

PRESS RELEASE

## The Tourism Consortium and TRAM renew their agreement to promote the Baix Llobregat area through The TRAM Route

- *The Tourism Consortium has renewed its partnership agreement with TRAM, Baix Llobregat Regional Council and the town councils of Cornellà de Llobregat, Esplugues de Llobregat, Sant Feliu de Llobregat, Sant Joan Despí and Sant Just Desvern to continue promoting The TRAM Route.*



**Barcelona, 2 May 2024.** - This April, the Palau Mercader Museum in Cornellà hosted the launch of the promotional campaign for The Tram Route, with the Baix Llobregat Tourism Consortium, TRAM, Baix Llobregat Regional Council and the towns of Cornellà de Llobregat, Esplugues de Llobregat, Sant Feliu de Llobregat, Sant Joan Despí and Sant Just Desvern coming together once again to renew their partnership to promote the Route.

This renewal of the partnership will allow the tourist campaign to be consolidated as a means to promote sustainable tourism using public transport. The TRAM Route offers a way to discover key sites, visit emblematic buildings and enjoy the gastronomy on offer in the areas surroundings of the tram line in Baix Llobregat. In addition, one of the great attractions of the Route is the discounts it includes for visiting these tourist and cultural sites accessible via the Trambaix network (lines T1, T2 and T3).

Those attending the launch of the 2024 campaign included the president of the Tourism Consortium and the Baix Llobregat Regional Council, Mrs. Eva M. Martinez; the general manager of TRAM, Mr. Humberto López; the mayoress of Esplugues de Llobregat, Mrs. Pilar Díaz; the mayoress of Sant Feliu de Llobregat, Mrs. Lourdes Borrell; the Deputy Mayor of Environmental and Community Policies of Cornellà de Llobregat, Mr. Claudio Carmona; the president of the Area of Services to the Person and Social Rights councilor for Tourism of Sant Joan Despí, Mr. Alex Medrano; the councilor for Commerce and Tourism and 1st lieutenant of the Mayor of Sant Just Desvern, Mrs. Gina Pol, the councilor for Community Policies of Cornellà de Llobregat, Mr. Sergio Gómez; the councilor of the Economy and Work Service of Esplugues de Llobregat, Mrs. Montse Zamora; and the delegated councilor for Markets, Fairs and Tourism of Sant Feliu de Llobregat, Mrs. Margarita Llongueras

#### *The attractions of Baix Llobregat and The TRAM Route*

The Route proposes tourist experiences and “TRAMendous breaks” throughout Baix Llobregat that are accessible on public transport, such as activities for the whole family to the Can Tinturé and La Rajoleta museums in Esplugues, the Mathematics Museum, or a ride on the little train in the Can Mercader park in Cornellà de Llobregat. You can also discover the Catalan art nouveau architecture of Jujol in Sant Joan Despí and awaken your senses with the interactive 360 degree experience, or take in the impressive Walden building in Sant Just Desvern.

All this, paired with a good gastronomic offering, since the Route also takes visitors to Baix Llobregat’s KM0 restaurants such as the legendary El Mirador in Sant Just Desvern, the modern Plats in Cornellà and the stunningly creative Locura in Sant Joan Despí. In addition, the Route will allow visitors to buy products with the Baix Llobregat Agricultural Park Fresh Produce seal in the local Farmers’ Markets and to enjoy nature

in urban parks such as Llobregat Park in Sant Feliu de Llobregat, Torrents Park in Esplugues, and Torreblanca Park, which runs through Sant Feliu de Llobregat, Sant Joan Despí and Sant Just Desvern.

All the information on the Route can be found at [www.rutadeltram.cat](http://www.rutadeltram.cat), as well as on the different TRAM and Baix Llobregat Tourism Consortium platforms. And to enjoy the experience and the special discounts, all you have to do is visit the website, activate the promotion and show it to the establishments so that they can apply the discount directly.

The campaign is active from today until 2024 and will be promoted over the coming months through the digital channels of the Baix Llobregat Tourism Consortium and TRAM, posters and leaflets inside the trams, ads at the stops and a moving billboard on a tram running on the Trambaix network.

#### ***About TRAM***

TRAM is the company that manages the two tram networks in the Barcelona Metropolitan Region. In 2024, after more than 450 million journeys, it will celebrate the twentieth anniversary of the launch of the service, which continues to be the most highly rated public transport service according to the Working Day Mobility Survey carried out by the Metropolitan Transport Area

#### ***More information:***

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

#### ***Baix Llobregat Tourism Consortium***

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

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**tram**

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The TRAM Route Hashtags: #RutadelTram #TurismeBaixLlobregat #BaixLlobregat