



24 de Enero de 2006

A stern warning for Valencia tour operators

By: valencialife.net



Exceltur, the holding company for all the Spanish tourist agencies, has issued a very stark warning in its latest report. The Spanish tourist sector "is losing competitiveness both in terms of prices and the services offered, which represents a threat to the future."

Jose Luis Zoreda, the Executive Vice-president of Exceltur went even further when he stated: "We have grown a lot and very badly over the last forty years, especially on the coasts where a chaotic sort of

territorial order has been established, coupled with a terrible urbanization programme, which has resulted in several Spanish tourist destinations becoming completely obsolete."

He added that in his view the 60s and 70s plans for mass tourism in effect meant that both the product offered to tourists was not the best, whilst the buildings were disastrous, whilst of the 800,000 new homes built in Spain last year, 400,000 were built in the coastal areas and 300,000 of these were sold as second homes. He also added that the Valencian Urbanization programmes were a "contributive factor" for fewer tourists to come to the Valencian Community.

Latest reports in the British press refer to Benidorm and Torrevieja "a paradise for alcohol and various mafia organizations," whilst it was also revealed that the fans of Glasgow Celtic Football Club had chosen Benidorm (photo) to celebrate their annual convention, attracting a possible 20,000 people next May. This was the result of a promotion organized by the Benidorm Promotion platform, and has seen the cost of cheap flight triple for May between Scotland and Alicante. Last year Glasgow Celtic held their annual convention in Las Vegas.