

La Palma Tourism

La Palma looking to widen base

▲ **La Isla Bonita, La Palma,** have just started a new drive to attract more British tourists to their island, more commonly home to visitors from German shores. While other islands have taken a share of the British market over the years, La Palma has remained off most UK tour operator's lists until very recently. However with the inauguration recently of two flights weekly from London and Manchester, courtesy of Thomson, the local authorities are hoping that more and more Britons will want to discover the particular delights of the island. Tourism councillor Beatriz Páez told local paper *Diario de Avisos* that "while we have to continue to work to strengthen the German market which we don't want to lose", it was essential to explore new promotional opportunities, for instance English tourism. She added that promoting the island was much more than simply taking a stand at a trade fair, but meant ongoing contacts with



La Palma is a delightful alternative destination

tour operators and agencies. Páez said she was optimistic about the future of the British market in the island though there was still much work to be done to convince operators of the attractions of La Palma as an alternative destination.

According to the La Palma CIT (centre for tourism initiatives) president Antonio Sosa one of the reasons British tourists

were beginning to choose the island as a holiday destination was the good reports coming back from cruise visitors who are visiting the island as part of a stop-over. However the authorities also recognise that they need to widen the offers available to potential tourists, and while they may bemoan the lack of a golf course, there are interesting moves to

attract a new kind of tourist to the islands, making good use of some of the more unique infrastructures La Palma has to offer. There are talks with the regional government to explore the Northern American market offering stargazing holidays, with La Palma housing one of the most powerful observatories in the world.

Lanzarote

Jingle mystery



Please hold

▲ **A mysterious radio jingle** criticising the Spanish government's treatment of the Canaries has added more strain to the current relations between the region and Madrid.

The jingle consists of an answering machine message, apparently from the switchboard of the Office of the Prime Minister, asking "callers from the Basque Country to press one for immediate attention", from Catalonia to press two, and for those ringing from the Canaries

to "hold on because nobody is available to take your call".

The jingle, which has been aired on a number of radio stations (including the pro-Madrid SER station), ends with encouragement to Canarians to "make your voice heard" in the Spanish capital.

A Las Palmas newspaper organised a poll asking readers to guess who had commissioned the controversial jingle given that no details were given in the recording.

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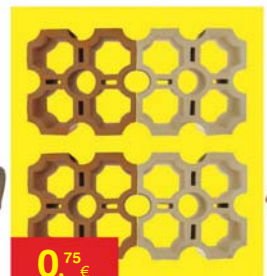
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