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**Exceltur bets on showing Spanish quality of life as key competition factor**

José Luis Zoreda, Vice-president of Alianza para la Excelencia Turística (Exceltur), said he would bet on the quality of life of the Spanish population as a key factor to compete. “The travel sector should offer magic, illusion, experience and quality of life to compete with emerging destinations,” he claimed.

Mr Zoreda attended the 9<sup>th</sup> edition of the Tourism International Forum, in Benidorm, organised by the Tourist Board of Valencia, the local Town Council and the Miguel Hernández University (UMH). The forum was supported by CAM, Bancaixa and Hosbec. The event draws national and international experts, who explore the strategies to be used to face emerging destinations.