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**TRAVEL+**  
**LEISURE**

## Travel + Leisure GO Joins Forces with FC Barcelona as its New Official Travel Club Partner

*Members-only travel club becomes the club's regional partner in North America in an agreement that unites the worlds of sport and travel*



**FC BARCELONA**

**TRAVEL+**  
**LEISURE** **GO**

FC Barcelona has signed a partnership agreement with Orlando-based subscription travel club [Travel + Leisure GO](#) as the organization's official Travel Club Partner in the U.S.

Featuring bookable itineraries inspired by the pages of the iconic magazine, Travel + Leisure GO is the must-have travel membership for adventure-seekers, savvy travelers and now, FC Barcelona fans. Membership, available in monthly and annual options, unlocks discounts at hotels and resorts around the world, with preferred pricing on rental cars, cruises, activities and more. Members also have access to a personal concierge service to assist with booking and reservations, as well as a complimentary magazine subscription.

As part of the partnership, Travel + Leisure GO plans to feature a curated itinerary to Barcelona, Spain.

"Travel + Leisure GO is thrilled to be the official Travel Club Partner of FC Barcelona in the U.S., helping Barça fans dream, plan and book their 2023 travels – whether that's a local staycation in the states or a long-haul trip to Barcelona to catch a live match," said Fiona Downing, Chief Membership Officer, Travel + Leisure GO. "Just as football crosses borders, unites people and creates a narrative that both thrills and excites, so too does travel, which transcends culture and language, turning the world into an enormous playing field to be enjoyed in the spirit of togetherness."

This agreement furthers FC Barcelona's trade links with the United States and is yet another step closer to its North American fan base, in this case by means of tourism and leisure.

"With this agreement with Travel + Leisure GO, we are able to continue to get closer to our North American supporters and to strengthen our brand in this part of the world through a leading travel club in the American tourism sector," said Juli Guiu, FC Barcelona Marketing Area Vice President. "We are thus exploring a new way to reach new audiences and extend our fan base in a region

where we already have considerable presence. As our fans begin to take advantage of this partnership and their new travel club, it will help us to position ourselves as *'Més que un Club'* on a global level.”

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#### **About FC BARCELONA:**

FC Barcelona was founded in 1899 and is currently owned by more than 140,000 members. It is considered the greatest multisports club in the world and has more than 120 years of history. Rooted in its city and country its outlook is global, and it has official headquarters in cities in three different continents: Barcelona, Hong Kong and New York.

Barça seeks to change the world through sporting excellence. This also reaches the world of knowledge and innovation via the Barça Innovation Hub. The club is also renowned for its commitment to social causes, which it channels through the FC Barcelona Foundation, and for its work to educate boys and girls in the positive values of sport. Barça's growth in recent years means it now has more than 440 million fans on social media.

#### **About TRAVEL + LEISURE GO:**

Featuring bookable itineraries inspired by the pages of the magazine, Travel + Leisure GO distinguishes itself as the must-have travel membership for adventure-seekers and savvy travelers. Travel + Leisure GO members receive great discounts on hotels and resorts, along with preferred pricing on excursions, activities, car rentals, and the services of a personal travel concierge. To access the exclusive perks, Travel + Leisure GO has both monthly and annual membership options. Travelers can learn more at [go.travelandleisure.com](http://go.travelandleisure.com).