



MAY\_07\_022

TOURISM IS ALL OF US AND IT IS EVERYBODY'S TASK

10/05/2007 **TOURISM IS ALL OF US .Tourism is all of us and it is everybody's task.**

The campaign is being promoted within the whole Spanish territory. The objective of the campaign is to make citizens aware of the importance of tourism for the entire Spanish society. In order to make the Majorcan society aware about the fact that we all depend from tourism, some more than others, the Town Hall of Palma, Sa Nostra and the Department for Tourism Development of Mallorca, are promoting the campaign, that has been developed by Exceltur, in the two official languages present on the Balearic Islands.



The campaign is now being promoted in two languages, Catalan and Spanish: **Turisme som tots i és feina de tots** and **Turismo somos todos y es tarea de todos** (Tourism is all of us and it is everybody's task). The message is being advertised by means of 150 flags on the Passeig Marítim of Palma, as well as by posters and badges available at Sa Nostra offices, at municipal offices, shops, bars, cafeterias, etc.

The campaign will be promoted throughout the month of June and will be terminated on 30th June. However, further activities will be taking place within the scope of the campaign that will last until the end of the year. The Town Hall of Palma, Sa Nostra, the Department for Tourism Development of Mallorca and Exceltur wish to spread the following message: **Tourism is all of us and it is everybody's task**, to approximately one hundred thousand Majorcan citizens.

If you wish any further information, receive a poster or a badge of the campaign, thus helping us to spread the message, please feel free to contact us at the following e-mail address: [palmainfo@a-palma.es](mailto:palmainfo@a-palma.es)

The Town Hall of Palma, in collaboration with Sa Nostra Caixa de Balears and the Department for Tourism Development of Mallorca, have started promoting throughout the month of June the campaign: "Tourism is all of us and it is everybody's task", developed by the Alliance for Touristic Excellence "Exceltur".

**Web:** <http://www.jaimeanglada.com/quieroquedarmecontigo.mp3>