

Camino de Pasión se abre al turismo holandés

La ruta llega a un acuerdo promocional con el operador KRAS.nl

Redacción

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"Camino de Pasión" in collaboration with Turismo y Deporte de Andalucía, has reached an agreement with the Dutch tourism operator KRAS.nl, for the promotion and commercialization of its product in Holland.

Within this collaboration KRAS.nl will launch a series of itineraries fly&drive for individual clients with stays in establishments of the municipalities of 'Camino de Pasión' that will range from 8 to 15 days of duration, for knowing the municipalities of the route combining it also with visits to the Andalusian capitals. All these products will be available from

starting from the month of May from the website of KRAS.nl, which will develop a microsite with specific information of cultural routes in Andalucía and where different itineraries will be reserved. Additionally this action will be complemented with advertising in the press in the main media of communication in Holland throughout this summer, promoting the packages and the product of interior of Andalucía.

KRAS.nl is one of the most important travel agencies in Holland and which concentrates practically all its business through its website www.kras.nl. The collaboration that will begin in the month of May will be valid throughout the year 2012.

The municipalities of Alcalá la Real, Baena, Cabra, Carmona, Lucena, Osuna, Priego de Córdoba and Puente Genil, integrate this initiative as emblematic localities of the historical and cultural heritage of Andalucía, which within the initiative 'Camino de Pasión' promote their cultural, and anthropological, implementing their offer in what refers to heritage, gastronomy, folklore, traditions, Semana Santa and craftsmanship.