

Cargest news

Tourism fair & exposition

FITUR 2012 (Madrid)



Once more the 32nd FITUR tourism fair edition, was celebrated at Madrid exhibition center, this fair event its considerate the second main tourism exhibition worldwide.

Cargest stand at the Junta de Andalucía Business Center area was a

successful event. We accomplish our working agenda, meeting individual professional agents and tour operator agencies, also public exposure of all of our product and prelaunch offer. Our Star product presentation was the unify prices "Package Price" for Car hire and first brand golf equipments, **iDRIVE & GOLF!**, also a great success. Due to market's demand of Drive & Golf, Cargest has increase the number of golf sets, the innovation and popularity of this package its beginning to become very rapidly a fantastic and appreciated product money value for its comfortable light travel and the non-damage risk for clients own golf set, plus saving the cost of extra luggage checking.

Such innovation success as a result of the new product launch, made us reflect and value the investment involved on the purchase of more Golf equipment and also the presentation of the new product in the ITB Berlin Fair 2012 held in German, from the 7th to 12th of March, where once again we celebrated the success if not better, compared to FITUR tourism fair result. We have expand trade relations with new partners in the tourism sector.

Ampliando las relaciones comerciales con nuevos socios colaboradores del sector turístico.

ITB BERLIN 2012

On March 7, 2012, in [ITB](#), by admin



Cargest will attend from the 7th to the 11th of March this year edition of ITB Berlin 2012. One of the biggest tourism events in Europe. Our stand within the Andalusian pavilion at Hall 4.2 Stand area 201-A, B, and C, nº 12.

War Prices

We are going through a real trading prices battle, offers and promotions everywhere to achieve customer loyalty and attract new users, creating clients in needs that sometimes border on the absurd and unreason.

The question we should ask is: Who will benefit at the end of it?

Unfortunately it is a little late for some of the companies that have not been able to maintain the pulse of what is already known as one of the largest global crises in the history, for those gone companies, our above question is irrelevant. The truly sadness, is the loss of ethical principles that this service industry which is the biggest treasure that we have in the Costa del Sol, once the crisis is over it will still take us years to recover.

Powerful companies in their battle to increase market share, try not only cheapen the product price with continuous promotion, but with their attitude they damage the cultural ethics of decades that professional Costasoleños through years of hard work have incorporated to our knowledge, like a valid tool that opens doors to a hard competitive market worked over many years, a market that occasionally try other destinations, but eventually returned to our land in search of what no one can snatch: Sun and our friendly nature.

CARGEST
¡Recognition!
Fair reward for its professionalism

Fair play

This phrase "Fair Play" is applicable in terms of Honesty, Professionalism, Ethics, also to companies that draw a line of work and do not vary, following a line without crossing the limits, with if it's raining, or shine; companies that highlight hard work, than new trends as "You get for what you pay for", which it is understandable to certain point...., but what is not acceptable is, charging twice or even three times a petrol service to compensate car rentals low prices offers.

*Reference: Sunday time "Travel / News"
 by: Chris Haslam*

Complete Golf Package and price



Capacity

Five Passengers
Holds Five Golf sets
and Five small Suitcases

Drive & GOLF
One week rental
Car + golf club

50€ per person*

***Based on low season prices**

