



Oh!



costa de barcelona
maresme



Performance Improvement Centre

www.evolutionactive.com

The Performance Improvement Centre (CMR) offers work systems, services and sports facilities so that high competition athletes can enjoy:

- Accommodation in 3 and 4-star hotels
- A heated outdoor swimming pool 50m x 25m.
- A heated indoor swimming pool 25 m.
- A gymnasium with state-of-the-art equipment.
- A spa designed exclusively for relaxation and recovery for athletes and their families.

- A swimming circuit in permanent open waters.
- An athletics track and football pitch with natural grass.
- An enclosed, measured running track.
- Medical services (sports medicine, physiotherapy, osteopathy, traumatology, paediatricians, etc).
- A multipurpose pavilion.
- Sports material on sale and for rental.

Costa de Barcelona-Maresme 2009

“... is a really fast course”

(Felix Walchshöfer, Director Challenge Roth)



Roth arrives in Spain

May 10th, 2009

1,9 swim - 90 km bike - 21,1 km run

October 4th, 2009

3,8 swim - 180 km bike - 42,4 km run



Registration open
www.challenge-barcelona.com
Places limited



Between the sea and the hills

A privileged location close to Barcelona and an ideal place to do Sport



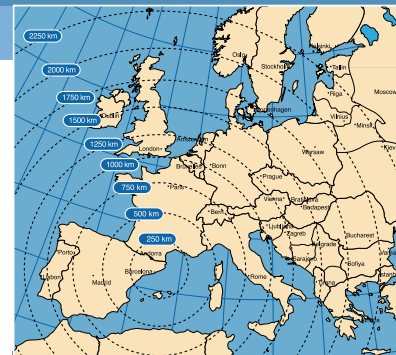
GEOGRAPHICAL LOCATION AND ACCESS

El Maresme region is along the coast to the north of the city of Barcelona. Its stretches inland from the sea to the slopes of the Coastal Mountain Range.

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- Area: 396.9 Km²
- 30 municipalities
- 400,000 inhabitants
- Nearly 300 days a year of sun

The Maresme region is a region of Catalonia formed by 30 municipalities with over 400,000 inhabitants in total. Its proximity to Barcelona, its benign climate (nearly 300 days a year of sun) and its geographical characteristics with the sea and the hills have made this area be baptised as “the little California of Catalonia”. Its broad, varied leisure offer has made the Barcelona-Maresme coast a tourist destination to *visit all year round*.



By train

RENFE:
 The Barcelona – Portbou line via Mataró

By road

From France:
 N-II Girona – Barcelona
 AP-7 motorway (formerly the A-7); Hostalric junction to Tordera
 From Barcelona:
 N-II Barcelona – Girona
 C-32 (formerly the A-19)
 Barcelona – Palafròls
 From Granollers:
 C-60, taking the C-32 or the N-II at Mataró

By air

El Prat de Barcelona airport
 Girona airport.



Natural areas

Discover the Mediterranean

Oh!

Intense blue sea. The balance between the sea, the plains and the hills creates gentle, serene surroundings with pine forests and beech groves spread around the hills. The Maresme coastal strip is 48 km long, 37 km of which are clean golden, coarse sandy beaches. They have been awarded the blue flag and some have the quality brand that guarantees the state of the water and the services for the summer visitors.

- 5 sports ports
- 3,777 moorings
- 1 sailing club
- Beaches with quality certificates and blue flags
- 2 nature parks
- Trekking routes
- Mountain bike centre



Great vegetable garden

Discover the gastronomy

Oh!

- 3 restaurants with Michelin stars
- More than 50 Gastronomic meetings a year
- Local seasonal products: strawberries, wild mushrooms, en Roca cherries, white 'ganxet' beans, pink tomatoes and peas from the Maresme
- Wines and cavas, Alella Denomination of Origin

Eating in the Maresme is a true pleasure. The vegetable garden and the sea give our cuisine great variety and quality in the products, which in the hands of master chefs become delicious traditional and unique dishes that surprise the most exquisite palates. We also find the creativity in the pastries, and would highlight the famous 'coca de Llanereres'. As a complement the Alella Denomination of Origin, famous above all for its white wines and cava sparkling wines.

Modernism & a lot more



Discover Art and Culture

Oh!

Art and culture within everyone's reach. In the Maresme we have a rich modernist legacy that can be discovered on foot or by means of the guided routes to be done with your family, friends or alone. The varied offer of museums open their doors to the craft, trades, traditional and art of the area. The Picasso collection of the Fundació Palau i Fabre is particularly outstanding. Our heritage includes a large collection of baroque altarpieces and Iberian and Roman sites.

- Modernist heritage (Mataró, Canet de Mar, Argentona)
- More than 20 museums: Picasso, el Càntir, Casa Museu Domènech i Montaner
- Architectural, religious and monumental heritage.
- International music, theatre and image festivals
- Fairs of products, customs and traditions



A very active social life

Discover the traditions

Oh!

- Night feasts and local festivals
- Devils and fire-runners
- Castle builders and stick dancers
- Carpets of flowers
- Giants and big heads
- Embroiderers and craftsmen
- Sardanas and groups

The Maresme region is diversity and tradition. Our popular festivals, which form part of the country's culture, maintain significant cultural roots. No festive event can be without the giants, the 'capgrossos' (large headed figures), the fire displays, the dances of the devils and stick dancers, the incredible human towers raised by our castellers castle builders and our traditional music: habaneras by the sea, sardanas and popular bands.



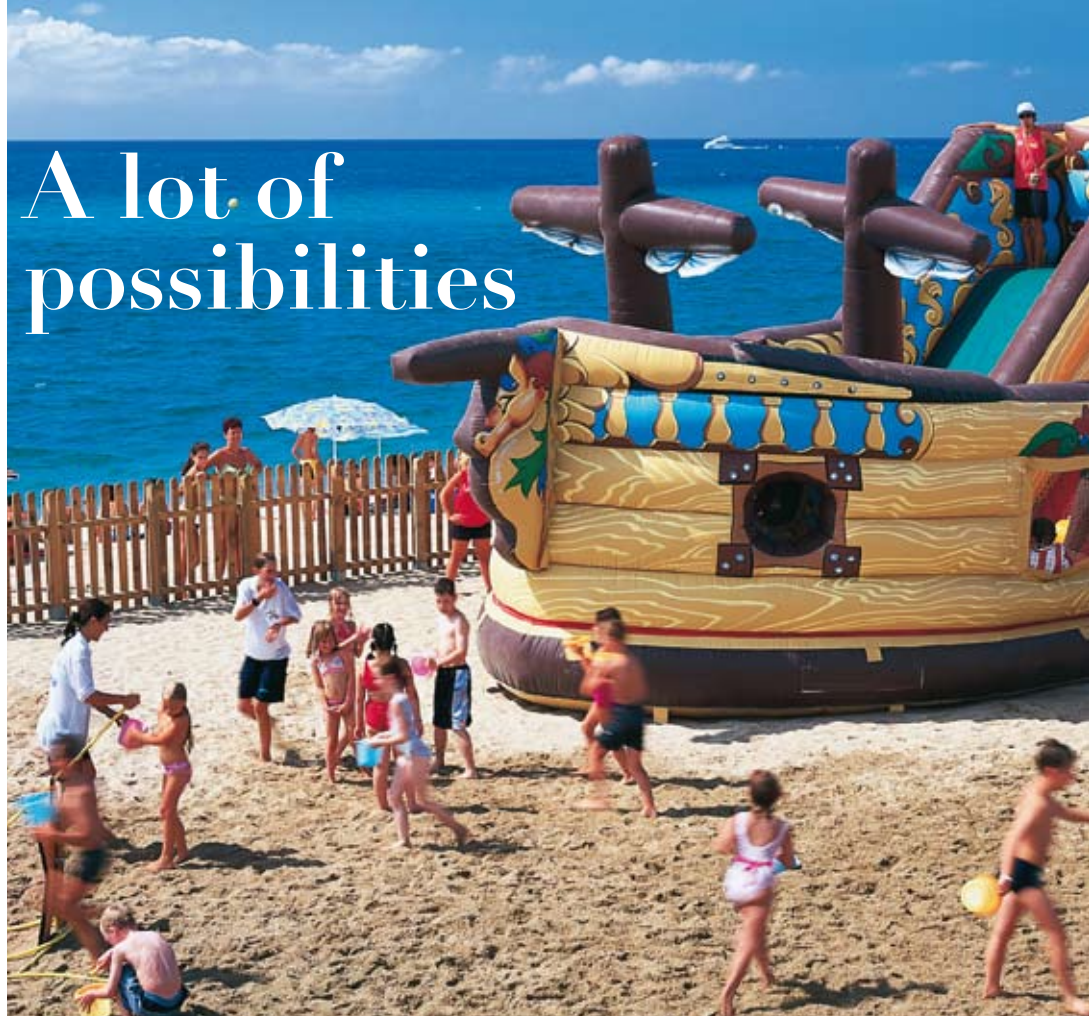
Pleased to welcome you

Discover the hospitality

Oh!

Home from home. The Maresme is a welcoming territory with tourists who visit us for the sun, the beaches and the leisure offer. We are a destination prepared to offer comfortable holidays throughout the year that meet our visitors' expectations. The accommodation, the services and the tourist professionals work to make visitors' stays an unforgettable experience.

- 35,500 hotel places
- 17,900 places in camp site
- 72 places in rural tourist accommodation
- Apartments and spas
- 845 restaurant establishment
- 2 regional hospitals (Mataró and Calella)
- 11 tourist offices



A lot of possibilities

Discover the diversity

Oh!

- Family Tourism destinations: Santa Susanna, Calella, Pineda de Mar and Malgrat de Mar
- Sports tourism: Santa Susanna
- 2 Golf courses - 4 Pitch & Putt and 16 Stables
- 2 Water parks, 1 Zoo Mari Dolphinarium and a Medieval Castle
- 12 Active tourism companies and 11 for sea tourism
- Spas and Thalassotherapy
- Shopping centres, fairs and markets

Everything within reach. The Maresme region has a rich, varied and extensive leisure offer that includes spa tourism, active and adventure tourism in contact with nature with routes for walking, horse-riding and donkey rides. Our offer also caters for different sports: sailing, golf, horse-riding... All astride the sea and the hills.



Oh!

It's amazing!

www.costadebarcelonamaresme.cat

