

Majorca Daily Bulletin

Sunday–Monday, June 21–22 2020

1.20€ · Founded 1962 · N.17248 · Passeig de Mallorca 9 A,
Palma 07011



A SPECIAL TREAT TO THANK FRONT-LINE SPANISH MEDICAL STAFF: SEE PAGES 12–13

SPANISH STATE OF ALARM IS LIFTED!

● Sánchez expresses pride in “what we have achieved together”



Balearics tourism pilot plan has publicity value of 35 million euros

● The Balearic government calculates that the tourism pilot plan for the Balearics has been worth the equivalent of 35 million euros in terms of publicity in the islands’ two principal tourism markets - Germany and the UK.

The ministry for the presidency said on Saturday that the plan has provided a showcase for tourism promotion “without precedent”. This is because of the high level of media interest in the Balearics being the first destination in Spain to receive foreign tourists.

Account has been taken of the amount of space devoted to the Balearics and the pilot plan on front and inside pages of newspapers and specialist tourism/travel publications. There have also been the images of German tourists arriving in Majorca which have been shown on main television channels across

Europe. On the day when the pilot plan was presented in Palma, fifty media outlets from seven countries were accredited. These were from Germany, the UK, France, Italy, the Netherlands, Finland and Spain. The following day, video clips began to be disseminated widely.

The government calculates that there has been a print media reach of 58 million people in Germany and the UK. Only three million of these were in the UK, with the 55 million a reflection of a much greater intensity of media coverage in Germany, which was the focus for the plan. This reach is significantly greater when television and other media are considered, and not just in Germany and the UK.

As far as the national tourism market is concerned, the government says that coverage of the pilot plan has provided an “incalculable” promotion.

Palma.—With the new normal having started at midnight last night, Prime Minister Sánchez said yesterday afternoon that “tomorrow the state of alarm will be lifted, and thanks to this, we have been able to save thousands of lives”. Stressing that “we cannot let our guard down” and that “we remain vulnerable”, the prime minister expressed his pride “for what we have achieved together”.

“It is only just to give prominence to the people who have protected the entire country. I want to thank all those who have been on the front lines - the health professionals, the police, the state security forces, the workers who have never stopped; those who have reinvented themselves to keep our minds alert; those who taken care of our elders; the scientists;



the little ones who have had to endure a negative experience; the elderly who have displayed calmness; the women; all the regional governments; the ministry of health ... and to all citizens for having stayed home. It is an honour to be the prime minister of this country.

“An unknown virus had silently entered our lives. No one knew that we were at the gates of the greatest health shock. It was just the beginning of a nightmare that has been experienced in all countries. The initial

common purpose was to save lives, so I activated the state of alarm. Life had to be stopped in order to contain the virus. We did it, and we did it together. We contained the spread of the virus.”

Noting that the government is preparing a tribute to the victims of the pandemic next month, Sánchez said that there is another, more lasting tribute “that we can pay to those who have been on the front line and those who have lost their lives”.

“This is to lift the country.

Now comes the recovery. This doesn’t consist of restoring an old building. We must rehabilitate the old building of our economy and lay a new foundation that we are working on with Europe.

“We need to recover our economy and at the same time renew it in order to make it more inclusive. Unity has saved thousands and thousands of lives in our country. Unity can save jobs.” And on the EU, the prime minister stated: “This time Europe must save Europe, and not as it was done before. I have no doubt that we are going to do it”.

He concluded: “This will be my final presentation, and I want to end it by thanking you. You have shown understanding and have dealt with the suffering in an exemplary way.”