

Joan Torrella

With a degree in Philosophy and Letters (Psychology section) from UAB (1982) and a Master of managerial function in the Public Administrations by ESADE.

Joan has worked in the public administration since 1983, taking on various management posts in the fields of social services, territorial management, human resource management, culture and economic promotion of the city.

In 2007, he was designated Director of Coordination and Strategic Programs for Economic Promotion, representing the City Council in several public-private sector entities, including the Consortium Turisme de Barcelona, as a member of the General Council and the Executive Committee until September 2018.

In 2010, the City Council created the Tourism Directorate and he was named director until August 2018. During this period, he participated as a member of the work team of the "Tourism Strategic Plan of Barcelona 2010-2015" and the follow edition 2017-2020.

Currently, he is the Managing Director of Turisme de Barcelona.

Contact data

Joan Torrella
Managing Director
Turisme de Barcelona



Event

[Overtourism: Smart Control Via Digital Technologies](#)

Wednesday, March 6, 2019, 12.00 - 12.45

CityCube Berlin, Cube Club

[Partnerships In Sustainable Tourism: Case Studies From The Cruise Industry](#)

Friday, March 8, 2019, 13.00 - 13.45

CityCube Berlin, Cube Club

Official Partner Country ITB Berlin 2019



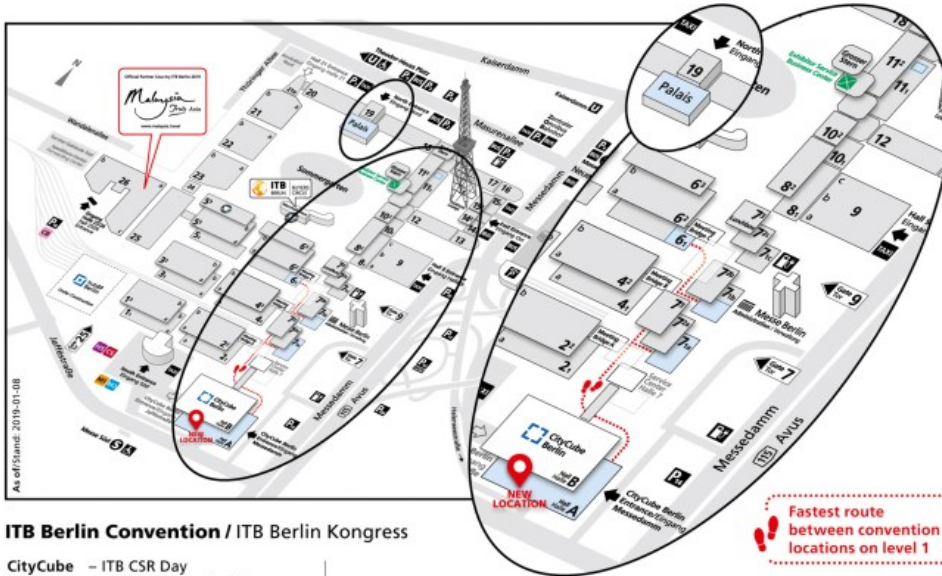
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Co-Host ITB Berlin Convention 2019



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Kurzfristige Änderungen vorbehalten.



ITB Berlin Convention / ITB Berlin Kongress

- CityCube Hall A**
- ITB CSR Day
 - ITB Deep Dive Sessions
 - ITB Destination Day 1
 - ITB Destination Day 2
 - ITB Experts Forum Wellness
 - ITB Future Day
 - ITB Marketing & Distribution Day
 - ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
 - ITB MICE Forum
 - ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

Contact

Please contact us for concerns or questions:

Convention Organisation

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