



SHOWS

# Cirque du Soleil is back

The event will have an impact of between 20 and 21 million euros on the Andorran economy

Free standing seats are eliminated, which will have a «symbolic» cost of 5 euros

MARICEL BLANCH



►► An act from Cirque du Soleil's last show, in July 2019.



**Betim Budzaku**

ANDORRA TOURISM DIRECTOR

«Public participation with artists and acrobats will be a constant during the performance»

and participate in the show standing up.

As for the tickets, one of the distinguishing features of this new edition is the elimination of free seats without seats, which will have «a symbolic cost of five euros», according to Budzaku. In this way, the intention of Andorra Turisme is to give more value to the function and «retain the audience» in a show in which it will be «essential» to collaborate with the public to complete the event. Following the same line, Budzaku stated that «we are in a new phase of communication and marketing campaign and we want to make this offer a more exclusive product; therefore, we will no longer offer free tickets in future editions. However, the director of Andorra Turisme reported that next year «the possibility of establishing all place with seats and eliminating standing seats at a reduced price for the 2023 edition» is being considered.

Regarding the prices, Torres indicated that «this is the same rate that was established in 2019», with a price of 20 to 22 euros during the performances during the week and between 23 and 25 euros during the performances that are carry out on weekends. Finally, during the presentation of the project, the deseasonalization of tourism in the Principality was highlighted again, which «will enjoy a considerable increase in visits in the low season thanks to this internationally renowned event,» Budzaku said. ≡

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The prestigious international company Cirque du Soleil returns to Andorra la Vella after two years in which the curtain had to be lowered due to the health restrictions of the pandemic. Throughout July, with the exception of Mondays and the first four Sundays of the month, attendees will be able to witness the event in the marquee that will be set up in Braus square, replacing the traditional location of the Central Park car park with encourage more parking spaces in the parish.

During the remaining two weeks of March, the hotel industry and agencies are beginning to prepare tourist packages that include a stay in accommodation in the

Principality, a plane ticket and a ticket to the Cirque du Soleil show. In this sense, the director of product and new projects of Andorra Turisme, Enric Torres, stated that «locals will be able to enjoy the event, but it is an event focused on attracting tourists; for this reason we want to create synergies with the entire tourist network of the Principality, the airport and the Cirque itself. « In fact, these days of shows will have an impact of between 20 and 21 million euros on the economy, while a total expenditure of «approximately three million euros» is expected, according to Torres. He also said that «between 50% and 60% of total tickets are sold through tour packages», so «there is plenty of room for individuals to purchase their tickets».

This year, the show is called MUV and will revolve around the

**The tourism industry** is preparing packages that include a plane ticket, a hotel stay and a show ticket.

figure of the DJ and electronic music. According to the director general of Andorra Turisme, Betim Budzaku, «we want to keep the original concept of the edition that should have been released in 2020». In this sense, the Cirque will be inspired by the greatest hits of music to lead the public to the «collective frenzy», so an event is expected in which the participation and unification of the public with the acrobats be a constant dynamic «, added Budzaku. The risky performances and animations will complement the musical thread of the edition with about thirty artists and a capacity of 5,000 people who «will have to comply with the health regulations in force at the time of the show,» said Torres. In this way, it is expected that for each performance there will be about 3,000 seats and the remaining 2,000 will view

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## 30 EURO SEASON TICKET

# Bus companies say «no» to government compensation

Dallerès and Gabriel urge the Executive to make a proposal that is more in line with the disadvantage they suffer

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Nadal and Coopalsa have rejected the proposal for compensation for the entry into force of the monthly payment of 30 euros made by the Government. After the technical commission that had to find a figure to balance the loss of the bus companies concessionaires of the national lines concluded with three meetings and a closed amount of the Government, the transport companies showed their disagreement with the result through a press release issued yesterday, and urged the central government to reopen the negotiation to establish a figure «that is balanced with the calculations of the loss of income corresponding to the entry into force of this subscription». This was stated by the General Manager of Autocars Nadal, Bartumeu Gabriel, who shared the «surprise» that the companies felt when they found that the Government's proposal «was final, and did not even give us the opportunity to approach to finish polishing». And in a similar vein, the manager of Coopalsa, Gabriel Dallerès, stressed that «the proposal made by the Government is very far from the reality of what affects the application of the season ticket and does not make it acceptable.»

Without going into the economic detail of the calculations, both representatives insisted on the loss of money they have been suffering since the launch of the monthly title last September, and indicated that the Government's offer would be 50% from which the companies have calculated. «Rather than talking about amounts, let's talk about magnitudes: what the government offers us is about half of what we value we have to achieve,» said Dallerès, while the general manager of Autocars Nadal remarked that «we are a private company with a concession that, while it is to provide a service to the country, must have a return.» «We do not intend to gain more through this negotiation, but we want to reach the figure we predicted with the award,» Gabriel insisted, recalling the initial investment they made to provide the best service - including the pur-



► A bus user dropped off yesterday in Escaldes-Engordany.

## Coopalsa and Nadal claim to have a delicate treasury situation, which gets fat every month without an agreement

hase of all vehicles -, the impact of the pandemic, and the economic loss of the season ticket. It is because of this series of events that both companies acknowledged that they have a delicate treasury situation, which is getting worse with each passing month without balancing the accounts. «We understand that six months is a more than reasonable time to find a solution,» said Coopalsa's manager.

**FIRM IN DEMAND** // At this point in the negotiations, and with the feeling that the procedure of the technical commission has not yielded the expected fruit, the concessionaires keep alive the conciliatory spirit and are hopeful that the Executive will rethink its proposal and sit back at the table to come to an agreement. However, in

the event that the government closes down, both Nadal and Coopalsa are determined to continue demanding compensation for the necessary measures. «We hope that the government will open the door a little and we can sit down again with a new approach, because it is very easy to say that we are going to the Mayor's Office, but I think that is not the best solution, neither for the Government nor for us.» Gabriel reflected, while Dallerès pointed out that «if the Government does not want to move from this proposal, which we trust will not be the case, there must be a resolution in this regard.»

It should be noted that, according to the Coopalsa manager, «the methodology proposed by the Executive seems to us to be correct, but the pa-

rameters used in it do not seem to us to be appropriate.» Thus, he hoped that the administration's new offer could emerge with this formula, but more in line with its reality and resolving a discussion that «is still a technical problem that experts must solve.»

In any case, both Dallerès and Gabriel were in favor of the application of this monthly subscription of 30 euros, stressing that they agree with all the measures that are carried out to encourage public transport. They also argued that the government could take the measures it considers in terms of tariffs, licenses and service areas, but clarified that «if these decisions have a negative impact on the revenues of the concessionaires, the executive must compensate them.»

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