

STRATEGIC PLAN

FOR THE COSTA BRAVA GIRONA TOURIST
BOARD AND THE COSTA BRAVA AND GIRONA
PYRENEES DESTINATION 2026-2029

*Two souls, one authentic, responsible
destination, alive all year round*

Girona Patronat de Turisme
Costa Brava Girona



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1-CONTEXT

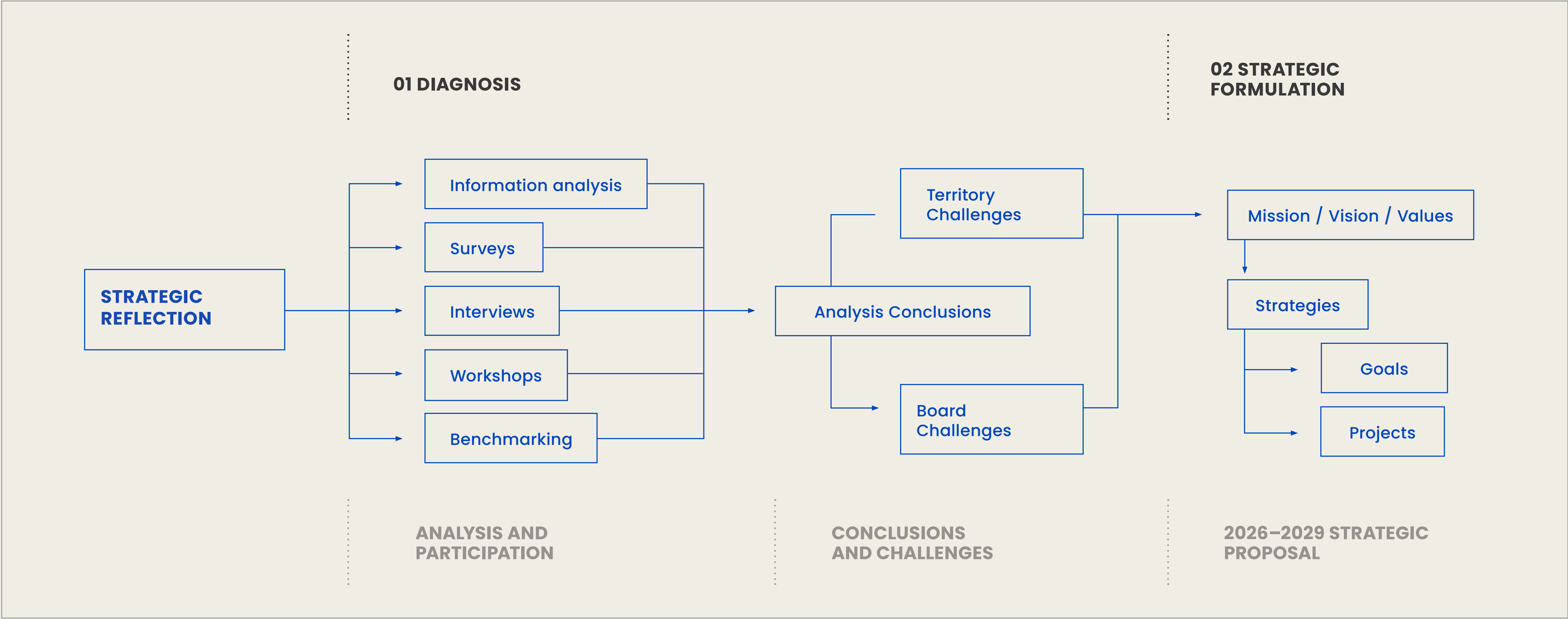
PHASES OF THE PROCESS

3 sequential phases



PHASES OF THE PROCESS

3 sequential phases





2-PARTICIPATORY PROCESS

INTERVIEWS AND WORKING SESSIONS

A plan built collectively

26 interviews and sessions

85 people consulted

A plan built together with the territory



STRATEGIC REFLECTION SURVEYS

A plan built collectively

6 different surveys

204 responses

A plan built together with the territory



151 **RESPONSES**
Sector stakeholders

28 **RESPONSES**
Tourism Board staff

6 **RESPONSES**
Advisory Committee

11 **RESPONSES**
ACT Tourism Promotion Centres

3 **RESPONSES**
Academia

5 **RESPONSES**
Girona Provincial Council



4-DESTINATION DIAGNOSIS

CONTEXT AND TRENDS RELATED TO TOURISM ACTIVITY

Sustainability

- Decarbonization and energy transition.
- Circular economy in tourism.
- *Smart destinations*.
- Regenerative tourism.
- Collaborative governance.
- Transparency and accountability.

Digitalization

- Data-driven management.
- Knowledge and tourism-intelligence platforms.
- Artificial intelligence.
- Interoperability, security and data governance.

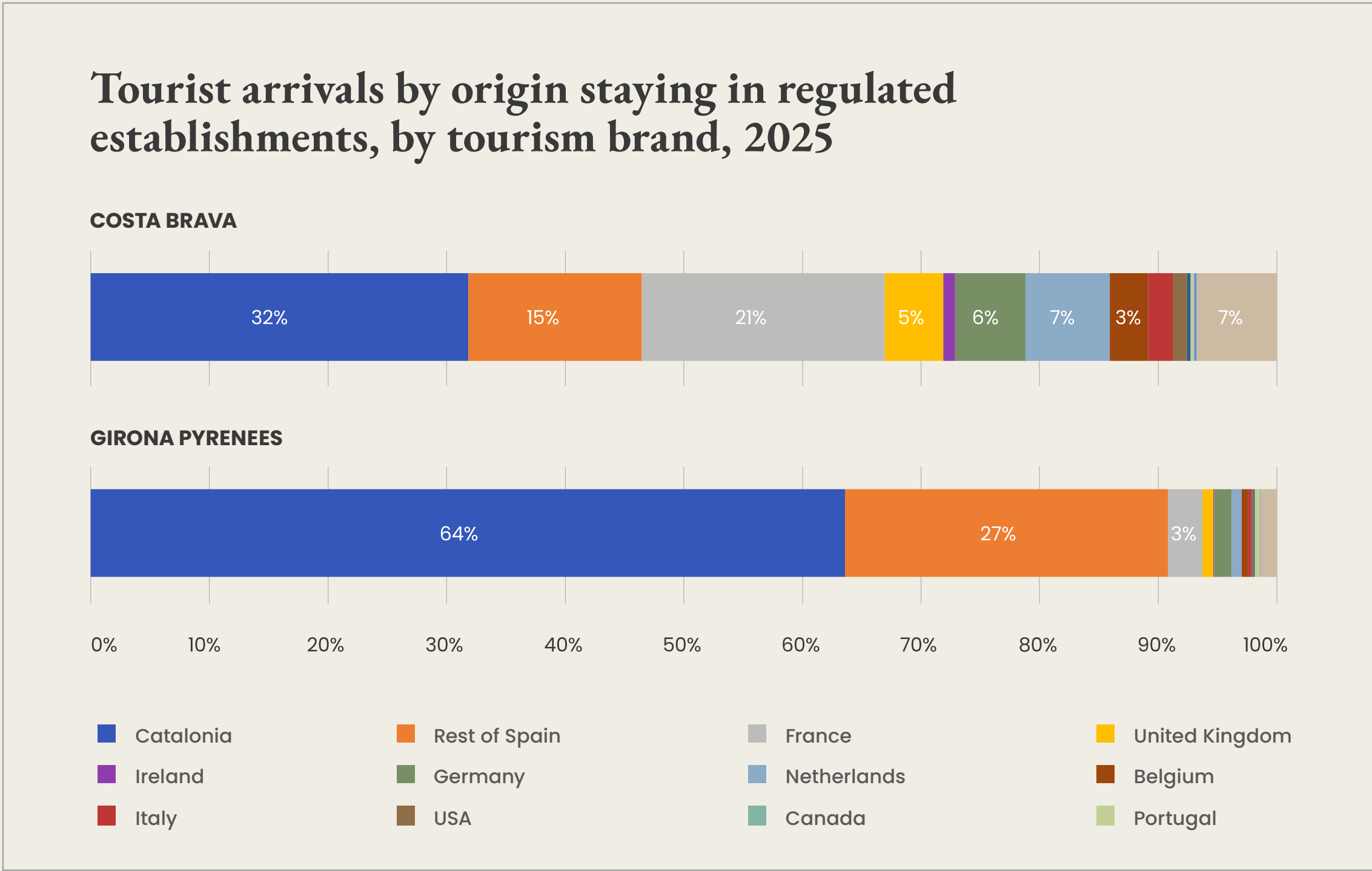
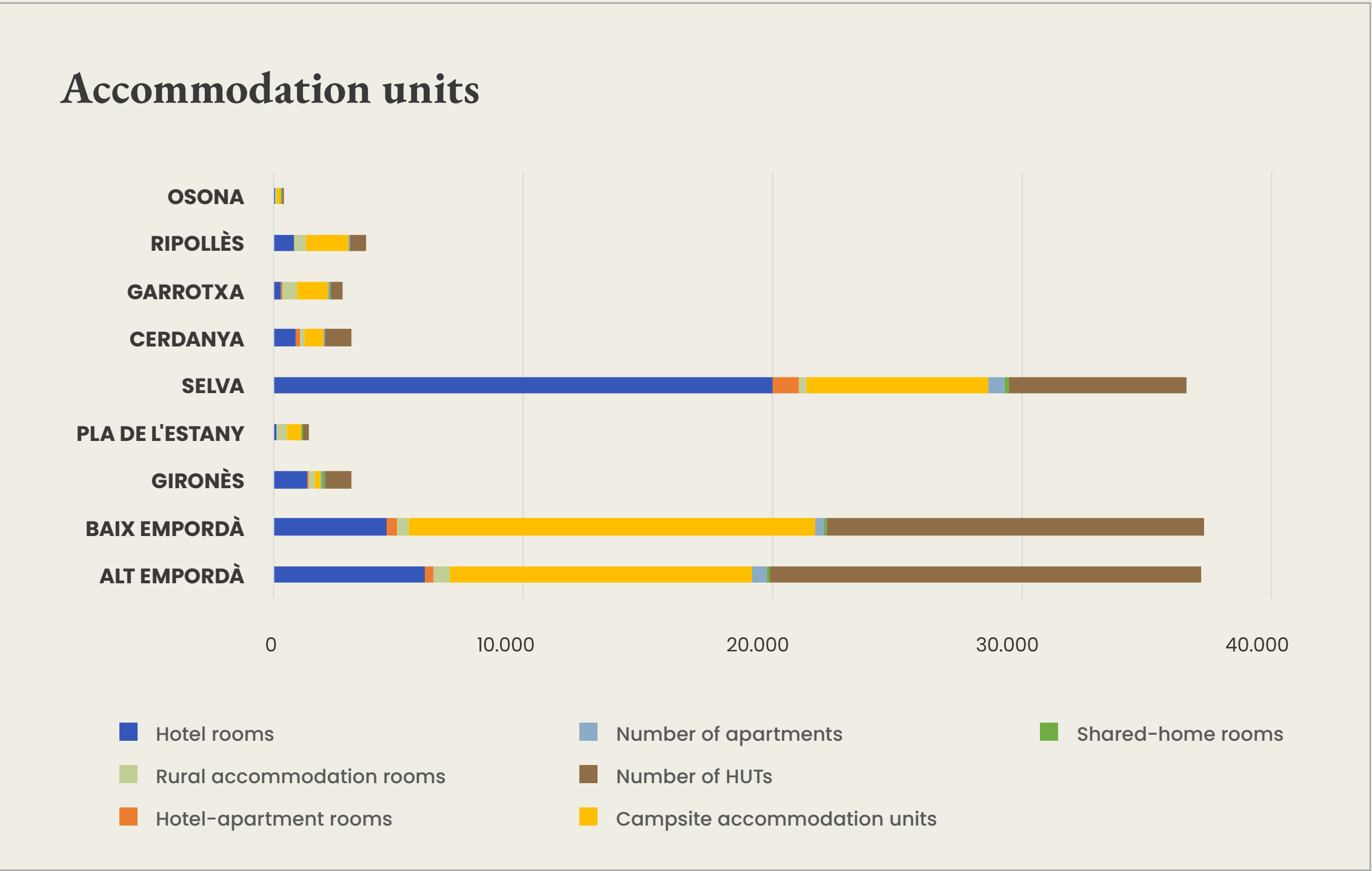
Demand

- Experience over product.
- Live events and sports as travel drivers.
- “Bleisure” and flexible lengths of stay.
- Wellness and transformative travel.
- Affordable travel and “value for money”.
- Perceived safety and “hospitality” as a filter.
- Climate and “Coolcations”.
- Inclusion and accessibility.
- Trust in reviews.
- Transparency and zero tolerance for “unexpected fees”.
- Digital planning and AI adoption.
- Constant and continuous online presence.

KEY DESTINATION FIGURES



* Tax on Stays in Tourist Establishments (IEET)



BENCHMARKING ANALYSIS OF COMPETING DESTINATIONS

Qualitative comparison
between destinations in
terms of their strengths
and/or appeal.

Destinations	Natural Landscape	Diversity	Cities and Towns of Interest	Cultural Offering	Activity Offering	Other infrastructures for niche markets			
						Golf	MICE	Wellness	Sports
COAST									
Costa Brava	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ●	● ●	● ● ●
Costa Daurada	● ●	● ●	● ●	● ●	● ●	● ●	● ●	●	●
Balearic Islands	● ● ●	● ● ●	● ●	● ●	● ● ●	● ● ●	● ●	●	● ●
Costa del Sol	● ●	●	● ●	● ●	● ●	● ● ●	● ●	● ● ●	●
Costa Blanca	●	● ●	●	● ●	● ●	● ●	●	● ●	●
French Riviera	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ●	● ●	● ● ●	●
Amalfi Coast	● ● ●	● ●	● ● ●	● ● ●	● ●	●	● ●	● ●	●
MOUNTAIN									
Girona Pyrenees	● ●	● ● ●	● ●	● ● ●	● ●	● ●	●	● ●	● ●
Lleida Pyrenees and Vall d'Aran	● ● ●	● ● ●	● ●	● ●	● ●	-	-	●	● ● ●
Aragonese Pyrenees and Navarre	● ● ●	● ● ●	● ●	● ● ●	● ● ●	-	-	●	● ●
French Pyrenees	● ● ●	● ● ●	●	●	● ● ●	●	● ●	● ●	● ●
French Alps	● ● ●	● ● ●	● ●	● ●	● ● ●	● ● ●	● ●	● ● ●	● ● ●
Swiss Alps	● ● ●	● ● ●	● ● ●	● ●	● ● ●	● ● ●	● ● ●	● ● ●	● ● ●
Austrian Alps	● ● ●	● ● ●	● ●	● ●	● ● ●	-	● ● ●	● ●	● ●

BENCHMARKING ANALYSIS OF DMOS/DMMOS

	Destination	DMO and other agents analyzed	Best practices theme
NATIONAL DESTINATIONS	Costa del Sol	Turismo y Planificación de la Costa del Sol, S.L.U.	Product structuring and public-private relationship
	Balearic Islands – Mallorca	Agència d’Estratègia Turística de les Illes Balears (AETIB); Fundació Mallorca Turisme (FMT); Local administrations and private sector	Repositioning mature destinations in public-private collaboration
	Balearic Islands – Menorca	Fundació Foment del Turisme de Menorca (FFTM); Local administrations and private sector	Sustainability and coexistence between the local population and visitors
INTERNATIONAL DESTINATIONS	Slovenia	Slovenian Tourist Board (I Feel Slovenia)	Sustainability and authentic experiences and visitors
	Denmark	VisitDenmark	Sustainability and communication
	South Tyrol (Italy)	Innovation Development Marketing Südtirol (IDM Südtirol)	Product structuring and public-private relationship

SWOT

Strengths

Privileged strategic location.
Pleasant climate.
High-value natural, cultural and scenic heritage.
Broad, high-quality tourism offer adapted to different profiles and motivations.
Icons with international projection.
Established international recognition.
Diverse and specialised business fabric.
Culture of networking between public and private stakeholders.
Growing commitment to sustainability.

Weaknesses

Territorial heterogeneity.	Uneven accommodation stock that is, in some areas, limited or outdated.
Proliferation of brands, sub-brands, narratives and names.	Weak internal mobility and high dependence on private vehicles.
High seasonality and concentration of demand in peak periods.	Limited air connectivity dependent on few operators.
Limited accommodation capacity in peak periods and uneven availability off-season.	Room to improve connections between Girona Airport and the territory.
Uneven tourism development across territories and products.	Uneven and fragmented tourism accessibility.
Shortcomings in infrastructure and services linked to the value proposition.	Brand perception still linked, in some markets, to a lower-quality tourism model.
Room for improvement in sector training and professionalization.	Fragmented and scattered tourist information that hinders activation of the proximity market.

SWOT

Opportunities

- De-seasonalization of activity.
- International repositioning towards an experiential, sustainable and authentic model.
- Capacity for innovation and adaptation.
- Accessibility.
- Strategic management of Girona Airport.
- Proximity to Barcelona as a lever for attracting visitors.
- Integration of technology throughout the entire customer journey and in destination management.
- Attraction of internationally relevant events.

Threats

- Growing impacts of climate change.
- Social tensions due to tourism pressure and housing.
- Loss of competitiveness due to rising costs.

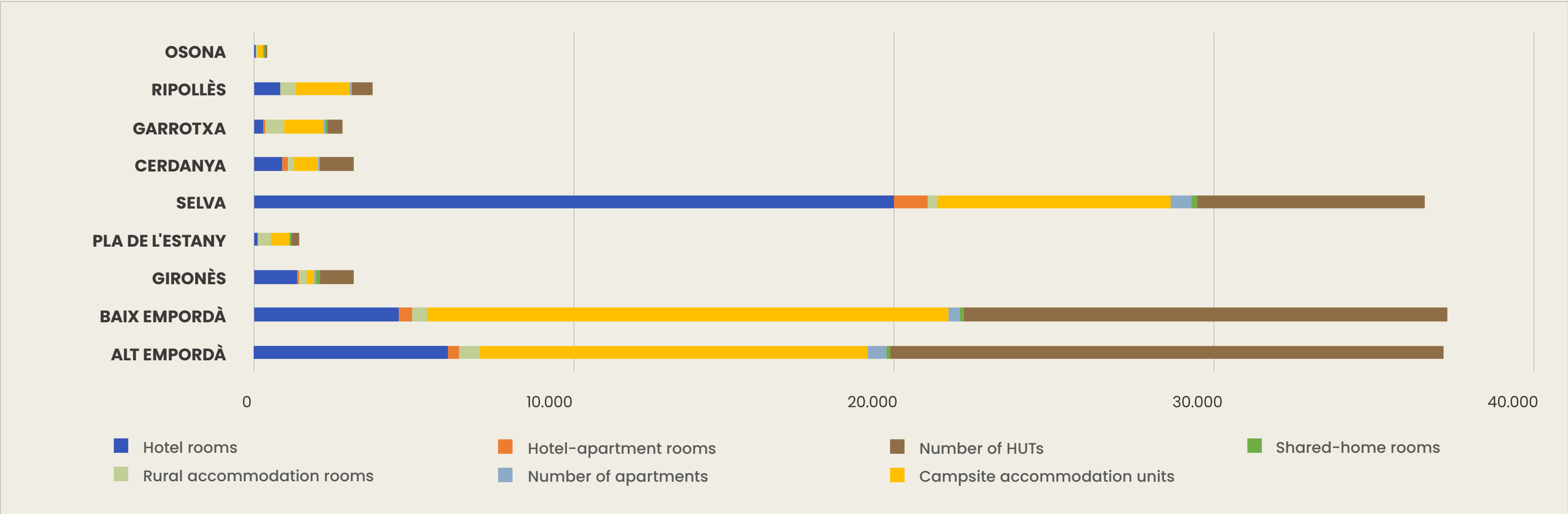
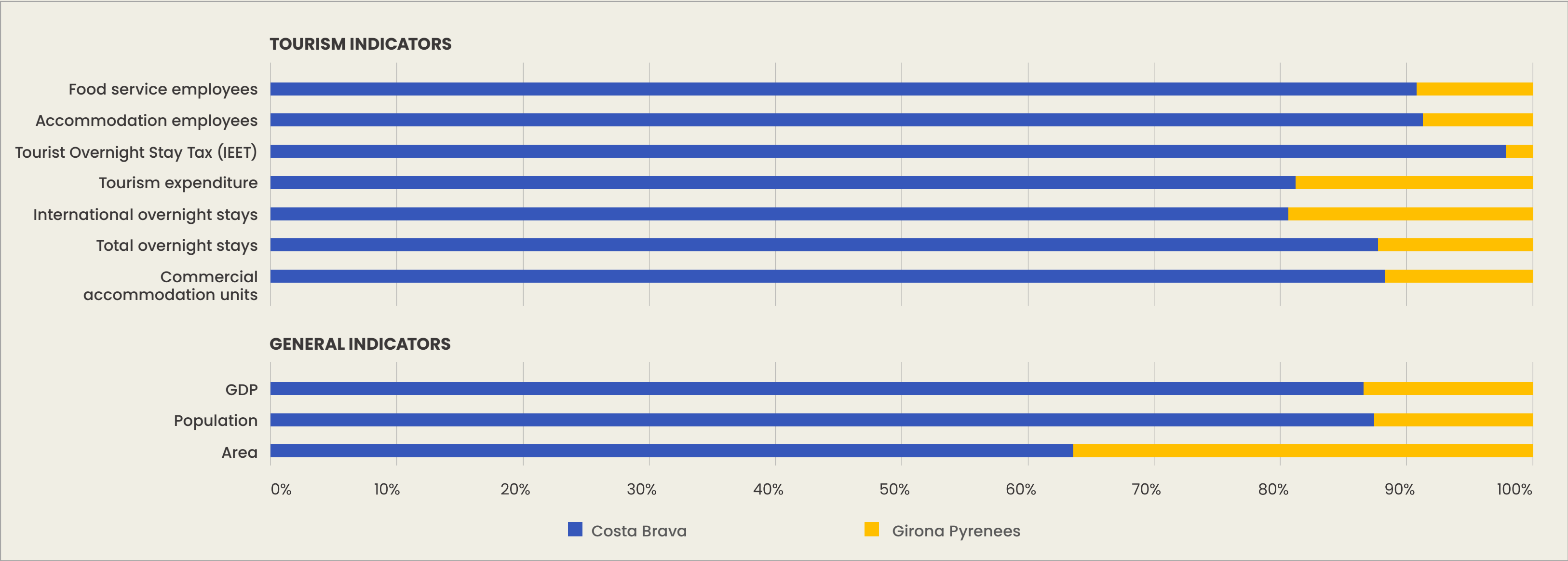
DIAGNOSIS CONCLUSIONS

- **A mature destination, with 13.9M tourists and 53.5M overnight stays.**
- **Uneven brand recognition**, with the Costa Brava brand significantly more established nationally and internationally than the Girona Pyrenees brand.
- **Brands with a strong overall reputation**, although the Costa Brava brand still faces outdated perceptions in some markets associated with lower-quality tourism.
- **Mediterranean climate, generally pleasant.**
- **Wide diversity of attractions and strong differentiating assets compared with competing destinations.**
- **Well-established and diversified tourism offer.**
- **Strategic transport infrastructure supporting visitor access:** Girona Airport (2M passengers in 2025), good rail connectivity, 2 ports (Palamós and Roses).
- **Mobility challenges within the territory.**



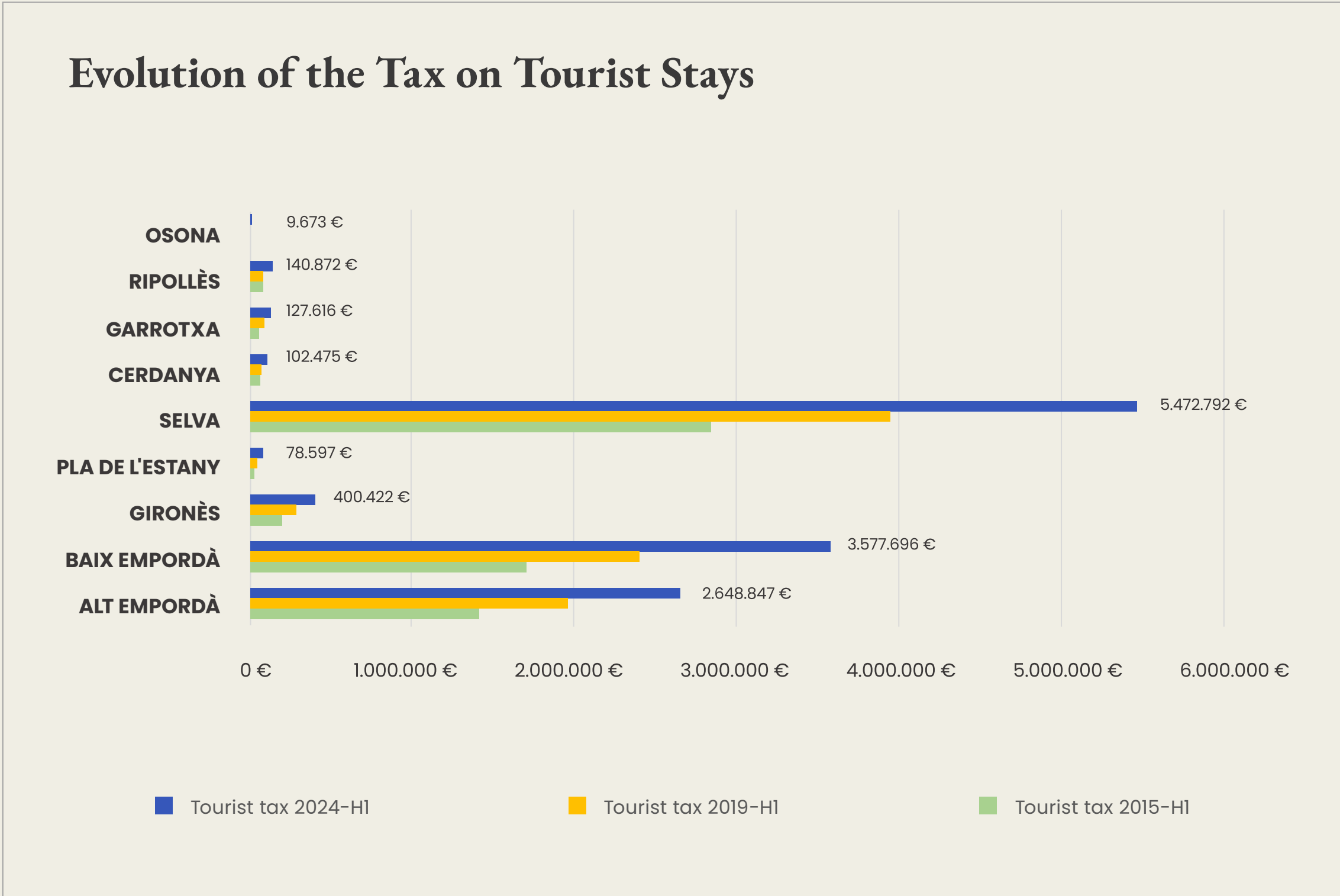
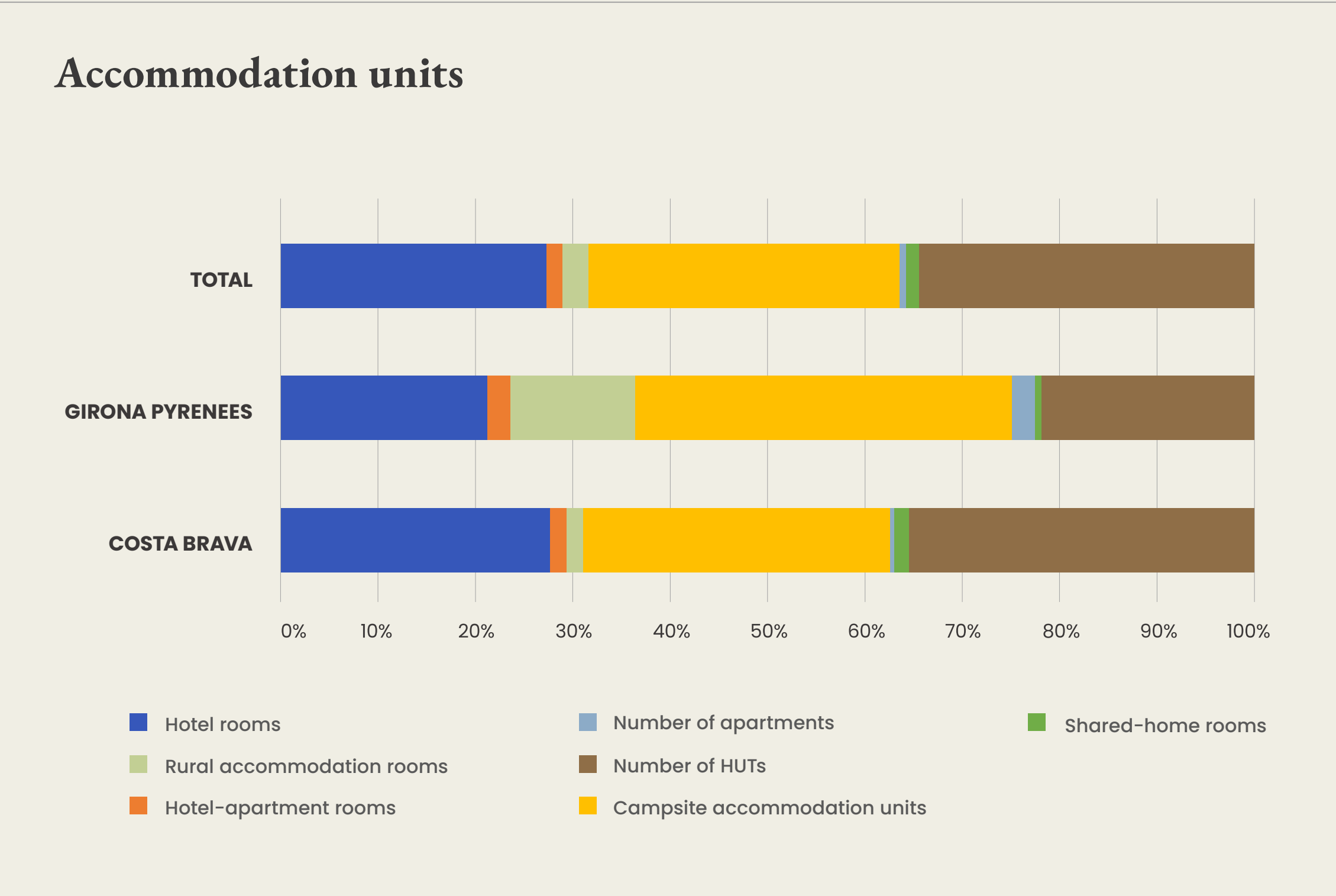
DIAGNOSIS CONCLUSIONS

- **Growing tensions and occasional anti-tourism sentiment among local residents in some municipalities.**
- **High territorial heterogeneity**, both between the two brands and within each destination area.
- **Tourism activity is significantly more concentrated under the Costa Brava brand than under the Girona Pyrenees brand** (between 75% and 95% of the different indicators).
- **Highly uneven distribution of accommodation capacity**, with 92% of the total concentrated in the Costa Brava and 85% in just three counties



DIAGNOSIS CONCLUSIONS

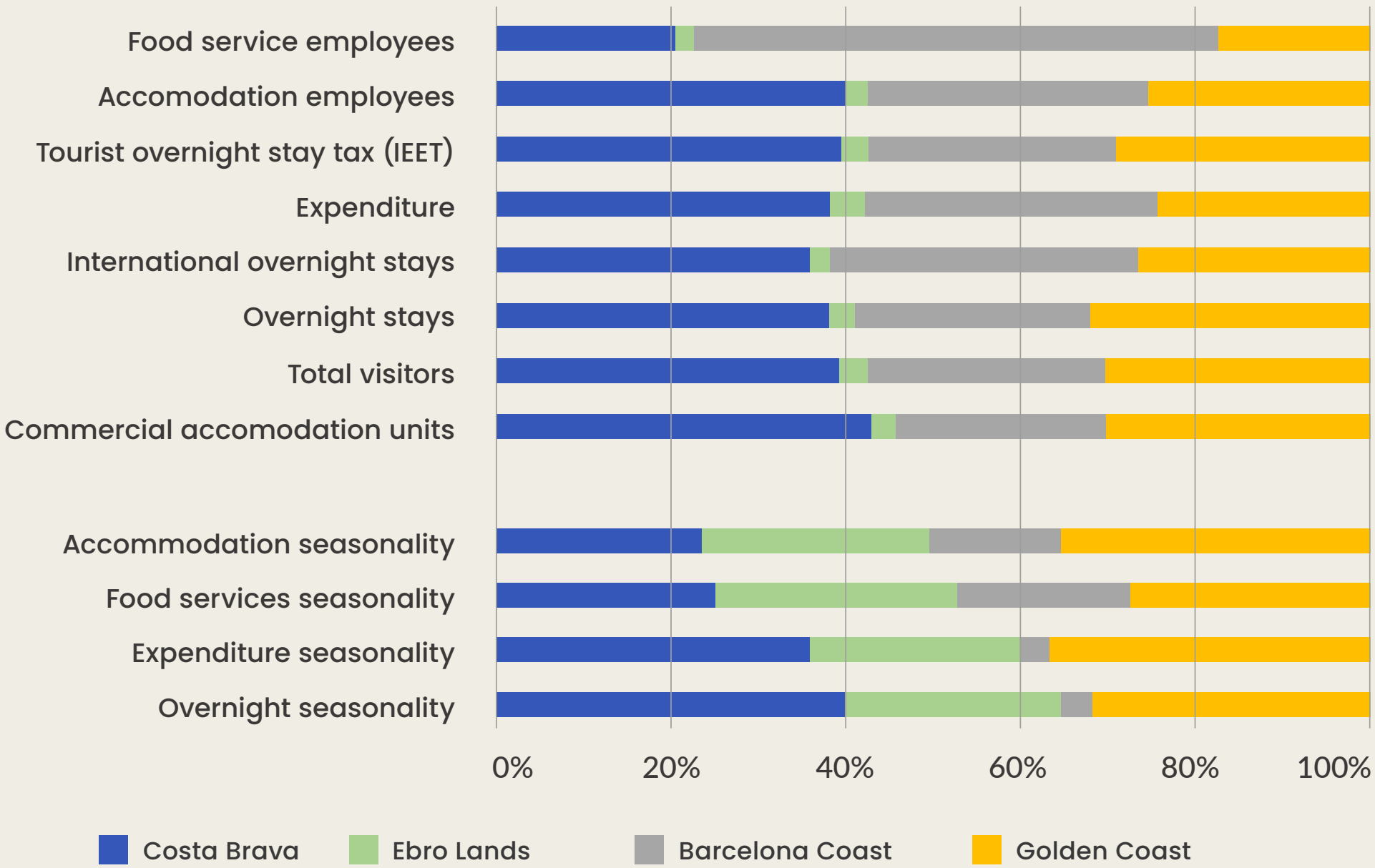
- **Accommodation supply largely concentrated** in holiday rental properties (34%), campsites (32%) and hotels (27%).
- **96% increase in revenue collected through the Tax on Stays in Tourist Establishments (IEET) since 2015.**



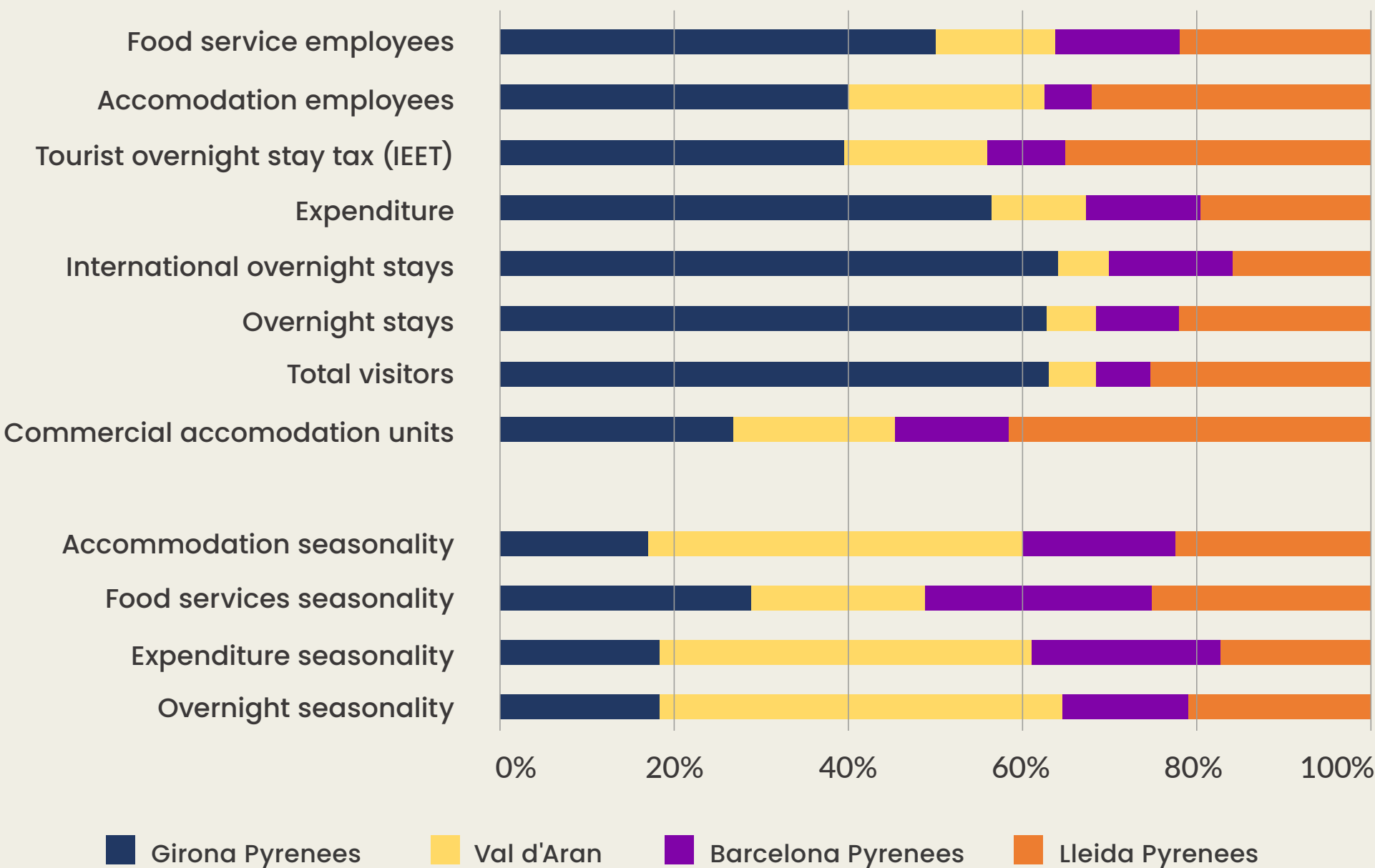
DIAGNOSIS CONCLUSIONS

- **Clear leadership position of both tourism brands** compared with their Catalan competitors across most key indicators.

Costa Brava



Girona Pyrenees





5-TOURISM BOARD DIAGNOSIS

ORGANISATION CHART

Board of Directors

General Advisory Board

Chair

Advisory Committee

Management

Secretary-General

Administration

Administration

Reception | Tourist information | Logistics

Administration | E-office

Accounting, Treasury | Public procurement
| Financial control

Labour management | Audits

Girona Airport

Tourist information

Communication and press

Media relations and management

Reputation monitoring and analysis

Marketing, promotion and communication

Marketing and product clubs

Nature & Active Tourism, Health & Wellness, Culture & Identity, DO Empordà Wine Route, Golf, Costa Brava Girona Convention Bureau, Costa Brava Cruise Ports Senior, Inclusive, Family, Unique Premium, Food & Wine, Sports Tourism.

Trade fairs and operators

Online marketing

Tourism portal, social media and digital campaigns

Documentation and image archive

Advertising and co-marketing

Sustainability

Training

MARKETING AND PRODUCT CLUBS

9 active product clubs and
2 tourism promotion brands
specialising in cruise and
mega-yacht tourism

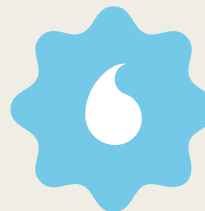
PRODUCT CLUBS



Culture and Identity
Costa Brava
Pirineu de Girona



Golf
Costa Brava
Pirineu de Girona



Wellbeing
Costa Brava
Pirineu de Girona



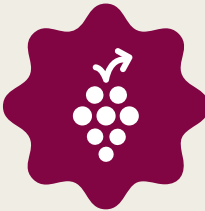
Wine&Gastronomy
Costa Brava
Pirineu de Girona



Nature & Activity Holidays
Costa Brava
Pirineu de Girona



Costa Brava Girona
Convention Bureau



DO Empordà Wine Route
Costa Brava
Pirineu de Girona



Premium
Costa Brava
Pirineu de Girona



Training Camps
Costa Brava
Pirineu de Girona

TOURISM PROMOTION BRANDS

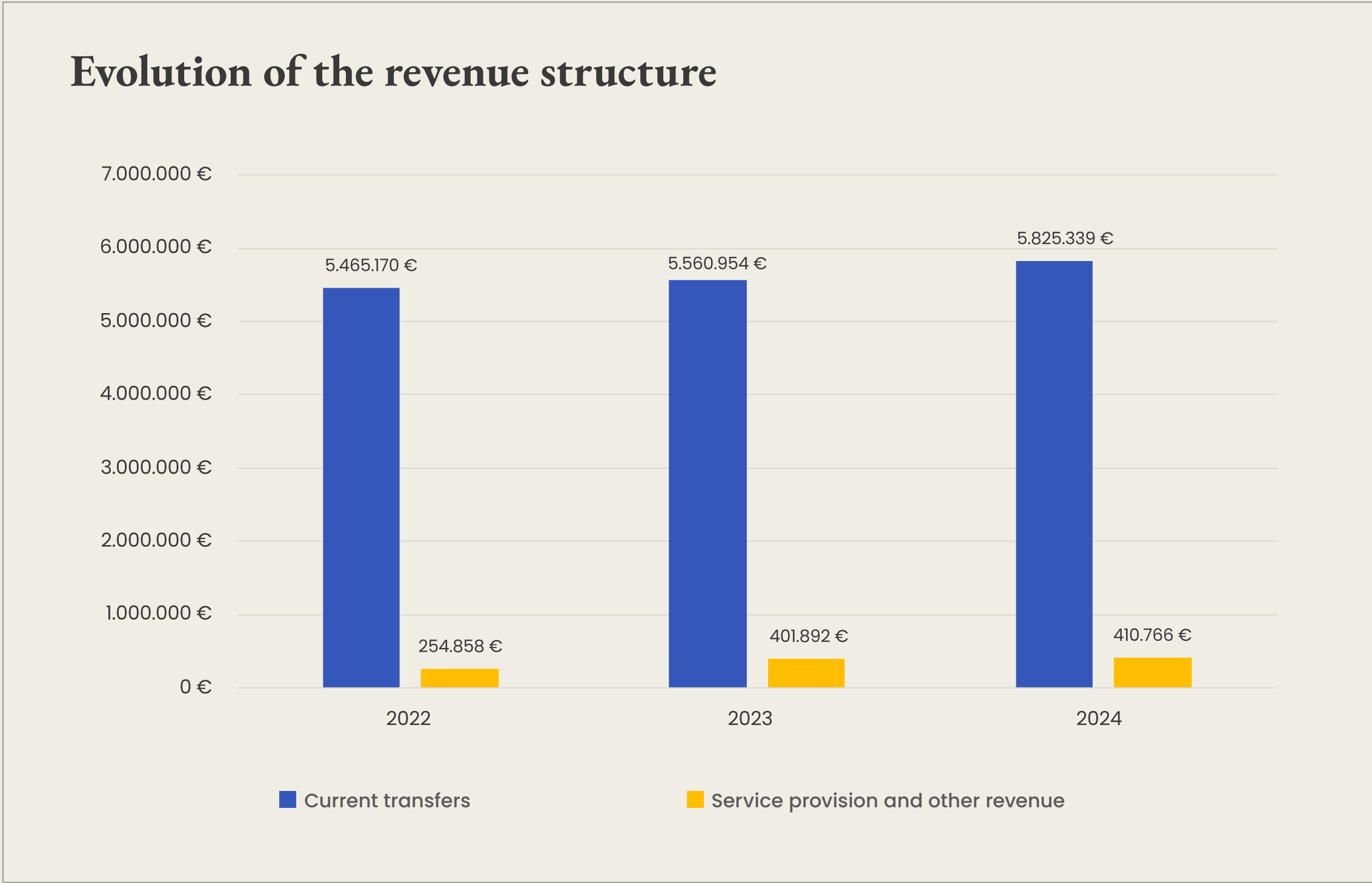
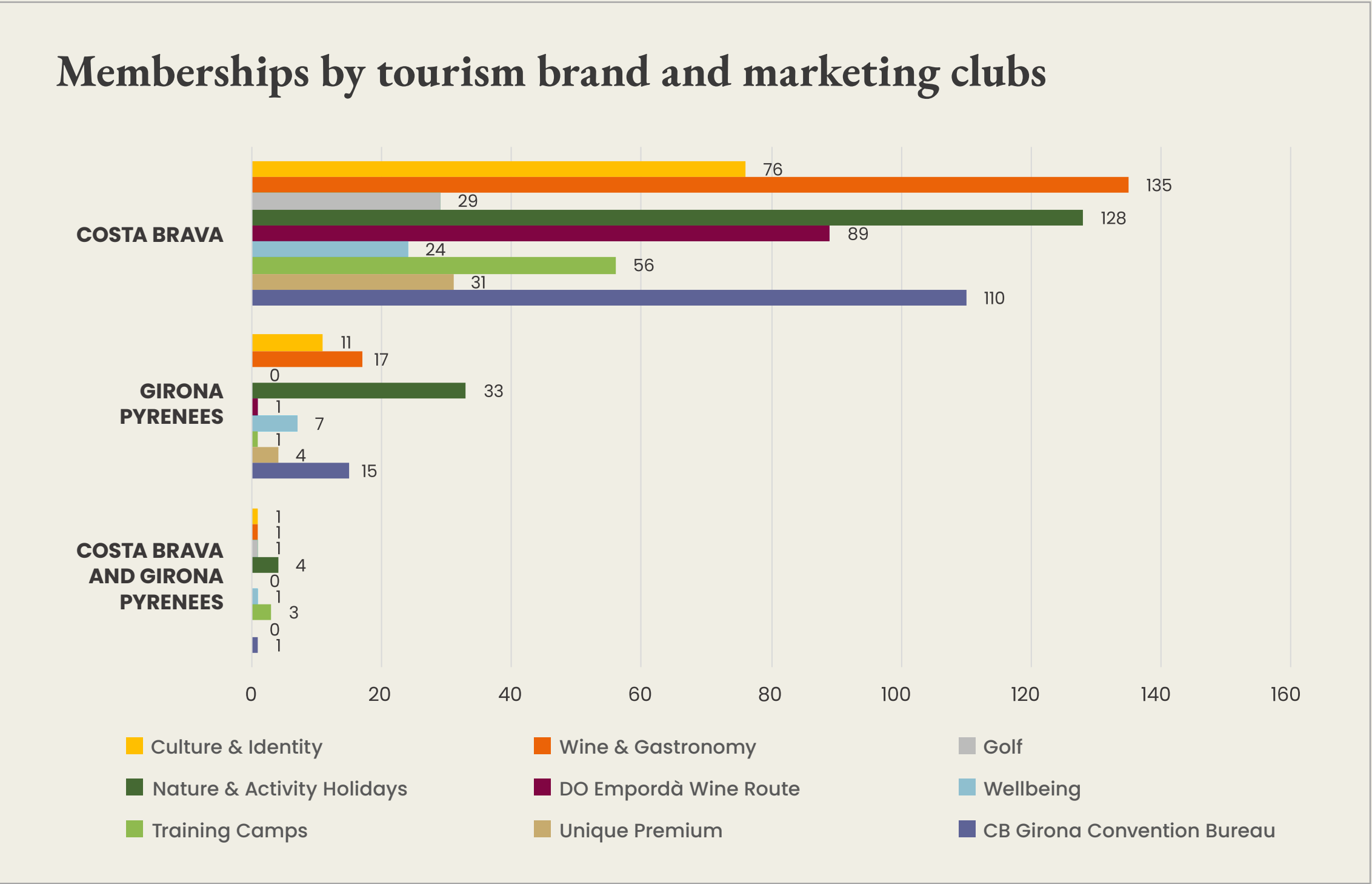


Costa Brava
Cruise Ports



Costa Brava
Yacht Ports

KEY FIGURES OF THE TOURISM BOARD



Source: Costa Brava Girona Tourism Board

Source: Costa Brava Girona Tourism Board

SWOT

Strengths

- Consolidated public-private model with high returns.
- Segmented promotion strategy focused on key markets.
- Highly professional technical team.
- Smooth and stable relationship with private stakeholders.
- Availability of resources for strategic actions.
- Product clubs as a tool for segmentation and specialization.

Weaknesses

- Complex brand architecture and limited visual coherence.
- Perceived imbalance between the Costa Brava and Girona Pyrenees brands.
- Uneven efficiency in some promotional actions.
- Product clubs with a limited cross-cutting structure.
- Low visibility among the non-member sector.
- Under-use of market intelligence.
- Financial dependence on the Girona Provincial Council.

Opportunities

- Consolidation and evolution of the public-private model.
- Synergies between the Costa Brava and Girona Pyrenees brands.
- Market intelligence and institutional collaboration.
- Boosting sustainability with studies and actions.
- Existence of a university ecosystem specialising in tourism within the destination itself

Threats

- Reduced effectiveness due to a lack of alignment of tourism policies between different administrations.
- Little coordination of promotion between public bodies.
- Jurisdictional limitations for deploying structural sustainability.

DIAGNOSIS CONCLUSIONS

Established track record and structure

This places it in a benchmark position as a tourism promotion body in Catalonia.

Product clubs

+600 affiliated companies and organisations.
Costa Brava 85% vs Pyrenees 15%.
Cross-cutting work needs strengthening,

Market intelligence

Recent efforts in data collection and analysis.

Financial strength

But with strong dependence on the Girona Provincial Council (>90%).

Complex brand architecture

Confusing system of logos.
Little awareness and visibility of the Tourism Board among the non-member tourism sector.

Active participation

In working groups, coordination and strategy definition.

Growth in digital marketing

Website: 1,026,800 visits.
Instagram: 80,700 followers.
LinkedIn: 3,600 followers.
TikTok: 2,660 followers.

Opportunities to improve coordination

With other levels of public administration.

Territorial management

Little experience in territorial management or community engagement.



6–STRATEGIC CHALLENGES

DESTINATION CHALLENGES

Identity and values	Transformation and adaptation	Territorial competitiveness	Coexistence and governance
01 Preserving identity and authenticity 02 Inclusion and universal accessibility 03 Values-driven tourism 04 Brand prestige	05 Resilience to climate change 06 Innovation and digital transformation 07 Talent and professionalization	08 Reducing the seasonality 09 De-concentration and flow management 10 Improving internal mobility	11 Coexistence and shared value 12 Shared governance



TOURISM BOARD CHALLENGES

Marketing and promotion

- 01 Evolve the destination narrative..
- 02 Redefine the brand strategy.
- 03 Identify high value-added market niches.
- 04 Foster the development of innovative tourism products
- 05 Evolve the Product Clubs..

Operation and role of the tourism board

- 06 Review the internal structure, work teams, procedures and service portfolios.
- 07 Strengthen representation and leadership within the destination.
- 08 Reinforce coordination and cooperation with key stakeholders.
- 09 Improve the funding structure.

Competitiveness of the destination

- 10 Integrate sustainability across the tourism strategy in a balanced way.
- 11 Promote the use of new technologies and digital tools.
- 12 Increase knowledge and make data-driven decisions.





7-STRATEGIC FRAMEWORK



MISSION OF THE COSTA BRAVA GIRONA TOURISM BOARD

To enhance the competitive positioning and reputation of the Costa Brava and Girona Pyrenees destination by developing, promoting, and supporting tourism products and experiences that attract responsible and respectful visitors. Working within a framework of shared governance with public and private stakeholders across the territory, the Tourist Board fosters tourism as a strategic sector that generates value, prosperity, and wellbeing for local communities while contributing to the promotion and preservation of the Girona counties' natural, cultural,



2029 COSTA BRAVA AND GIRONA PYRENEES DESTINATION VISION

“Two souls, one authentic, responsible destination, alive all year round”

By 2029, the Costa Brava and Girona Pyrenees destination will be nationally and internationally recognized for its distinctive identity, authenticity, and outstanding natural, cultural, and food and wine heritage. It will offer high-quality experiences that seamlessly combine nature, culture, sport, and wellness. Together, the Costa Brava and Girona Pyrenees will complement and strengthen one another, creating a destination that is responsible, accessible, inclusive, and increasingly year-round. Sustainability will guide tourism development, foster strong collaboration between the public and private sectors, and ensure a balanced coexistence between tourism activity and local communities.



2029 COSTA BRAVA GIRONA TOURISM BOARD VISION

By 2029, the Costa Brava Girona Tourist Board will have firmly established itself as the leading organization for the promotion and responsible management of the Costa Brava and Girona Pyrenees destination. It will be recognized for its leadership, coordination, and ability to generate and apply knowledge, working in close collaboration with public and private stakeholders across the territory to foster balanced, high-value tourism development. The Board will use data and digital tools to support informed decision-making while embedding sustainability as a core principle across all its activities. Internally, it will have evolved its organizational structure to respond to emerging needs, introducing new management functions that strengthen its operational capacity and effectiveness.



VALUES

Destination values

- Identity and authenticity
- Respect, coexistence and community wellbeing
- Sustainability and accessibility
- Excellence and value creation
- Collaboration and Shared responsibility

Tourism board values

- Leadership and strategic orientation
- Innovation and continuous improvement
- Closeness and representativeness
- Transparency, rigour and trust
- Coherence and public responsibility
- Collaboration and alignment with the territory
- Commitment to sustainability

STRATEGIC GOALS

Strategic goal for the Costa Brava Girona Pyrenees destination

To ensure the long-term competitiveness of the Costa Brava and Girona Pyrenees destination, by promoting a balanced, responsible and resilient tourism model that...

- Maximizes and distributes the economic benefits of tourism across the territory.
- Preserves, promotes and responsibly manages the destination’s cultural, natural and landscape heritage.
- Strengthens the destination’s positioning as a benchmark for quality and value.
- Encourages a more balanced distribution of tourism across seasons and throughout the territory.
- Promotes harmonious coexistence between tourism and local communities.



STRATEGIC GOALS

Strategic goal for the Costa Brava Girona tourism board

To evolve towards a new organizational model that goes beyond the traditional role of a Destination Marketing Organization (DMO) by progressively embracing destination management and tourism development functions, in line with the Destination Marketing and Management Organization (DMMO) model. This will be achieved by:

- Strengthening governance and territorial coordination.
- Driving innovation and transformation of the tourism sector.
- Advancing an integrated approach to destination marketing and management.



STRATEGIES

FINALIST
STRATEGIES

A. Positioning
and Brand Strategy

B. Markets
and Segments

C. Products

TRANSVERSAL
STRATEGIES

D. Relational

E. Digitalization

F. Sustainability

G. Knowledge

H. Organizational



8-STRATEGY DETAIL

OPERATIONAL OBJECTIVES

A. POSITIONING AND BRANDS

- A1 Establish a shared, authentic and emotionally engaging brand narrative.
- A2 Strengthen the visual and sensory identity of the Costa Brava and Girona Pyrenees brands.
- A3 Foster a shared and participatory brand approach while simplifying and streamlining the destination’s brand architecture.

B. MARKETS AND SEGMENTS

- B1 Consolidate Catalonia and southern France as the destination’s core year-round source markets.
- B2 Strengthen the destination’s presence in the Spanish market while maintaining its strong position in established European markets.
- B3 Diversify source markets and visitor segments through higher value-added tourism experiences and advanced market segmentation.

C. PRODUCTS

- C1 Transform the management of the product clubs into a more integrated, cross-cutting and efficient model.
- C2 Strengthen the quality, sustainability, innovation and specialization of the tourism offer.

D. RELATIONAL

- D1 Strengthen coordination among public and private stakeholders across the destination.
- D2 Reinforce the Tourist Board’s leadership in training, capacity building and support for tourism businesses and local entities.
- D3 Increase the visibility and recognition of the Tourist Board.
- D4 Structure stakeholder relationships around shared strategic objectives.
- D5 Clarify the roles and responsibilities for tourism planning across the destination.
- D6 Recognize residents as a priority audience and strengthen engagement with local communities.

OPERATIONAL OBJECTIVES

E. DIGITALIZATION

- E1** Progressively embed digitalization, artificial intelligence and automation across all areas of the Tourist Board’s activity.
- E2** Strengthen digital marketing as a strategic pillar of the promotion of the Costa Brava and Girona Pyrenees.
- E3** Drive and support the digital transformation of the tourism sector and the territorial entities associated with the Tourist Board.

F. SUSTAINABILITY

- F1** Contribute to a tourism model that is environmentally, socially and economically sustainable.
- F2** Embed sustainability within the destination’s brand narrative and public perception.
- F3** Promote and extend sustainable practices across the destination’s tourism businesses.
- F4** Position the Tourist Board as a leading example in sustainability through its own governance and operations.

G. KNOWLEDGE

- G1** Embed a data-driven culture across the organization.
- G2** Generate and transfer relevant, actionable knowledge to the tourism sector and the destination as a whole.

H. ORGANIZATIONAL

- H1** Update the composition and functions of the Tourist Board’s governing bodies.
- H2** Evolve the Tourist Board’s organizational structure to respond to future challenges.
- H3** Establish a new stakeholder and community engagement function within the Tourist Board.
- H4** Review and modernize the membership fee system.
- H5** Strengthen and consolidate a long-term collaborative partnership with the Girona Provincial Council.

PROJECTS

A. POSITIONING AND BRANDS

- P01** Development of studies on brand positioning and market perception.
- P02** Development of an official brand narrative with a clear and compelling storytelling framework.
- P03** Repositioning of the brand through a renewed visual and sensory identity.
- P04** Promotion of a cross-cutting approach to brand management across the destination.
- P05** Promotion of the adoption and consistent use of the brand among members.
- P06** Promotion of stakeholder participation and strengthening of local pride and sense of belonging.

B. MARKETS AND SEGMENTS

- P07** Development of targeted studies on markets and visitor behaviour.
- P08** Definition of a set of ideal and attractive visitor personas for the destination.
- P09** Deployment of Costa Brava brand repositioning actions in mature markets.
- P10** Promotion of the Girona Pyrenees brand in priority markets.

C. PRODUCTS

- P11** Deployment of a new organizational model for the product clubs.
- P12** Establishment of a tiered membership model.
- P13** Promotion of genuine specialization among tourism businesses.
- P14** Comprehensive review and profiling of all current members.
- P15** Strengthening of relationships among the destination’s tourism stakeholders.
- P16** Strengthening of joint promotional, networking, communication, digital marketing and advertising initiatives for each product club and its area of specialization.
- P17** Attraction and leveraging of internationally significant events to strengthen the destination’s positioning.
- P18** Integration of residents’ perspectives into the development of new tourism products.

PROJECTS

D. RELATIONAL

- P19

Strengthening of the relationship with the Catalan Tourism Agency (ACT).
- P20

Strengthening of the relationship with the Catalan Tourism Agency (ACT).
- P21

Creation of a Strategic Roundtable on Mobility and Infrastructure.
- P22

Institutionalization of a Technical Roundtable with the county councils.
- P23

Creation of shared working forums with the destination’s natural areas and cultural stakeholders.

- P24

Evolution of the G! Awards.
- P25

Definition of a sponsorship policy.
- P26

Design of a communication plan on the benefits of tourism.
- P27

Implementation of mechanisms for actively listening to public opinion.
- P28

Recruitment of new members.
- P29

Development of an institutional visibility and positioning plan for the Tourist Board.

E. DIGITALIZATION

- P30

Development and implementation of a Digitalization and Systems Plan.
- P31

Comprehensive integration of artificial intelligence across the Tourist Board.
- P32

Training and capacity building for the team in artificial intelligence and emerging technologies.
- P33

Strengthening of digital marketing as the Tourist Board’s primary promotional lever.
- P34

Replacement of the AGIRT with a new CRM system.
- P35

Strengthening of the positioning and performance of the destination’s digital platforms.

PROJECTS

F. SUSTAINABILITY

P36	Definition of a comprehensive sustainability strategy for the Tourist Board.	P40	Integration of sustainability criteria into the Tourist Board’s promotional activities.	P44	Promotion of sustainable mobility across the destination.
P37	Strengthening of the Technical Secretariat for Sustainability.	P41	Establishment of a system for environmental impact measurement and continuous improvement.	P45	Promotion of the visibility of sustainability best practices and exemplary projects.
P38	Consolidation of the Territorial Roundtable for Tourism Sustainability.	P42	Establishment of a sustainability dashboard and annual sustainability report.	P46	Dissemination of social impact and volunteering initiatives.
P39	Promotion of green and socially responsible public procurement.	P43	Integration of inclusivity and accessibility as cross-cutting principles.	P47	Establishment of sustainability incentive mechanisms.
				P48	Development of an internal sustainability and corporate social responsibility (CSR) programme.

PROJECTS

G. KNOWLEDGE

- P49** Strengthening of the Turisme 360 training programme for the tourism sector.
- P50** Development of the destination’s tourism indicator system.
- P51** Further development of the work carried out under the Intel·litur project.
- P52** Sharing of data with stakeholders and partner institutions.
- P53** Collaboration with external training programmes.
- P54** Preparation of targeted studies and research projects..

H. ORGANIZATIONAL

- P55** Increase in the Provincial Council’s shareholding.
- P56** Review and updating of the Tourist Board’s governance bodies.
- P57** Revision of the Tourist Board’s organizational structure.
- P58** Development of a service portfolio and establishment of a new membership fee system, subject to annual review.
- P59** Review and updating of internal procedures.
- P60** Development of a strategic management dashboard.
- P61** Strengthening of organizational culture and internal cohesion.
- P62** Internal training in administrative procedures.
- P63** Administrative simplification and improvement of internal efficiency.

PROJECT PORTFOLIO

Short Term (ST): 2026 and 2027
Medium Term (MT): 2028
Long Term (LT): 2029

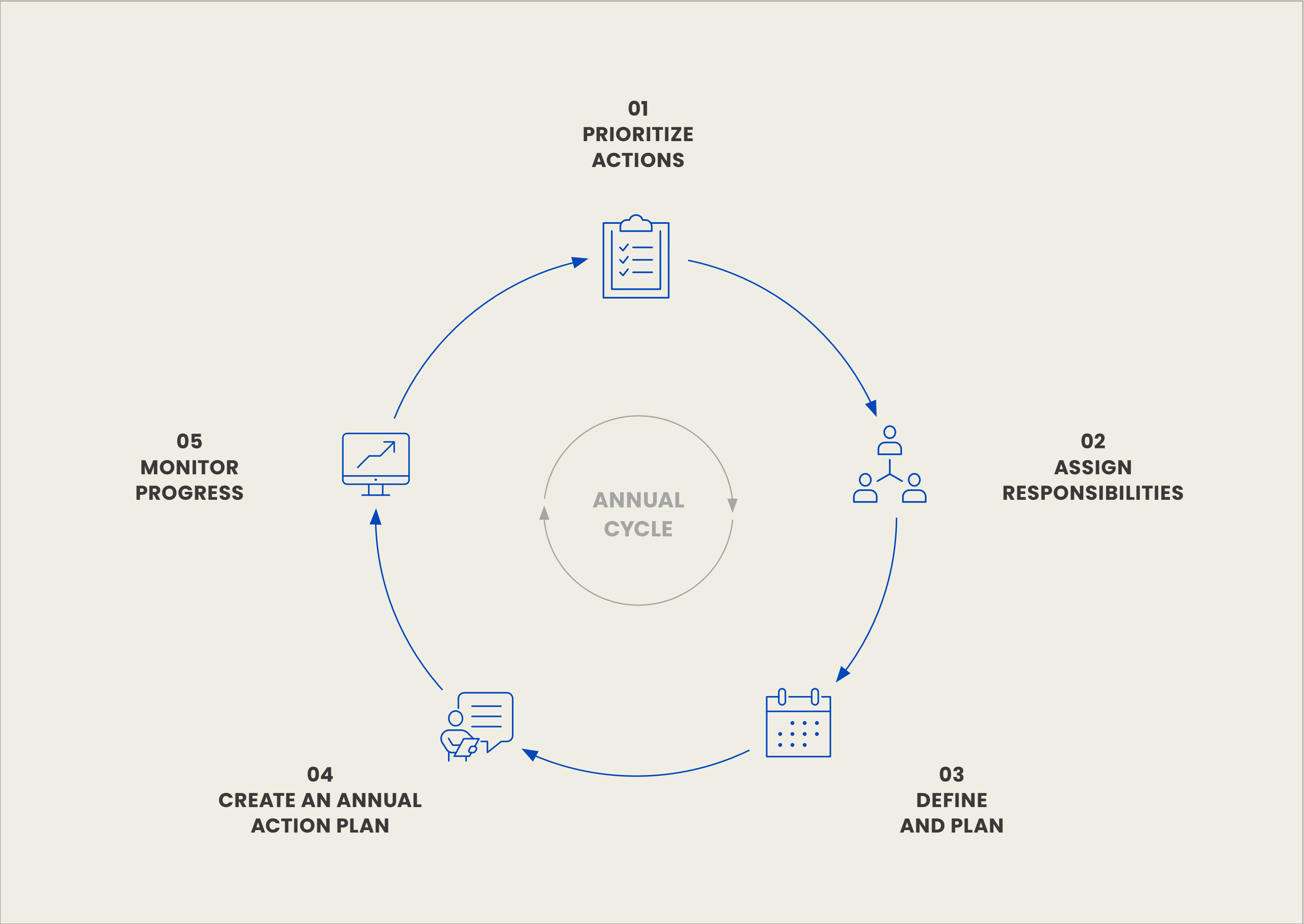
STRATEGY A. POSITIONING AND BRAND	ST	MT	LT
P01	●		
P02	●		
P03	●		
P04		●	●
P05		●	●
P06			●
STRATEGY B. MARKETS AND SEGMENTS	ST	MT	LT
P07	●		
P08			●
P09		●	
P10		●	

STRATEGY C. PRODUCTS	ST	MT	LT
P11	●		
P12	●		
P13			●
P14	●		
P15		●	
P16	●	●	●
P17	●	●	
P18			●
STRATEGY D. RELATIONAL	ST	MT	LT
P19	●		
P20	●		
P21		●	
P22	●		
P23	●		
P24		●	
P25		●	
P26	●		
P27			●
P28	●	●	●
P29		●	●

STRATEGY E. DIGITALIZATION	ST	MT	LT
P30		●	●
P31	●		
P32	●		
P33	●		
P34	●		
P35		●	●
STRATEGY F. SUSTAINABILITY	ST	MT	LT
P36		●	
P37	●		
P38		●	
P39		●	
P40		●	
P41			●
P42		●	
P43	●		
P44			●
P45		●	●
P46	●	●	●
P47			●
P48		●	●

STRATEGY G. KNOWLEDGE	ST	MT	LT
P49		●	●
P50	●		
P51	●		
P52		●	●
P53			●
P54		●	●
STRATEGY H. ORGANIZATIONAL	ST	MT	LT
P55		●	
P56	●		
P57	●		
P58	●		
P59		●	
P60		●	
P61	●		
P62		●	
P63	●	●	●

IMPLEMENTATION
AND MONITORING
METHODOLOGY



*Two souls, one authentic, responsible
destination, alive all year round*

2026-2029 STRATEGIC PLAN FOR THE COSTA
BRAVA GIRONA TOURIST BOARD AND THE COSTA
BRAVA AND GIRONA PYRENEES DESTINATION

Girona Patronat de Turisme
Costa Brava Girona

