

21.12.2011

Víctor Bañares, Head of the marketing and communication department at Orizonia

1. - What new features and projects will ORIZONIA present at the next edition of FITUR?

ORIZONIA aims to use the enviable showcase provided by FITUR to promote the six lines of business that make this tourism company the leading group regarding vertical integration in Spain. We shall also use the fair to share our know-how and experiences with the other companies who will be attending this key event at IFEMA



In this respect, we shall be presenting a spectacular exhibition space manned by a large number of representatives from all our divisions, ranging from tour operators such as Iberojet, Viva Tours and Orizonia Life (our new experiences brand) to our airline (Orbest), our hotel division (Luabay), our incoming tourism division (Smilo) and, of course, Viajes Iberia and our online brand, Rumbo.

Furthermore, our Chairman, Fernando Conte, will take part in the Tourism Leadership Forum, which is due to be staged within the framework of the fair, co-organised by UNWTO and Excelltur.

2. - We have recently witnessed the transformation of Viajes Iberia into VIBO, a new initiative within the retail segment. What objectives have you set yourselves for this stage in the company's development?

The transformation of our retail division continues with the changes that have already been dictated by the reorientation of our wholesale business and our airline, with a view to achieving two fundamental objectives: to be more efficient and to meet the challenges and demands presented by the consumer of the twenty-first century.

In the case of Viajes Iberia we seek to transform the way in which trips are sold in Spain. We shall be facing this challenge with a new brand, VIBO, but by going beyond mere re-branding. We shall be

transforming all sale and after-sale processes and all the different areas within the division.

In essence, we want our agencies to become veritable 'travel shops' at which our customers can enjoy a series of inspiring value-added experiences with regard to other channels, as well as opting for a multi-channel approach, with the web and the telephone constituting key accessories as opposed to a threat regarding our network of more than 1,000 establishments.

3. - What factors have led you to reinvent some of the business divisions at ORIZONIA? Will we see any further changes within the Group?

Our strong leadership vocation within the industry and the two objectives I mentioned before, namely efficiency and the desire to adapt our products and services to changing demand, have led us to reinvent certain aspects such as Viajes Iberia and our tour operation, which has gone from having sixteen different brands to just six. We have also launched new business lines such as Kaleidoscopio, which operate in the up-and-coming gift box market.

Given that, in our view, none of these challenges has an expiry date, it is almost certain that we shall be reinventing other aspects and launching other new features in the future.

4. - What role should tourism play, in both an economic and an institutional sense, with regard to the country's economic recovery?

Tourism is already playing a very important role in terms of facilitating our economic recovery, as witnessed by its capacity to create employment and its favourable progress within the context of a situation in which other sectors of activity continue to find themselves in free-fall.

In order to consolidate the role that tourism plays as a means of driving the recovery process, it is, nevertheless, essential to secure the cooperation and empathy of our institutions, which means creating a Ministry of Tourism or a powerful State Department, one that seeks to create synergies and is prepared to fight for the industry's interests, which, in the end, are the same as the country's interests. In this sense, measures should be introduced to reduce VAT, harmonise regulations within the travel agency sector and ensure more efficient management of our air space, all based on the implementation of an integral tourism plan.