

Flamenco and tourists, Ryanair is taking off from Malpensa

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Hipster beards and flamenco dancers are in line at the boarding area. There is a piece of today's Europe at Malpensa for the **first flight -to Seville-** that indicates the return (four routes, at the moment) of Ryanair in heath: for the airport this is an investment to stabilize the position on the low cost sector also aiming on the competition (**Ryanair flies from T1**), for Ryanair it is a way to control the North-West quarter of Lombardy, **in addition to the North-East one with Orio al Serio.**

This is also an investment for territorial relationships; the Spanish understood it well and, on the first flight to Seville, invested in communication, with the delegation (operative, not political) of touristic promotion bodies and even with a concert and a show by the flamenco dancer Ursula Lopez, appealing to the attention of reporters and passengers who were waiting at the T1. "We share one sky, our cities today are closer than ever," said **Beatriz Arilla**, tourist body director of the city of Seville, remembering the "120,000 Italians who visited the city in 2014." The monuments of a thousand-year-old history, the lyric poetry, the flamenco and much more. This is another way of investing in the tourism marketing, but have Lombardy and Milan done the same in Seville? It does not seem like it.

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