



Mijas, at Fitur 2020



A moment during the presentation of the offer of Mijas in Fitur, with the mayor, Josele González; the Tourism Delegate, Nuria Rodríguez, councillors José Carlos Martín and Andrés Ruiz; the director of the Tourism office, Juan Carlos Acevedo and representatives of the companies involved / F.M.R.



The mayor during his presentation of Mijas in Fitur / F.M.R.

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The promotion of the tourist offer of Mijas linked to the golf sector has focused part of the efforts of the Tourism delegation of the Town Hall during its presentation in the 40th edition of Fitur. To make known the virtues of the 12 golf courses distributed throughout the municipality, with the aim of turning Mijas into a reference in the world of sports tourism was the purpose of the promotional video that was presented on Thursday 23rd by the government team before tour operators, the media and assistants to the most important tourist showcase nationwide. "We want to place Mijas where it deserves to be and for it to be the protagonist as regards options for leisure, enjoyment, and sensations for those who visit our municipality", said the mayor, **Josele González** (PSOE). "Together with Marbella and Benahavís we have 70% of the golf courses in Malaga and, therefore, in this fair we wanted to promote a new and different brand through this pro-

Mijas

the perfect stage
for the best swing

The promotion of golf tourism marks the strategy deployed by the Local Council in Fitur

motional video", added the mayor. For his part, the councillor for Tourism, **José Carlos Martín** (Cs), said that "golf is one of those elements that puts an end to seasonality. We have excellent professionals, infrastructure and communications and we want to be the golf destination par excellence". Martín recalled that Mijas

is already working "on the development of a marketing plan with professionals on the Costa del Sol that will lead the municipality have the best golf courses in the world in future".

In the presentation of the Mijas offer, which took place at the Costa del Sol stand, the councillor for Sports, **Andrés Ruiz** (Cs), was also present and he highlighted the relevance of Mijas at the sports level. "Teams from central and northern Europe come to prepare their preseason in Mijas, which has an impact of up to one million euros, as well as a consolidation of the sport that is vital for the growth of our municipality". Ruiz made reference to international sporting events that have been held in the municipality, such as the World Padel Tour, the Cycling Tour of Spain and the Cycling Tour of Andalusia, whose final stage will set off from Mijas on February 23rd.

NEW PROMOTIONAL VIDEO

PLAY GOLF

IN THE BEST CLIMATE IN EUROPE

Mijas presented on Thursday the 23rd in Fitur a new tourist promotion video to publicize the many golf courses that the municipality has to offer, which allow visitors to enjoy this sport throughout the whole year.



TWELVE HOLES WITH COURSES HORIZONS

Asia, América & Europa (La Cala Resort), Los Lagos & Los Olivos (Mijas Golf), Miraflores, La Siesta, Santana Golf, La Noria, Chaparral, Calanova and Cerrado del Águila.

full of living nature. Golf courses created for all levels and sensations, with more than 40 years of history and with experiences in national and international first level competitions.

LIGHT & GOOD WEATHER

Those who dream of playing golf at any time of the year can make their dream come true thanks to complexes and courses that make Mijas a reference in southern Europe.

AGE Concern
Drop In Centres

Mijas Pueblo - Every Thursday 11.00 to 1.00pm at **Julios - Bartolo Gastrobar**
Plaza de la Paz 3 (opposite Drs. Surgery)

La Cala - Every Friday 11.30 to 1.00pm at bar **Peña Flamenca del Sur**
Next to the Post Office and opposite the children's playpark.

BOTH clubs offer a warm welcome weekly get-together, monthly lunch clubs, day trips, social events, our famous "mini-cruise", personal Welfare service and much more.

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Information & Helpline Tel: 652 537 615

E-Mail: info@ageconcernfym.com Web Page: <http://www.ageconcernfym.com>

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Fuengirola, Mijas and Benalmádena
Helping the Over 50's
Help Where Help Is Needed