

## MAPPING THE SLOW TOURISM OFFER – PILOT AREA SPAIN: LES GARRIGUES

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## MAPPING THE SLOW TOURISM OFFER – PILOT AREA SPAIN: LES GARRIGUES

### 1. GEOGRAPHICAL LOCATION (INTRODUCTION)

#### Situation in a map of the territory

Situation map / maps	Link (optional)
Map 1.	Check out this link on the tourist map of Les Garrigues: <a href="http://www.turismegarrigues.com/publicacions/mapaA3mostra7.pdf">http://www.turismegarrigues.com/publicacions/mapaA3mostra7.pdf</a>
Map 2. (optional if needed)	
Situation map within the region or country	Check out this link in the catalog where you will find the situation map of Les Garrigues: <a href="http://www.turismegarrigues.com/publicacions/cateleg-24-experiencies-oleoturistiques.pdf">http://www.turismegarrigues.com/publicacions/cateleg-24-experiencies-oleoturistiques.pdf</a>
PANORAMA AREA VIEW (pictures / Drone views if available) Also 3-5 photos representative of the slow tourism in the pilot area.	Watch some of the videos of the county with aerial views: <a href="https://www.youtube.com/watch?time_continue=8&amp;v=sOFml2xYqGk&amp;feature=emb_logo">https://www.youtube.com/watch?time_continue=8&amp;v=sOFml2xYqGk&amp;feature=emb_logo</a> For more information check out this link: <a href="http://www.turismegarrigues.com/ca/multimedia/galeriadevideos">http://www.turismegarrigues.com/ca/multimedia/galeriadevideos</a>

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### Introductory text

#### **Introductory text. (About ½ page approximately)**

Les Garrigues is one of the counties of Catalonia, in the province of Lleida, with an area of 799.7 km<sup>2</sup> that includes 24 municipalities. Due to its surface area, it is one of the largest counties in the Principality, but due to its population, it is a rather depopulated region with 19,090 inhabitants in 2016. It is one of the most important center of olive cultivation (most of it without the necessity of irrigation) in all Catalonia.

In the area of les Garrigues, due to both a lack of irrigation and the conditions of its terrain, there has been the need of specializing in growing crops typical in dry regions: cereals, vines, almond trees and, above all, olive trees, the most traditional and characteristic one.

The growing process of olive trees, their harvest and the almost handmade process of producing olive oil are a tourist attraction by themselves. Visiting any mill and its country cooperatives in the producer villages involves a remarkable experience. Moreover, it goes without saying, you can buy some litres of this valuable liquid, and stroll around these villages, witnesses of former splendour, which still preserve an old-fashioned, serene and peaceful way of life as well as great dignity and lordly features.

As far as culture is concerned, we must highlight the prehistoric cave paintings of El Cogul, which form part of one of the most important collections of cave paintings in the Mediterranean region. Other places of interest include the ethnological museums, of Juneda and Castellans and the Archaeological Museum of Les Borges Blanques.

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### 2. TERRITORY DESCRIPTION

#### Geographical situation and main geographical areas of interest.

<b>Text describing the geography of the area</b>
<p>Les Garrigues are bounded in the north by Segrià, Pla d'Urgell and Urgell, in the south by Priorat, in the east by Conca de Barberà, whereas the west is bounded by Tarragona's region Ribera d'Ebre.</p> <p>Besides the geographical limits, it is Garrigues' own terrain features what establishes the limits.</p> <p>The landscape is outlined by olive and almond trees all over the region, distinguished by dry and arid soil except for some specific parts. The olive tree is the most widespread crop in the region; the typical variety of olive tree is the Arbequina and its olive, small, round and with firm flesh, produces an olive oil with low acidity which is considered to be the best olive oil by the experts.</p> <p>Arbeca, les Borges Blanques, Juneda, Puiggròs, and part of Castellans make up an area in which, thanks to Urgell canal water, lucerne, corn and, above all, fruit trees are able to grow.</p> <p>On the other hand, in Albi, Cervià, Espluga Calba, Fullea, Pobla de Cérvoles, Tarrés, Vilosell and Vinaixa they also grow grapes for making cava.</p> <p>The River Set, the most important river in the region, is born in the heart of Serra de Llena (mountain range), but most of the year it is dry due to the arid and continental climate and, when it does carry water, it flows through Vilosell, Pobla de Cérvoles, Albi, Cervià, Albagés and Cogul.</p> <p>Stone also has a privileged role in the cultural heritage of the region. Dry stone constructions are mainly either old huts with an arched roof, water containers, field containing walls or field boundaries, shelters and refuges. These constructions were exclusively built of stone (without sticking the different blocks together) and perfectly fit Garrigues landscape.</p>

<b>Approximate size of the destination (in km<sup>2</sup>)</b>	<b>799,7 km<sup>2</sup></b>	<b>Comments</b>	

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<b>Main physical features</b>	<b>Additional Comments</b>
Rivers	The Set River is a river that flows through the region from east to west but usually has very little water. A route is now signposted.
Hills	There are several hills that act as viewpoints, some signposted such as Granadella, Bellaguarda, Castellidans and others.
Deserts	No
Volcanoes	No
Caves	There are no caves in the region, but there are many balms that serve as shelters. One of these balms contains the famous Cogul cave paintings that are a World Heritage Site.
Lakes	We don't have lakes, but there is a very large swamp, such as the Albagés swamp (Segarra-Garrigues).
Mountains (over 1500 m.a.s.l.)	We don't have any.
Others.. specify	Poorly anthropized landscape, and within the model of mosaic landscape where it is complemented by cultivated areas with wooded areas that boosts a great wealth of flora and fauna.

<b>Level of biodiversity</b> (the range of different plant and animal species)	<b>Choose of 3 options</b>	<b>Comments</b>
LOW biodiversity (small range of species present)		
MEDIUM biodiversity	XX	We have a great wealth of fauna especially in the subject of ornithology (See Mas de Melons) <a href="https://www.espaisnaturalsdeponent.cat/ca/espais-naturals-de-ponent/espais/5/secans-de-melons-i-alfes">https://www.espaisnaturalsdeponent.cat/ca/espais-naturals-de-ponent/espais/5/secans-de-melons-i-alfes</a>
HIGH biodiversity (many different plant and animal species present)		

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<b>Description of the land / territory</b>
<p>Most of the surface of Les Garrigues is occupied by crops (56.85% of the total area of the region) with percentage values very similar to those of the area of Ponent (58.68%) and much higher than those of Catalonia (26.07%). Regarding the typology of cultivation in Les Garrigues, the dry land has much higher proportions than irrigated.</p> <p>Forests and woodlands (forest area) are the second type of dominant land use with 35.92% of the total county area. In this sense, the proportion of forest area is slightly higher than that of the whole of Ponent (31.32%) and lower than that of Catalonia as a whole (57.22%).</p> <p>The built-up area represents 3.86% and is lower than that of the whole of the West (3.90%) and that of Catalonia (6.60%).</p>

<b>List of protected areas</b> (National Park, natural parks, other Europa 2000 sites important for the slow tourism development)	<b>Surface</b>	<b>Remarks as for slow tourism</b>
Mas de Melons (PEIN area - Plan of Areas of Natural Interest-, within the Natura 2000 network)	0,42 Ha	Ornithological and photographic tourism
Els Bessons (Protected natural area)	425 Ha	
Vall de Vinaxa and Serra de la Llena in la Pobla de Cérvoles	577 ha	

<b>Weather</b>	<b>Winter</b>	<b>Summer</b>	<b>Comments</b>
Sunshine # of hours	17.00h	22.00	
Rainfall mm.	250mm	100mm	There are seasons of a lot of drought and others of heavy rain
Temperature: average day and night temperature	5-10°C	26-30°C	

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### Population

Number of inhabitants	Additional comments
19.000 inhabitants	<p><b>Choose between available options. (mark with x)</b></p> <ul style="list-style-type: none"> <li>- Urban: ___X___</li> <li>- Sand/shingle beach: ___</li> <li>- Moor/heathland: ___</li> <li>- Farmland: ___X___</li> <li>- Forest/Woodland: ___X___</li> <li>- Alpine: ___</li> <li>- Scrubland: ___XX___</li> <li>- Desert: ___</li> <li>- Wetland: ___</li> <li>- Other (please describe): Small villages</li> </ul>

### Main populated areas

Main cities/towns in terms of population size

Name of Town/City	Inhabitants	Comments
Albagés, l'	403	
Albi	803	
Arbeca	2.240	
Bellaguarda	307	
Borges Blanques, les	6.000	
Bovera	267	
Castelldans	958	
Cervià de les Garrigues	686	
Cogul, el	174	
Espluga Calba, l'	375	
Floresta, la	155	
Fulleda	87	
Granadella, la	723	
Granyena de les Garrigues	158	
Juncosa	418	
Juneda	3.343	
Omellons, els	217	
Pobla de Cérvoles, la	206	
Puiggròs	287	
Soleràs, el	350	
Tarrés	100	
Torms, els	149	
Vilosell	185	
Vinaixa	499	



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### 3. INFRASTRUCTURE

#### How to arrive

Infrastructure for touristic mobility to the area (Access by train, bus, road, car-sharing options...).

Means of transport	Direct access to the territory	Comments: company name, web reference, etc
AIR TRAVEL	No	
RAILWAY	Yes	RENFE (Spain state-owned company)
SEA TRAVEL	No	
BUS	Yes	Alsa
TAXI	Yes	
CAR-SHARING	Yes	
INTERMODALITY /COMODALITY	Yes	For example train+bike, bus+bike
Long distance CYCLEWAYS- EUROVELO	No	





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<b>Distances</b> (from the national capital city and/or from the city of reference for domestic visitors and for international arrival/departures)	<b>km</b>
Barcelona	110 km
Lleida	24 km

<b>Main Access roads</b> (Motorway, highways, state roads...)	<b>Origin/destination</b>	<b>Comments</b>
<b>Highway A-2</b>	Airport /Port / Station	
<b>Highway A-2</b>	Main city of origin for domestic visitors and for international arrival/departures	



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### How to get around the pilot area

#### Infrastructure for touristic mobility within the area

Means of transport	Comments	Link to information website (timetable, reservation platform...)
AIR TRAVEL		
RAILWAY		
SEA TRAVEL		
CABLEWAY		
BUS	Yes, different lines	<a href="http://www.atmlleida.cat/en/horaris">http://www.atmlleida.cat/en/horaris</a>
TAXI	Yes	<a href="https://www.lesborgesblanques.cat/visita/comarribar/transports-publics.html">https://www.lesborgesblanques.cat/visita/comarribar/transports-publics.html</a>
CAR-SHARING	Yes	
BIKE AND EBIKE SHARING AND RENTALS	Yes	<a href="https://burricleta.com/en/centres/les-garrigues-burricleta-stable">https://burricleta.com/en/centres/les-garrigues-burricleta-stable</a>
INTERMODALITY		For example train+bike, bus+bike
OTHERS (add lines as required)		



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### Other means of transport

Network of trails or hiking routes, cycling and MTB routes, horseback riding, river mobility, etc. always with a Soft Tourism / Soft Adventure Tourism approach (*Add lines as needed*)

Type of activity	Name of the route/itinerary	Km	Link	Comments (description, name of Service providers, etc)
Walking – hiking - Cycling	Geolocated walking or cycling routes		<a href="https://www.turismegarrigues.com/rutesweb/">https://www.turismegarrigues.com/rutesweb/</a>	

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### 4. TOURISTIC STRUCTURE. WHAT TO DO

#### Accommodation structure

Type of accommodation	Number of hotels or establishments	Accommodation Capacity	Links to websites with list of accommodations (destination website and/or private association)
Hotel / Hostel	7	52 rooms in total	<a href="https://www.turismegarrigues.com/ca/ondormir">https://www.turismegarrigues.com/ca/ondormir</a> <a href="http://establimentsturistics.gencat.cat/">http://establimentsturistics.gencat.cat/</a>
Rural accommodation / Farmhouse / Country house	8	65 pax in total	<a href="https://www.turismegarrigues.com/ca/ondormir">https://www.turismegarrigues.com/ca/ondormir</a> <a href="http://establimentsturistics.gencat.cat/">http://establimentsturistics.gencat.cat/</a>
Apartments & houses to rent	37		<a href="https://www.turismegarrigues.com/ca/ondormir">https://www.turismegarrigues.com/ca/ondormir</a> <a href="https://www.turismegarrigues.com/ca/ondormir#totalacomarca_tipusallotjament4">https://www.turismegarrigues.com/ca/ondormir#totalacomarca_tipusallotjament4</a>
Motorhome parking	5		<a href="https://www.turismegarrigues.com/ca/ondormir#totalacomarca_tipusallotjament6">https://www.turismegarrigues.com/ca/ondormir#totalacomarca_tipusallotjament6</a>
Summer camp facilities	4		<a href="https://www.turismegarrigues.com/ca/ondormir#totalacomarca_tipusallotjament3">https://www.turismegarrigues.com/ca/ondormir#totalacomarca_tipusallotjament3</a>



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### Main tourism resources related to Slow Tourism

#### Natural heritage

	<b>Name of resource</b>	<b>Current tourist use</b> Low / Medium/ High	<b>Potential Tourist Use</b> Low/Medium/High	<b>Website or other promotional material</b>
Natural 1.	Serra de la Llena (mountain) and Baroque Ermita of Sant Miquel de la Tosca			<a href="https://www.turismegarrigues.com/en/region/villages/elvilosell/interestingvisits/ermita-barroca-de-sant-miquel-de-la-tosca-454/">https://www.turismegarrigues.com/en/region/villages/elvilosell/interestingvisits/ermita-barroca-de-sant-miquel-de-la-tosca-454/</a>
Natural 2.	Set River (hicking around)			<a href="https://www.turismegarrigues.com/rutesweb/Ruta-del-riu-Set.html">https://www.turismegarrigues.com/rutesweb/Ruta-del-riu-Set.html</a>
Natural 3.	The cave paintings in Cogul			<a href="https://www.turismegarrigues.com/en/whattodo/interestingvisits/pintures-rupestres-del-cogul-7/">https://www.turismegarrigues.com/en/whattodo/interestingvisits/pintures-rupestres-del-cogul-7/</a>
Natural 4.	Vinaixa Valley – Protected area			<a href="https://www.espaisnaturalsdeponent.cat/en/natural-spaces-of-ponent/places/9/vinaixa-valley">https://www.espaisnaturalsdeponent.cat/en/natural-spaces-of-ponent/places/9/vinaixa-valley</a>
Natural 5.	Mas de Melons. Protected area			<a href="http://parcsnaturals.gencat.cat/ca/mas-de-melons-i-secans-de-lleida/">http://parcsnaturals.gencat.cat/ca/mas-de-melons-i-secans-de-lleida/</a>



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Natural 6.	Arborètum de les Garrigues Dr. Barberà			<a href="https://www.turismegarrigues.com/en/whattodo/routes/arborètum-de-les-garrigues-dr-barbera--16/">https://www.turismegarrigues.com/en/whattodo/routes/arborètum-de-les-garrigues-dr-barbera--16/</a>
Natural 7.	Els Bessons Natural area - Els Marquesos - Ermita de Sant Salvador			<a href="https://www.turismegarrigues.com/en/whattodo/routes/espacio-natural-els-bessons-els-marquesos-ermita-de-san-salvador-7/">https://www.turismegarrigues.com/en/whattodo/routes/espacio-natural-els-bessons-els-marquesos-ermita-de-san-salvador-7/</a>
Natural 8.	Route of the mills			
Natural 9.	Flowering of trees (almond trees)			<a href="https://www.turismegarrigues.com/blog/rutes-dels-ametllers-florits-efimers-a-les-garrigues/">https://www.turismegarrigues.com/blog/rutes-dels-ametllers-florits-efimers-a-les-garrigues/</a>
Natural 10.	4 Local Nature Routes at La Granadella			<a href="https://naturalocal.net/en/destinations/lleida/la-granadella">https://naturalocal.net/en/destinations/lleida/la-granadella</a>
Natural 11.	<i>Montserrat – NOT in the Pilot Area but 4 km far</i>			



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### Cultural / Historical /Artistic heritage

	<b>Name of resource</b>	<b>Current tourist use</b> Low / Medium/ High	<b>Potential Tourist Use</b> Low/Medium/High	<b>Website or other promotional material</b>
Cultural 1.	La Cova dels Moros del Cogul (UNESCO site)			<a href="http://www.lleidatur.com/Turisme/Visita/La-Cova-dels-Moros-del-Cogul/225.aspx">http://www.lleidatur.com/Turisme/Visita/La-Cova-dels-Moros-del-Cogul/225.aspx</a> <a href="http://patrimoni.gencat.cat/en/collection/roca-dels-moros">http://patrimoni.gencat.cat/en/collection/roca-dels-moros</a>
Cultural 2.	Iberian Fortress of the Vilars and Roman Villa			<a href="https://www.turismegarrigues.com/en/whattodo/interestingvisits/els-vilars-2/">https://www.turismegarrigues.com/en/whattodo/interestingvisits/els-vilars-2/</a>
Cultural 3.	Dry stone heritage			<a href="https://www.turismegarrigues.com/en/whattodo/routes/route-of-the-vaulted-huts-23">https://www.turismegarrigues.com/en/whattodo/routes/route-of-the-vaulted-huts-23</a>
Cultural 4.	Oil Museum			<a href="http://www.culturadeloli.cat/museu">http://www.culturadeloli.cat/museu</a>



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Intangible Heritage: gastronomy, popular festivities, handcrafts

Intangible Heritage	Name of resource	Current tourist use Low / Medium/ High	Potential Tourist Use Low/Medium/ High	Date/Time (if applicable)	Website or other promotional material
Intangible 1.	Trobada de gegants, grallers i correfocs a les Borges Blanques (traditional festivity)			First weekend of September	<a href="https://www.festacatalunya.cat/articles-mostra-4215-cat-festa-major-de-les-borges-blanques.htm">https://www.festacatalunya.cat/articles-mostra-4215-cat-festa-major-de-les-borges-blanques.htm</a>
Intangible 2.	Concurs de Cassoles de Tros de Juneda (culinary contest)			June	<a href="http://www.juneda.cat/juneda-mes-tradicions/cassoles-de-tros">http://www.juneda.cat/juneda-mes-tradicions/cassoles-de-tros</a>
Intangible 3.	Olive oil Fair	High	High	January	<a href="https://www.firaoli.cat/">https://www.firaoli.cat/</a>
Intangible 4.	Desclavament i l'Encontre de la			March	<a href="https://www.turismegarrigues.com/blog/processo-del-desclavament-de-la-granadella/">https://www.turismegarrigues.com/blog/processo-del-desclavament-de-la-granadella/</a>



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	Granadella (Religious festivity)				
Intangible 5.	Festival de La Granadella de música popular i tradicional catalana (Catalan popular and traditional music festival)			Last weekend of August	<a href="http://www.lagranadella.cat/vine-a-la-granadella/cultura-i-festes/">http://www.lagranadella.cat/vine-a-la-granadella/cultura-i-festes/</a>
Intangible 6.	Garrigues guitar festival - "Memorial Emili Pujol"			July	<a href="https://www.facebook.com/garriguitar">https://www.facebook.com/garriguitar</a>
Intangible 7.	Centre de la Cultura de l'Oli de Catalunya (Center of the Culture of the Olive oil of Catalonia)				<a href="http://www.culturadeloli.cat/ccoc/">http://www.culturadeloli.cat/ccoc/</a>



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Intangible 8.	Mostra Gastronòmica de Les Garrigues (Gastronomic festival)			November/December	<a href="https://www.turismegarrigues.com/ca/onmenjar/mostragastronomic_a">https://www.turismegarrigues.com/ca/onmenjar/mostragastronomic_a</a>
Intangible 9.	Olive oil tourism experiences				<a href="https://www.turismegarrigues.com/publicacions/cateleg-24-experiencies-oleoturistiques.pdf">https://www.turismegarrigues.com/publicacions/cateleg-24-experiencies-oleoturistiques.pdf</a>



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### Events calendar

Calendar to list events linked to natural or cultural resources of the area.

It is a helpful guide for visitors to know when to visit and what to do in each season of the year. It also serves the purpose of deseasonalisation. It is important to find events or attractive factors in the low season.

Resources	Seasonal Event				Link
	Winter	Spring	Summer	Autumn	
Trobada de gegants, grallers i correfocs a les Borges Blanques (traditional festivity)			X		<a href="https://www.festacatalunya.cat/articles-mostra-4215-cat-festa-major-de-les-borges-blanques.htm">https://www.festacatalunya.cat/articles-mostra-4215-cat-festa-major-de-les-borges-blanques.htm</a>
Concurs de Cassoles de Tros de Juneda (culinary contest)		X			<a href="http://www.juneda.cat/juneda-mes-tradicions/cassoles-de-tros">http://www.juneda.cat/juneda-mes-tradicions/cassoles-de-tros</a>
Olive oil Fair	X				<a href="https://www.firaoli.cat/">https://www.firaoli.cat/</a>
Desclavament i l'Encontre de la Granadella (Religious festivity)	X				<a href="https://www.turismegarrigues.com/blog/processo-del-desclavament-de-la-granadella/">https://www.turismegarrigues.com/blog/processo-del-desclavament-de-la-granadella/</a>
Festival de La Granadella de música popular i tradicional catalana (Catalan popular and traditional music festival)			X		<a href="http://www.lagranadella.cat/vine-a-la-granadella/cultura-i-festes/">http://www.lagranadella.cat/vine-a-la-granadella/cultura-i-festes/</a>
Garrigues guitar festival - "Memorial Emili Pujol"			X		<a href="https://www.facebook.com/garriguitar">https://www.facebook.com/garriguitar</a>
Mostra Gastronòmica de Les Garrigues (Gastronomic festival)				X	<a href="https://www.turismegarrigues.com/ca/onmenjar/mostragastronomica">https://www.turismegarrigues.com/ca/onmenjar/mostragastronomica</a>



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FIRRA, Fira de la Cervesa Artesana a les Borges Blanques (Beer festival)				X	<a href="https://www.facebook.com/FirraBorges/">https://www.facebook.com/FirraBorges/</a>
Fira de Santa Caterina d'Arbeca				X	<a href="http://www.arbeca.cat">www.arbeca.cat</a>
Mercat Medieval d'Arbeca (Medieval Market)		X			<a href="http://www.arbeca.cat">www.arbeca.cat</a>
Tastjazz (Wine tasting and jazz concert at Arbeca)			X		<a href="http://www.arbeca.cat">www.arbeca.cat</a>
Aplec Sardanista de les Borges Blanques (traditional dance)			X		<a href="http://www.lesborgesblanques.cat">www.lesborgesblanques.cat</a>
Festa de Sant Salvador (Les Borges Blanques)			X		<a href="http://www.lesborgesblanques.cat">www.lesborgesblanques.cat</a>

### Tourist information points or services

	Name of information point or center	Website or promotional material
<b>Tourist Info 1.</b>	Patronat de Turisme de les Terres de Lleida (Terres de Lleida Tourism Board)	<a href="http://www.aralleida.cat/en/les-garrigues/#">http://www.aralleida.cat/en/les-garrigues/#</a>
<b>Tourist Info 2.</b>	Oficina Comarcal de Turisme (County Tourist Office)	<a href="https://www.turismegarrigues.com/en/">https://www.turismegarrigues.com/en/</a>
<b>Tourist Info 3.</b>	Touristic information point (El Cogul)	
<b>Tourist Info 4.</b>	La Granadella Tourist Office	<a href="http://www.culturadeloli.cat">www.culturadeloli.cat</a>



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### Providers of services for visitors

List other services of value for the development of new Tourist products: active and sport tourism local companies, local guides companies, transfer companies or other services .

Type of Service	Name of company or provider	Associated Tourist resources or heritage	Website or promotional material
Service 1.	Fundació Trenca (at Bovera city hall).	Environmental awareness	<a href="http://trenca.org/sensibilitzacio-ambiental/descobreix-bovera/">http://trenca.org/sensibilitzacio-ambiental/descobreix-bovera/</a>
Service 2.	Ruta dels 7 sentits. Marta Pruna	Route that mixes sculpture and landscape	<a href="http://www.cerviadelesgarrigues.cat/copy_of_actualitat/rutes/ruta-del-cami-dels-set-sentits-de-marta-pruna">http://www.cerviadelesgarrigues.cat/copy_of_actualitat/rutes/ruta-del-cami-dels-set-sentits-de-marta-pruna</a>
Service 3.	Centre de la Cultura de l'Oli de Catalunya	Oil Culture Interpretation Center/ Olive oil tourism experience	<a href="http://www.culturadeloli.cat/ccoc/">http://www.culturadeloli.cat/ccoc/</a>
Service 4.	Olea Soul Food Travel	Travel Agency – Food Travel / Olive oil tourism experience	<a href="http://www.oleasoul.com/en/">http://www.oleasoul.com/en/</a>
Service 5.	Horitzons Natura (Viatges Horitzons)	Travel Agency - Guided tours / Olive oil tourism experience	<a href="https://www.viatgeshoritzons.com/">https://www.viatgeshoritzons.com/</a>

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Service 6.	Boira Experience	Travel Agency - Pedals del Canal d'Urgell Slow	<a href="https://www.pedalesdelmundo.com/es/rutas/pedals-del-canal-d-urgell">https://www.pedalesdelmundo.com/es/rutas/pedals-del-canal-d-urgell</a>
Service 7.	Camins de pedra	BTT Routes	<a href="https://www.caminsdepedra.com/?lang=en">https://www.caminsdepedra.com/?lang=en</a>
Service 8.	Restaurante La Llena	Restaurant	<a href="https://www.turismegarrigues.com/es/dondecomer/restaurantes/bar-restaurante-la-llena-200">https://www.turismegarrigues.com/es/dondecomer/restaurantes/bar-restaurante-la-llena-200</a>
Service 9.	Masia Les Garrigues	Restaurant / Olive oil tourism experience	<a href="http://www.masialesgarrigues.com/es/">http://www.masialesgarrigues.com/es/</a>
Service 10.	Hostal Restaurant Benet	Restaurant	<a href="https://restauranthostalbenet.com/espanol/">https://restauranthostalbenet.com/espanol/</a>
Service 11.	Mas Blanch i Jové	Enotourism	<a href="https://www.masblanchijove.com/es/">https://www.masblanchijove.com/es/</a>
Service 12.	Celler Clos Pons	Enotourism	<a href="http://www.clospons.com/">http://www.clospons.com/</a>
Service 13.	Celler Vinya Els Vilar	Enotourism / Olive oil tourism experience	<a href="http://www.vinyaelsvilars.cat/en/">http://www.vinyaelsvilars.cat/en/</a>
Service 14.	Celler Tomàs Cusiné	Enotourism	<a href="https://www.tomascusine.com">https://www.tomascusine.com</a>
Service 15.	Celler Purgatori Familia Torres	Enotourism	<a href="https://www.torres.es/es/bodegas/purgatori">https://www.torres.es/es/bodegas/purgatori</a>
Service 16.	Celler Cèrvoles	Enotourism	<a href="http://www.cervoles.net/">http://www.cervoles.net/</a>
Service 17.	Cooperativa d'Arbeca	Oil / Olive oil tourism experience	<a href="https://www.arbequina.coop/">https://www.arbequina.coop/</a>
Service 18.	+Art	Oil	<a href="https://olisbenetbull.com/en/">https://olisbenetbull.com/en/</a>
Service 19.	Dominis de Granyena - Molí de la Societat	Organic oil and Arbequina olives	<a href="http://dominisdegranyena.com/">http://dominisdegranyena.com/</a>



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Service 20.	Floristeria Gineste's	Flower shop	<a href="https://www.facebook.com/Floristeria-Ginestes-385941874863663/">https://www.facebook.com/Floristeria-Ginestes-385941874863663/</a>
Service 21.	Thymus Organic Soap	Natural cosmetics with herbs and organic oil	<a href="https://www.lleida.com/thymus-organic-soap/qui-som">https://www.lleida.com/thymus-organic-soap/qui-som</a>
Service 22.	Centre Burricleta (2 routes)	E-Bike rent company	<a href="https://burricleta.com/ca/centres/estable-burricleta-les-garrigues">https://burricleta.com/ca/centres/estable-burricleta-les-garrigues</a>
Service 23.	Olinunllum	Guided tour & oil tasting / Olive oil tourism experience	<a href="https://olinunllum.cat/">https://olinunllum.cat/</a>
Service 24.	Cooperativa d'Aspa	Oil / Olive oil tourism experience	<a href="https://www.oliaska.com">https://www.oliaska.com</a>
Service 25.	Tourism office les Borges Blanques	Guided tour & oil tasting / Olive oil tourism experience	<a href="http://capitaldeloli.cat/">http://capitaldeloli.cat/</a>
Service 26.	Gito.cat	Mediation, Com, Cultural management / Olive oil tourism experience	<a href="http://www.gito.cat/">http://www.gito.cat/</a>
Service 27.	BeeHappy	Beekeeping / Olive oil tourism experience	<a href="https://www.beehappy.cat/">https://www.beehappy.cat/</a>
Service 28.	Agrícola Sant Isidre de Juncosa	Oil / Olive oil tourism experience	<a href="http://www.olilescabanes.com/">http://www.olilescabanes.com/</a>
Service 29.	PalitrokeRange	E-Bike rent company / Olive oil tourism experience	
Service 30.	Cal Pastor. Agrotourism	Accommodation / Olive oil tourism experience	<a href="https://calpastor.cat/en/">https://calpastor.cat/en/</a>



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Service 31.	Dry stone interpretation center	Guided tour / Olive oil tourism experience	<a href="http://www.turismetorrebeses.com/">http://www.turismetorrebeses.com/</a>
Service 32.	OleumExperience	Oil / Olive oil tourism experience	<a href="http://oleumflumen.com/">http://oleumflumen.com/</a>
Service 33.	Els fogons de la Carme	Restaurant / Olive oil tourism experience	<a href="https://elsfogonsdelacarme.wordpress.com/">https://elsfogonsdelacarme.wordpress.com/</a>
Service 34.	Ca la Margarida	Restaurant / Olive oil tourism experience	<a href="http://www.restaurant-ca-la-margarida.business.site">www.restaurant-ca-la-margarida.business.site</a>
Service 35.	La Placeta Restaurant	Restaurant / Olive oil tourism experience	<a href="http://www.laplacetarestaurant.cat/">http://www.laplacetarestaurant.cat/</a>
Service 36.	Restaurant el Racó	Restaurant / Olive oil tourism experience	
Service 37.	Restaurant La Garbinada	Restaurant / Olive oil tourism experience	<a href="https://garbinada.com/restaurant">https://garbinada.com/restaurant</a>





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### 5. TOURISM PROMOTION

#### Promotion bodies

- Organisations responsible for tourism promotion and local heritage promotion (pro loco)
- Organisations and associations responsible for tourism-related activities.  
(For example: organisations involved in tourism planning, business development or other relevant actors)

Name of organisation	Type: Public Private Public-private	How can they contribute to Med Pearls? (E.g., contact with companies, Promotion, Communication, product development...)	Link to website
Patronat de Turisme (Regional Tourist Board) of the Diputació de Lleida	Public		<a href="http://www.aralleida.cat/en/">http://www.aralleida.cat/en/</a>
Consell Comarcal de les Garrigues	Public		<a href="https://www.turismegarrigues.com/en/">https://www.turismegarrigues.com/en/</a>



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### Promotion content or channels

Type	Name of profile / account	Languages	Link	Target audience (B2B/ B2C)	Reach (relevant to Med Pearls) (low, medium, high)	Other comments (number of followers, etc)
Social Network 1	Facebook Turisme Les Garrigues	Catalan	<a href="https://www.facebook.com/turisme.garrigues">https://www.facebook.com/turisme.garrigues</a>	B2C		3700 followers
Social Network 2	Twitter County Tourist Office	Catalan	<a href="https://twitter.com/CCGarrigues">https://twitter.com/CCGarrigues</a>	B2B + B2C		1720 followers
Social Network 3	Instagram Turisme Les Garrigues	Catalan	<a href="https://www.instagram.com/turismelesgarrigues/">https://www.instagram.com/turismelesgarrigues/</a>	B2B		3000 followers

Type	Title	Languages	link	Content
Video 1	Coneixes les Garrigues? (Do you know Les Garrigues?)	Music only	<a href="https://www.youtube.com/watch?v=n7QImTSVqiw">https://www.youtube.com/watch?v=n7QImTSVqiw</a>	Natural and air views of the county
Video 2	Un dia perfecte en família per Catalunya -	Catalan	<a href="https://www.youtube.com/watch?time_continue=180&amp;v=K6piqjPOYkU&amp;feature=emb_title">https://www.youtube.com/watch?time_continue=180&amp;v=K6piqjPOYkU&amp;feature=emb_title</a>	A family trip at Les Garrigues



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	Les Garrigues (A perfect family day)			
Video 3	Els colors de les Garrigues	Music only	<a href="https://www.youtube.com/watch?v=5DXcqXL9TiU">https://www.youtube.com/watch?v=5DXcqXL9TiU</a>	The colours of Les Garrigues
Video 4	El Cogul 20è aniversari de l'Art Rupestre patrimoni mundial	Music only	<a href="https://www.youtube.com/watch?v=YmqNjUYWvz0">https://www.youtube.com/watch?v=YmqNjUYWvz0</a>	World heritage rock art
	More videos:		<a href="https://www.turismegarrigues.com/es/multimedia/galeriadevideos">https://www.turismegarrigues.com/es/multimedia/galeriadevideos</a>	

### 6. INTERNET CONNECTIVITY

Describe connectivity level in general and in specific areas (please identify the specific area)

Describe average connectivity level in accommodation

Connectivity level	Internet Data (low, medium, high)	Wi-Fi (low, medium, high)	Comments
Global	Medium	Medium	Depends on the area. Some areas do not have access to Internet or at least good quality connectivity (See SWOT)
Accommodation (global)	Medium	Medium	Depends on the accommodation area. Some areas do not have access to Internet or at least good quality connectivity (See SWOT)