MARQUÉS DE RISCAL AT HARRODS

Elciego, 12 January 2012

The official inauguration ceremony took place at 6 p.m. on the 12 January and was attended by the Director General of Tourism of the Basque Government, Isabel Muela, and the Director of the Spanish Tourist Office in London, Enrique Ruiz de Lera.

The promotional campaign began on the 31 December last and will be on view throughout the month of January.

The Department of Industry, Innovation, Trade and Tourism of the Basque Government, through Basquetour, the Basque Tourist Agency, and with the collaboration of Turespaña, will promote the Basque Country as a tourist destination throughout the month of January in the famous Harrods department store in London.

This is the second consecutive year that this promotion has been run in one of London’s most visited places, but unlike last year, when the space was shared with Andalusia, this time Euskadi will be the sole featured region in this action. Thus, two of the store’s huge shop windows will be inspired by the Basque region’s ultra-modern architecture, one with a replica of the Bilbao Guggenheim Museum, made using coloured glass, and the other displaying the original model for the Marqués de Riscal wine cellar. And once inside Harrods, visitors will discover various charts showing the three historic provinces of the Basque Country.

The advertising campaign is built around the two window displays inspired by the most representative ultra modern architecture from the Basque Country. One will contain a replica of the Bilbao Guggenheim Museum, made using coloured glass, and the other will display an original model for the Marqués de Riscal wine cellar in Alava. And once inside Harrods, visitors will be able to admire charts showing the three Basque provinces. Over eight million people are expected to pass through Harrods during the month of January. Last year Euskadi shared the windows displays with a tourist promotion of Andalusia, but this time the Basque Country will be the sole region featured.

To complement the actions described above, all the till receipts issued in Harrods during this month will bear the Basque Country logo and a holiday for two people in Euskadi will be offered in a prize draw for buyers. It is estimated that over eight million people will visit the department store in January.

This is undoubtedly an excellent opportunity to firmly establish Euskadi as a holiday destination in England, the second largest source of tourists and one of our top priority markets. In 2011, and with the figures for December not yet published, over 68,000 English tourists visited us, accounting for over 125,000 nights spent in Basque hotels.
About Vinos de los Herederos del Marqués de Riscal

Marqués de Riscal has always been a pioneer company that is a reference in the industry. In 1858 it became the first winemaker in La Rioja to make its wines using Bordeaux methods. In 1972 it became the first winemaker to promote the “Rueda” appellation of origin, where the highly rated white wines are made. And more recently, it officially opened “Ciudad del Vino” (City of Wine) with a building designed by the architect Frank O. Gehry, which is the most avant-garde building to date used by a Spanish wine maker. Marqués de Riscal markets its products in over 100 countries and its wines have been awarded the most acclaimed international prizes, and other awards and mentions in specialised press.

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