

# Barcelona Premium

## A city of unique experiences

February 2012  
Newsletter 3

### Barcelona, the world's first tourist destination with Biosphere certification



The Catalan capital has become the first city in the world to be awarded Biosphere World Class Destination certification by the Institute of Responsible Tourism. The award recognises the city as a sustainable tourism destination committed to ensuring the development of responsible and sustainable economic, socio-cultural and environmental tourism. This is the result of the endeavours of the City Council and Turisme de Barcelona, who have accommodated the more than seven million tourists who come to the city every year. The award was announced at the Global Sustainable Tourism Council, which is sponsored by Unesco and the UNWTO.



[www.barcelonaturisme.cat](http://www.barcelonaturisme.cat)



### Castellers

*Castells* (castles) are the towers that the *Castellers* build in town squares using their own bodies. All kind of people take part in a *castell*, regardless of age or size. *Castellers* form *colles*, which are associations of people who train and prepare the *castells* together.

*Castells* is an ancient catalan tradition coming from the 18th century popular dance. Nowadays, the city's most important *Casteller* events are held during the festas, or festivals, such as Santa Eulàlia, in February, or Barcelona's *fiesta major*, la Mercè, in September. Each *castell* is made up of three parts: the *pinya* (pine-cone), which is the base, the *tronc* (trunk), which is built on top of the *pinya*, and finally the *pom de dalt*, that is the upper part of a *castell*, consisting of the youngest *castellers*. *Castells* are measured according of the number of storeys of the *tronc* and the number of people making up each storey.

The human towers construction was recognized by the UNESCO in 2010 by adding it to the world Intangible Cultural Heritage list.

You can enjoy the experience of *castells* as a spectator but you can also take part in them and form a part of the *pinya*!!!

[www.castellersdebarcelona.cat](http://www.castellersdebarcelona.cat)



# New members of Barcelona Premium 2012

In 2012, 14 new businesses, making a total of 54, joined our luxury travel programme, Barcelona Premium:  
2 hotels, 1 luxury apartment, 3 restaurants, 1 incoming agency, 1 transport company  
and 6 companies offering unique and special experiences.

## ACCOMMODATION



### Hotel Miramar

An authentic discovery, an avant-garde palace on the flanks of Montjuïc mountain, with endless views over the Mediterranean and the city.

[www.hotelmiramarbarcelona.com](http://www.hotelmiramarbarcelona.com)  
[rlizon@hotelmiramarbarcelona.com](mailto:rlizon@hotelmiramarbarcelona.com)



### Hotel Ohla

Ohla Hotel is a five-star hotel right in the centre of Barcelona, the ideal setting for tourism, shopping and business.

It is a boutique hotel with a broad gastronomic offer led by the Satic Restaurant, awarded a Michelin star.

[www.ohlahotel.com](http://www.ohlahotel.com)  
[info@ohlahotel.com](mailto:info@ohlahotel.com)



### Majestic Residence

Majestic Residence, located in Passeig de Gràcia, is an innovative accommodation concept that combines top quality apartments with the traditional hospitality values of Majestic Hotel & Spa Barcelona.

[www.hotelmajestic.es](http://www.hotelmajestic.es)  
[info@hotelmajestic.es](mailto:info@hotelmajestic.es)

## INCOMING AGENCIES

### Sol Vip Travel

Sol Vip Travel exists in the tourist market more than 15 years and has great experience in dealing with individual and VIP clients.

[www.solviptravel.com](http://www.solviptravel.com)  
[info@solviptravel.com](mailto:info@solviptravel.com)

## RESTAURANTS

### Fàbrica Moritz Barcelona

An old brewery located in the historical quarter of the city, boasting more than 4500 square meters given over to leisure and cultural activities, represents the epicentre of Barcelona's cultural and gastronomic life. The entire factory was designed by Jean Nouvel.

[www.moritz.com](http://www.moritz.com)  
[info@moritz.es](mailto:info@moritz.es)



### Rías de Galicia

The Rías de Galicia restaurant, which celebrated its 25th birthday in 2011, is focused on everything that is derived from the sea, the very best fish and seafood.

[www.riasdegalicia.com](http://www.riasdegalicia.com)  
[info@riasdegalicia.com](mailto:info@riasdegalicia.com)

### Tickets

This project was started by Albert Adrià, who after working some years in Inopia bar, decided to develop his offer and in that way, he involved his brother Ferran.

[www.ticketsbar.es](http://www.ticketsbar.es)  
[administracion@ticketsbar.es](mailto:administracion@ticketsbar.es)

## TRANSPORTS

### Avant Grup

Avant Grup is a leader transportation company in Barcelona with more than 40 years of experience in the tourist sector that offers mobility solutions with driver: luxury cars, stretch limousines, vans, minibuses and coaches of all sizes and equipped with security systems and comfort details.

[www.avantgrup.com](http://www.avantgrup.com)  
[avantgrup@avantgrup.com](mailto:avantgrup@avantgrup.com)

## UNIQUE EXPERIENCES



### Barcelona Vintage Dream

Barcelona Vintage Dream focuses on Barcelona as the unique scenario for all the experiences about its amazing catalogue of private and exclusive classic car tours. Impressive cars like the Hispano Suiza built in Barcelona in the twenties and the luxurious Rolls Royce of the 30's would be an excellent choice. All of them driven by expert international drivers and experienced guides.

[www.barcelonavintagedream.com](http://www.barcelonavintagedream.com)  
[info@barcelonavintagedream.com](mailto:info@barcelonavintagedream.com)

### Caves Agustí Torelló Mata

Agustí Torelló Mata is the fruit of a personal commitment of a family and a team who, year after year, take part in the miracle of creating extraordinary, internationally recognized cavas with a unique personality.

These cavas come from the best Penedès vines. They are made with respect to the local varieties and are in harmony with the terrain, the soil, the climate, the process and the tradition.

[www.agustitorellomata.com](http://www.agustitorellomata.com)  
[visites@agustitorellomata.com](mailto:visites@agustitorellomata.com)

## Centro Médico Teknon

Centro Médico Teknon is one of the leading hospitals in the Spanish private health sector, thanks to the high quality of its medical and care services in a setting that combines individual attention with the full support of the latest technology.

[www.teknon.es](http://www.teknon.es)  
[info@teknon.es](mailto:info@teknon.es)



## Circuit de Catalunya

The Circuit de Catalunya serves as the venue for the most important motor sport events of the world such as the Gran Premio de España Santander de F1 (11, 12 and 13th May 2012) and the Gran Premi Aperl de Catalunya de MotoGP (1, 2 and 3rd June 2012).

The Circuit also offers the chance to organize all kinds of events and activities for individuals and companies thanks to the multipurpose facilities.

[www.circuitcat.com](http://www.circuitcat.com)  
[comercial@circuitcat.com](mailto:comercial@circuitcat.com)

## Lagoon Charter

Its itineraries are 100% custom made and designed to enjoy the beauty and charm of the Mediterranean Sea. It's a great adventure to sail on a Catamaran through the Barcelona Old port, the Maremagnum and the World Trade Center, towards the port of destination while enjoying the gorgeous view of the Barcelona coastline.

[www.lagooncharter.com](http://www.lagooncharter.com)  
[info@lagooncharter.com](mailto:info@lagooncharter.com)

## Sala Parés

In 1877, Sala Parés became the first ever art gallery in Spain, and one of the oldest in Europe. Situated in the heart of the Gothic quarter of Barcelona, it's where, in 1901, Pablo Picasso had his first gallery exhibition.

Currently Sala Parés presents over twenty exhibitions of contemporary artists each year and occasionally organizes exclusive private visits.

[www.salapares.com](http://www.salapares.com)  
[salapares@salapares.com](mailto:salapares@salapares.com)