



PROMOTION

Andorra Tourism allocates almost 3.3 million to the winter campaign

Torres points out that the goal is to achieve, at least, the same figures as last year

The action is broadcast in nine countries, mainly in local markets and with digital formats



SFGA / JAVILADOT



Jordi Torres
MINISTER OF TOURISM

«For Andorra Turisme it is much easier to market a single ski pass. We give an image of unity outside»

Betim Budzaku
DIRECTOR OF ANDORRA TURISME

«British tourism will work better than last year and two years ago. And it is a market with very long stays»

Jordi Torres and Betim Budzaku, during the presentation.

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Andorra Tourism is allocating 3,297,000 euros to the new winter campaign, which will have the same slogan as the summer campaign, Atypical Andorra. The investment represents an increase of 300,000 euros compared to the action that took place in the 2019-20 season.

The aim is to achieve, at least, «the same data as last year», and if they are achieved «it will be an extraordinary year, like so far», highlighted the Minister of Telecommunications and Tourism, Jordi Torres. However, from the ministry, they do not anticipate such significant growth as the summer season «because last winter already had very good data». In addition, Torres explained that «we bet and promote

above all to have more overnight stays», to the detriment of hikers.

The campaign is spread in nine countries, focusing mainly on local markets, but with the intention of recovering and expanding to distant ones. Thus, apart from the strong bet for Spain and France, promotion will also take place in the United Kingdom, Ireland, Belgium, the Netherlands, Italy, Portugal and Sweden. A fact that will allow the figures to be distributed and not depend, according to the Director General of Andorra Tourism, Betim Budzaku, «mainly on Spanish and French tourism», as was the last year.

This year there will be no Ukrainian or Russian tourists, and for this reason around 350,000 overnight stays will be lost. However, Andorra Tourism believes that the rest of the markets, especially Central Europe and Scandinavia, will help

make up for this blow. British tourism «will work better than last year and two years ago. And it's a market with very long stays», said Budzaku. But «it will be very difficult to

the figures

350,000 overnight stays lost by Russian and Ukrainian tourists.

70% of the content of the communication campaign will be disseminated online.

50,000 euros have been earmarked for a specific action in Madrid.

reach the figures of the Russian market, a customer who spent a lot on sectors such as shopping or culture. Unfortunately, we won't have that now and in the next four or five years.» However, the director of the public company pointed out that «Andorra Tourism's future strategy will not only be for Europe, but also for other continents». In this sense, we are starting to study a launch in the United States and Asian markets for 2024, in addition to Brazil, a country that is of great interest and where «we have been working there for five years».

The communication campaign will be activated in neighboring countries from next November 22nd and will last until March 31st next year, while in distant markets it was launched last Tuesday. The action will continue to be disseminated through traditional media, but also

with a presence on social networks and on internet, as 70% of the content will be disseminated online. In relation to distant markets the focus has continued to be on fully digital formats.

This year's novelty arrives in Spain, where apart from the spot on television and radio, there will be a specific campaign in Madrid that will allow viewing a set of different pieces on 15 screens outside the Cine Callao and the theaters during the Christmas holidays. The cost of this specific action was around 50,000 euros and will help Andorra Tourism to reach 4.5 million people.

Regarding the single pass, the Minister of Telecommunications and Tourism explained that having it helps the country to sell itself better abroad. In addition, «for Andorra Turisme, it is much easier to market a single ski pass than each one individually. We give this image of unity that is essential outside», he emphasized. ≡

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SOLIDARITY

Donations to the Food Bank are down slightly due to inflation

The president of Càritas hopes that it will be a one-off situation, but time must be left to assess the impact

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The effects of inflation have also reached the Andorran Caritas Food Bank. The president of the entity, Amadeu Rocamora, assured to EL PERIÒDIC that «logically, with the current situation, everything that has to be bought for the Bank is a little more expensive». The Consumer Price Index (CPI) rose to 7% in October, placing inflation two tenths above the figure with which it closed in September. When the economy weakens, the population is more precarious and tends to give less. Therefore, donations to the Food Bank have decreased slightly in recent months. In any case, they are maintained and continue to be received, but «perhaps they are a little more reduced, and it must be said that the drop has been noticed», pointed out Rocamora,

who at the same time wished that «all this is just a one-time situation». However, «we have to leave a little more time to know what impact it will have, since the issue of donations can vary greatly from one month to the next», added the president of Càritas Andorrana.

Thanks to the fact that the organization has a nutritionist and social workers, families who depend on the Food Bank can have a balanced diet with complete safety, explained Rocamora, who also remarked that «we provide them with food that is healthy and suitable for everyone». Thus, for example, products such as sugary yogurts are excluded from the donations that the institution can accept, because they are not «beneficial» for health. Otherwise, «the amount of food we give per person is the same as always», he asserted, and informed that there is never any left-over food, because only what is needed is requested, and if someone offers a donation of a very large amount of any product that expires soon, is also not accepted, because it would be damaged.

Although the increase in prices has been very noticeable in fresh products, such as meat or fish, Càritas



►► A box with products from the Caritas Food Bank.

Andorrana provides a weekly shopping check at a supermarket to all users, which is also adapted to each family depending on members who make it up and their needs, «so they can choose what they want from fresh food, since choosing is a matter of dignity», said the president of the institution. On the other hand, essential products such as salt, milk, oil, cans or products with a long-term expiration date are obtained through donations. In this sense, he pointed out that the Food Bank also

«uses it as a system for the children of the country to learn what solidarity is, in such a way that most of the products are obtained from the talks and campaigns collection at schools». However, if a product is needed, it is bought with the monetary donations provided by the various residents. «The fact that we can help people in need is thanks to the donors and volunteers we have», Rocamora emphasized.

The Bank's current demand does not exceed twenty families, therefore,

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AMADEU ROCAMORA
PRES. OF CÀRITAS ANDORRANA
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re, Càritas Andorrana can meet the requests of all the people in need of diet benefits in the country, which are attended to every week. During the pandemic, however, more users were taken in, because some lost their jobs. «Currently, we find that there is not as much demand as in that season», he indicated.

To finish, the president of the entity observed that if the number of users grows in the coming months, «we hope that it will not be as a result of the increase in prices». Along these lines, he recalled that many people use the Food Bank as a resource to have more money to use, for example, to pay for housing or to make ends meet. Rocamora also explained that any help provided by the organization is not one-off, because families are then followed up to assess whether they need any other assistance. «At Càritas Andorrana we are always ready to lend a hand to anyone who needs it, and we accept all the help they give us», he concluded. ≡

CONFERENCE

The General Council welcomes the defense of the Co-principality of Isidre Bartumeu

The notary believes that the Magna Carta should only be changed if there is consensus

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A completely full hall of the General Council welcomed on Tuesday evening the conference *The co-principality, guarantee of Andorra's independence: episodes from our history* by the notary Isidre Bartumeu. In previous statements to the press, Bartumeu explained that the presentation, organized by the Group of former Trustees and former General Counsel (Gesco), was the result of his doctoral thesis - in which he obtained an excellent cum laude last month of June - and sought to explain the institutional development

of the Principality, from the feudal era to the current democratic and social state of law. «The most innovative thing about the thesis is that the popular-based institutions have their roots in the times of the Visigoths and not, as some still existing bibliography says, in the Carolingian reconquest», pointed out Bartumeu.

Likewise, he made a reminder of the country's history, pointing out that Andorra «on several occasions has found itself at a point of no return of its sovereignty». «For 300 years there have been different changes in the position of the neighboring States that question Andorran sovereignty», a debate that closed in 1993 with the approval of the Constitution and that has led him to focus on the role that the two co-princes must play. It is for this reason that the notary considers that

the Magna Carta is the highest body that «must collect the majority will of society», including the Co-principality. «Constitutions mutate and adapt to the situations of the moment. In a living standard there is always room to modernize according to needs», he pointed out. The ideal moment to do so, however, is another, more complicated issue, which in Bartumeu's opinion depends solely on consensus. «The things that work should not be changed, but if they are to be adapted to new realities, it must be done under a very large consensus», he insisted.

Before the presentation, which was attended by the majority of current and previous politicians, including four former heads of government and various ex-consuls, the president of Gesco, Rosa Maria Mandicó, celebrated the «amount of ex-



►► The presentation of the notary Isidre Bartumeu, to the General Council.

perience and wisdom» that was in the room. The member of the Gesco, Miquel Armengol, for his part, summarized the notary's work as «a collection of historical events to understand what we are and why we are», while the general trustee, Roser Suñé, thanked the work done by Bartumeu and was convinced that

his thesis will open the doors to new moments and outreach work that will help maintain a necessary debate as the Co-Principality is currently.

Bartumeu has worked for 12 years on this doctoral thesis and, as he has explained on several occasions, he was able to access the Vatican's secret archives up to five times. ≡

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