



Press release

Girona, 23th October 2015

The Costa Brava is showcased as a complementary and alternative destination to Barcelona for the MICE tourism sector

The Valkryie Hub in Barcelona hosted the promotional and commercial Afterwork Costa Brava Girona event on 22 October. The event was organised by the Costa Brava Convention Bureau to give fifty Barcelona-based event organisers and the media a taste of everything the Costa Brava has to offer for business tourism. Representatives from 65 Barcelona agencies and 27 Girona companies kicked off the event with an innovative workshop based on activities and workshops offered in Girona for corporate groups. The workshops encourage networking between the agencies and the Girona companies that provide MICE-related services.

The workshop was followed by a presentation of business tourism in the Costa Brava and Girona Pyrenees that included the participation of Marta Felip, Vice President of the Costa Brava Girona Tourist Board, and the event closed with a dinner prepared with local Girona products.

The Afterwork Costa Brava event is in line with other previous events that the Costa Brava Girona Convention Bureau organised in the metropolitan area of Barcelona for twenty-five marketing and communication executives from multinational companies, with the aim of attracting new conferences and events for the Girona destination.

For further information

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