



ELECTIONS OF LIBERALS

Step to the side

Gallardo renounces to compete with Pallarés and rules out being present in any electoral list

He will continue as Minister until the transfer of portfolios and will fold as party president

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The general election has not yet been called and the pre-election dance has already begun. If this Sunday the government spokesman, Eric Jover, announced that he would not run again in any list of Democrats, yesterday it was the turn of the president of Liberals (L'A) and Minister of the Presidency, Economy and Business, Jordi Gallardo, who announced that he was resigning as the party's elections candidate because he did not have to compete with the minister, Judith Pallarés. «I step aside,» he said in an appearance before the media.

Having said this, he analyzed his decision in more detail. He explained that last week, after studying the situation, he informed the party that he intended to run in the elections, but he changed his mind when he learned that Pallarés would also run. «Elections between different sectors are positive, but there is a risk of division between such a close nucleus, and that does not suit the party,» he said. In this sense, he added that «this scenario could represent a public questioning of my leadership, and this competition between people who have worked hand in hand could seem like an internal struggle.»

Gallardo assured that he will not be present in any list in the next general election, even if asked by the current Minister of Social Affairs, Youth and Equality. «I am convinced of what I have done, it is the best for the party and I had to do it, because politics is a stage and I have been in the front line for eight years and before that as secretary of state,» he recalled. He also revealed that he will leave the presidency of the Liberals of Andorra once the candidate is proclaimed, but will continue at the helm of the ministry until the exchange of portfolios, «if the head of government deems it appropriate,» he joked. From then on, he said he was «feeling young» about a personal project in the private sector, but did not say what it would be like.

As he had already taken the step of presenting himself, he had begun to ask for support from the militants, to whom he apologized if



►► Jordi Gallardo, during the press conference at the party headquarters.



Jordi Gallardo

PRESIDENT OF ANDORRA LIBERALS

«Some elections between the different sectors are positive, but there is a risk of division among such a close nucleus, and this does not suit the party»

«Politics is one of my passions; it is not a final goodbye, I do not close the door, because I do not want to be a slave to my words»

they had been disappointed. On whether he left politics for good, Gallardo said that «it is one of my passions, so it is not a final goodbye, in politics you can never say it, be-

cause I do not want to be a slave to my words, I do not close the door».

The outgoing president wanted to take stock of the party's situation. In this sense, he recalled that

when he entered it «I was on a journey through the desert, and I will leave the presidency of the formation with the party in the Government and the General Council and the situation healed; I have achieved more goals than I had imagined,» he said. According to Gallardo, «we know how to reinvent ourselves and grow, we are the oldest country and Andorra needs us, but we must regenerate ideas,» he said. And self-criticism was not spared: «Surely we could have done it differently, but we must avoid wearing down the party and creating friction that will weaken us.»

On which she was supposed to be her rival in the Liberal elections race and a member of the Council of Ministers, she assured that «she has all my confidence», although during the campaign «I will be in the last row». However, he acknowledged that «my relationship with her has changed, but there is no crisis or confrontation; the dynamics are

changing, but we are moving forward with the work of the Government, for which I will now have even more time to devote to it,» he said with a smile on his face. ≡

The tweet



FERRAN COSTA

@FerranCostaAND

«We started this journey together ten years ago. We worked very hard together and lived in all sorts of ways. I have learned a lot from you and it is a privilege to have you as a friend. Thank you for this wonderful trip, Jordi!»

TOURISM

Andorra Turisme spends more than two million on the summer campaign

The communication strategy will be spread across nine European countries in order to attract more visitors



SFGA / CESTEVE

► El ministre de Turisme i Telecomunicacions, Jordi Torres, en la presentació de

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Andorra Turisme will allocate more than two million euros to the marketing and communication campaign of the summer season for the promotion of tourist activities and the attraction of new visitors to the Principality. Specifically, the amount contributed directly by the organization is 2,177,000 euros, while the contribution of collaborating companies such as National Geographic, Disney and tour operators is around 395,000 euros. This advertising action aims to increase the exploitation of the

market in the summer, which in recent years (except for the stoppage of the pandemic), is «ceasing to be a low season to become a very attractive time for visitors», according to the general director of Andorra Turisme, Betim Budzaku.

Following the promotional line of the tourism sector, the Minister of Tourism and Telecommunications, Jordi Torres, stressed the 3.5% increase in tourism during the winter season and noted that the collaboration between the public and private sector «It's the key to adding a fresh and innovative touch to highlight activities that go beyond the snow.» Under the name Atypical Andorra, the cam-

campaign aims to reach a total of nine countries: the United Kingdom, Ireland, the Netherlands, Belgium, Germany, Italy, Sweden, Spain and France.

As for the communication strategy itself, the path of the promoters is to sell a vision of the Principality as a differentiated place with added values that revolve around «90% of the natural territory that characterizes us,» said Budzaku. In this sense, he highlighted some of the activities that wanted to be promoted during the good weather season, such as heritage, with walks through the Romanesque buildings, cycling through the stages of the Tour de France or the

activities of climbing, hiking and shopping. The campaign, according to the general manager of Andorra Turisme, «will last for up to two years and will coexist with the

Cirque du Soleil will facilitate the arrival of between 88,000 and 100,000 additional visitors to the Principality

promotional strategies that will be carried out during the winter season». In turn, Torres added that «the influx of visitors is expected to increase by 3 to 5% during the summer after this stage of drought that has caused the pandemic.»

On the other hand, special emphasis was placed on the digital impact of the advertising campaign. Tomorrow, Andorra Turisme will be launching a new refurbished website that will feature the main seasonal tourist attractions and the most important cultural, musical, gastronomic and sporting events to facilitate the dissemination of promotions and reach the general public. «a more efficient way, as most users consume information via mobile phones,» said Noemí Pedra, Andorra Tourism's Director of Marketing and Communications. She also highlighted the assessment of the data analysis organization Kantar Media, which «has underlined the good quality of our communication strategy in its international deployment».

In turn, Budzaku stressed the importance of exclusive events such as Cirque du Soleil as an added value «to broaden the tourist experience as much as possible over time and spread the message that Andorra welcomes a premium personalized performance.» He also indicated that, according to the return of hotels and tourist accommodation, the Principality is expected to receive «between 88,000 and 100,000 visitors to the functions that will take place throughout July», with which Andorra Turisme expects the figures recorded during 2019 are exceeded.

Finally, the Minister of Tourism focused on the new taxes that will affect the sector during the summer season. In this sense, he stressed that the tourist tax will enter into force on July 1st and «if there is nothing new, it will be voted on in the General Council on June 9th», despite the demands to postpone the implementation until after summer by hoteliers. He also stressed that in the coming days a new gastronomic event will be announced which will take place in the second half of September. ≡

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