

Coronavirus crisis - Mijas reactivates its economy



La Cala Resort / Archive.



**JOSÉ CARLOS MARTÍN**  
Councillor for Tourism Mijas (C's)

"I thank all the agents in the tourist sector for getting involved to restart this economic engine of the municipality. Among all of us, we have to row in the same direction, which is none other than recovering from this crisis"



**LORENZO PÉREZ**  
Managing Director of Mijas Golf

"We want the clients to feel totally safe on arrival, and see that we strictly comply with the protection and hygiene measures, and we want them to regain confidence and enjoy our facilities"



**SEAN CORTE-REAL**  
Director La Cala Resort

"We have been open since Monday the 18th, with the golf courses, the spa, the terrace of the Club House and the gallery. The hotel is closed until we know when the borders are going to open. But we are very happy and we are very positive"

# CRASH-PLAN for local tourism

Mijas is working on a brand for Safe Tourism



The Department for Tourism already has the Local Tourism Crash-Plan underway with different initiatives; a dynamic document that is boosted every day with new measures in accordance to the advance of the pandemic. "We have already held a Tourism Sector Board in Mijas with professionals in this field, where we were able to add proposals that they have sent us. Among all of us, we have to row in the same direction, which is none other than to recover from this economic crisis that the virus has left us in, especially as regards this industry which is so vital for the municipality", said councillor **José Carlos Martín**.

The publicity campaign 'Mijas, volver a vivir' (Mijas, back to life again), carried out by the children of the municipality during confinement which is directed, above all, at the national and local public, is already immersed in this crash-plan.

Another of the lines of action in this project includes the Safe Tourism Plan, which, among other initiatives, contemplates the certification of the Mijas coastline with the 'Safe Tourism Certified' seal against COVID-19 on its beaches. "From the local public administration we are going to put all our resources at the service of the neighbours so that no 'Mijeño' is left behind in this horrible situation. From the Department for Tourism, we are going to enhance our seven main segments and we

## MIJAS

### SAFE DESTINATION

#### Safe Tourism Plan

It is a plan by the Department for Tourism that, among other initiatives, contemplates the attainment by the Mijas coastline of the 'Safe Tourism Certified' seal against COVID-19 for its beaches.

#### 'Mijas will live again'

This is one of the advertising campaigns included in the Local Tourism Crash-Plan launched by the local government at the Mijas Town Hall. It is focused, above all, on national and local visitors.

will put in place all the necessary measures to provide security to our tourists so that they can visit us with complete peace of mind", added the councillor.

#### A safe destination

Sun and beach, golf, a typical Andalusian village, crafts, gastronomy, sports, and nature are the main tourist offer in Mijas, which encompasses a wide range of opportunities for all kinds of activities. "Our visitors can enjoy endless options in the municipality and that is one of the great advantages we have: our diversity", said councillor Martín, who concluded by highlighting and thanking "the involvement of all agents in the sector and the citizenship in rebuilding this economic engine of the municipality".



### A city FULL OF ATTRACTIONS AND POSSIBILITIES

- CRAFTS
- GASTRONOMY
- SPORTS
- NATURE
- ANDALUSIAN VILLAGE
- SUN AND BEACH
- GOLF

