traders' Association, travel agencies and representatives of leisure and nightlife companies, tourist apartments, dwellings for tourist use, transportation, events and campsites, along with representatives of tourism workers.



In 2021 the Comprehensive Destination Plan of Covid-19 measures and protocols will continue to be deployed, ensuring that Lloret de Mar remains a safe destination for tourists, in full compliance with Covid-19 prevention guidelines.



Training plans for the tourism sector.



Zoning and capacity management of Lloret and Fenals beaches.



Public highways: safety measures.



Extra personnel (tourism information officers and civic information officers on beaches and streets).



Civic behaviour campaign: Be Careful Be Happy.



Sustainability

Greentour Project on the Circular Economy and Sustainable Tourism in Destinations of the SUDOE area (3 years).

Diagnosis and definition of the 2021-2023 Action Plan for Sustainable Tourism of Lloret de Mar.



In keeping with its commitment to Sustainable Tourism and, in particular, the 2030 Agenda for Sustainable Development, Lloret Turisme (the municipal tourism promotion agency) will conduct a diagnosis and draw up a sustainability action plan for the next three years in accordance with the guidelines of the 2030 Agenda.

The work plan will comprise two stages:

1

Updating of the Sustainable Tourism diagnosis of Lloret de Mar

on the basis of the sustainability audit conducted in 2015 during the implementation of the Smart Tourism Destination model developed by SEGITTUR. The action plan will focus on four areas: management of sustainable tourism; conservation and improvement of cultural heritage; conservation and improvement of the environment; and socioeconomic development of the destination.

2

Identification of 2030 Agenda challenges, areas of action and 2021-2023 action plan.

OBJETIVOS DE DESARROLLO SOSTENIBLE





Strategic Plan for Improving Competitiveness in Family Tourism

The drawing up of a Strategic Plan is scheduled for 2021. The goal of this plan is to improve the competitiveness of the family tourism product.

The work plan comprises 15 strategic actions to be implemented over the next two years.

The priority actions for this year are:



Setting up of the Family Tourism Work Table.



Creation of specific experiences and improvement of the product portfolio of the destination.



Positioning of the destination in the family tourism segment.



Key tourism figures for 2019



1,303,651 visitors and 5,801,478 overnight stays.



Spain, France, the United Kingdom and Germany are Lloret de Mar's main outbound markets.



+3,291,031.26 €

(period from April 2018 to March 2019).

Catalonia's second-ranked destination in terms of tourism tax revenue.

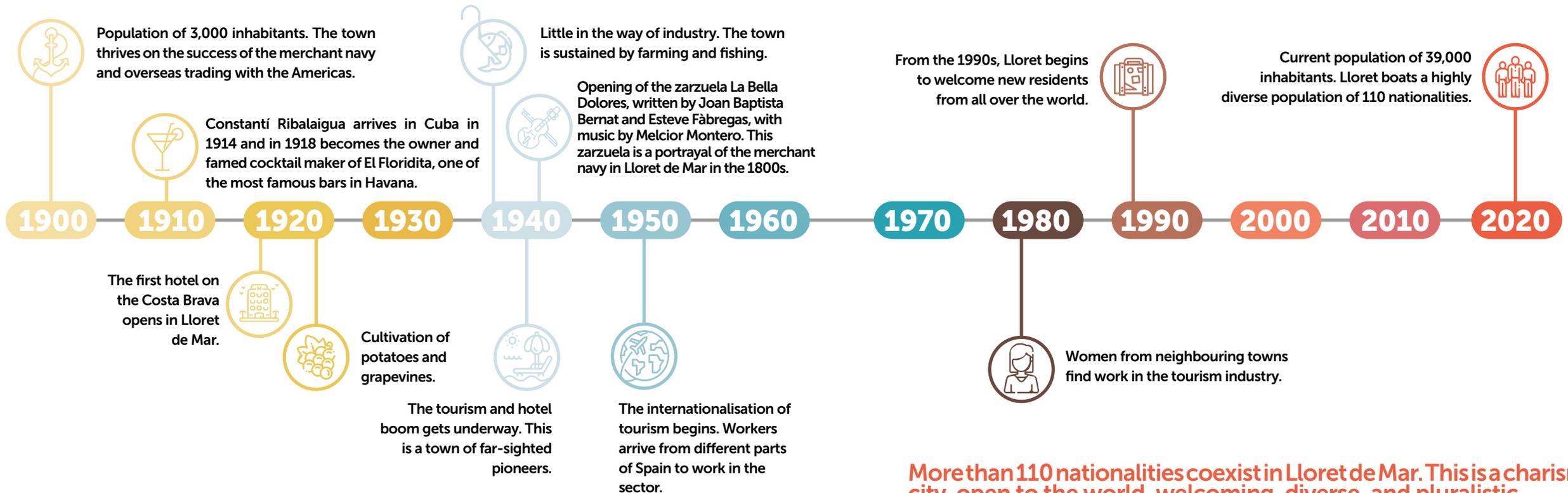


General information

Historical timeline

of Lloret de Mar, a pioneering destination.

Lloret, an ancient fishing and farming town, opens to international trade with the Americas in the 18th century.



Location

Location map



Lloret de Mar is situated in an outstanding geographical setting: the **Costa Brava**, an area long renowned for its natural beauty, with a rich coastal and mountain landscape. It also stands out for its strategic location, close to cities such as Barcelona, Girona, Figueres and Perpignan.

Transport connections

Lloret de Mar is on average just 2 hours and 45 minutes' flight time from any European capital and is located very close to several places of interest that are ideal for daytrips: the Catalan modernism of Barcelona and Gaudí, the exciting Montmeló race circuit, the Dalí museum in Figueres and everything the Costa Brava has to offer are just some of the examples of places to explore using Lloret de Mar as a base.

✈ BCN - Barcelona	80 km	60'
✈ GRO - Girona	30 km	25'
✈ PGF - Perpignan	115 km	90'

Climate

With a temperature that oscillates between 2 °C and 31 °C, Lloret de Mar is an ideal destination for enjoying at any time of year, with all sorts of tourism and leisure options to explore.

Temperature

Winter
14 °C 2 °C

Summer
31 °C 18 °C

Daylight

Winter
9 hours 9 minutes
08:11h-17:20h

Summer
13 hours 49 minutes
06:58h-20:47h

Geographic and demographic data

Demographics and setting

Lloret de Mar



38,649 inhabitants

(Data from municipal census 04/01/21: 19,708 men / 18,941 women).

Costa Brava South

Lloret de Mar + Blanes + Tossa de Mar



+83,000 residents



2,000,000 tourists



7,000,000 overnight stays



9 km
of coastline

Canyelles Beach

Lloret Beach

Fenals Beach

Boadella Cove

Santa Cristina Beach

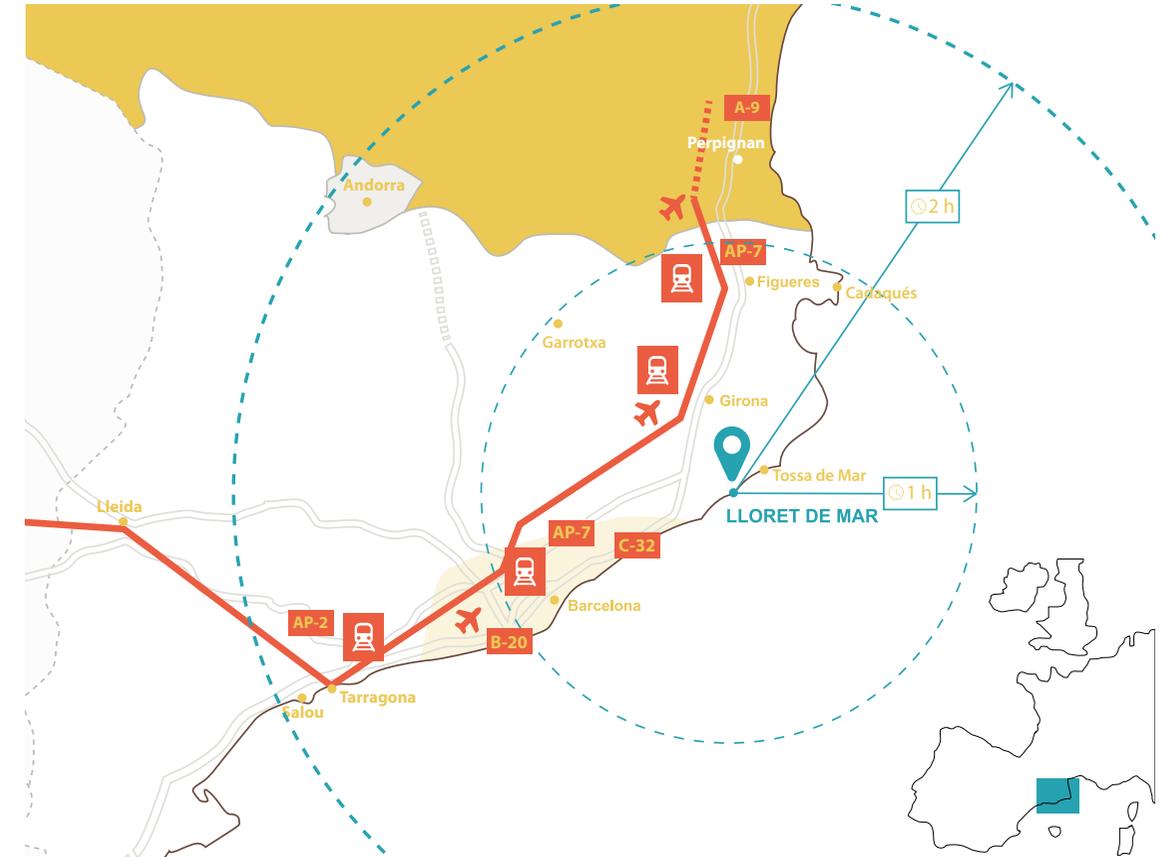
Treumal Cove

Lloret de Mar covers an area of 48 km², 70% of which is woodland, and enjoys a rich landscape with protected areas such as the Cadiretes Massif and the Pinya de Rosa beauty spot.

Lloret de Mar Hub

Lloret de Mar is less than an hour away from places and areas of great interest for tourists such as Tossa de Mar, Barcelona, Girona, Figueres or the Garrotxa Volcanic Zone Natural Park.

Meanwhile, the Port Aventura theme park, close to Tarragona, the south of France or the Pyrenees can be reached in under two hours.



Lloret de Mar Hub Routes



Girona and fortified towns



Fishing and mediaeval towns



Towns of castles, monasteries and natural parks



Towns of the volcanic zone and the valleys of Garrotxa



Towns of Dalí



Plan for the Tourism Restructuring of Lloret de Mar

Lloret de Mar is the first destination in Catalonia to be included in a pilot project of the Government of Catalonia for the comprehensive restructuring of mature destinations (Operational Plan for the Tourism Restructuring of Lloret de Mar 2015-2020).

The Operational Plan for the Tourism Restructuring of Lloret de Mar 2015-2020 is the tourism policy road map of Lloret, a result of the agreement reached between the Government of Catalonia, Girona Provincial Council (through the Costa Brava Girona Tourist Board) and the Tourism Business Round Table of Lloret de Mar, made up of entrepreneurs of the private sector of Lloret de Mar.

The Operational Plan 2015-2020 groups together actions in the following areas: connectivity and mobility of the town; urban regeneration; modernisation, renovation and new investments in the accommodation sector and in the overall tourism offering; energy efficiency and telecommunications; and creation and consolidation of strategic products, events and high-value segments.

Lloret Turisme (the municipal tourism promotion body) is working on different projects in order to obtain European funding earmarked for the recovery of the tourism sector (Next Generation EU). These include a project proposal drawn up in partnership with the Catalan Tourist Board for a plan involving the reconversion of coastal tourist destinations and the creation of public space, or the participation in a project led by the Melià, Barceló and Rius hotel chains to implement public-private collaboration initiatives that help to consolidate the repositioning of 12 mature tourist destinations, one of which is Lloret de Mar.

Main actions that are being carried out in relation to the Plan for Tourism Reconversion of Lloret de Mar.



Lloret Smart Destination.

Lloret de Mar is working towards becoming a Smart Tourism Destination (STD); this will improve the quality of its inhabitants' lives, while enriching the visitor experience.



Lloret de Mar is a member of the STD Network (Smart Tourism Destination Network), coordinated by SEGITTUR and the Office of the Secretary of State for Tourism.



Certificate awarded by the Government of Catalonia to towns that make a strategic commitment to technological innovation as a tool to improve the quality of life of their citizens and visitors. Lloret de Mar has been one of the first towns to receive this recognition.



Red.es subsidy

In 2021, €3.24M of funds (of which €2.27M come from the ERDG) will be allocated through the Red.es entity in order to implement the following projects:

Axis 1: Creation of a smart tourism centre:

- Integrated tourism management system
- Smart tourism

Axis 2: Visitor tracking. Tools to collect data and to analyse visitor and citizen behaviour:

- Tourist mobility flows
- Influx control
- Licence-plate recognition

Axis 3: Visitor digital experience:

- Digital tourist offices
- Digital surveys
- Taxi Experience
- Digital channels (applications)
- Digital signage
- Social Wi-Fi
- Proximity marketing
- Light projection on the beach

Axis 4: Sustainability:

- Energy efficiency
- Efficient public lighting
- Smart parking
- Smart waste management
- Remote watering management



Smart Tourism Platform: Mabrian Technologies.

In 2018 Lloret Turisme entered into a collaboration agreement with Mabrian Technologies, a Big Data analysis company that specialises in adding value to tourist destination and companies for decision making. In 2019 the initial project involving the monitoring of social networks was expanded with the services of the Spend module, which involves the analysis of credit card spending, and the implementation of a mobile network pilot test with Orange in order to analysis the flow of the tourist population (TELCO).

2020 Big Data Report



OVERALL SATISFACTION



PRODUCT SATISFACTION



SATISFACTION WITH SAFETY



SATISFACTION WITH CLIMATE

Interest in products

	2020	2019
Active	20.85%	10.49%
Sun and sand	17.96%	26.56%
Gastronomy	11.38%	8.30%
Family	10.56%	9.91%
Cultural	10.15%	10.96%



Average spending per credit card holder during their stay in the destination: **€300** (▲ +40.7%)

Accions 2021

The collaboration agreement with Mabrian Technologies will be expanded this year with the incorporation of a module for the monitoring of the occupancy level of Dwellings for Tourist Use in the destination.

Viles Florides



Lloret de Mar has been awarded 4 Flowers of Honour.

Viles Florides (Town in Bloom) is an initiative of the Catalan Confederation of Ornamental Horticulture, which promotes the transformation of the beauty spots, villages, towns and cities of Catalonia by decorating them with flowering plants. Floral municipalities are certified through the Flor d'Honor (Flower of Honour) seal, awarded on a scale of one to five.



Public sector investment:

- Cruyff Foundation football pitch in the square of Pere Torrent Primary School (€300,000).
- Improvements to the car park of Plaça Mossén Pere Torrent (€210,000).
- Improvements to the El Molí Football Pitch (€174,000).
- International Ideas Competition for the planning and remodelling of the extended urban area, from the ring road at the entrance of Lloret de Mar to the beachfront.
- Execution of the Lloret-Fenals coastal footpath.
- Drawing up of the project of the Lloret-Canyelles coastal footpath.
- Implementation of the strategy of the action plan of the "Lloret in Light" project.



Inversions del sector privat:

Complete renovation of hotels. 2019 H Top Casino Royal → Azure 4*S-MICE&SPORTS €35.000.000.

Segmentation and specialisation by tourist profile:

Adult-only hotels:

- Gran Hotel Flamingo 4*S
- Hotel Augusta Club & Spa 4*
- Hotel Delamar 4*
- Hotel GHT Miratge 4*S
- Hotel Rosamar Es Blau 4*S
- Hotel Rosamar Maxim 4*

Adult-recommended hotels:

- Aqua Hotel Bertran Park 4*
- The 15th Boutique Hotel 3*

Family hotels with "splash!" facilities

- Alba Seleqta Hotel Spa Resort 4*S
- Aparthotel Costa Encantada 4*
- Càmping Sènia Tucan 3*
- Evenia Olympic Resort 4*
- Guitart Gold Central Park Aqua Resort 4*
- Hotel Best Lloret Splash 4*
- Hotel Fenals Garden 4*S
- Hotel Gran Garbí Mar 4*
- Hotel Rosamar Garden Resort 4*

General tourism data for 2019



Fifth-ranked sun and sand destination in Spain in terms of hotel bed spaces.



More than 29,000 tourist accommodation bed places



More than 1,300,000 visitors per year



More than 5,800,000 overnight stays

Lloret de Mar boasts 122 hotels with approximately 30,000 hotel bed spaces between them. In Lloret de Mar, 65% of hotel accommodation is concentrated in hotels with four stars or more; moreover, 40% of the five-star and luxury hotel accommodation on the Costa Brava is located in Lloret de Mar.

Accommodation figures

Lloret in accommodation figures

Type	Quantity	Places
Guesthouses	22	1,092
Hotels ★	13	1,155
Hotels ★★	8	1,667
Hotels ★★★	24	6,350
Hotels ★★★★	41	15,862
Hotels ★★★★★S	10	2,921
Hotels ★★★★★	4	785
Total	122	29,832

In addition to hotel bed spaces, there are also 4 campsites in Lloret de Mar with 1,337 camping pitches and 4,011 bed spaces, and 3,500 private dwellings registered for tourist use with an estimated total of over 20,000 bed places.

According to the figures registered by the National Statistics Institute (INE), Lloret de Mar welcomed 1,303,651 visitors in 2019, who between them generated 5,801,478 overnight stays, representing an increase of 11.8% and 9.1% respectively, in respect of 2018. This means that Lloret de Mar

maintains its status as one of the leading tourist destinations in Catalonia and Spain.

Of the total number of visitors, 93.2% stayed in hotels, 4.4% in holiday apartments and 2.4% on campsites.

Lloret de Mar welcomes 16.5% of the tourists who visit the Costa Brava, and 22.5% of overnight stays.

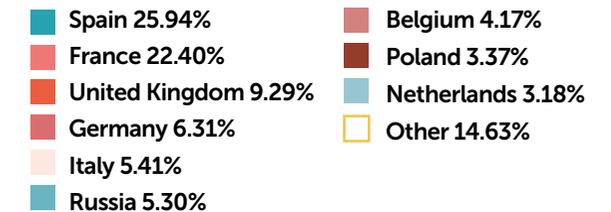
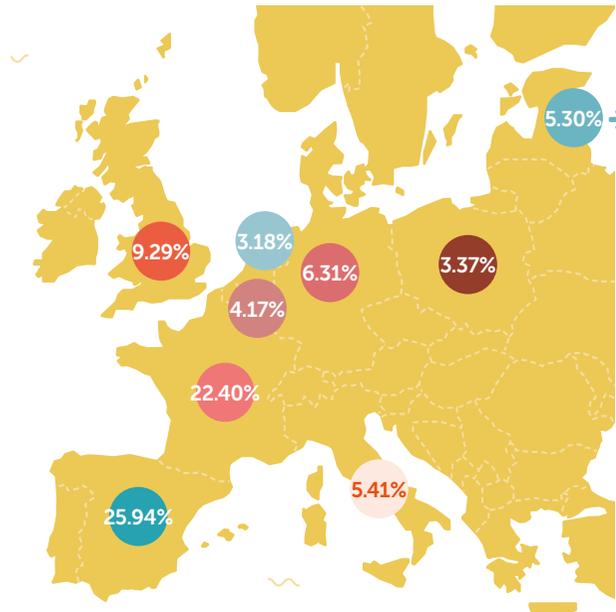
Lloret de Mar welcomes 4.6% of the tourists who visit Catalonia and 6.5% of overnight stays.

Total number of visitors and overnight stays in 2019

The importance of international visitors in Lloret de Mar should be highlighted, given that 75% of hotel guests came from outside Spain.

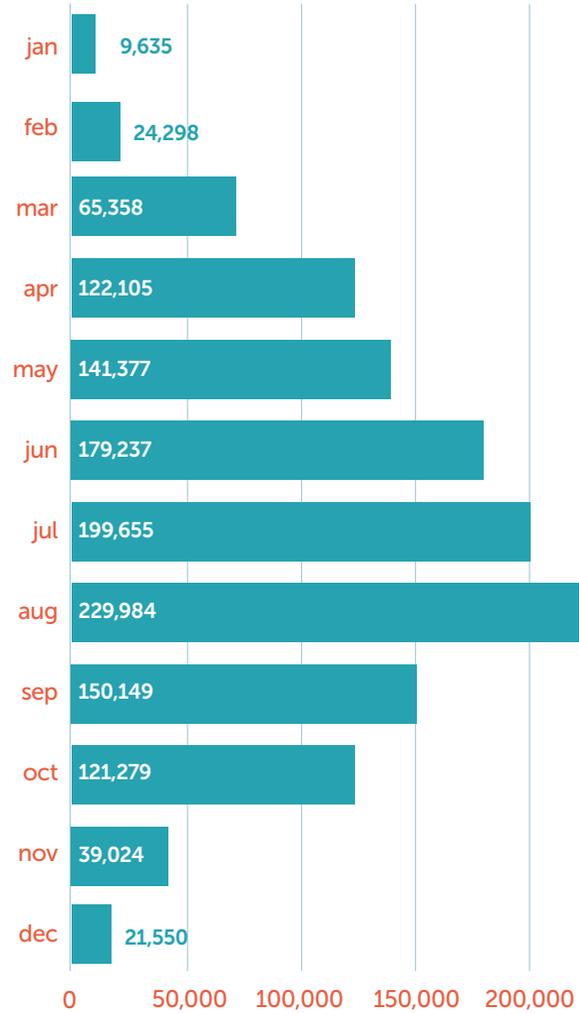
These figures do not include the occupancy of private dwellings in the town registered for tourist use since it has not yet been possible to establish a data collection system.

Visitor Nationalities in 2019



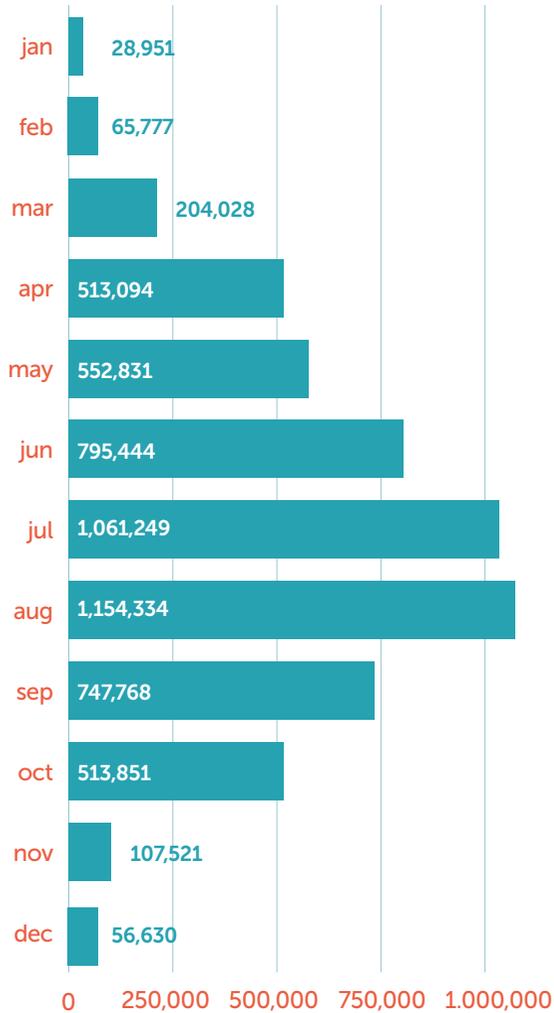
🏠 Total visitors, 2019

👤👤👤👤👤👤 1,303,651



🏠 Total overnight stays, 2019

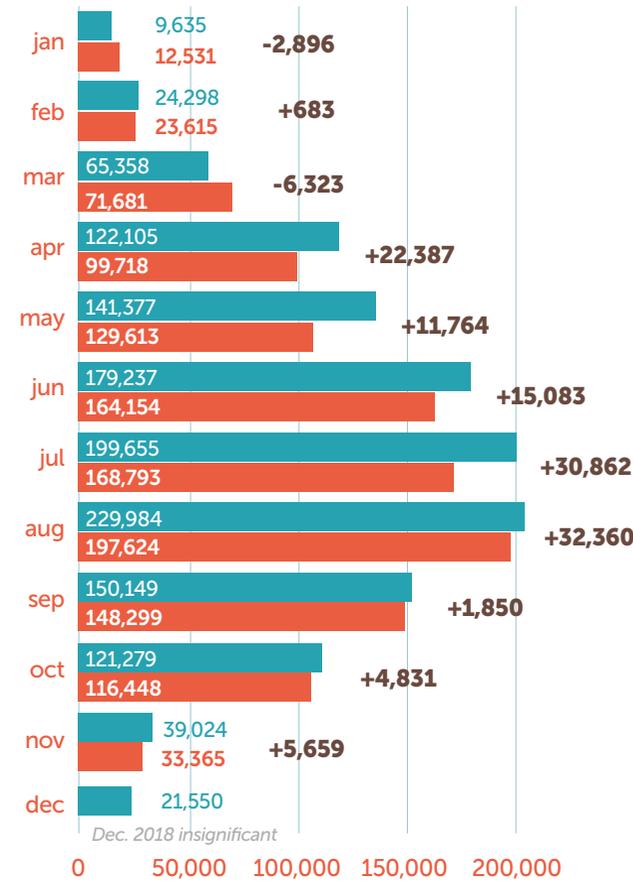
🌙🌙🌙🌙🌙 5,801,478



Comparison 2018 - 2019

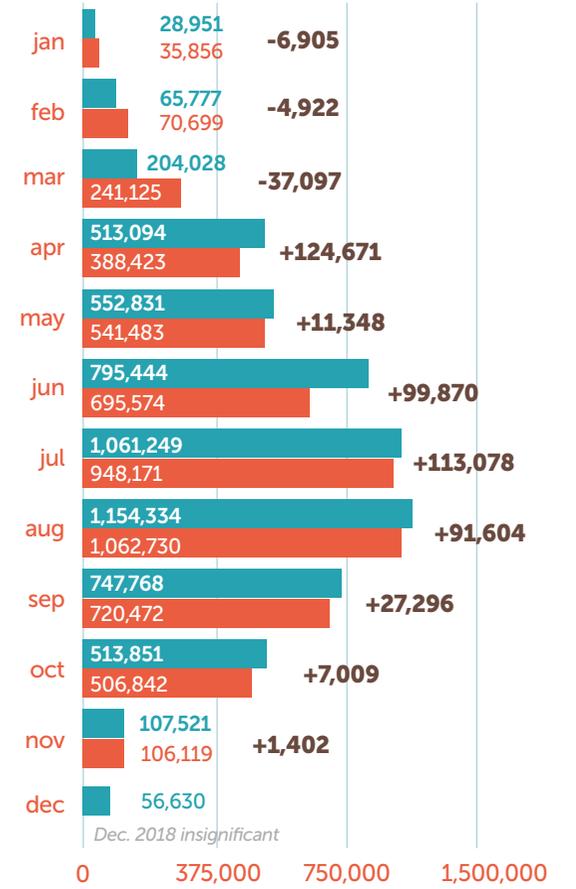
🏠 Total number of visitors

■ **2019**
 1,303,651 (+11.8%)
 ■ **2018**
 1,165,841



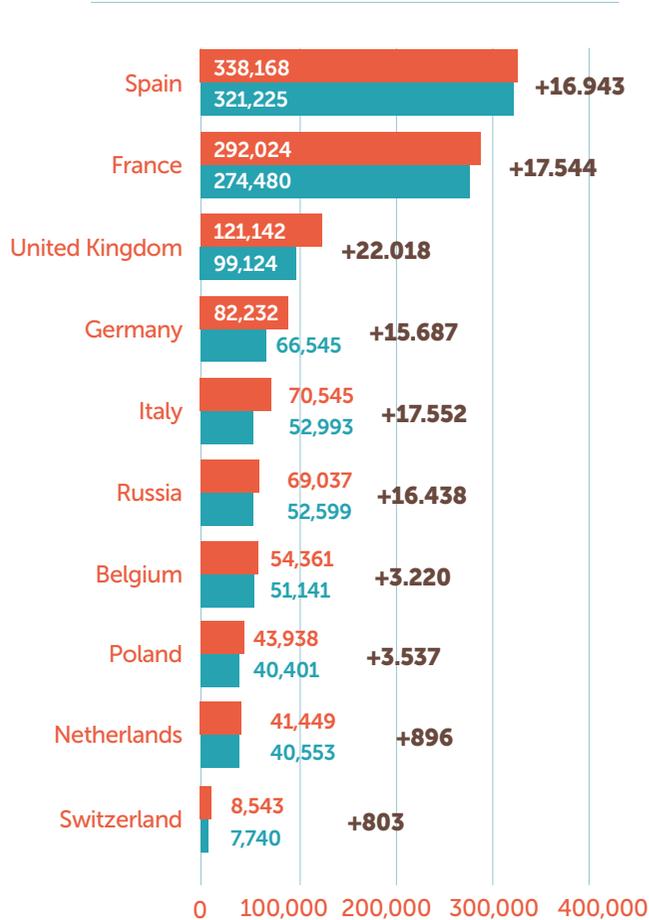
🏠 Overnight stays

■ **2019**
 5,801,478 (+9.1%)
 ■ **2018**
 5,317,494

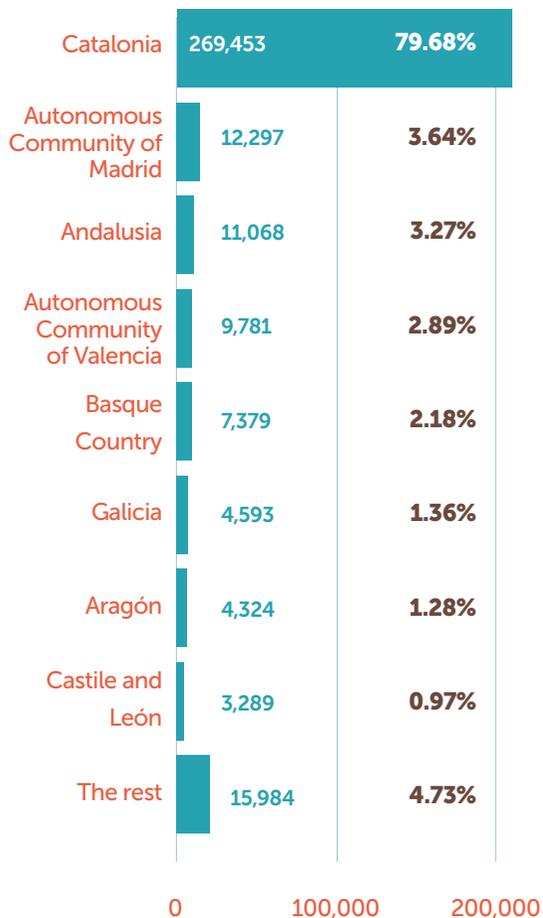


✈ Comparison of main outbound markets

■ 2019 ■ 2018



🌐 Visitors by Autonomous Community 2019



In respect of the Spanish market, 269,453 visitors were from Catalonia, representing 20.7% of the total number of visitors to the destination, which means that the immediate market is the second most important outbound market of Lloret de Mar, only surpassed by France.

In terms of nationalities, French, British and German visitors were the most numerous in Lloret de Mar.

As regards visitors from Spain, 79.68% of these were visitors from within Catalonia.



Hotel occupancy

Lloret de Mar's hotels welcomed, 1,214,421 visitors in 2019, who generated a total of 5,350,651 overnight stays.

The average length of stay in 2019 for this kind of accommodation was 4 days and the occupancy level was 60%.

Recent years have seen an increase in RevPAR (revenue per available room), which was €43 on average in 2019.

2015 €€€€€€€€ 31 euros
 2016 €€€€€€€€ 34 euros
 2017 €€€€€€€€ 41 euros
 2018 €€€€€€€€ 40 euros
 2019 €€€€€€€€ 43 euros

The main market for this type of accommodation is Spain, followed by France, the United Kingdom and Germany.



According to the data of the Mabrian Technologies smart tourism platform, the satisfaction with hotels in Lloret de Mar has increased by 13.1% in respect of 2019.

Tourism figures for the 2020 summer season (July-September)

👤 Total number of visitors

👤👤 213,920

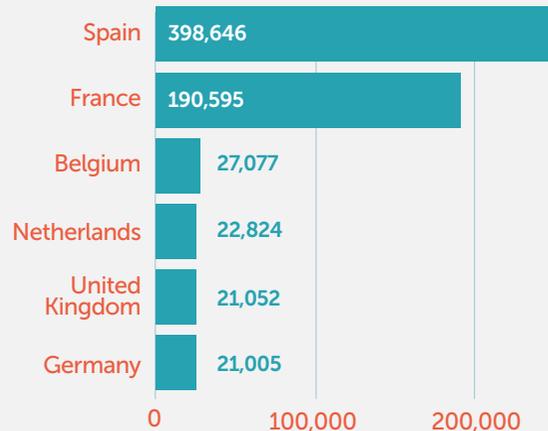
🏠 Overnight stays

🌙🌙🌙🌙🌙🌙 732,842

🏨 Hotel establishments open in 2020



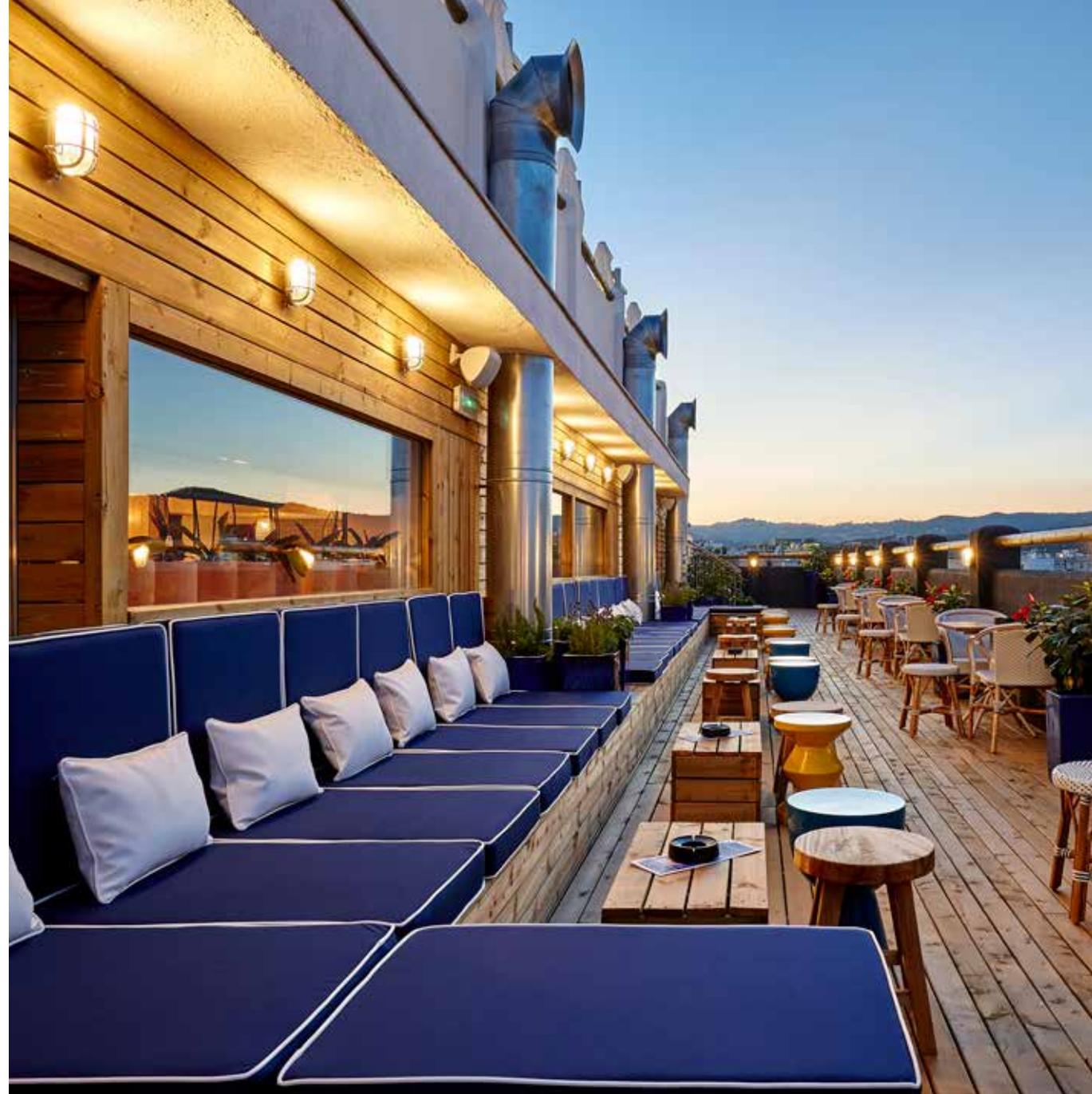
✈️ Main outbound markets (overnight stays)



✈️ Main outbound markets (visitors)



🌍 Visitors per autonomous community





Urban beach

Lloret de Mar has established itself in recent years as an urban beach tourist destination, as well as positioning itself in other tourism segments, such as sports tourism and MICE tourism.

We understand "urban beach" as a new coastal destination concept in which the natural attractions of sun and sand are complemented by a series of added territorial values, such as culture, gastronomy, shopping and leisure.



Lloret de Mar has held the Family Tourism Destination certification of the Catalan Tourist Board since 2010.



Lloret de Mar forms part of the Alliance of Leading Sun and Sand Tourism Towns (AMT), together with Salou, Benidorm, San Bartolomé de Tirajana, Torremolinos, Calvià, Adeje and Arona. The alliance has been created with the goal of stimulating the modernisation and competitiveness of these pioneering destinations.

Actions for 2021

Benchmark study between the member destinations with the creation of specific work groups on safety, digital transformation, tourism promotion, financing and mobility.

Joint work projects between AMT members to obtain European funding.

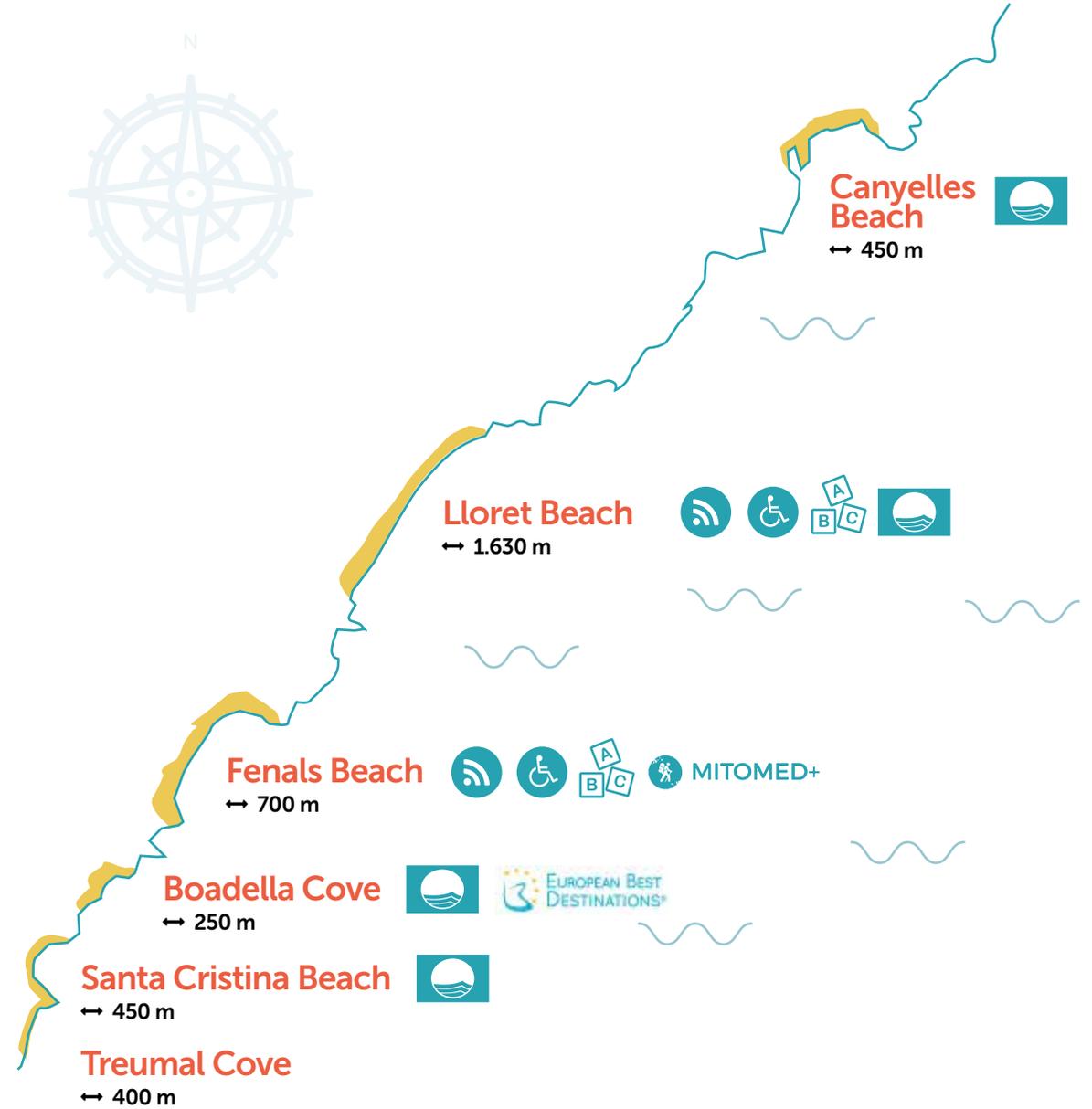
These municipalities welcome over 7.8M foreign tourists, or 14% of those who visit Spain, accumulating over 64M overnight stays, which represents 19% of the total for Spain. (*)

Although they represent just 0.9% of the Spanish population, they create over 92,000 jobs, which constitute 4% of the jobs in the country's tourism sector. (*)

	Residential population (2019)	No. tourists (2019)	Overnight stays (2019)	Average stay (2019)	No. hotels (August 2019)	Hotel bed places (August 2019)	Average occupancy (2019)	Companies in the tourism sector (2019)
Salou	27,476	733438*	5,868,225*	4.8*	66	35,826	80.40 %	5,338
Lloret de Mar	38,373	777,704*	4,993,414*	4.51*	114	32,242	70.90 %	5,080
Torremolinos	68,661	633,811*	4,816,478*	4.86*	73	22,215	79.10 %	7,309
Calvià	50,559	1,427,323	9,253,759	5.96	169	54,972	75.53 %	10,899
Benidorm	68,721	1,076,641	11,416,724	5.29	143	44,659	73.02 %	15,627
San Bartolomé de T.	53,443	1,262,954	11,702,747	7.44	62	38,601	76.62 %	21,560
Adeje	47,869	1,252,370	10,496,168	7.17	61	37,189	77.19 %	16,411
Arona	81,216	712,642	5,996,765	7.41	41	21,196	79.08 %	11,492
TOTAL AMT	436,318	7,876,884	64,554,279	4.16	729	286,900	76.48 %	93,716
TOTAL Spain	47,100,396	83,701,011	343,118,005	3.16	16,900	1,855,939	60.22 %	2,677,000
Representativeness AMT Tourism Towns Alliance	0.9%	9 %	18.8%	-	4 %	15 %	-	4%
Source:	INE	INE	INE	INE	INE	INE	Exceltur	Exceltur



Beaches





Lloret de Mar's beaches have rescue and lifeguard services from May to October, making it the destination on the Costa Brava with the most comprehensive service.



Over €1,500,000 a year is invested in Lloret de Mar's beaches, the highest amount on the Costa Brava, and one of the highest amounts in Catalonia.



Lloret and Fenals beaches offer a free Wi-Fi service.



Lloret and Fenals beaches have a changing room suitable for persons with reduced mobility, a rest area in the shade, an accessible toilet, an adapted shower with a chair, a bathing service with an amphibious chair, and lifeline for persons with reduced visibility.



Fenals Beach has an audio-beach service for persons with reduced visibility.



Lloret de Mar and Fenals beaches have a kids' club and a baby area during the summer. Furthermore, Lloret Beach also offer a beach library service.



Lloret and Fenals beaches also have a sport and health promotion programme, including instructor-led sessions, yoga and sports activities.



Family Tourism



Lloret de Mar has held the Family Tourism Destination certification of the Catalan Tourist Board since 2010.

The destination boasts 24 certified establishments, including hotels and activity companies.



Lloret de Mar is the Costa Brava destination with the largest number of hotels that have invested in "Splash!" water fun facilities for families:

- Alba Seleqta Hotel Spa Resort 4*S (2020)
- Hotel Fenals Garden 4*S
- Hotel Azure 4*S
- Aparthotel Costa Encantada 4* (2020)
- Hotel Rosamar Garden Resort 4*
- Evenia Olympic Resort 4*
- Guitart Gold Central Park Aqua Resort 4*
- Hotel Gran Garbí Mar 4*
- Hotel Best Lloret Splash 4*
- Camping Sènia Tucan 3*



In the summer the destination offers a kids' club and a baby area on Lloret and Fenals beaches. Lloret Beach also offers instructor-led sports activities and a beach library.

A total of 15,375 beachgoers used the Lloret de Mar beach activity programme in 2019:

- Kids' club: 4,794 users
- Sports activities: 3,036 users
- Instructor-led activities: 7,341
- Yoga: 204

A total of 12,728 beachgoers used the Lloret de Mar beach activity programme in 2020:

- Kids' club: 2,990 users
- Sports activities: 2,174 users
- Instructor-led activities: 6,741
- Yoga: 823





Culture

#SafeCulture project

Lloret de Mar remained committed to offering a culture and leisure programme in 2020 adapted to the context of the Covid-19 pandemic.

In 2021 the destination will offer a greater number of outdoor guided/dramatized/musical visits, children's workshops, events and other activities in the destination in order to meet the demands of tourists who wish to carry out outdoor activities. Furthermore, Lloret de Mar ensures that strict measures and Covid-19 health and safety protocols are applied in all its leisure and cultural facilities.

Elements of our cultural heritage

The Open Museum of Lloret (MOLL) is a project that began in 2003 with the aim of restoring a number of elements of Lloret de Mar's heritage and making them available to visitors.

The Open Museum is a network of heritage elements that operate together as an open-air museum, enabling visitors to have direct contact with local heritage and to explore different places and buildings of historic, cultural and natural interest.

It currently comprises the following elements:

Santa Clotilde Gardens



Member of the European Route of Historic Gardens, listed as a European Cultural Route of the Council of Europe.

Built in: 1919
Reopened in: 2006

Commissioned and conceptualised by the Marquis of Roviralta, and executed by the landscaper Nicolau Rubí i Tudurí.

Noucentista-style gardens inspired by the Italian Renaissance model, set on Cala Boadella cliff top, with amazing views of the sea and the characteristic Costa Brava landscape.

The gardens stand out for their Mediterranean vegetation (including striking topiary), layered terraces, sculptures (such as the mermaids by Maria Llimona) and water (omnipresent in spouts and fountains).

Listed as an Asset of Cultural Interest.

Founder member of the European Network of Historic Gardens.

Can Saragossa



Reopened in: 2010

This 19th-century building is home to the archaeological remains of the Iberian settlements of the town and temporary exhibitions.

Maritime Museum



Opened in: 2007

Housed in Can Garriga, the 19th-century former home of the *Indiano* Garriga-Mataró family.

A cultural space describing Lloret's relationship with the sea, especially during the period of the so-called *Indians*. And subsequently through its fishing tradition.

Modernist Cemetery



Built in: 1909

Established as a museum in: 2009

The cemetery contains family vaults designed by renowned architects of the early 20th century, such as Josep Puig i Cadafalch, Antoni M. Gallissà Soqué, Vicenç Artigas Albertí, Bonaventura Conill i Montobbio, Ismael Smith and Eusebi Arnau i Mascort.

One of the main *Indiano* cemeteries in Catalonia.

Member of the European Cemeteries Route.

Castle of Sant Joan



Reopened: 2009

Mediaeval tower dating from the 11th century with wonderful views of the cliffs of Lloret.

Es Tint



Reopened in: 2010

Historical building of the Fishermen's Guild, where fishermen used to dye their nets. Only a handful of these historical fishing facilities on the Costa Brava have been preserved in the area.

Can Font



Reopened in: 2016.

This *Indiano* house dates from 1877 and belonged to Nicolau Font i Maig, an *Indiano* who made his fortune in Cuba. It boasts interesting modernist features, such as the entrance, and is now a house-museum that shows what the *indiano* houses of this period were like.

Turó Rodó



Opened in: 2016

Iberian settlement located on the seafront, with magnificent views over Lloret de Mar. An Iberian house has been reconstructed on the site.



The *Indianos*

Lloret de Mar boasts one of the most important *Indiano* legacies on the Costa Brava and in Catalonia as a whole, which visitors can discover through guided tours available in different languages.

 For more information, please see our “The *Indiano* legacy of Lloret de Mar” press pack.

Indiano Route

1. Modernist cemetery
2. Can Garriga-Maritime Museum
3. Passeig de Jacint Verdaguer
4. Town Hall
5. Parish Church of Sant Romà
6. Casa Font House-Museum



The European Network of Historic Gardens is granted the status of European Route by the Council of Europe

In 2016, Lloret de Mar Town Council (with Santa Clotilde Gardens), with the collaboration of Aranjuez Town Council and the Heritage and Cultural Tourism Laboratory of the University of Barcelona, created the European Network of Historic Gardens. The network currently boasts a membership of more than 31 European gardens and entities that between them welcome a more than 14 million visitors each year, generating income of more than 60 million euros.

In September 2020, the European Route of Historic Gardens association was granted the status of European Route by the Council of Europe. The select club of Cultural Routes of the Council of Europe has just 40 members, including the Way of Saint James, the Vikings Route, the European Mozart Ways or the Impressionisms Route.

The member gardens of the network are listed below:

Germany

- Herrenhausen Gardens, Hannover

Spain

- Santa Clotilde Gardens, Lloret de Mar
- Samà Park, Cambrils
- Finca Raixa, Palma de Mallorca
- Gardens of the Royal Palace of Aranjuez, Madrid
- Alhambra and Generalife Gardens, Granada

Georgia

- Batumi Botanic Garden, Batumi
- National Botanic Garden of Georgia, Tbilisi
- Tsinandali Museum and Garden, Kakheti

Italy

- Garzoni Historic Garden, Collodi, Pescia
- Boboli Historic Garden, Florence
- Historic Museum and Park of the Castello di Miramare, Trieste
- Caserta Royal Park, Caserta
- Villa D'Este- Instituto Villa Adriana and Villa d'Este Villae, Tivoli

Poland

- Museum of the Palace of King Jan III, Wilanow, Warsaw
- Gardens of the Royal Castle of Warsaw, Warsaw

Portugal

- Gardens of the Aveleda Estate, Penafiel
- Botanic Garden of Lisbon
- Tropical Botanic Garden of Lisbon
- Serralves Park, Porto
- Ajuda Botanic Garden, Lisbon
- Pena Park, Sintra
- Bussaco Forest, Lusso
- Gardens of the Fundação Gulbenkian, Lisbon
- Garden of the Palace of Fronteira, Lisbon
- Gardens of the Brejoeira Estate, Pinheiros
- José do Canto Botanical Garden, Lisbon
- Gardens of Quinta das Lágrimas, Azores
- Gardens of the Palácio Nacional Queluz, Sintra
- Terra Nostra Park, Azores
- Monserrate Park, Sintra

Progress and visitor figures of the Open Muse of Lloret (MOLL)

The MOLL cultural facilities welcomed a total of **153,913 visitors** in 2019, generating an income of **€415,903**.

The statistics of annual visits are shown below.

The MOLL cultural facilities welcomed a total of **37,521 visitors** in 2020, generating an income of **€93,766**.

2020

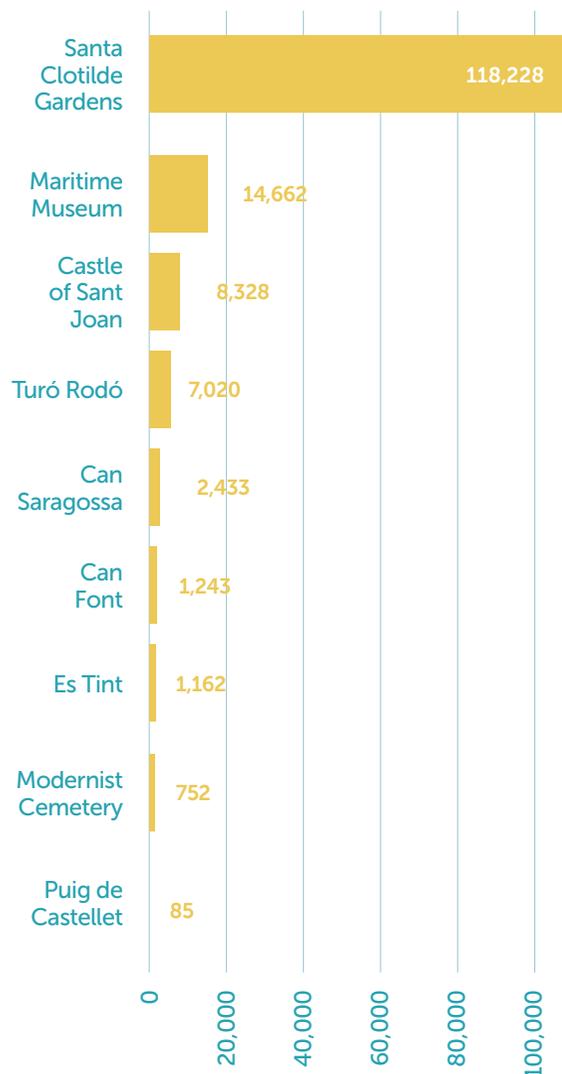


37,521 visitors



€93,766 in income

Visitor numbers 2019



Cultural events

Som de Mar Festival

www.somdemarfestival.com



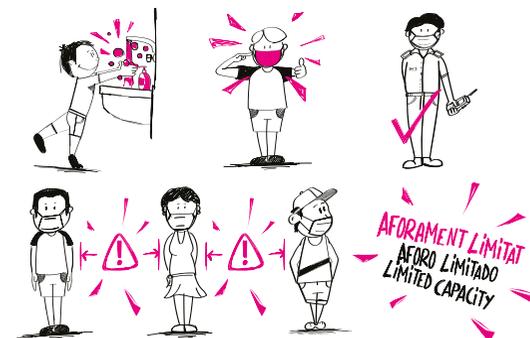
In August 2020, in the complicated context of the Covid-19 pandemic, Lloret de Mar, in partnership with the production company U98, decided to organise the first SOM DE MAR music festival, featuring well-known artists in the unique, fabulous setting of Santa Clotilde Gardens, overlooking Sa Boadella Cove.



LLORET OUTDOOR SUMMER FESTIVAL

LLORET OUTDOOR SUMMER FESTIVAL

Lloret de Mar schedules a summer programme of theatre, music, magic and circus at various special venues around the town, including the Fenals de Música concerts (at Fenals Beach), the Clon Festival (tribute bands), the concerts organised by the Obreria de Santa Cristina association and a human tower-building festival.



More than **12,000 people** enjoyed the shows organised by the Lloret Outdoor Summer Festival in the summer of 2019.

In 2020, **4,000 people** attended the shows organised by the Lloret Summer Festival in July, August and September.



Gastronomy

In conjunction with the **Alícia Foundation**, Lloret de Mar is implementing the “**2018-2022 Promotion Strategy of the Gastronomy Sector of Lloret de Mar**”, with the support of the **Hotel Guild of Lloret de Mar** and of the **Association of Bars and Restaurants of Lloret de Mar**.



This project for the structuring of the gastronomy product is split into two main areas, namely Health and Identity, through which the aim is to improve the quality of Lloret’s restaurants and to promote the gastronomic offering of the destination.

The LlorEat Good health strategy

Interest in healthy eating is a growing trend among national and international consumers in which the focus is on the importance of acquiring healthy habits, and on fostering a balanced diet throughout the year, including when on holiday.

This trend involves adapting to the regulations in force, and to new tastes in restaurants, bars, cafés and other establishments, but above all it involves adapting the food served in the town’s hotels in order to provide a better service to different visitor profile (families, sportspeople, conference delegates, etc.).

In 2019, the LlorEat Good promotional initiative was created. Through different publications, it publicises healthy eating options in Lloret and is based on three key priority actions:

1. Food allergies and intolerances:

fostering the understanding and adaptation of the gastronomic offering through training, the production of specific material, and expert advice. In 2019, Lloret de Mar Town Council signed a collaboration agreement with the Celiac Association of Catalonia in order to contribute to improving the quality of life of celiac disease sufferers and their families, and to promote establishments that offer gluten-free products.



Accredited gluten-free establishments:

- Hotel Acapulco 4*
- Hotel Anabel 4*
- Hotel Evenia Olympic Garden 4*
- Hotel Evenia Olympic Palace & Spa 4*
- Hotel Evenia Olympic Park 4*
- Hotel Evenia Olympic Suites 4*
- Hotel GHT Aquarium & Spa 4*S
- Hotel GHT Miratge 4*S
- Hotel GHT Oasis Park & Spa 4*
- Hotel Xaine Park 4*
- PdePà Centre
- PdePà Fenals
- PdePà Rieral
- Gnomo Park
- Water World (space with gluten-free offering).



Lloret has more than 5,000 bed places accredited as gluten-free by the Celiac Association of Catalonia.

2. Adaptation to the Mediterranean diet:

the promotion of establishments certified with the AMED seal, awarded by the Catalan Public Health Agency, which promotes the Mediterranean diet as a model of healthy eating in the catering industry.



22 accredited hotels and restaurants:

- Hotel Acapulco 4*
- Hotel Alba Selegta Spa Resort 4*S
- Hotel Delamar 4*
- Hotel Evenia Olympic Garden 4*
- Hotel Evenia Olympic Palace & Spa 4*
- Hotel Evenia Olympic Park 4*
- Hotel Evenia Olympic Suites 4*
- Hotel GEM Wellnes & SPA 3*
- Hotel Guitart Gold Central Park Aqua Resort 4* (3 restaurants)
- Hotel Guitart Rosa 3*
- Hotel Rosamar Es Blau 4*S
- Hotel Rosamar & Spa 4*S
- Hotel Rosamar Garden Resort 4*
- Hotel Rosamar Marítim 4*
- Hotel Rosamar Màxim 4*
- Hotel Samba 3*
- Hotel Surf Mar 4*
- Hotel Xaine Park 4*
- Restaurant Can Bolet
- Restaurant Can Guidet
- Restaurant Mas Romeu

Lloret de Mar is the leading municipality in the Girona area for AMED-accredited establishments and the second-ranked municipality in all of Catalonia.

3. Vegetarian and vegan diet: support in the adaptation of the gastronomic offering through training, the production of specific material and expert advice.

Furthermore, special attention is paid to adapting food to specific groups.

Identity strategy: *The Cuisine of the Americanos*

Lloret de Mar's cuisine is cosmopolitan and inviting, combining local tradition with international cuisine. This local-global approach is its main hallmark.

The second phase of the strategy designed by the Alicia Foundation was implemented in 2019. This phase focused on reviving a part of Lloret's gastronomic identity and roots. The Alicia Foundation conducted a two-year research project into the life and sociocultural context of the Americanos (both through recipes of Catalan cuisine and recipes of the countries to which these Lloret natives emigrated). This led to the creation of the *Cuisine of the Americanos* of Lloret de Mar, a pioneering recipe book with 21 dishes created on the basis of the recollections of Lloret natives from that period.

Actions in 2021

Lloret de Mar will continue to implement its strategy to promote the town's gastronomy sector with the collaboration of the Alicia Foundation.

Creation of digital content.

Development of a plan to assist children in restaurants.



Active-Nature and Wellness



Lloret Nature

An active tourism programme created with the goal of promoting Lloret's natural heritage.

- Nordic walking
- Family workshops
- Open-water swimming (Sea Routes)
- Snorkelling

New in 2021

Stand-up paddleboarding

Stand-up paddleboarding excursion for beginners and intermediate paddlers from July to September.

Sea Routes

Programme to promote the Rutes de Mar (Sea Routes that run in parallel to the coastal footpaths) with guided swimming and snorkelling activities.



New trekking and coastal footpath publication.

Lloret Adventure

adventure.lloretdemar.org

A public-private project involving more than 30 leisure and adventure projects (diving, nautical activities, kayaking, Nordic walking, golf, etc.).



List of participating companies

Beach Party	Bungee Jumping
Catamaran Cruise	Diving La Casa del Mar
DKR Quad	Experiencies Costa Brava
E-Scooter	Golf Lloret Pitch&Putt
Kayak Adventure	Kayak Fenals
Transbrava	Water Sports Fenals
Troll Aventura	

Actions in 2021

Annual workshop with hotel operators.

Promotional campaign for local tourism.

Adventure Weekend: weekend featuring all the activities offered by the members of Lloret Adventure (May).

Specific training of the Digital Transformation Plan of Lloret de Mar for the members of Lloret Adventure.

Wellness



Around thirty establishments have spa facilities, and many of them have their own therapy centre.



Yoga activity in July and August at Lloret and Fenals beaches.



LlorEat Good project.

Events

Joe Dispenza organises a Week-Long Advanced Retreat which will have more than 2,000 participants (September).



Sports Tourism

2019

General data



2006: Certified as a Sports Tourism Destination by the Catalan Tourist Board.



446 sports activities (sports events, stays, tournaments and competitions) in 2019. Increase of 7.7% in respect of 2018.



61,229 people related to sports tourism in 2019 (in sports facilities). 38,456 sportspeople and 22,773 travelling companions. Increase of 5% in respect of 2018.



14 hotels and 2 specialised agencies with sports tourism certification.



15 hotels and 1 inbound agency with cycling tourism certification.



Destination with the highest number of certified disciplines in Catalonia:

- football
- athletics
- cycling
- swimming
- triathlon
- team sports

Municipal sports facilities

Sports facilities



1 set of athletics tracks ①
1 Running Centre ⑦



3 sports halls
Municipal Sports Hall ②
El Molí Sports Hall ③
Pompeu Fabra Sports Hall ④



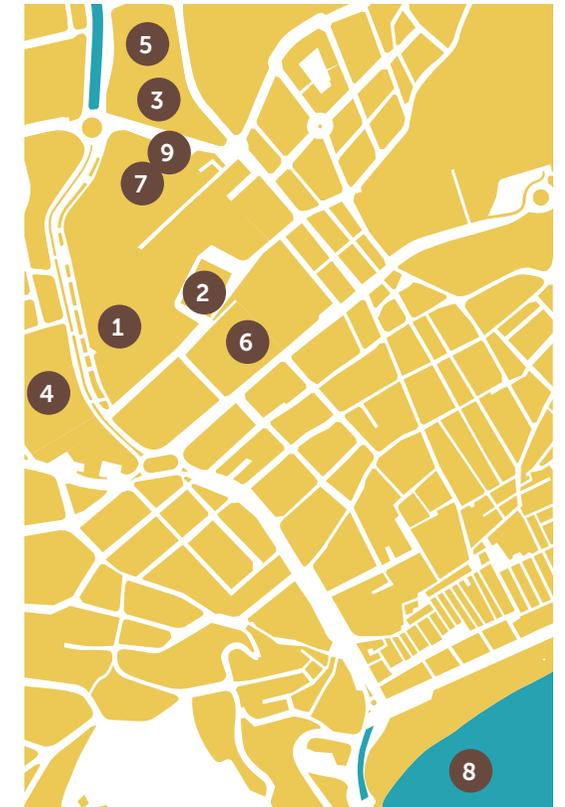
3 football pitches
El Molí Football Pitch ⑤
Municipal Football Pitch ⑥
Football ground of the Municipal Athletics Tracks ①



Municipal Olympic-size swimming pool ⑦
2 Sea Routes ⑧
from Lloret Beach to Fenals Beach (1,300 meters),
and from Fenals Beach to Santa Cristina Beach (1,200 meters)



Racket sports ⑨
2 sets of tennis courts
1 multi-sports court
6 paddle tennis courts



New in Sports' Tourism Destination 2021

Host town of the World Sports Tourism Congress, hybrid format (autumn).

New triathlon and swimming material and publications.

 **Football:** Lloret hosts various leading international football tournaments, such as the Mediterranean International Cup (MIC), which was first held in the town in 2002. In 2022 it plans to host the Copa AFIA Catalunya, the world's leading senior football tournament.

 **Team sports:** The versatility and quality of Lloret de Mar's sports facilities make it a leading destination for handball, basketball and indoor football teams, among others, who choose the town for their tournaments, competitions and sport stays.

 **Swimming:** Lloret de Mar's Olympic-size swimming pool (one of Catalonia's leading sports facilities) hosts various training sessions and leading international competitions every year.

 **Athletics:** This is still the second most popular sports tourism discipline in Lloret de Mar.

 **Cycling:** Lloret remains strongly committed to cycling, having developed a well-structured, high-quality product. www.lloretcycling.com

 **Triathlon:** In 2019, the town obtained triathlon certification. Lloret de Mar boasts specialised facilities and services for the three triathlon disciplines, which makes it a superbly equipped SCR (swimming, cycling and running) destination. In mid-February the town will host the sports stay organised by the triathlete Fèlix Duchamp, who has been selected for the Tokyo Olympic Games.

 **Cycling events in 2021**

Gran Fondo Lloret Costa Brava (25 April).

Melcior Mauri Campus.

 **Swimming events, 2021**

Spanish Artistic Swimming Championship in the under-12 and under-14 categories (12-15 March).

Spanish Adapted Swimming Championship (5-6 June).

 **Running events, 2021**

LloreTrail (April or May)

Night Trail (26 June)

Sports tourism in figures (2019)

In 2019, 61,229 sports tourism visitors used the municipal facilities of Lloret de Mar; specifically, **38,456 sportspeople** and **22,773 travelling companions**.



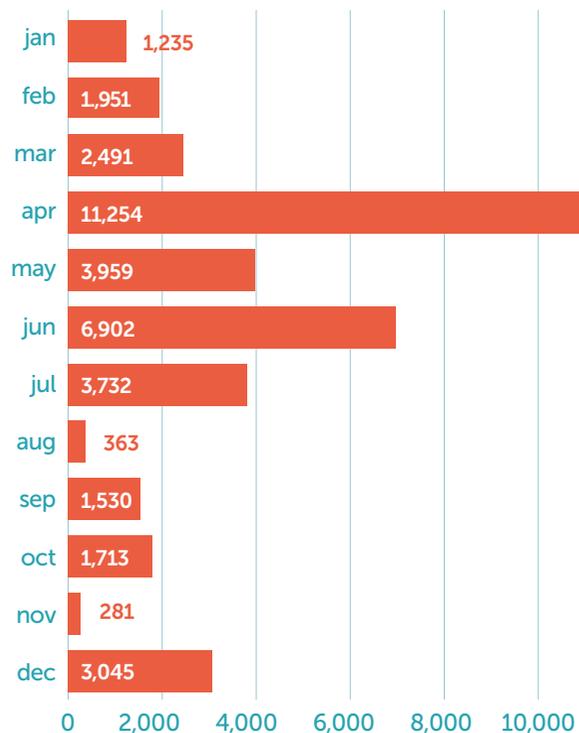
This represented an increase of 5% in sports tourism in respect of 2018.



📅 Sportspeople by month*

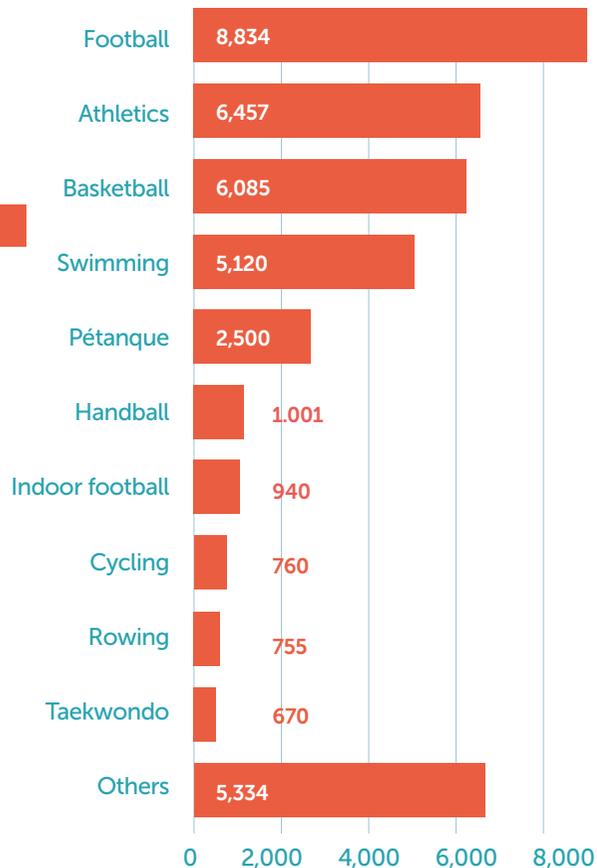
Total 2019

👤👤👤👤👤👤 38,456



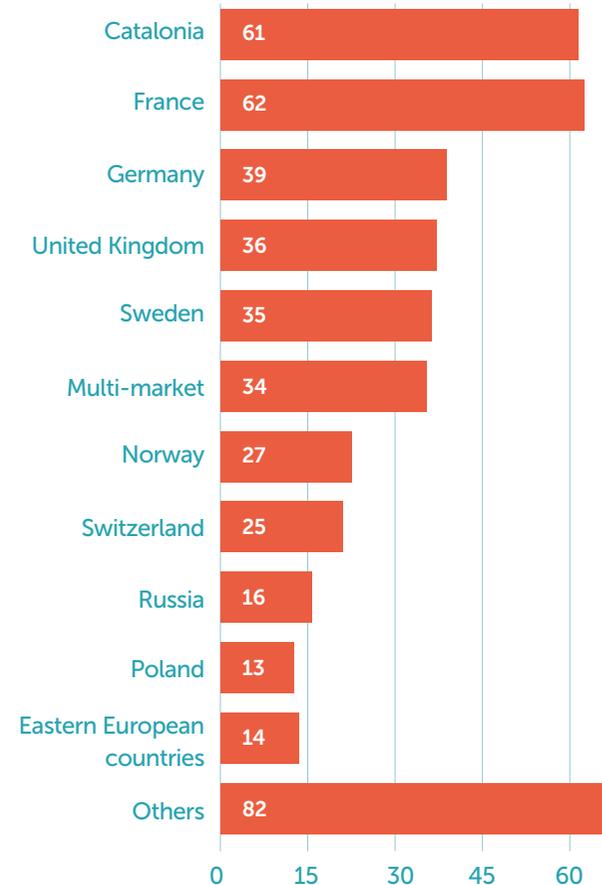
🏆 Sportspeople by discipline*

Total 2019



🌍 Nationalities by number of events

Total 2019



*Number of sportspeople who have used the municipal sports facilities.

Data for 2020

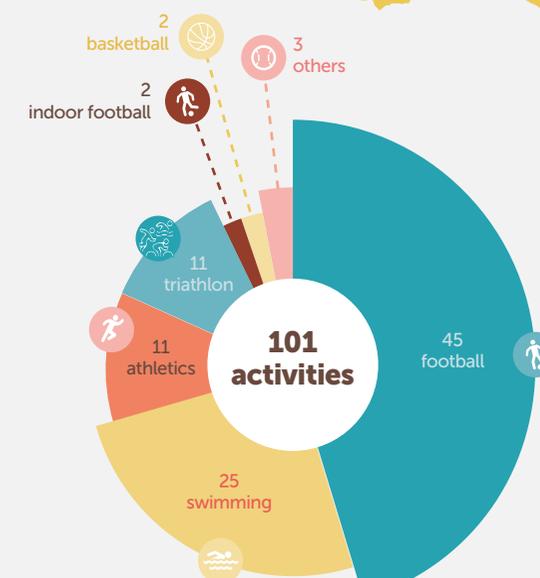
In 2020 the municipal sports facilities were used by a total of:

4,075 sportspeople and 1,012 companions

👤👤👤👤👤👤👤👤👤👤👤👤

Main nationalities

Catalonia, France and multi-market





MICE (Meetings, Incentives, Conferences and Events) tourism

www.lloretcb.org 

General data



More than 25,000 delegates per year.



More than 80 annual festivals.



53 members.



More than 6,000 specialised hotel bed spaces.



Three conference centres (the largest room has a capacity for 1,000 people).

Lloret Convention Bureau

Set up in 2009, the Lloret Convention Bureau is a division of Lloret de Mar Town Council specialised in the promotion of MICE tourism.

The Lloret Convention Bureau is a public-private body with an annual budget of €120,000. It focuses on two main areas:

 Meeting tourism: promotion and attraction of meeting tourism in the national and international markets.

 Festivals and events: advising on and organising functions and events through its Festivals & Events programme.

Every year, thanks to its promotional efforts, Lloret de Mar welcomes 25,000 MICE delegates, mainly in meeting format for between 50 and 100 people. It also hosts over 80 music, dance and singing festivals.

In 2020 the Weddings product was created, making the most of the positioning of the members of the Convention Bureau, in order to market this specialised offering in social events in 2021.

Strengths



Strategic location. One hour from Barcelona.

Good transport connections.

80 km from Barcelona

30 km from Girona

115 km from Perpignan



Pleasant climate all year round.



Indiano heritage and culture.



Three conference centres for up to 1,000 delegates.



More than 80 meeting rooms with natural light and sea-views.



30,000 hotel bed places.



Extensive team-building and incentives offering.



Easy to get around on foot.



Gastronomy.



Hospitality.

New in 2021

Promotion of the MICE & Sport product.



Promotion and positioning of the Weddings product.

Generation and dissemination of digital content.

Training for the members of the LCB in Social Selling.

The following events are confirmed:

- **Lloret Negre** crime writing festival. Lloret de Mar Library (20-21 March).
- **Winamax SISMIX 2021**. Gran Casino Costa Brava (autumn)
- **65th International Congress of the International Police Association (IPA)**. Olympic Conference Centre (October).
- **World Sports Tourism Congress**. Olympic Conference Centre (autumn).

Olot-Girona-Lloret Project

The Olot-Girona-Lloret Project is the sum of local meeting tourism initiatives promoted by each of the three municipalities.

www.olot-girona.lloret.org



Actions in 2021

Promotion and marketing action plan.

Commercial schedule for the national market.

Famtrip OGL Meetings





Lloret Turisme and tourism promotion

Tourism Policy

Lloret de Mar Town Council implements various tourism policy strategies in order to adapt to the new demands of the sector and to promote tourism that is economically, socially and environmentally responsible.

Lloret Turisme

Lloret Turisme, the tourism promotion body of Lloret de Mar, implements an Annual Marketing and Promotion plan with the goal of promoting and supporting the town's products and companies, as well as that of marketing different products in this sector.

The activity of Lloret Turisme is structured through the following areas:



Visitor assistance

Lloret de Mar has three tourist offices that are open all year round (Central Office, Maritime Museum and Bus Station), along with an information point on Fenals Beach that is open during the summer season.

In 2019, the tourist offices assisted over 80,000 people. This figure includes on-site queries and those made by phone, post, email and through a WhatsApp channel.



+34 618 263 898

Lloret de Mar's tourist offices assisted 30,000 people in 2020.

In 2021 various projects will be implemented that have been devised through the Digital Transformation Plan in order to improve customer assistance and the visitor experience, such as Chatbot, Whatsapp Business, ultra-segmentation or growth-hacking techniques.



Lloret de Mar's tourist offices (Central Office and Maritime Museum) hold the Q for Tourism Quality seal, awarded by the Institute for Tourism Quality in Spain (ICTE).



In 2020, the destination's tourist offices also obtained the Safe Tourism Certificate, awarded by the ICTE, which guarantees compliance with the safety protocols for preventing the spread of Covid-19.



In the summer of 2020, Lloret Turisme launched a new face-to-face assistance service comprising a team of tourist information officers at Santa Cristina Beach, Fenals Beach, Lloret de Mar Beach, Canyelles Cove, Boadella Cove and Treumal Cove, in order to deal with visitors' queries. This service is expected to be provided again in 2021.

The beach information officers dealt with 6,700 queries during the summer.



The subsidy received by Lloret de Mar Town Council through ERDF programmes, awarded by Red.es, includes a specific allocation for the modernisation of the two main tourist offices (Central and Maritime Museum) and their conversion into digital offices. The scheduled actions for the next two years include the incorporation of surveys, digital signage, interactive totems and children's play areas, among other things.



Marketing and promotion

The marketing and promotion of the destination is carried out through the structuring and segmentation of products, the creation of online and offline content of value on Lloret de Mar, the organisation of familiarisation trips for tour operators, journalists, prescribers and content creators, and the presence of the destination in fairs and all sorts of promotional activities.

As regards its online presence, Lloret Turisme has its own holiday website available in six languages (www.lloretdemar.org), a professional area and press office, and a dedicated website for the Lloret Convention Bureau (www.lloretcb.org). It also has various microsites specialised in specific products and events.



Lloret Turisme also has a presence in the main social networks: Facebook, Twitter, Instagram, YouTube and a holiday blog.

In 2019 the online platforms of Lloret Turisme received over 640,000 visitors:

- Holiday website: 606,568
- Holiday blog: 9,499
- Press office: 19,695
- Lloret Convention Bureau website: 5,715

Data for 2020:

- Holiday website: 217,765 visits
- Holiday blog: 5,945 visits
- Press office: 26,594 visits
- Lloret Convention Bureau website: 5,377 visits

Communication

Lloret Turisme also implements a Communication Plan with the goal of safeguarding the image of Lloret de Mar in different markets.

2021 will see the continuation of the "Looking Forward to Seeing You" campaign, aimed at attracting visitors from local markets and repositioning the brand. The campaign targets families and couples, showcasing the diversity of Lloret de Mar's tourism offering and focusing on options for safely enjoying outdoor culture, events and activities.



mylloret. lloretdemar.org

BE a nedador

BE a vogador

BE an indiano

BE a daiquiri

BE a modernista

BE a fan

BE a campió

BE a chicken

BE
aloretenc

#mylloret

What's new



Rolling out of an inbound marketing strategy to reach new market segments.



Continuation of the brand repositioning campaign "Looking Forward to Seeing You", for the local tourism market.



Specific campaign for the family tourism segment.



Co-marketing strategy in the British market.



New civic behaviour campaign: BE careful BE happy.



Resumption of the innovation sessions on the "Rethink Lloret" city model.



Lloret Film Office

The Lloret Film Office, a department of Lloret Turisme, provides the national and international audio-visual sector with a wide range of free services. Its main aim is to provide a high-quality service that gives audio-visual professionals the information they need in order to plan, facilitate, and produce advertising, film, and television shoots in Lloret de Mar in optimal conditions.

Lloret de Mar offers exceptional locations, such as the Santa Clotilde Gardens or Boadella Cove, where several advertising and photo shoots take place every year.



In 2020, Sa Boadella Cove in Lloret de Mar was one of the chosen locations of the Sony Productions film *Uncharted*, starring Hollywood actors Tom Holland, Mark Wahlberg and Antonio Banderas. It was also chosen for series including *The Innocent*, by director Oriol Paulo for Netflix, and *They're all Lying*, by director Pau Freixas, and *Perfect Life*, by director Leticia Dolera, for Movistar +.



Annotations



Annotations



Annotations



Annotations



More information

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#mylloret

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[lloret-turisme](https://www.linkedin.com/company/lloret-turisme) 



Costa Brava
Pirineu de Girona

