

20
22

Press pack
Lloret de Mar
2022



**News
2022**

Urban beach

Next Lloret: 6.917.890€ in financing from European Funds (5.917.890€ through the call for "Tourism Sustainability Plans in Destinations" and 1.000.000€ through a specific call for mobility).

Ethical and Sustainable Transformation Plan (15 February-7 April).

Strategy for the structuring and positioning of the LGTBI tourism product in Lloret de Mar
Training days in the inclusive tourism sector (27-28 April) and in the LGTBI segment (20 May).



Tourist information

Incorporation of the figure of travel advisors in the Tourist Information Offices.

New interactive map of Lloret de Mar. Redefinition of the new map of the destination and new interactive routes.

New website for the sale of experiences: tickets.lloretdemar.org



Family tourism

Conference on training, creation and improvement of the family tourism product (October).

Conference on training, creation and improvement of family tourism products (May).

Certification of catering in good, healthy and sustainable baby food with Fundació Alícia

Lloret Family Spoilers" campaign aimed at the Spanish market.

New umbrella brand "Lloret Family Mood".

Media plan with specialised press and influencers.

Co-marketing actions with specialised operators.

Events

Mar, Mer, Mir (autumn).



Culture

#SafeCulture

Guided tours in sign language
General Assembly of the European Route of Historic Gardens in Lloret de Mar (April).

Castell d'en Plaja Museum Project: Tourist Icon.

New guided, dramatised and musical tours and family workshops in different languages at Lloret de Mar's cultural facilities.

Events

Lloret Outdoor Summer Festival (summer).

SOM de Mar Festival (19-29 August).

Dron Festival (July).



Gastronomy

The strategy to promote the gastronomy sector in Lloret de Mar continues to be deployed with the collaboration of the Alícia Foundation:

- Implementation and accreditation of accommodation and catering establishments with the "Little Foodies" label.
- Training by the Alícia Foundation on healthy, good and sustainable catering for children.



Active-Nature and Well-being

Update of the hiking publication.

Second edition of "Adventure Days" (21-22 May).

Incorporation of routes and signposting of the Way of St. James within the project "The paths of history in the Selva region".

Sports tourism



New sports publications: triathlon and swimming.

Familiarisation trip with different sports federations in the French market.

Municipality in Catalonia with the most certified sports disciplines: football / athletics / cycling / swimming / triathlon / team sports

Events

Lloret de Mar Rally (4-5 February).

LloretTrail (13 March).

Spanish Children's Synchronised Swimming Championships (18-20 March).

Gran Hondo Lloret (24 April)

AFIA Catalunha Cup (28 May - 4 June). The biggest international senior football tournament in the world.

Meetings, events and incentive tourism



Positioning strategy within the associative segment of the Spanish market with a specific marketing plan.

Presentation of candidatures for national and state congresses and associative events.

Own marketing and promotion plan in the French market with the LCB Roadshow.

Participation in the main international trade fairs for meeting tourism.

Weddings product promotion.

Events

Lloret Negre Festival (13-15 May).

EASYPARK International Conference (12-20 June).

MEET Ambassador 2022 (date to be confirmed).

IPA International Congress (4-9 October).

International nature photography competition "MONTPHOTO FEST" (from 7 to 9 October)

Business Tourism Market (autumn).

Lloret Film Office



Participation in the tourist film festival Checkin (7 September).

New landing.

Lloret Smart Destination



Implementation of the projects linked to the Red.es grant for a value of 3.2 M€.

Tourism Intelligence Tool: Analysis of data from social media modules, credit card spending, mobile phone spending by analysing tourist population flow and search trends.

Tourist occupancy monitoring system.

Incorporation of the sustainability module.

Marketing and communication



New corporate image (logo).

Co-marketing campaign in the UK market.

Destination presentations in the general and specialised press and to opinion leaders in the French and Benelux markets.

Launch of the "Lloret is a Match" video capsules for tourism products and customer profiles.

Specific marketing plan for family, sports, active and MICE products.



Cross-cutting strategic lines

European Fund: Next Generation



Sustainability



Executive program "Ethical and sustainable transformation of the destination".

Greentour Project on Circular Economy and Sustainable Tourism in Destinations in the Espai Sudoe (3 years).

Implementation of the Lloret de Mar Tourism Sustainability Action Plan 2021-2023.

Participatory innovation sessions on the "Repensa Lloret" city model in the field of sustainability.

Digitalisation



Implementation of the Red.es "Lloret Smart Destination" projects.

Civility



Civic-mindedness and sustainability campaign.



European Next Generation Fund:

Tourism sustainability plans at destination

Lloret de Mar has obtained 6,000,000 euros from the European Next Generation EU funds within the framework of the Tourism Sustainability Plans in Destinations to develop the following projects (2022-2024):



Revitalisation of the old town:

1.833.844 €

- Dynamisation plan.
- Urban sponging.
- Beautification: Villas Floridas.
- Beautification: Street furniture.
- Creation of new cultural attractions inspired by the Indian legacy: Hemingway's Barman.
- City of light.
- Lloret Smart Center.
- Digital tourist itineraries.



Municipal Market:

2.576.365 €

- Comprehensive rehabilitation.
- Sustainability and energy efficiency
- Digitisation.
- Separate collection.



Training and digitalisation of the productive fabric:

474.380 €

- Digitisation.
- Training.
- Tourism occupancy monitoring and Big Data.



Security and Mobility:

1.308.964 €

- Public electric bicycle network
- New cycle lanes + park and ride facilities *
- Lloret Destination Safe Smart.

*Specific call for mobility (1M€)



Santa Clotilde Gardens:

650.752 €

- Natural amphitheatre.
- Adequacy of roads and accesses..



Sustainability

Executive program "Ethical and sustainable transformation of the destination".

With the aim of boosting the competitiveness of the destination, Lloret Turisme is continuing the Digital Transformation Plan with another priority focus: sustainability. From 17 February to 7 April, it is coordinating an executive programme on ethical and sustainable transformation for the tourism sector run by the Institute for Creativity, Technology and Tourism Ethics (ICTET).

The programme has a total of 16 thematic blocks and various case studies that will deal with ethics in the tourism sector, resource management, sustainable gastronomy, sustainable economy, business and people, marketing and promotion in sustainability, value generation and corporate social responsibility, among others. A total of 17 sessions are offered in hybrid format and mentoring sessions, which allow participating companies to directly apply, with the advice and support of the professionals who will have taught the programme, the knowledge acquired and implement sustainability projects in their organisations.

In addition, a benchmark will be organised in Catalonia to learn first-hand about best practices in this field and a final session in which participating companies will be able to present their projects.



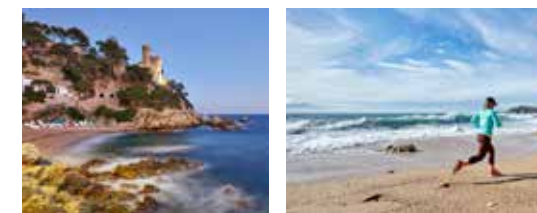
Greentour Project on Circular Economy and Sustainable Tourism in Destinations in the Espai Sudoe (3 years).

From 2021 to 2023, Lloret de Mar is participating as a pilot destination in the Espai Sudoe's Greentour project for a Circular and Sustainable Economy in Destinations.

The aim is to move towards a new environmental, economic and social model that, at the same time, informs consumers and obtains their commitment to the environment in which tourism activity takes place. Apart from Lloret de Mar (Catalonia), other pilot destinations such as Ordino (Andorra), Massif du Sancy (Auvergne), Camino Lebaniego (Cantabria), Rias Baixas (Pontevedra) and Guimarães (Portugal) are also taking part.

During 2021, the companies Marsol Hotels, El Trull restaurant, Pitch & Putt Golf Lloret, Samba Hotels and Hotel Acapulco took part in the pre-pilot phase of the Greentour project. In addition, Lloret Turisme and Lloret de Mar Town Council are also participating with the Santa Clotilde Gardens. The project is expected to involve around twenty companies in the destination in the implementation of these environmental efficiency systems.

The project has a duration of 28 months and an overall budget of 1,172,000 euros.



Implementation of the Lloret de Mar Tourism Sustainability Action Plan 2021-2023.

In 2021, the diagnosis of Tourism Sustainability in Lloret de Mar was updated and in 2022 a first action plan will be implemented, including the resumption of the participatory innovation sessions on the "Repensa Lloret" city model, focusing on the area of sustainability.



Digitalisation



Red.es grant

In 2022, projects worth €3.24 million will be implemented through the Red.es entity, of which €2.27 million will come from European ERDF funds, to develop the following projects:

Axis 1: Creation of a tourism intelligence centre:

Integrated tourism management system
Tourism intelligence

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

Tourist mobility flows
Influx control
Number plate recognition

Axis 3: Digital visitor experience:

Digital tourist offices
Digital surveys
Digital channels (applications)
Digital signage
Social Wifi
Proximity marketing
Light projection on the beach

Axis 4: Sustainability:

Energy efficiency
Efficient public lighting
Intelligent parking
Smart waste management
Remote irrigation management



Tourism Intelligence Platform: Mabrian Technologies.

In 2018 Lloret Turisme began a partnership with Mabrian Technologies, a data analytics company (Big Data) specialising in providing value to tourism destinations and companies for strategic decision-making. During 2019, the initial social media listening project was extended with the services of the Spend module on the analysis of credit card and mobile phone spending data with Orange for the analysis of the flow of the tourist population (TELCO).

Big Date 2021 Report:



Average spend per cardholder during their stay in destination
369 \$ (▲ 23,7%)



Destino Turística
Inteligente

Lloret de Mar is a member of the DTI Network (Network of Smart Tourist Destinations) coordinated by SEGITTUR and the Secretary of State for Tourism.



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



Civism

Civic-mindedness and sustainability campaign

Over the last three or five years, Lloret de Mar has promoted several civic-mindedness campaigns with the slogan "With respect, there's room for everyone in Lloret".

These campaigns aim to strengthen and improve the relationship between residents and tourists, and to involve them in a common project where respect and coexistence are promoted, from a positive and relaxed perspective, involving everyone in an active way.

These campaigns address issues such as coexistence, noise and sustainability.



Chronology of campaigns in recent years:



2017 Campaign: "Put your shirt on".

A call for coexistence. For example, he reminded tourists to be aware that they should wear their T-shirts when they leave the beach.



Campaign 2018: "Enjoy the silence, Make peace not noise" or "Love your ears".

It invited to lower noise levels to ensure good citizen coexistence, especially at night.



2019 campaign: "Don't treat Lloret like waste":

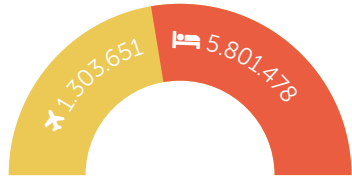
Actively involved visitors and residents in caring for the environment and responsible waste treatment.



2020 and 2021 Campaign: "Be careful, Be Happy".

Called for collaboration in complying with protocols and safety measures to prevent Covid19.

Tourist highlights 2019



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



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



+3.291.031,26 €
(period April 2018 - March 2019).

Second destination in terms of tourist tax revenue in Catalonia.



France, Spain, the United Kingdom and Germany were the main outbound markets in terms of **overnight stays** in Lloret de Mar.

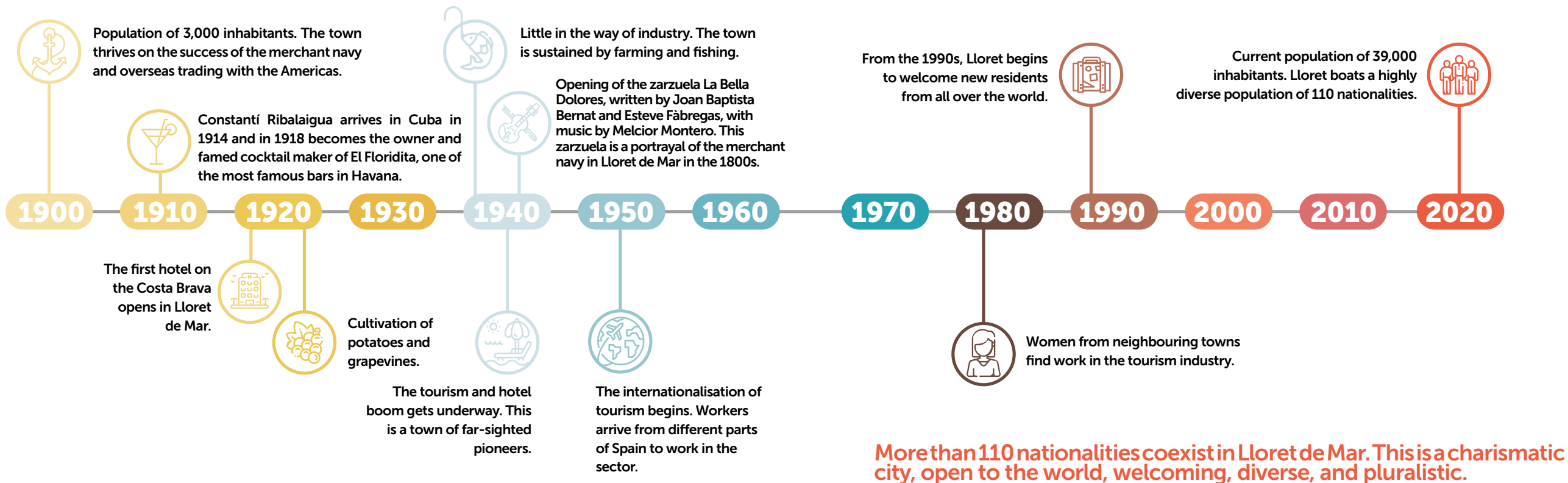


General information

Historical chronology

of Lloret de Mar, a pioneering destination.

Lloret, an ancient fishing and farming town, opens up 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

Geographical and demographic data

Demographics and environment

Lloret de Mar



40.553 inhabitants
(20,428 males and 20,105 females).

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

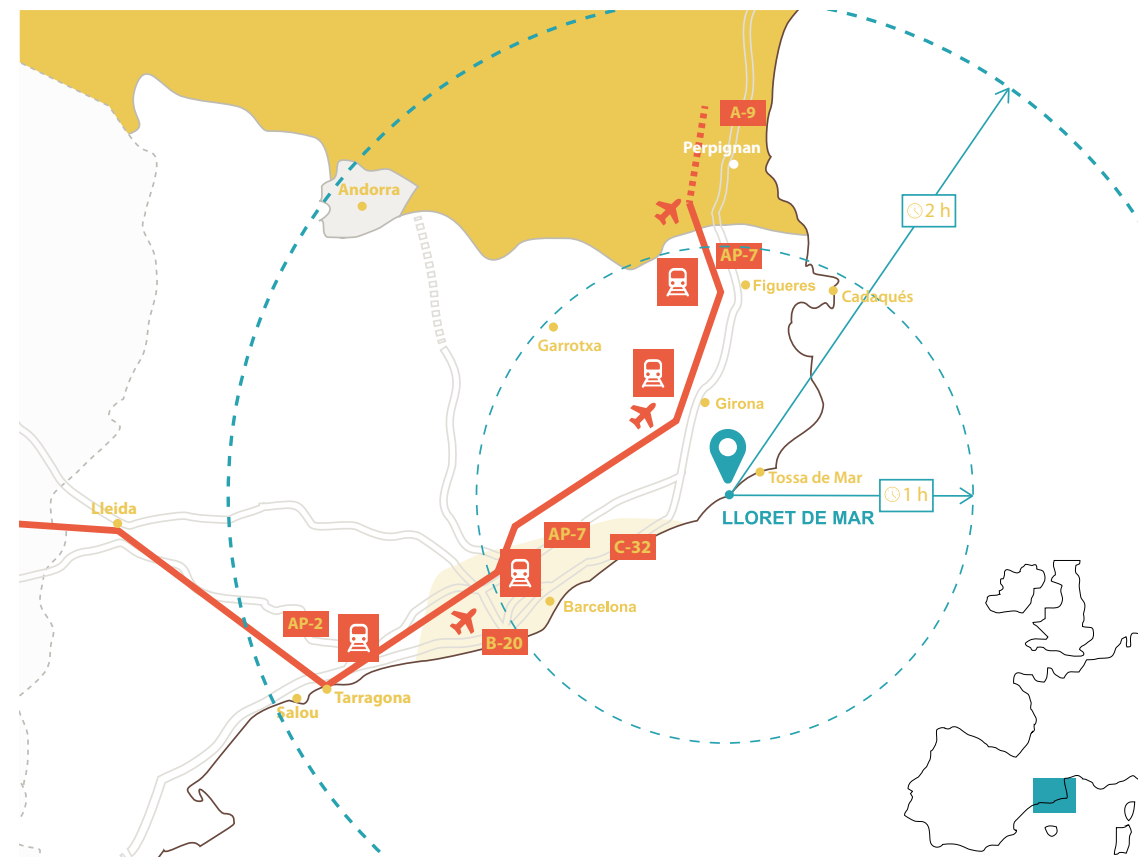
Treumal Cove

Lloret de Mar has a surface area of 48 km², 70% of which is too forested, and is a territory with a high landscape value that includes protected areas such as the Cadiretes massif and Pinya de Rosa.

Lloret Hub

From Lloret de Mar you can visit, less than 1 hour away, towns and areas of tourist interest such as: Tossa de Mar, Cadaqués, Barcelona, Girona, Figueres or the volcanic area of La Garrotxa.

In less than 2 hours you can reach the Port Aventura theme park (near Tarragona), Cadaqués, the south of France or the Pyrenees.



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



New interactive web map with HUB routes.





Private and public sector investments in lloret de mar 2019-2022



Public sector investments:

Municipal Budget 2022: 81.6 million euros.

Main investments:

- Maintenance and improvement of public roads (€1,200,000).
- Repair of Fenals promenade (€530,000).
- Cruyff Foundation football field (€190,000).
- Improvements to Sa Caleta promenade (€100,000).
- Improvements to sports facilities (€78,000).
- Improvements to beach facilities (€70,000).



Private sector investment:

Comprehensive renovation of hotel establishments

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

Segmentation and specialisation by tourist profile:

Adults 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*

Adults Recommended Hotels:

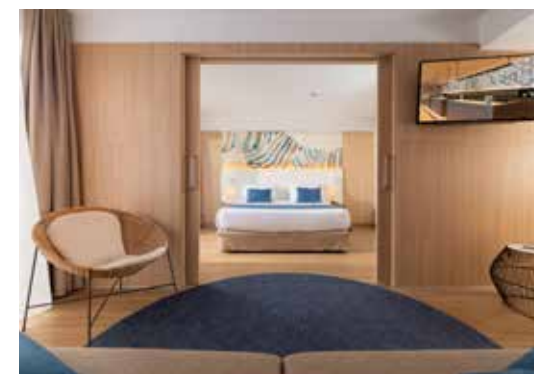
- Aqua Hotel Bertran Park 4*
- The 15th Boutique Hotel 3*
- Boutique Hotel Casa Coco Nature&Spa 4*S

Family hotels with "splash!" facilities

- 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*

Themed hotel inspired by the "music" axis

- BM Hotel 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 accommodation, Lloret de Mar has 4 campsites with 1,337 camping sites and 4,011 beds and 3,300 regulated tourist accommodation units, with an estimated total of more than 20,000 beds.

According to the figures recorded by the INE, Lloret de Mar received 1,303,651 travellers in 2019, with 5,801,478 overnight stays, an increase of 11.8% and 9.1% respectively compared to 2018, making Lloret de Mar one of the top tourist destinations in Catalonia and Spain.

Of the total number of travellers, 93.2% corresponded to people who stayed in hotels, 4.4% in tourist flats and 2.4% in campsites.

Lloret de Mar is home to 16.5% of travellers and 22.5% of overnight stays on the Costa Brava.

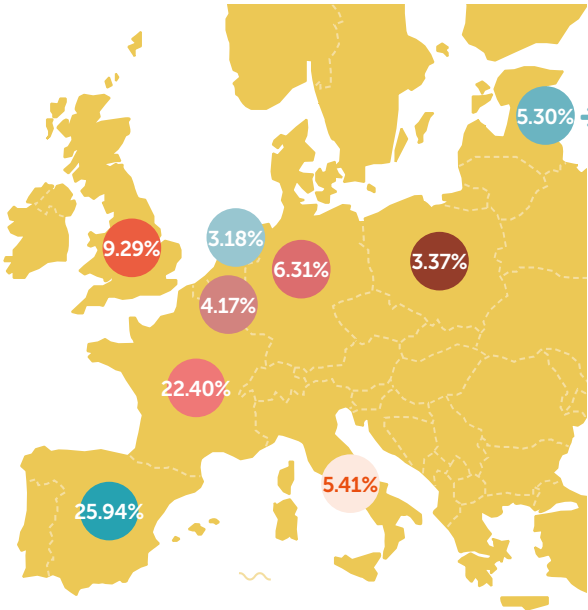
Lloret de Mar is home to 4.6% of travellers and 6.5% of overnight stays in Catalonia.

Global travellers and overnight stays 2019

It is worth highlighting the importance of the international public in Lloret de Mar, with 75% of travellers coming from outside Spain.

These figures do not include the occupancy of the regulated tourist dwellings in the town, for which it has not yet been possible to establish a system for obtaining data.

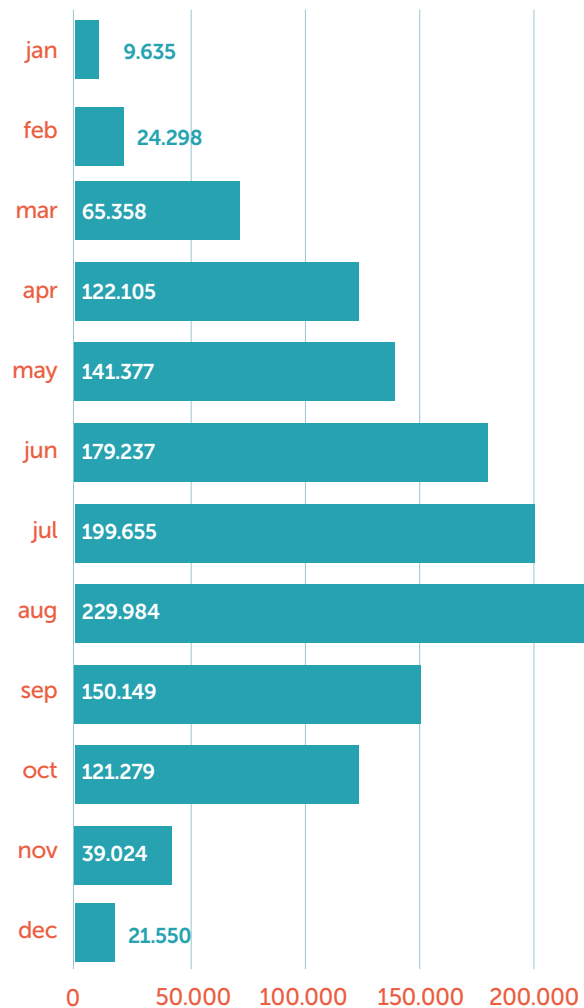
Nationalities of travellers, 2019



Spain 25.94%	Belgium 4.17%
France 22.40%	Poland 3.37%
United Kingdom 9.29%	Netherlands 3.18%
Germany 6.31%	Other 14.63%
Italy 5.41%	
Russia 5.30%	

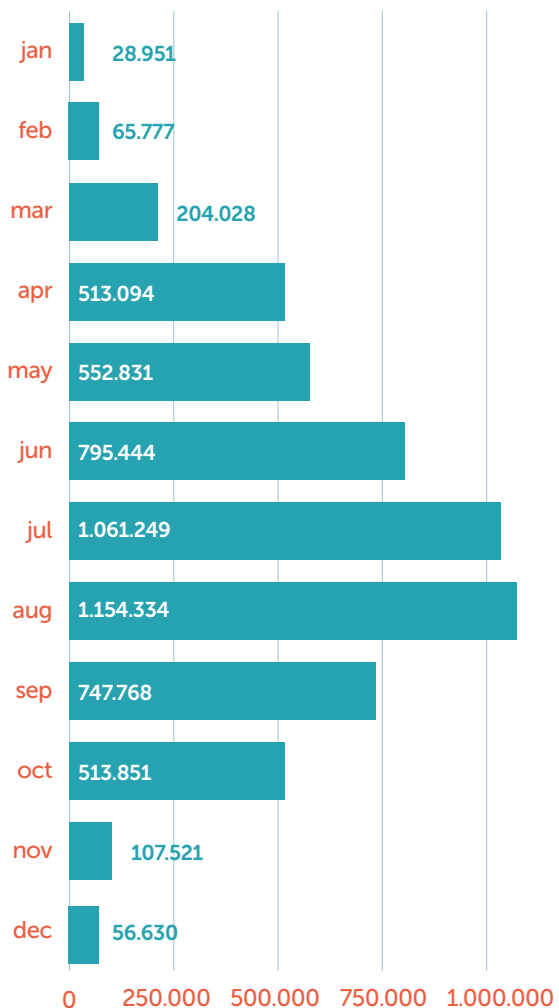
🧳 Total travellers, 2019

🚶🚶🚶🚶🚶🚶🚶 1.303.651

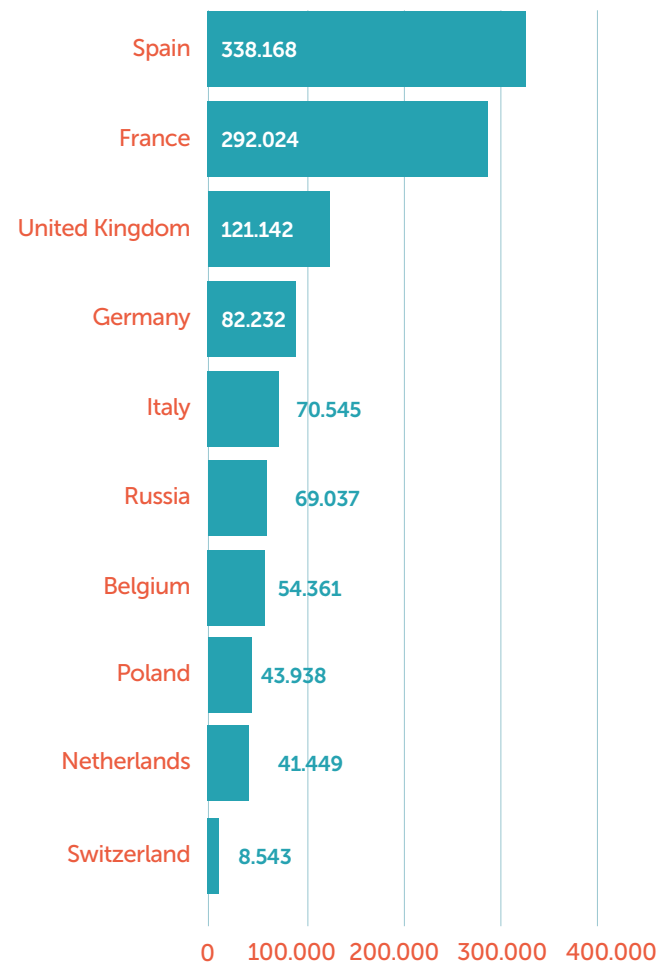


🛏 Total overnight stays, 2019

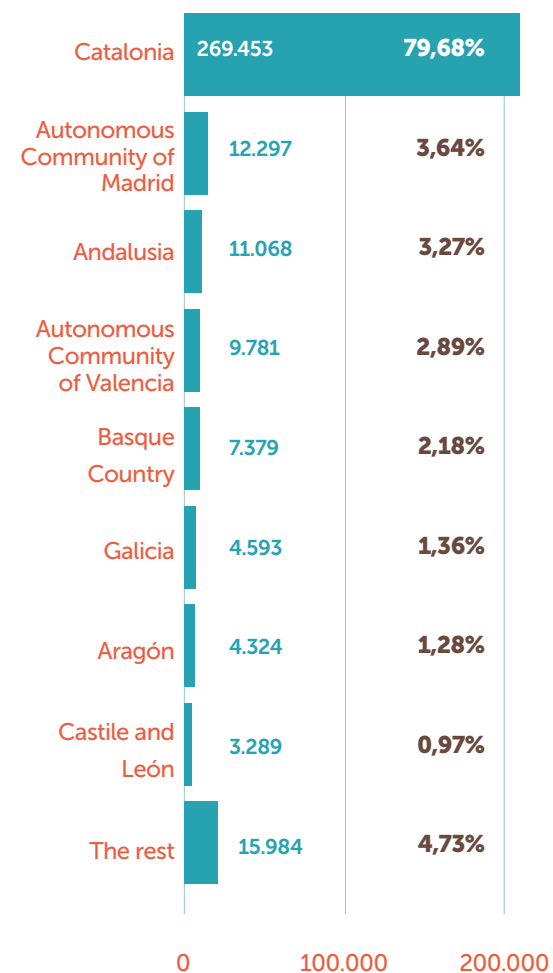
🌙🌙🌙🌙🌙 5.801.478



✈ Main source markets, 2019



🌐 Travellers by autonomous community, 2019



Among visitors from the Spanish market, those from Catalonia stand out, with a total of 269,453 visitors, accounting for 20.7% of the total number of visitors to the destination, making the local market Lloret de Mar's second largest issuing market after France.

France, the United Kingdom and Germany are the main international nationalities of travellers to Lloret de Mar.

In terms of travellers from Spain, 79.68% of visitors came from Catalonia.



Hotel employment

Lloret de Mar's hotels received 1,214,421 travellers in 2019 and recorded 5,350,651 overnight stays.

The average stay in 2019 for this type of establishment was 4 days and occupancy was 60%.

Over the last few years, RevPAR (revenue per available room) has been increasing and in 2019 it stood at an average of €43.

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

The Spanish public is the main market for this type of establishment, followed by the French, British and German public.

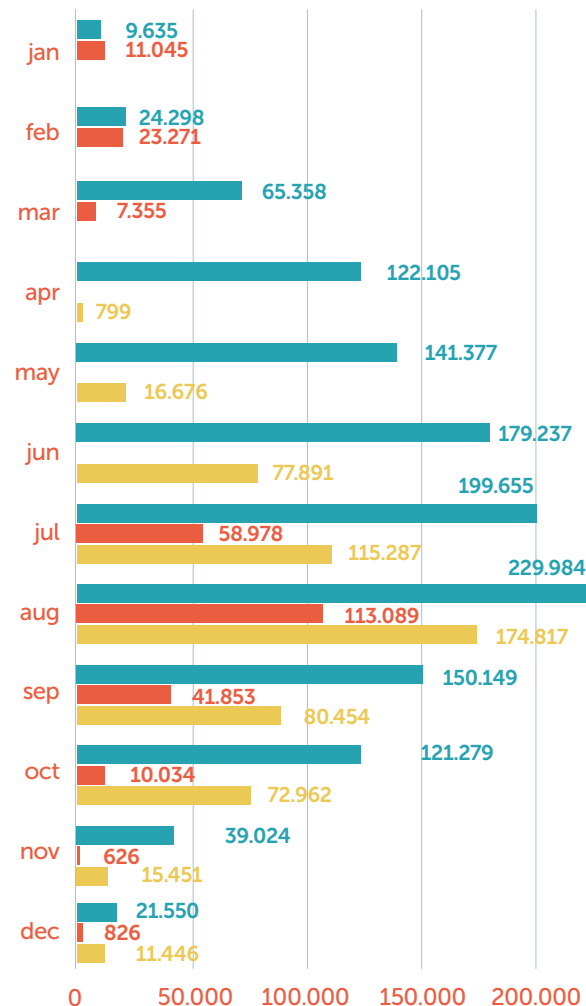


According to data from the Mabrian Technologies tourism intelligence platform, hotel satisfaction with accommodation in Lloret de Mar has increased by 13.1% compared to 2018.

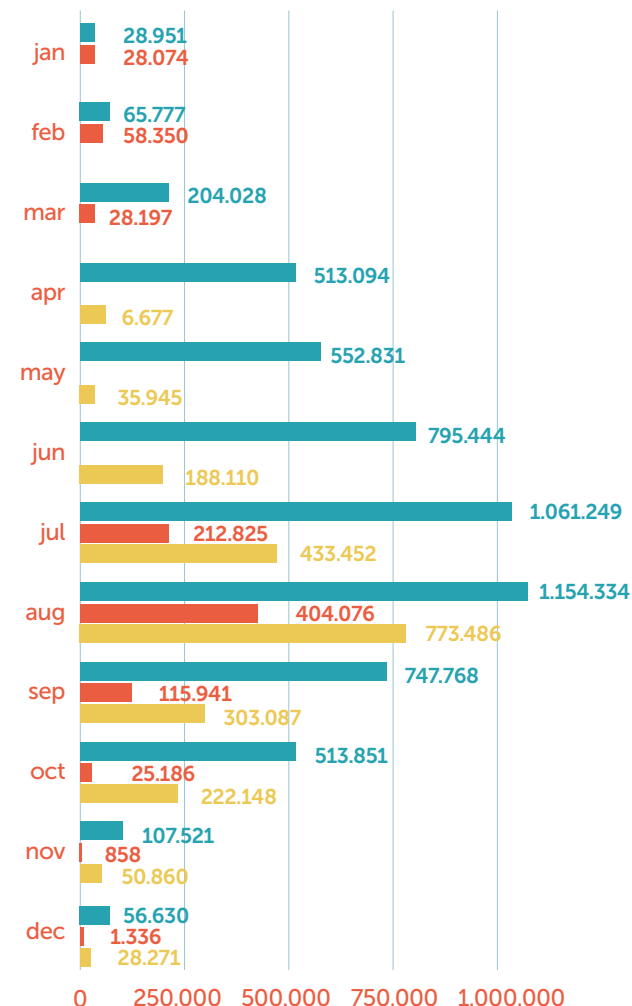
Comparison 2019-2020-2021

2019 2020 2021

Total travellers



Total overnight stays

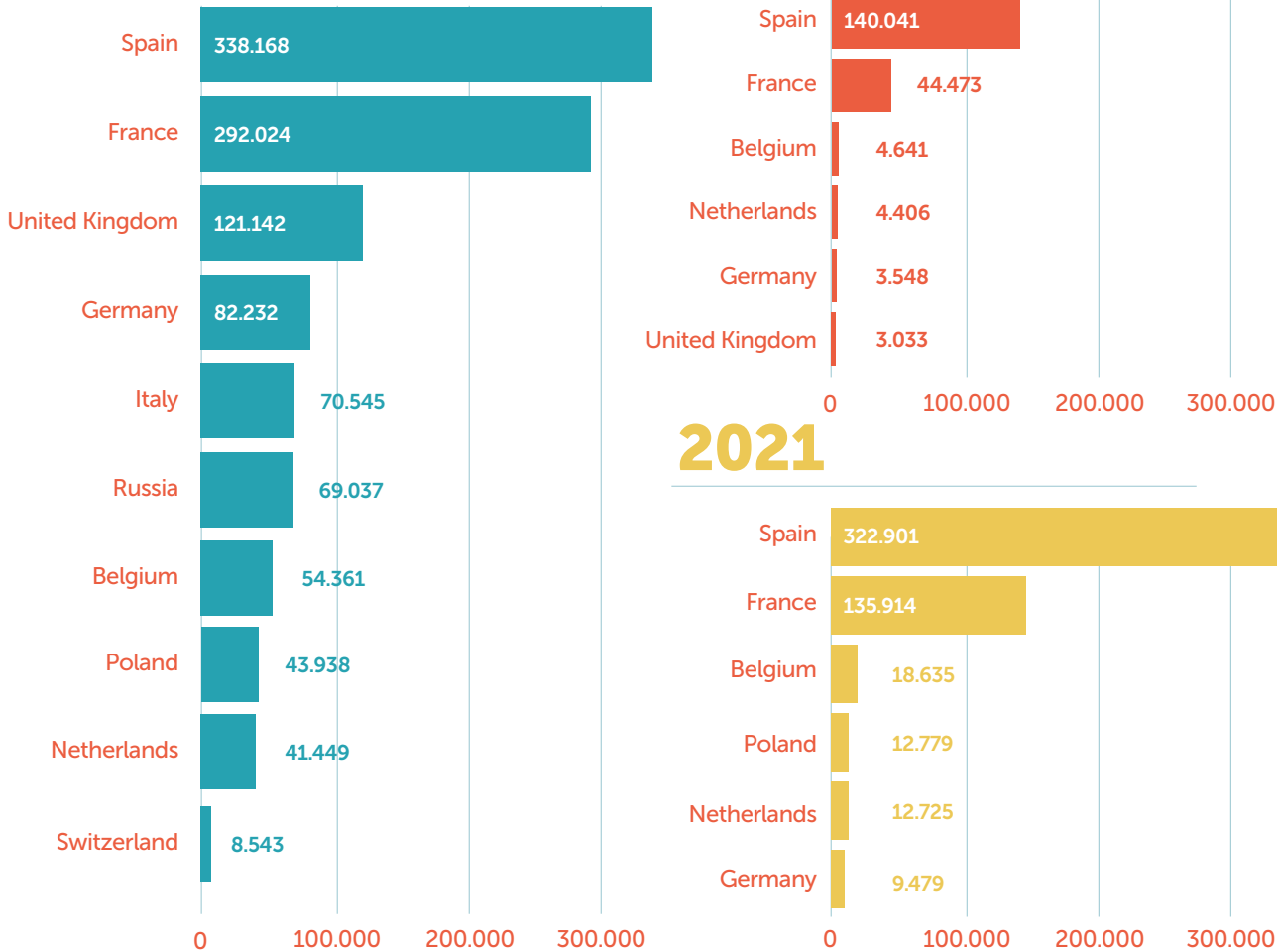


Comparison of travellers by main source markets

2019

2020

2021

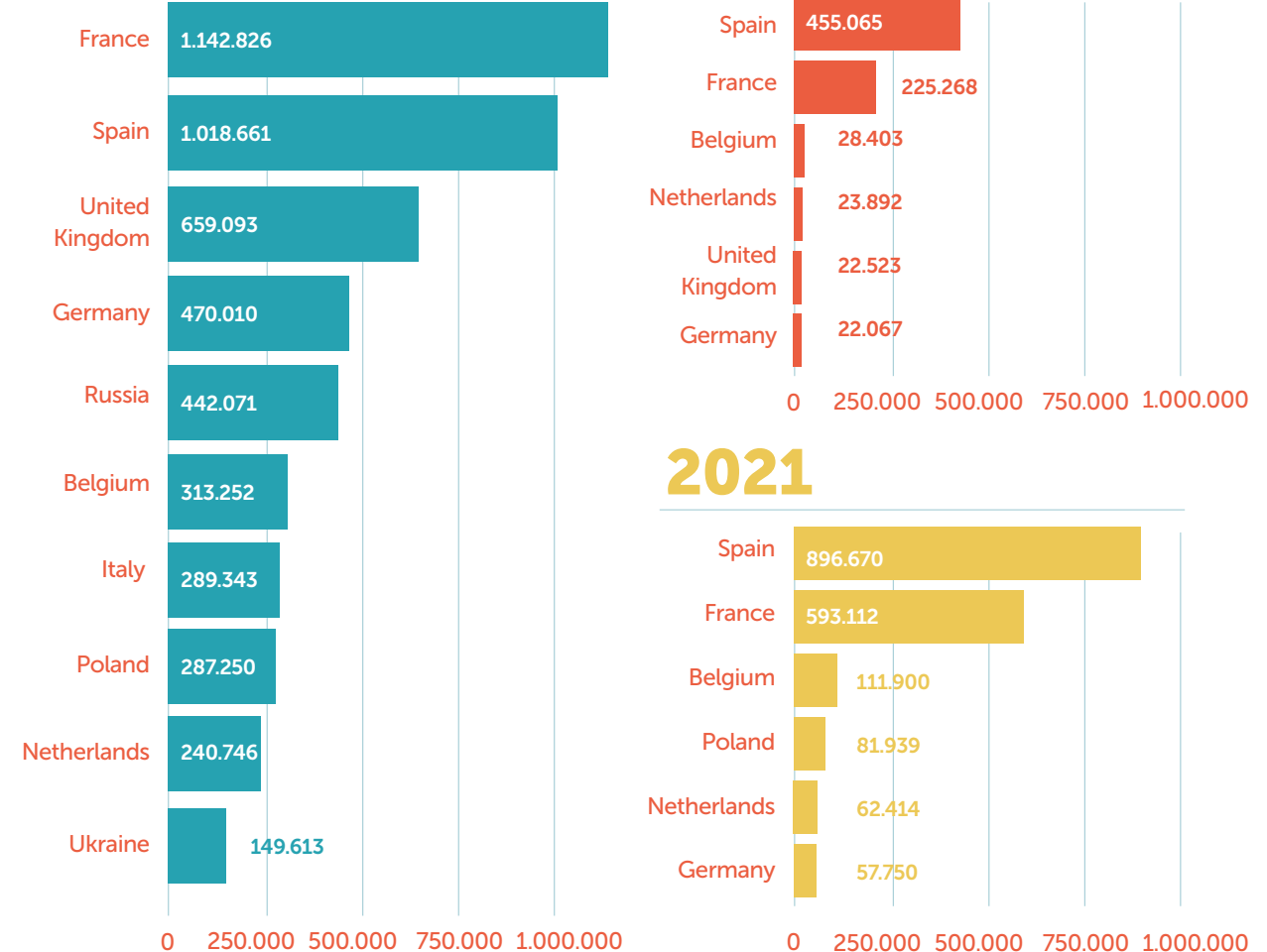


Comparison of overnight stays by main source markets

2019

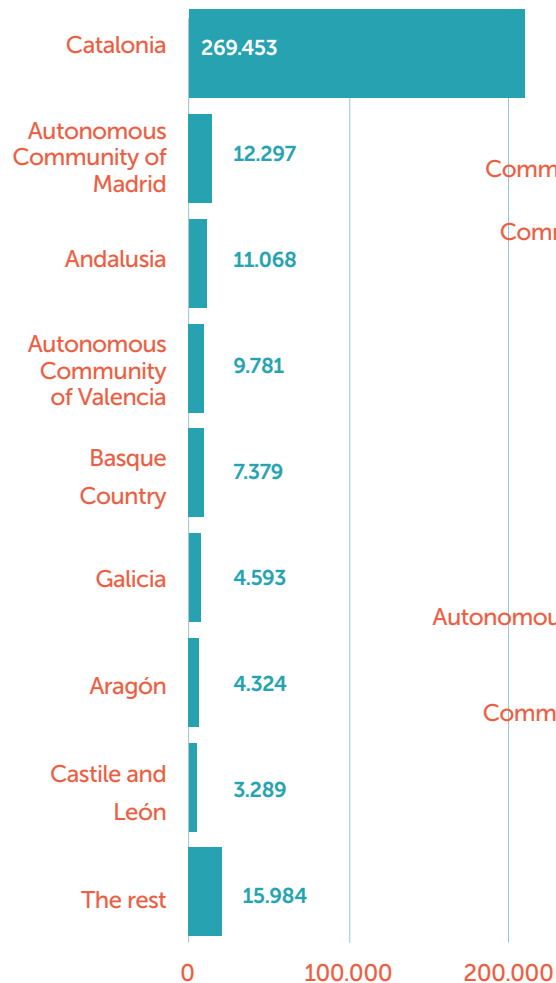
2020

2021

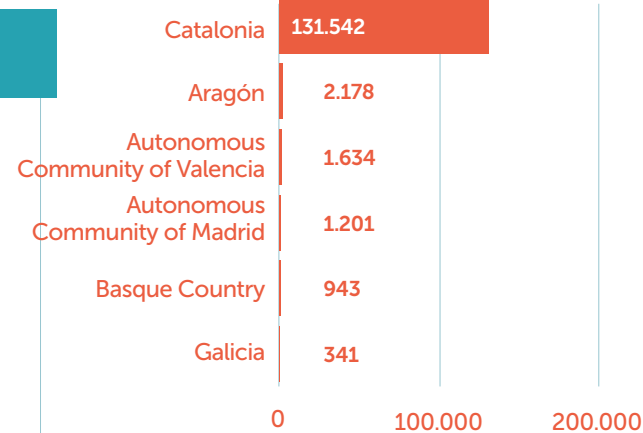


Comparison of travellers by autonomous community

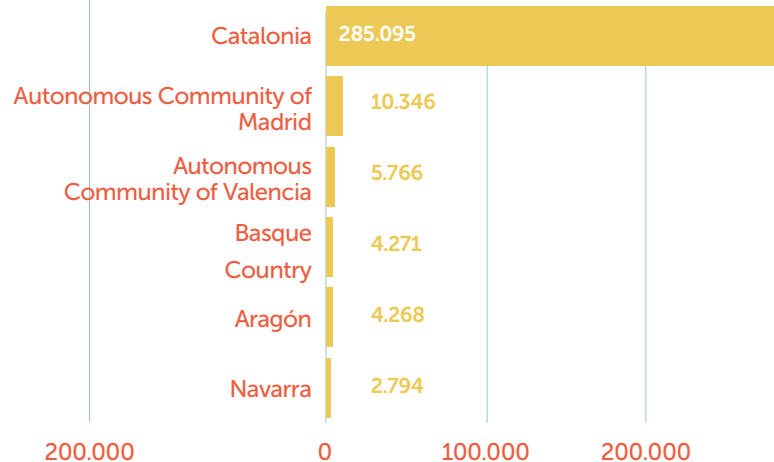
2019



2020



2021



Urban beach

In recent years, Lloret de Mar has consolidated its position as an urban beach tourist destination, while at the same time positioning itself in other tourism segments such as sports tourism and meetings and events tourism.

We understand urban beach as a new concept of coastal destinations in which the natural attractions of sun and beach are complemented by a set of added values of the territory such as its culture, gastronomy, commercial and leisure offer.



Since 2010 Lloret de Mar has been certified as a Family Tourism Destination by the Catalan Tourism Agency.



Lloret de Mar is a member of the Alliance of Leading Sun and Beach Tourist Municipalities (AMT) along with Salou, Benidorm, San Bartolomé de Tirajana, Torremolinos, Calvià, Adeje and Arona, created with the aim of promoting the modernisation and competitiveness of these pioneering destinations.

Shares 2022

Benchmarking between the different member destinations with the creation of thematic working groups on security, digital transformation, tourism promotion, financing and mobility.

Work projects of the AMT as a whole to access European funding.

These municipalities host more than 7.8M foreign tourists, which represents 14% of the Spanish State and accumulate more than 64M overnight stays, 19% of the total for the State (*).

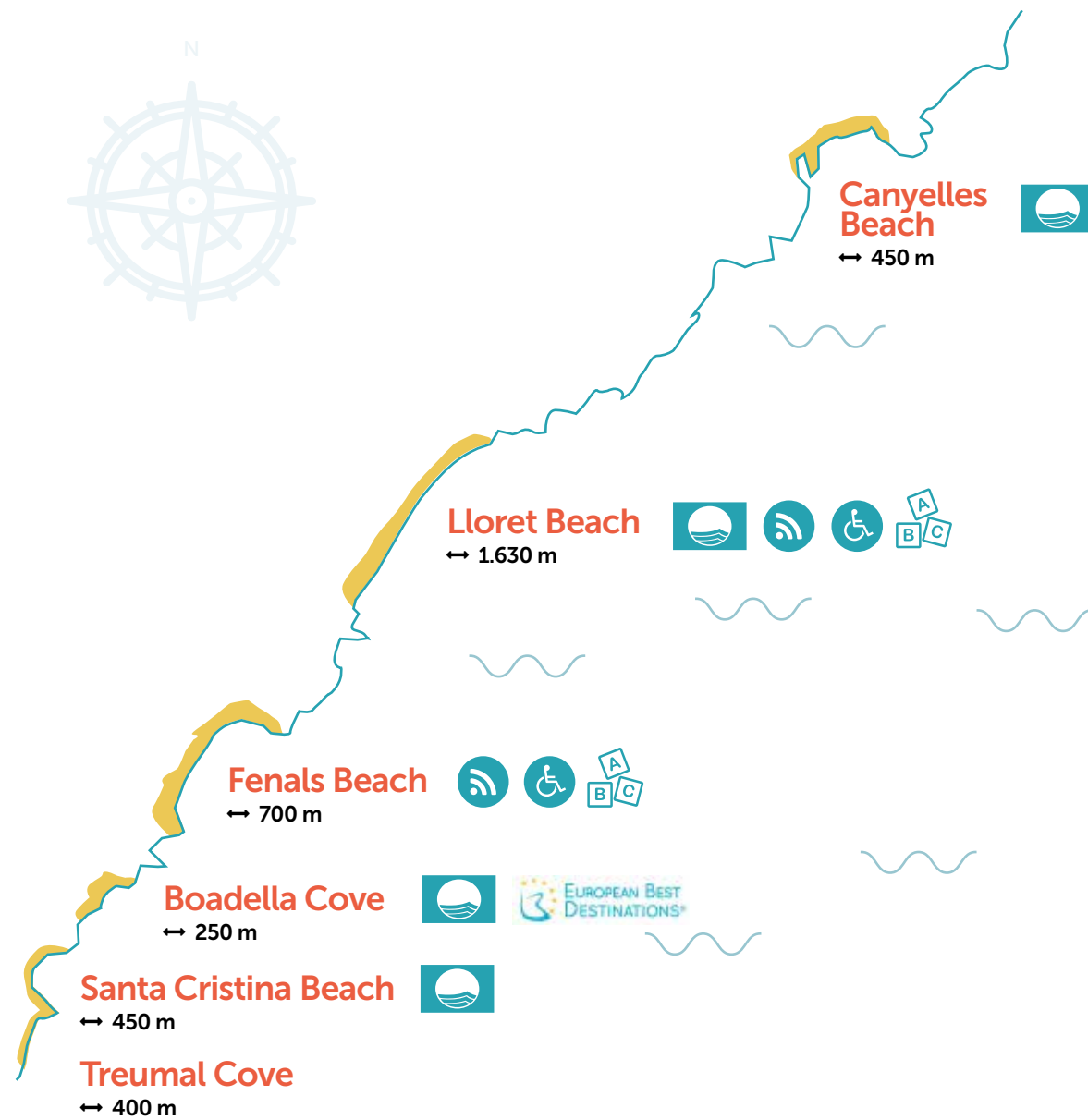
They represent only 0.9% of the Spanish population but generate more than 92,000 jobs, which is 4% of the jobs in the Spanish tourism sector (*).

* Data 2019 (Source INE / Exceltur)

	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	733,438*	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





The beaches of Lloret de Mar have a lifeguard and lifeguard service from May to October, making it the Costa Brava destination with the most extensive service.



Investment in Lloret de Mar's beaches exceeds 1,500,000 euros per year, the highest on the Costa Brava and one of the highest in Catalonia.



The beaches of Lloret and Fenals have changing rooms adapted for people with reduced mobility, shaded rest areas, accessible toilets, wheelchair-accessible showers, amphibious chair bathing services and lifelines for people with reduced visibility.



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



The beaches of Lloret and Fenals have a mini-club and baby area during the summer. The Lloret beach also offers a beach library service.



The beaches of Lloret and Fenals have a sports and health promotion programme with guided sessions, yoga and sports activities.



Family Tourism



Since 2010 Lloret de Mar has been certified as a Family Tourism Destination by the Catalan Tourism Agency.

25 certified companies, 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:

- L'Azure Hotel 4*S (2021)
- Hotel Fenals Garden 4*S
- Aparthotel Costa Encantada 4* (2020)
- Aparthotel 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*.



In summer, the destination offers a mini-club service and baby space on the beaches of Lloret and Fenals. The Lloret beach also has supervised sports activities and a beach library.

2019: 15,375 users made use of the Lloret de Mar beach revitalisation programme:

- Miniclub: 4,794 users
- Sports promotion: 3,036 users
- Directed activities: 7,341 users
- Yoga: 204 users

2021: 18,255 users participated in the beach revitalisation programme: +18.73% compared to 2019

- Mini-club: 5,749 users
- Sports promotion: 1,517 users
- Directed activities: 10,118 users
- Yoga: 871 users

Actions 2022

Consolidation of the family tourism working group.

Implementation of actions of the Plan to improve the competitiveness of family tourism 2021-2023.

Promotion of the "Lloret Family Spoilers" campaign in the Catalan and Spanish markets.

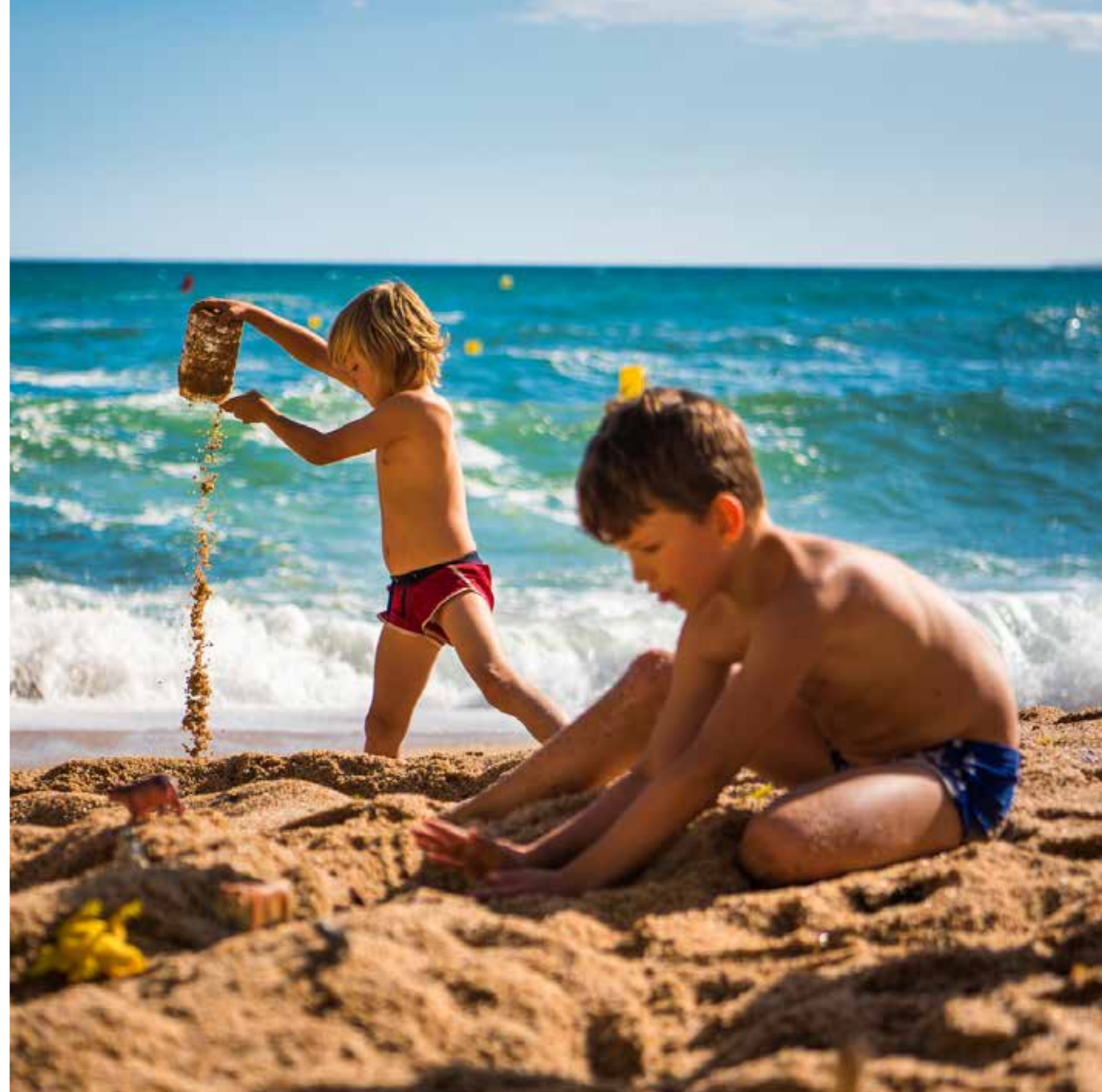
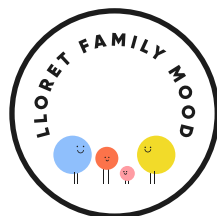
Launch of the umbrella brand Lloret Family Mood.

Training sessions for the creation and improvement of the family tourism product (May).

Updating of specific publications.

Certification of good, healthy and sustainable family catering with the Fundació Alícia.

Media plan with specialised press and influencers.





Culture

Guided tours, dramatised tours, musicals, children's workshops, events and other outdoor activities at the destination will continue in 2022.

Incorporation of guided tours of cultural heritage in sign language.

Cultural heritage elements

The Open Museum of Lloret (MOLL) is a project that was launched in 2003 with the aim of recovering and making different elements of Lloret de Mar's heritage accessible to visitors.

The MOLL is an imaginary network that allows visitors to discover different places and buildings of historical, cultural and natural interest, following the idea of an open-air museum that allows direct contact with heritage.

It is currently made up of the following cultural elements:

1. 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.

2. Castle of Sant Joan



Year of reopening: 2009

Located on the coastal path between Lloret and Fenals.

11th century medieval tower with impressive views over the cliffs of Lloret.

3. Maritime Museum



Inauguration year: 2007

Located in the old house of the Garriga-Mataró family, Indians of the 19th century.

A cultural space that describes Lloret's links with the sea, especially during the development of the Indiano period and later through its fishing tradition.

4. Es Tint



Year of reopening: 2010

Fishing area.

Building of the Cofradía de Pescadores (Fishermen's Guild) where the fishermen dyed their nets.

Lloret, together with Palafrugell, is one of the only towns on the Costa Brava to preserve this type of space, a reminder of its fishing past.

Private museum on the evolution of tourism.

5. Turó Rodó



Year of reopening: 2016

Iberian site located on the seafront with magnificent views over the large beach of Lloret de Mar and incorporating the reconstruction of an Iberian house.

6. Can Saragossa



Year of reopening: 2010

19th century building that houses the archaeological remains of the Iberian settlements of the municipality and temporary exhibitions.

7. Modernist cemetery



Year of construction: 1909

Museumisation of the cemetery: 2009

It has pantheons by prominent early 20th century architects such as Josep Puig i Cadafalch, Antoni M. Gallissà i Soqué, Vicenç Artigas i Albertí, Bonaventura Conill i Montobbio, Ismael Smith and Eusebi Arnau i Mascort.

It is one of the main Indian cemeteries in Catalonia.

Member of the European Cemetery Route.

8. Can Font



Year of reopening: 2016

This Indian house dates from 1877 and belonged to Nicolau Font i Maig, an Indian who made his fortune in Cuba. It has important modernist details, such as the entrance door.

It is currently a public house-museum, the only one of its kind in Catalonia, which shows what the Indian houses of the time were like.

9. D'en Plaja Castle



Expected opening: 2023

Private museum on sustainability


Map of MOLL elements

1. Santa Clotilde Gardens
2. Castle of Sant Joan
3. Maritime Museum
4. Es Tint
5. Turó Rodó
6. Can Saragossa
7. Modernist Cemetery
8. Can Font
9. D'en Plaja Castle



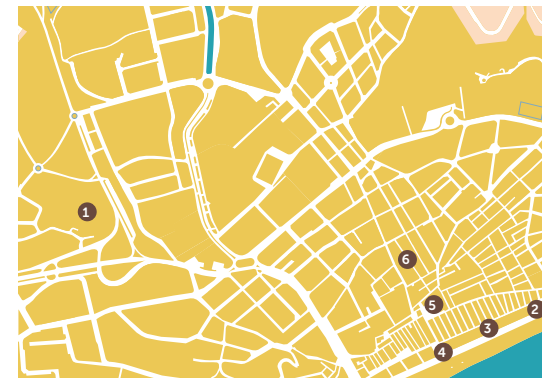
The *Indianos*

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



European Route of
Historic Gardens
Itinerari Europeu del Jardí Històric
Itinerario Europeo de Jardines Históricos
Itinéraire Européen des jardins historiques

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



The European Route of Historic Gardens is now a European Itinerary of the Council of Europe.

In 2016, Lloret de Mar Town Council (with the Santa Clotilde Gardens), in collaboration with Aranjuez Town Council and the Cultural Heritage and Tourism Laboratory of the University of Barcelona, created the European Network of Historic Gardens. A network that currently brings together more than 38 European gardens and entities that welcome more than 14 million visitors each year. The income generated by these parks and gardens amounts to more than 60 million euros per year.

In September 2020 the association European Route of Historic Gardens was listed as a European Cultural Route by the Council of Europe. Currently there are only 40 Cultural Routes certified by the Council of Europe, such as the Way of St. James, the Vikings' Route, the European Mozart Routes or the Impressionists' Route.

On 6 April, the Santa Clotilde Gardens in Lloret de Mar will host the General Assembly of the European Route of Historic Gardens and the award ceremony for the members of the route.

The member gardens of this network are:

Germany

- Herrenhausen Gardens, Hannover
- Insel Mainau, Mainau

Spain

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

Greece

- Naoussa Municipal Park, Naoussa

Georgia

- Batumi Botanical Garden. Batumi
- National Botanical Garden of Georgia, Tblisi
- Tsinandali Museum and Garden, Tsinandali

Italy

- Historic Garden of Garzoni, Collodi, Pescia
- Historic Boboli Gardens, Florence
- Historical Museum and Park of the Castello di Miramare, Trieste
- Royal Park of Caserta, Caserta
- Villa de Este - Istituto Villa Adriana Villa de Este - Villae, Tivoli

Poland

- King Jan III's Palace Museum, Wilanów, Warsaw
- Warsaw Royal Castle Gardens, Warsaw
- Sarny Castle picturesque park, Kłodzko County
- Kamieniec Palace eclectic garden, Kłodzko

Portugal

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

Hungary

- Hungarian Garden Heritage Foundation

Belgium

- Fondation Musée et jardins Van Buuren

Events

Ceremony for the awarding of the European Cultural Route label to the European Route of Historic Gardens in the Santa Clotilde Gardens and General Assembly of the European Route of Historic Gardens (6 April).

Commemoration of 25 years of municipal management of the Santa Clotilde Gardens (30 June-3 July).

Evolution and visitor numbers at the Open Museum of Lloret (MOLL)

2019



153.913 visitors



415.903 € in income

2020



37.521 visitors



93.766 € in income

2021

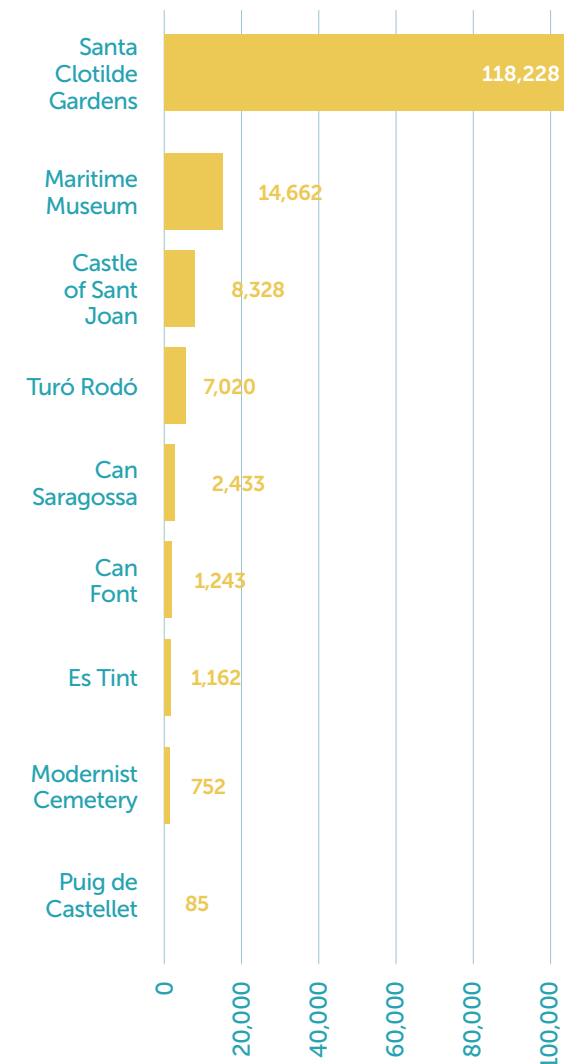


78.894 visitors



237.257 € in income

Visitor numbers 2019



Cultural events

Som de Mar Festival (19-29 August)

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.

It is a festival with renowned artists that takes place in a unique privileged space such as the Santa Clotilde Gardens and its location on the Sa Boadella cove. During 2021 it received 4,200 spectators.



LLORET OUTDOOR SUMMER FESTIVAL

LLORET OUTDOOR SUMMER FESTIVAL

During the summer months, Lloret de Mar offers a programme of theatre, music, magic and circus activities in a number of unique venues around the town. The programme includes, among others, the Fenals de Música cycle, the Clon Festival, the Obreria de Santa Cristina concerts and a castle festival.

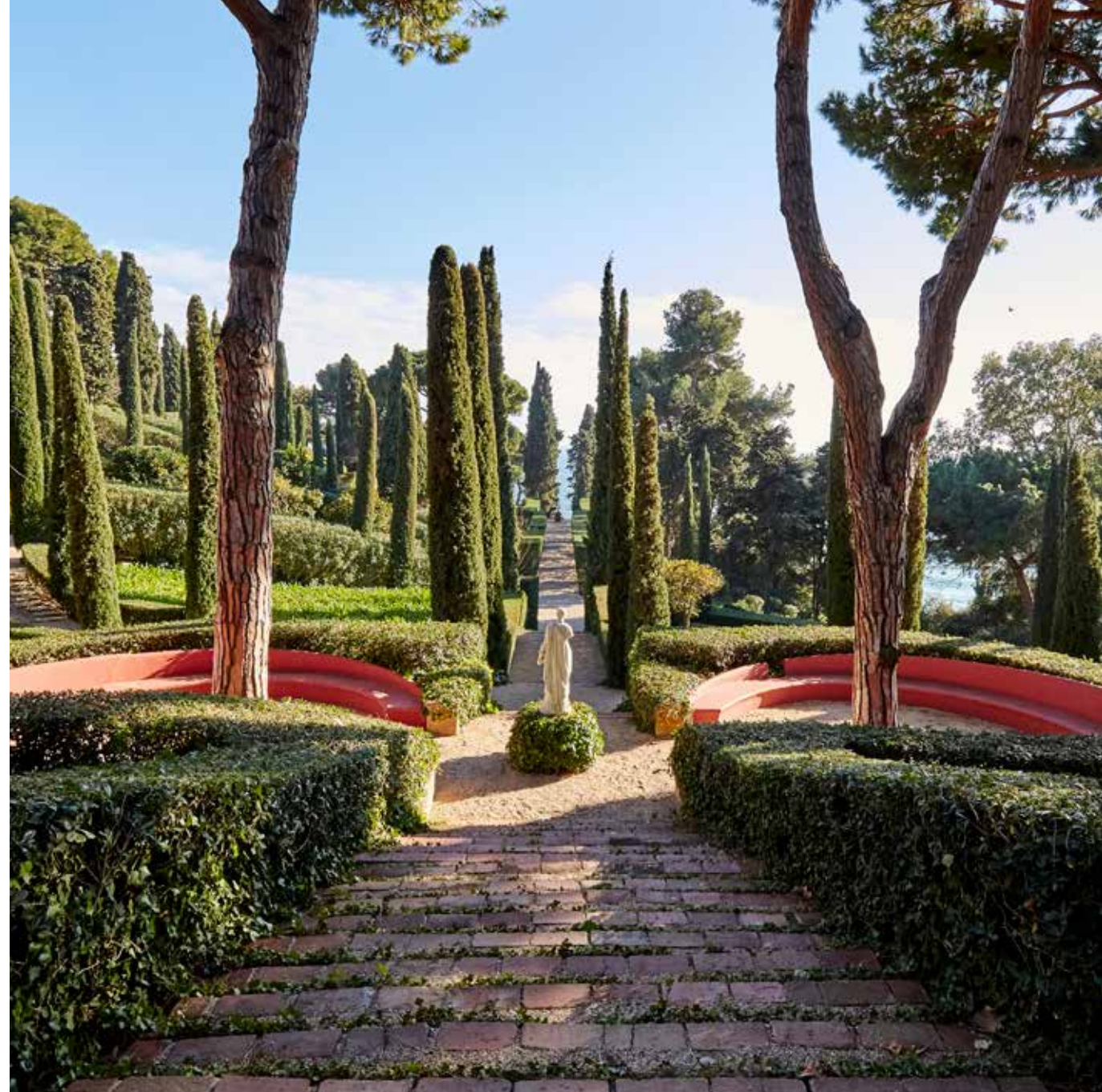


2019

More than 12,000 spectators enjoyed the shows at the Lloret Outdoor Summer Festival in summer 2019.

2021

More than 10,000 spectators enjoyed the shows at the Lloret Outdoor Summer Festival during the summer of 2021.





Gastronomy

Lloret de Mar is developing the "Strategy to boost the gastronomy sector in Lloret de Mar 2018-2022" in collaboration with the Alícia Foundation and with the support of the Lloret de Mar Hotel and Catering Guild and the Lloret de Mar Bars, Restaurants and Cafeterias Guild.



This project to structure the gastronomic product is divided into two main areas, Health and Identity, through which the aim is to improve the quality of the offer of the town's catering establishments and to promote the gastronomic offer of the destination.

Health strategic line: LlorEat Good

Interest in healthy eating is a growing trend among national and international consumers, highlighting the importance of acquiring healthy lifestyle habits and promoting a balanced diet not only in the normal environment but also during holiday periods.

This trend requires the adaptation to existing regulations and new tastes of restaurants, bars, cafeterias and other establishments, but above all of the hotels in the municipality to offer a better service to the different customer profiles (families, sportsmen and women, congress participants, etc.).

In 2019, the LlorEat Good promotional line was created to showcase Lloret de Mar's healthy gastronomic offer through various publications, based on 3 main lines of action:

1. Management of allergies and intolerances: promotion of knowledge and adaptation of the gastronomic offer through training, preparation of specific material and specialised advice.

In 2019 Lloret de Mar Town Council signed a collaboration agreement with the Coeliacs Association of Catalonia to contribute to improving the quality of life of people with coeliac disease and their families and to promote establishments with gluten-free products.



15 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 offer).



Lloret has more than 5,000 hotel rooms accredited gluten-free by the Associació Celiàcs de Catalunya.

2. Adaptation to the Mediterranean diet: promotion of establishments certified with the AMED seal awarded by the Public Health Agency of Catalonia, which promotes the Mediterranean diet as a model of healthy eating in the mass catering sector.



23 accredited 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 Maritim 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 municipality in the Girona area and the second in Catalonia with the most AMED-accredited establishments and the second in Catalonia.

3. Vegetarian and vegan diet: support in the adaptation of the gastronomic offer through training, development of specific material and specialised advice.

In addition, special attention is also given to food to adapt it to specific groups.

Strategic line identity: *The Cuisine of the Americans*

The cuisine of Lloret de Mar is a cosmopolitan, inclusive cuisine that combines local tradition with international cuisine. This local-global coexistence is its main sign of identity.

The second part of the Fundació Àlicia's strategy, focused on recovering part of Lloret's gastronomic roots and identity, was presented in 2019. The Fundació Àlicia carried out a two-year research project inspired by the life and socio-cultural context of the Americans both through recipes from Catalan cuisine and recipes from the host countries, which led to the creation of the American Cuisine of Lloret de Mar, a pioneering recipe book of twenty-one dishes based on the stories of characters from Lloret linked to this period.

Actions 2022

Training day for the creation and improvement of the family tourism product (October).

New certification in good, healthy and sustainable family catering with the Alicia Foundation.

New "Little Foodies" certification in good, healthy and sustainable children's catering with the Alicia Foundation.

Seal and communication campaign for the certification of children's catering.

Launch of the umbrella brand "Lloret Family Mood".

Press conference for the new "Little Foodies" certification (May).





Active-Nature and Well-being

Lloret Nature

An active tourism programme created with the aim of promoting Lloret's natural heritage:

- Nordic Walking
- Family workshops
- Open water swimming (Sea Routes)
- Light immersion
- Paddle surfing and paddle yoga



Lloret Adventure

adventure.lloretdemar.org

Public-private collaboration project with more than thirty leisure and adventure tourism activities (scuba diving, nautical activities, kayaking, Nordic walking, golf, etc.).



List of participating companies

Bungee Jumping

Catamaran Cruise

DKR Quad

E-Scooter

Kayak Adventure

Lemon Kayak

Troll Aventura

Diving La Casa del Mar

Experiencies Costa Brava

Golf Lloret Pitch&Putt

Kayak Fenals

Water Sports Fenals



Actions 2022

Second edition of "Adventure Days" (21-22 May).

Specific communication campaign for the "Adventure Days".

Participation in specific wellness fairs such as the Balance Festival London (17-19 June).

New publication on hiking and the Camino de Ronda and interactive map.



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 2 incoming agencies certified in cyclotourism



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



Actions 2022

New sports publications: triathlon and swimming.

Familiarisation trip with different sports federations in the French market.

Participation in new sport tourism specific events: International Sport Convention London (23-24 March), British Swimming (July).

Media plan with specialised press.



Football: Lloret hosts a number of internationally recognised tournaments such as the MIC, which came to the city in 2002. In 2022 the destination is scheduled to host the COPAAFIACatalunha, the biggest tournament for veteran footballers in the world.



Group sports: the versatility and quality of Lloret de Mar's sports facilities make the destination a benchmark for sports stays, tournaments and handball, basketball and indoor football competitions, among many others.



Swimming: The Olympic swimming pool in Lloret de Mar hosts different training sessions and top-level international competitions every year, making it a benchmark sports facility in our country.



Athletics: Athletics remains the second most popular sport in terms of sports tourism.



Cycling: Lloret de Mar continues to be committed to the world of cycling, offering a structured, quality product.
www.lloretcycling.com



Triathlon: In 2019 the town was certified in this sport. Lloret de Mar has specialised facilities and services for the three disciplines of triathlon, making it a highly prepared SBR destination (swimming, cycling and running).



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**.



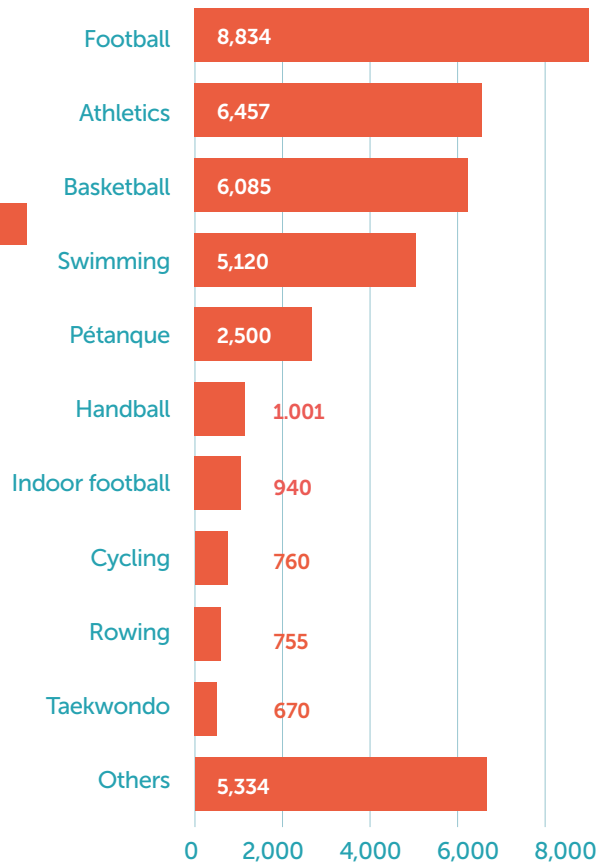
This represented an increase of **5% in sports tourism in respect of 2018.**



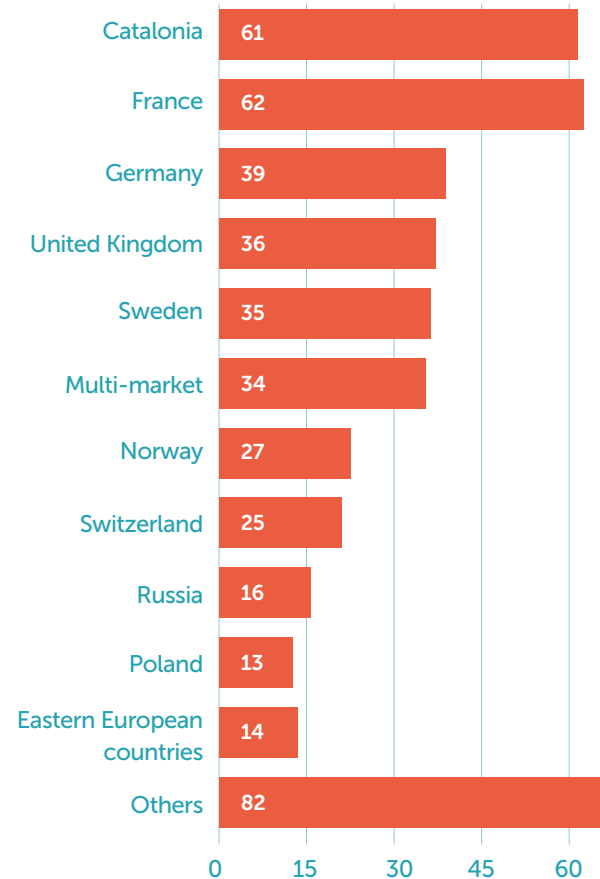
Total 2019

Month	Number of Visitors
jan	1,235
feb	1,951
mar	2,491
apr	11,254
may	3,959
jun	6,902
jul	3,732
aug	363
sep	1,530
oct	1,713
nov	281
dec	3,045

Total 2019



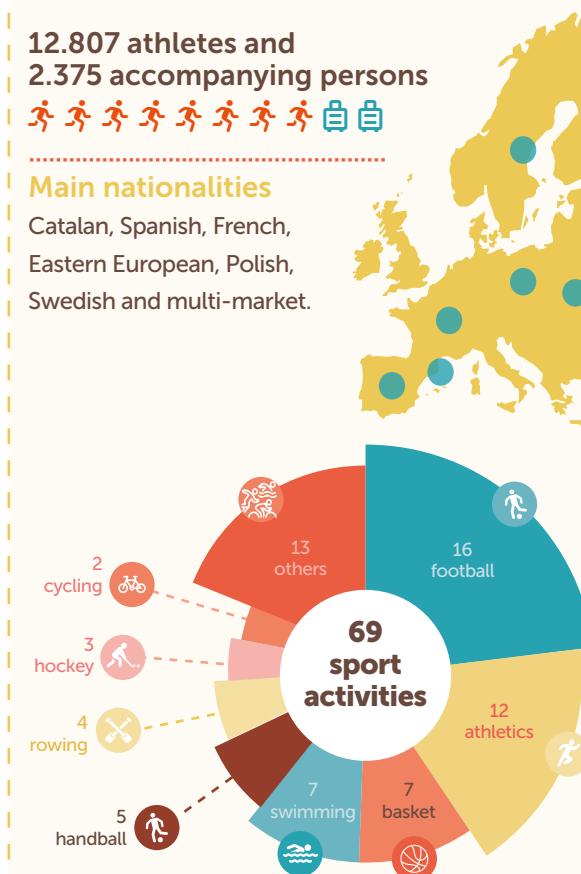
Total 2019



Durant el 2021 varen passar per les instal·lacions esportives municipals un total de 15.182 participants en activitats de turisme esportiu:



Catalan, Spanish, French,
Eastern European, Polish,
Swedish and multi-market.



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



Meetings, events and incentive tourism MICE

www.lloretcb.org 

General data



More than 25,000 delegates per year.



More than 80 annual festivals.



50 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

Since 2009, Lloret de Mar has had a division specialising in the promotion of meetings and events tourism, the Lloret Convention Bureau.

The Lloret Convention Bureau is an operational division of Lloret Turisme that has an annual budget of approximately 120,000 euros and works along two main lines:



Meetings tourism: promotion and attraction of meetings tourism at national and international level.



Festivals and Events: advice and organisation of events and events through its Festivals&Events programme.

Every year, 25,000 participants in congresses, meetings and conventions pass through Lloret de Mar for actions carried out in the field of meeting tourism, mainly in the format of meetings for 50-100 people, and more than 80 music, dance and singing festivals are held.

During 2021 the Weddings product was structured and in 2022 different promotional actions will be carried out to raise awareness of this specialised offer, also at social events.

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.

Actions 2022

Positioning strategy within the associative segment in the Spanish market with a specific marketing plan and presentation of candidatures.

Presentation of candidatures for national and national associative congresses and events.

Participation in the main international trade fairs for meeting tourism: IBTM.

Marketing and promotion plan in the Nordic market with the CBGCB and its own commercial agenda.



Promotion of the Weddings product.

Organisation of various famtrips with agencies organising state and national events and priority markets.

Specific marketing and promotion plan for the OGL Meetings project.

Specific marketing and promotion plan in the French market with the LCB roadshow.

Events

Lloret Negre Festival (13-15 May).

EASYPARK International Conference (12-20 June).

MEET Ambassador 2022 (date to be confirmed).

IPA International Congress (4-9 October).

International nature photography competition "MONTPHOTO FEST" (from 7 to 9 October)

Business Tourism Market (autumn).

Olot-Girona-Lloret Project

The Olot-Girona-Lloret project is the sum of local initiatives specialising in the meetings industry promoted by each of these municipalities.

www.olot-girona.lloret.org



Actions 2022

Specific marketing and promotion plan for the OGL Meetings project.





Lloret Turisme and tourism promotion

Tourism policy

Lloret de Mar Town Council develops different tourism policy strategies to adapt to the new demands of the sector and promote economically, socially and environmentally responsible tourism.

Lloret Turisme

Lloret Turisme, Lloret de Mar's tourism promotion and management body, develops and implements an Action Plan with the aim of promoting and supporting the municipality's tourism companies and marketing different products in this sector.

Lloret Turisme's activity is structured around 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 (Central and Museum of the Sea) have the Q for Tourism Quality certification awarded by the Institute for Tourism Quality in Spain (ICTE).



In 2021 the tourist offices renewed the Q for Tourism Quality certification of the Spanish Tourism Quality Institute (ICTE) in their tourist offices as well as the Safe Tourism Certified certification, granted by the ICTE itself, which guarantees compliance with the safety protocols for the prevention of COVID-19 contagion.

In the summer of 2021, Lloret Turisme maintained its on-site information service, staffed by a team of tourist information officers who were distributed along the beaches of Santa Cristina, Fenales, Lloret de Mar, Cala Canyelles, Cala Boadella and Treumal to attend to visitors' requests for information.



The grant received by Lloret de Mar Town Council under European ERDF programmes, awarded by Red.es, includes a specific item for the modernisation of the two main tourist offices (Central and Museo del Mar) and their transformation into digital offices. The actions planned for the next two years include the incorporation of surveys and digital billboards, interactive totems and children's gamification areas, among others.

Actions 2022

Incorporation of the figure of travel advisors in the Tourist Information Offices.

Inclusive tourism conference for the tourism sector (27-28 April)



Marketing and promotion

The marketing and promotion of the destination is carried out through the structuring and segmentation of products, the creation of valuable content about Lloret de Mar online and offline, the organisation of familiarisation trips for operators, journalists and opinion leaders, content creators and the presence at trade fairs and all kinds 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 on the main social networks: Facebook, Twitter, Instagram, YouTube and Tik Tok, and has 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 2021:

- Holiday website: 321.179
- Holiday blog: 10.014
- Press office: 46.868
- Lloret Convention Bureau website: 7.122

Actions 2022

Strategy for structuring and positioning the LGTBI tourism product in Lloret de Mar.

Training days in the inclusive tourism sector (27 and 28 April) and the LGBTI segment (19 May).

Interactive map. Redefinition of the new destination map and new interactive routes.

New website for selling experiences: tickets.lloretdemar.org



Communication

Lloret Turisme implements its annual Communication Plan with the aim of ensuring the development of the image of Lloret de Mar in the different markets.

Actions 2022

Launch of the "Lloret is a Match" campaign with different audiovisual capsules for tourism products and customer profiles.

Lloret Family Spoilers" campaign aimed at the national market.

lloretdemar.org/lloret-families

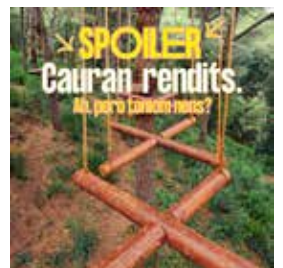
Communication and public relations campaign in different traditional international markets to publicise the destination's update to generic and specialised press and influencers.

New corporate image (logo).

Co-marketing and training campaign in the UK market.

Optimisation of the inbound marketing strategy.

Specific media plan for family, sports, active and MICE products.



Lloret Film Office

The Lloret Film Office is a department of Lloret Turisme that provides a wide range of services in the national and international audiovisual production sector. Its main objective is to offer a quality service that provides audiovisual professionals with the information they need to plan, expedite and produce advertising, film and television shoots that take place in Lloret de Mar under optimum conditions.

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



This year 2022 has seen the premiere of the film **Uncharted** by Sony Productions with scenes filmed in Cala Boadella and which has a luxury cast with Hollywood actors Tom Holland, Mark Wahlberg and Antonio Banderas.

The series "Todos Mienten" under the direction of Pau Freixas with scenes filmed in Cala Banys in Lloret de Mar has also premiered; at the end of April, **Bienvenidos al Edén** will be released, another Netflix blockbuster, as well as the prequel to **House of the Dragon** filmed in the gardens of Santa Clotilde.

On the other hand, the film "Libertad", also with scenes shot in the centre of Lloret de Mar, has received several awards at the Goya Awards, such as the Goya for best director of a novel for Clara Roquet and the Goya for best supporting actress for Nora Navas.



Actions 2022

Create a visual landing page with images of the latest blockbusters that Llorèt de Mar has hosted.

Organisation of a famtrip for localisers from Catalonia.

Participation in the Ckeckin film tourism festival (7 September).



Annotations



Annotations



Further information

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