

MEDIA AWARDS CANARY ISLANDS’ TOURISM PROMOTION

* **The Spanish Advertising Media Association (AMPE) awards two Promotur Turismo de Canarias campaigns with silver**
* **A promotional video of the Canary Islands is chosen as one of the top 100 ideas of 2016 by ‘Actualidad Económica’ magazine**

**The Canary Islands, 25 May 2017 –** The Spanish Advertising Media Association (AMPE) and ‘Actualidad Económica’ magazine have acknowledged the merits of the Canary Islands’ tourism promotion this Wednesday in Madrid, giving awards to two **recent campaigns** **by Promotur Turismo de Canarias**, the entity attached to the Canary Islands’ Regional Ministry for Tourism, Culture and Sport.

The association bringing together the national advertising media has bestowed **two silver awards** on the campaigns ***[Ya es invierno en las Islas Canarias](http://www.turismodecanarias.com/promoturturismocanarias/una-nueva-campana-recuerda-en-nueve-paises-europeos-el-calido-clima-de-canarias-en-invierno/campana_yaesinviernoenlasislascanarias_chico/),*** in the Foreign Advertising category, and [***#StopBlueMonday***](http://www.stopbluemonday.com/en/) in the Digital Media category. The seasoned Spanish magazine ‘Actualidad Económica’ also included the **video** [***Vaho***](https://www.youtube.com/watch?v=vynXO6wRoZs) **as one of the top 100 ideas of 2016 in the business and economy section.**

The AMPE award for the initiative *Ya es invierno en las Islas Canarias,* picked up by Promotur Turismo de Canarias’ manager María Mendez, is the first for this campaign, created last winter for some of the Canary Islands’ most important tourism markets such as the Spanish mainland, Germany and the United Kingdom, among others. **It promoted the** **mild Canarian climate and its record number of sunny days during the winter months**. The campaign even managed to place a huge canvas across the façade of a building on one of the most frequented avenues in the centre of Madrid.

Likewise, both *#StopBlueMonday* and *Vaho* have already accumulated a long list of national and international acknowledgements, in addition to a full line of awards at advertising festivals and competitions in both Europe and America for Promotur Turismo de Canarias’ many other actions and campaigns.

**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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