

INTERVIEW TO JUAN JOSÉ CARDONA (TOURISM COUNCILLOR) CONCERNING THE MOUNTAIN BIKE WORLD CUP:

-Gran Canaria's bet is clear. How do you justify it in view of the Island's promotion?

- Gran Canaria wants to appear as another kind of destination: not only as a sun and beach destination. The Mountain Bike World Cup event, under the International Cyclist Union's supervision, will showcase us, which is one of the best promotions we can do. We will use the Media to broadcast our landscapes and our climate. Gran Canaria's Tourism Sponsoring Committee has spent the last few years working to show this Island as one of possibilities; we don't only have wonderful nature, but also a big capacity to organize world events. This event will contribute to what many of our visitors could opt for- a destination to practise this sport or to enjoy a country where 43% is Biosphere Reserve.

-Is mountain biking an activity, which can offer customers to the Island?

-Without a doubt, these events are good at projecting the Island as a tourist destination. Furthermore, in the case of Gran Canaria, the possibility to carry out these activities in fresh open air, whilst the rest of Europe is snow covered or with a typically continental climate, is a great advantage.

At the same time, the organizers of these events are our best ambassadors to advise friends or other professionals, where to can carry out these kind of initiatives.

Once the competition finishes, sportspeople will enjoy a range of possibilities- their stay will be unforgettable! From top star hotels to great cuisine, Gran Canaria has everything any tourist needs for a modern and assured holiday.