

RONDA IBERIA

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them can be reached from Manises airport (Valencia) and five from El Altet (Alicante). Air Nostrum flies this summer between Valencia and Santander, Lanzarote, Casablanca (Morocco) and Lisbon (Portugal); and between Alicante and Santiago de Compostela, Vigo, Santander, San Sebastián and Valladolid.



Likewise this franchise of Iberia will increase the frequency of flights of its already existing connections with Bilbao, Ibiza and Seville.

In addition, Air Nostrum has begun flying to two new destinations in Italy –Bari and Palermo– which join the cities that it has been serving since April: Cagliari, on the island of Sardinia, and Verona. ■

● La Alianza para la Excelencia Turística, Exceltur, de la que forman parte 27 empresas y asociaciones españolas ha presentado la campaña Turismo somos todos con el objetivo de sensibilizar a la sociedad de la importancia que tiene el turismo en España. El lema de la campaña: “el turismo español

somos todos y es tarea de todos”, advierte de la relevancia de un sector que genera una media de 85.000 millones de euros al año, de ahí que, según Pedro Barceló, presidente de Exceltur, “el turismo español ha cambiado sus hábitos y ha llegado el momento de adaptarse para poder competir con los mercados emergentes y lo importante no es que el turismo venga, sino que vuelva”.

Exceltur, the Alliance for Excellence in Tourism, is formed by 27 Spanish firms and associations. It has now presented

“We Are All Tourism”, a new campaign aimed at raising social awareness of the importance of tourism for Spain. The campaign motto, “We are all Spanish tourism and everyone has a job to do”, points to the importance of a sector that generates 85,000 million euros a year on average. In the words of Pedro Barceló, the chairman of Exceltur, “Spanish tourism has changed its habits, and the time has come to adapt if we are to compete in the emerging markets. What matters is not that tourists should keep coming, but that they should keep coming back.” ■