

CANARY ISLANDS, BEST EUROPEAN DESTINATION IN ATTRACTING FLIGHT ROUTES

* **European airlines award the Canary Islands tourism board's work of improving the connectivity as the best in Europe**
* **The award was announced last night in the capital of Northern Ireland at the ceremony for the Routes Europe Awards, the leading air connectivity event held in Europe**
* **Canary Islands will now vie for the award as the best world destination as Europe's representative**

**Canary Islands, 25 April 2017.** International airlines have awarded the islands' tourism board, Promotur Turismo de Canarias, an entity attached to the region's Ministry for Tourism, Culture and Sport, for the **best management in Europe in attracting flight routes**.The presentation of the prestigious award was announced during the **Routes Europe Awards**, the leading European air connectivity forum, held on Monday, 24 April, in Belfast, the capital of Northern Ireland.

The **numerous new regular routes**, recently inaugurated thanks to the Canarian regional government's Flight Development Fund, the **excellent relationship management with carriers, and the quality of the global promotion of the destination** were the deciding factors in granting this award. Improving air connectivity is one of the missions of Turismo de Canarias, a public enterprise which is responsible for comprehensive management of tourism marketing for the Canary Islands brand.

The news was received with satisfaction by the head of the Ministry of Tourism, Culture and Sport of the Canarian regional government, María Teresa Lorenzo, who saw *“this honour as a spur to continue working in the area of air connectivity, which is essential in the Canary Islands because of the remoteness and geography of the archipelago, not only for tourism but also for the rest of the Canarian economy, which benefits from a high number of connections for its openness to the outside world”.*

According to the regional tourism official, ***“it's not just a question of the greater number of airline seats but of expanding the number of cities and countries with direct connections to the different islands*** *to help promote the diversification, and therefore the sustainability, of the Canarian tourism industry and the islands' economy”.* For Lorenzo, the challenge now is to continue working to support the continuity of the greatest number of routes already operating, as well as the **inauguration of the 24 new connections that have been attracted through a new call for proposals by the Flight Development Fund**.

The **Routes Europe Awards**, which the airlines themselves grant to destinations and airports, **are the most prestigious honours in the airline industry**. Thanks to this event, the European commercial aviation sector has recognised the work Promotur Turismo de Canarias is doing to promote the range of island destinations of the Canary Islands with an award that, in the large airports category, went to Munich.

The announcement of these awards coincides with the main professional forum for airlines held in Europe, which was attended by a delegation from Promotur Turismo de Canarias to promote the opportunities the archipelago offers to airlines as a potential hub for their operations.

The award was accepted by the manager of Promotur Turismo de Canarias, María Méndez, who said that *“this event allows us to deepen our relationships with the different international airlines we habitually work with”.* Méndez did not pass up the opportunity to recognise the ongoing and successful work of the professionals of the connectivity area of Turismo de Canarias, with its director, María Guardiet, at the helm, *“the people mainly deserving of this award”.*

For the head of Promotur Turismo de Canarias, the presence of the Canary Islands in Routes Europe *“is not aimed just at announcing the new round of incentives of the Flight Development Fund but also at collaborating with the carriers so that they see the* ***Canary Islands not only for regular operations but also as a hub”***.

**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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