

el Periòdic News

HOLIDAY CLOSING

Best Christmas in the last five years with more than 330,000 days of skiing

Grandvalira Resorts registers a 20% growth compared to the same period last year

GRANDVALIRA RESORTS



Grandvalira Resorts registers a 20% growth compared to last year thanks to the optimal snow conditions and the high participation in Christmas activities.

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The Grandvalira Resorts—Grandvalira, Pal Arinsal and Ordino Arcalís—have concluded the Christmas season with the best results in the last five years. Between December 24th and January 6th, more than 330,000 days of skiing have been accumulated, an increase of more than 20% compared to last year.

The busiest day was Saturday, December 28th, when 33,393

skiers were registered, distributed between Grandvalira (24,455), Pal Arinsal (5,324) and Ordino Arcalís (3,624). These figures, driven by favorable weather conditions and snow quality, exceed those of recent seasons, marking this as the best Christmas campaign since winter 2019-2020.

The snowfall in December and the work of the maintenance teams have been key to offering optimal conditions to skiers. Grandvalira has maintained an average of 145 km of

skiable slopes, while Pal Arinsal and Ordino Arcalís have opened between 80% and 95% of the slopes. “Customers continue to be very keen to ski, and this year the weather has been favorable to us,” highlighted the marketing director of Grandvalira Resorts, David Ledesma.

Each resort has experienced notable growth. Pal Arinsal and Ordino Arcalís have increased their attendance by more than 30% compared to last Christmas, while Grandvalira has once again led in total volume of skiers. Likewise, the sale of season passes has grown by 16% among the country’s residents. With the good figures recorded during Christmas and positive booking forecasts for the coming weeks, Andorra’s resorts are facing January with optimism. However, Ledesma made “a call for caution”, underlining the importance of the weather in the evolution of the season.



David Ledesma

MARKETING DIRECTOR OF
GRANDVALIRA RESORTS

«Customers continue to have a great desire to ski, and this year the weather has been favorable to us»

SUCCESS OF CHRISTMAS ACTIVITIES //

The leisure activities organized by the resorts have been very well received. Among the most outstanding activities are visits to Santa Claus, torchlight processions in Soldeu and the Three Kings procession in Pas de la Casa, which included fireworks show. The favorable weather conditions have allowed all activities to take place as normal. ●

SAFEGUARDING OUR FURRY FRIENDS

Companionship for animals is key; in the face of unforeseen events, the card solves it

ARPA reactivates family cards as a preventive measure

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Protecting and caring for our pets is a fundamental aspect that we should not neglect, neither on these special dates that we find ourselves in nor at any time, since for some reason we have them, and as living beings that they are, they are also part of our family sinus. A responsibility that can sometimes be truncated when we have to stay longer than planned at work or when a last-minute change occurs in our day, and we have to leave them longer than we thought without our guardianship and supervision. All this can and often happens, so these days the Animal Rescue and Protection Association (ARPA) has decided to reactivate what are known as family animal cards that serve to avoid the suffering that can be caused to a pet not knowing where its



Dos animals de companyia, un gat i un gos, expectant plegats sota una manta d'un domicili particular.

owner is.

«This is a free card that we can purchase in different animal establishments and veterinary centers in our country, which we are still finishing distributing from our association and in collaboration with Carlin and Dog Boung. In principle, by tomorrow afternoon they should be in all stores», ARPA spokesperson Sònia Borrell told EL PERIÒDIC. She also stated that this identifier in card format “is a single card, easy to keep in your wallet among your documents”, and that it contains

the relevant information about the animals occupying a house or apartment with that of their close contacts; that is, neighbors, friends or relatives who could be contacted in the event that the owner of these has had to leave and cannot return home within the estimated period.

“In the event of a possible emergency or incident in which we have to leave and leave our pets alone, the supervisors we meet with, whether it is the Fire Department, the Police or the doctors of the hospital ser-

vice, will be able to see in our documents which animal or animals are under our care and the trusted person we have indicated behind to take care of them in these situations”, stipulated the manager. So, these cards will serve to alert and prevent pets from being taken care of quickly when a person cannot access their home for one reason or another. In this sense, Borrell also emphasizes the fact that it is important to “take care of them as soon as possible” to reduce the feeling of worry and subsequent suffering of the animal.

Finally, it is important to know that this card “is certainly simple, since the aim has been to prioritize understanding it so as not to waste time in complex situations”. The information is as concise as indicating the type of animal, its name and a phone number of a person in charge who should be contacted for supervision of the pet. So our loved ones are no longer anxious and just by carrying this identifier, we will be doing them a favor that they will surely thank us for. ●

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