

New Look Marbella Brand

26/01/2016

Marbella News



Marbella mayor José Bernal, unveiled a new Marbella and slogan ahead of the International Tourism Fair (FITUR) in Madrid this week

“Marbella, a five-star destination” is the slogan that the Town Hall hopes will “enhance the image of the city and promote it to attract more tourism and investment”.

Bernal stressed that with the new image “we intend to enhance and add value to our main attractions – nature, gastronomy, golf, beaches and luxury shopping.”

“They are our stars and our main objective is to generate wealth, jobs and employment for the town and offer the best services to our visitors”.

The mayor said that the slogan “sums up the excellence of our city; the attractions of Marbella, San Pedro Alcantara and Puerto Banus offer 365 days of the year and we have made our town a tourist destination of the first order”.

Bernal said that the new image would be supported by increased investment from the Town Hall.

For the first time in eight years Marbella had its own stand at FITUR, which was used to promote a variety of events and initiatives scheduled for 2016.

Not all approved of the new image, however, several taking to social media to complain that the new logo looked more like a cheap hotel sign than a luxury logo.

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Ref: Planet Marbella - Giles Brown