

CANARY ISLANDS PROMOTES ITSELF AS A HIGH-PERFORMANCE DESTINATION WITH THE NEW ‘TRAINING NON STOP’ PLATFORM

* **The website showcases all the advantages of the archipelago as a training location for athletic tourism**
* **This platform, available in seven languages, integrates the offer of all the professional services associated with practising sports on the islands**
* **The initiative includes the sports calendar as an additional tourist attraction of the destination**
* **7.4% of tourists who visit the Canary Islands practise some sport, a very interesting market for their spending capacity**

**Canary Islands, 21 February 2017** – Starting this week, the Canary Islands brand has a communication platform called **‘**[**Training Non Stop**](http://www.trainingnonstop.com/en/)**’** aimed at European clubs, associations, teams and individual athletes to showcase all the **advantages of the archipelago as a place for training in both winter and summer**, thanks in large part to the mildness of its climate all year round and its modern athletic infrastructure and facilities.

This initiative, started by the Ministry of Education, Culture and Sport of the Canarian regional government, aims to **boost athletic tourism** as a market segment of great interest because of its spending capacity.

The new promotional platform, 85% co-financed by the European Regional Development Fund, is already up and running on the Internet with an attractive visual format and is **available in seven languages**, including English and Spanish.

***‘Training non stop’*** is the axis around which this new segmented communication line revolves. In addition to accommodations specialised in sport and facilities designed for these types of activities, it integrates the offer of all the professional services aimed at any type of need that clubs or athletes might have during their stay in the Canary Islands.

The new platform also has a place for the **intense calendar of sporting events** scheduled for the Islands, which will be the subject of additional international promotion for the purpose of making it an additional tourist attraction.

In addition to the website, other promotional initiatives are planned throughout the year aimed at making the archipelago the favourite option of clubs, associations and athletes for their stages, concentrations and athletic ‘holidays’. Some of the actions to be implemented to support its development will be focussed on online campaigns, personalised e-mail communications and attendance at fairs and events.

**Athletic tourism, a winning offer**

Of the tourists who visit the Canary Islands (nearly a million visitors), 7.4% practise some sport. In addition, the different island destinations have successfully consolidated a winning offer in disciplines such as scuba diving, wind and wave sports, golf, sailing, and other outdoor sports like mountain biking and paragliding.

The new platform brings together **as many as 23 sports**, the promotion of which is aimed specifically at a public that, while not necessarily professional athletes, is willing to travel to find the best place to train.

**About the Canary Islands**

The Canary Islands is the place with [*The best climate in the world*](http://www.thebestclimateintheworld.com/) for enjoying exceptional holidays any time of the year. Seven different and unique islands, perfect for disconnecting from your daily routine, recharging your batteries and returning home feeling physically and mentally refreshed. The [beaches](http://www.hellocanaryislands.com/beaches), [volcanic landscapes](http://www.hellocanaryislands.com/energy-awaits-you), lively and hospitable lifestyle and the possibility of choosing from all sorts of outdoor activities, as well as a wide range of quality accommodation and leisure activities, mean that the majority of visitors repeat the experience more than once.

**About Promotur Turismo de Canarias**

Promotur Turismo de Canarias, an entity attached to the Department of Tourism, Culture and Sport of the Regional Government of the Canary Islands, oversees the promotion of the Canary Islands tourism brand. Created in 2005, the main goal of this public company is to study, promote and market the huge tourist offer the Canarian archipelago affords, in conjunction with the other institutions on the islands related to the tourist sector.

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