

Espagne nouvelle campagne de marketing pour un montant de 9 millions €

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Spanish government will allocate 9 million euros to promote Spain as a tourist destination with campaigns targeting priority markets, under the strategic marketing plan developed by Turespaña and realized through the 33 tourist offices abroad.

The plan aims to "improve the efficiency and the promotion of tourist products in order to increase revenues from tourism, ensure growth and help boost the power of Spain's tourism brand," said the Secretary of State of Tourism, Isabel Borrego.

The National Plan of Tourism (PNIT) will cost from 1,600 to 1,800 million euros until 2016. The fundamental pillars of the Plan are about harnessing the power of the brand Spain, customer focus, management aimed at the retention of mature markets, market unity through the harmonization of legislation, and the promotion of public-private partnerships.

For the conversion of mature destinations, credit lines will remain enabled for the sector's companies (200 million for SMEs; 20 million for young entrepreneurs, 28 million for the program 'Emprendetur I + D + i') and 350,000 euros will be allocated to Spanish tourism quality system.

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