

12/09/2016 - 11:07

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The mayor of Benidorm, Toni Pérez and the president of the Delegation of Alicante, César Sánchez, cut the ribbon at Paseo de Levante

Thousands of people cheer the cyclists along the route along the most emblematic streets of the city

The city of Benidorm has become today the perfect showcase to project the internationally Tour of Spain 'La Vuelta', the tourist image of the city itself and the image of Spain in one of the sporting events protagonists of this summer. Paseo de Levante has welcomed today at noon and before the fervor of thousands of cycling fans, residents and tourists, the twentieth stage of 'La Vuelta', has been broadcasting by Teledporte channel . The mayor of Benidorm, Toni Pérez and the president of the Delegation of Alicante, César Sánchez, were responsible for performing the official ribbon,

which took place at noon in Paseo de Levante. Thousands of residents, tourists and cycling enthusiasts brought together at the beach to cheer the participants, led by the Colombian Nairo Quintana of Movistar team, who also received the support of Colombian people resident in Benidorm, who encouraged him with shouts of support and flags of Colombia.

Teledeporte television signal reaches more than 190 countries, Benidorm was present on screen for about 20 minutes. Toni Pérez stated the importance of this stage because it is a showcase for Benidorm. Pérez added that 'Benidorm has managed to show off the wonders of our city, our excellent beaches with aerial images. "Given the international coverage television of the test and its promotional projection showing the most significant and representative elements of the city, like beaches, avenues, the skyline and the natural environment. The mayor stressed that only in Spain La Vuelta has an average of 1.4 million viewers a day, with peaks up to 2 million. At the international level, the audience is higher in countries like Netherlands or Denmark, and Belgium - "one of our most loyal markets" - reaches 50% share, and the presence of journalists from over 25 countries.

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