

13 March 2023

María Dolores Corujo  
Minister of Tourism Lanzarote  
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Dear Minister Maria

I am writing to you as I am extremely concerned regarding news articles that have appeared in this weekend's national newspapers and online in the UK. Example below.

<https://www.dailymail.co.uk/news/article-11834451>

The newspaper mentioned you had said that you had heaped praise on Germans as the holiday island tries to reduce its dependence on British tourists and that the German market conformed to its intentions to aim at 'higher-quality' tourism.

You mentioned in the article that 'It's essential to work on the diversification of the sector and the growth of markets like the German market, which adapt to our intentions of aiming at higher-quality tourism and holidaymakers who spend more when they're here and moves us away from mass tourism.'

**Jet2.com** and **Jet2holidays** are the largest UK operator to Lanzarote and have continued to invest heavily and operate year-round from all our 10 UK bases. For S23 and W23/24, a total of **624,729** arriving seats are on sale.

**Jet2holidays** directly contracts with 111 hotels, and 46 Villas in 8 resorts.

The newspaper article could have a hugely detrimental effect on UK tourists choosing Lanzarote for their holidays this year.

I would, therefore, like you to clarify what is meant by 'higher-quality' tourism.

Look forward to hearing from you.

Yours sincerely



**Steve Heapy**

**Chief Executive Officer**

**Jet2.com & Jet2holidays**

Cc Reyes Maroto Illera, Ministry of Industry, Trade and Tourism Spain.  
Rosana Morillo, Secretary of State for Tourism, Spain.  
Héctor Fernández Manchado, CEO Lanzarote Tourist Board.