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More information on page 56

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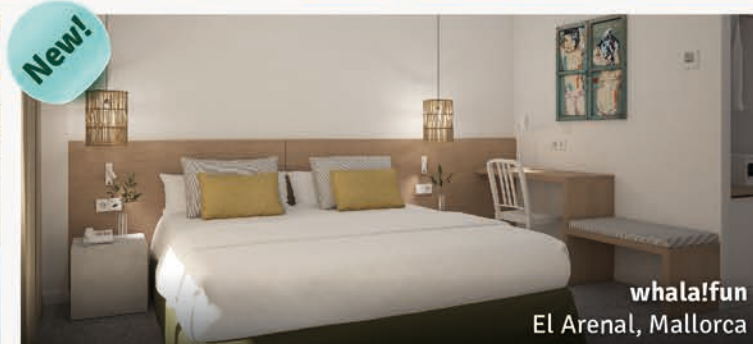
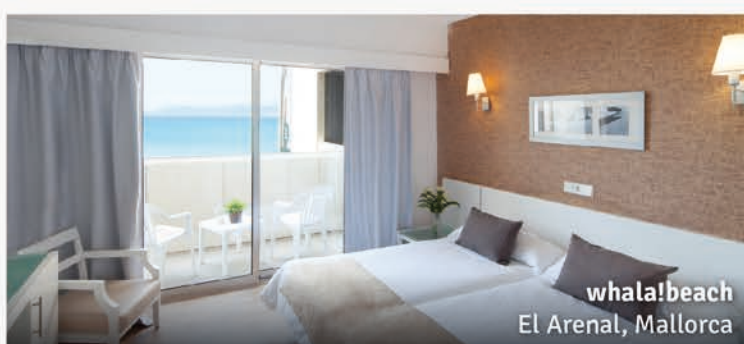


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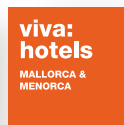
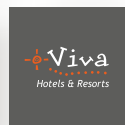
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Editorial

An invitation to escape from your routine

Spain is a much-loved destination which is rated very highly by British tourists. Factors such as the professionalism of its tourist sector, its excellent infrastructure, connections and security, mean that your holidays will go off without a hitch and that they will even exceed your expectations. British tourists are more and more likely to want to enjoy new experiences while on holiday, and Spain is therefore focusing on creating new options for them. Just because a customer is loyal to a certain destination does not mean they have to miss out on the thrill of new experiences.

The Canaries, the Balearics, Catalonia, the Valencian Community and Andalusia, all Spain's coastal regions and islands, are committed to responding to the new trend in demand for 'beach plus' holidays. 'Beach plus' means swimming and sunbathing on the beach as well as partaking in a wide variety of sports, nature, cultural and culinary activities. Everything this new British tourist could ask for. A tourist who is increasingly adventurous when it comes to cuisine or active tourism, but who still wants to enjoy some relaxing time on a beach lying on the white sand and swimming in the turquoise sea.

The country's main cities, Madrid, Barcelona, Malaga, Seville and Valencia are also busy launching their best ideas and proposals for the increasingly in demand city-breaks which give Brits a chance to escape their routines and then return home with some great memories.

The capital of Andalusia, Seville, deserves a special mention this year as ABTA, the Association for British Travel Agents, has chosen it as the venue for its Travel Convention in 2018. The convention will take place in October and some 500 delegates are expected. They will be greeted with a warm welcome from the charming city of Seville, with its delicious tapas, intoxicating scent of oranges and traditional music and dancing.

But Spain is also about innovation, entrepreneurship, new technologies, sporting events and the latest in night-life. Not to mention the endless new options made available every year to continue making its visitors smile – either at the memory or at the thought of planning another visit for the following year.



Today's tourists want to explore and what better place to begin than in a busy street in Spain?

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70

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Spain hopes to close 2017 with a new record number of British visitors

Spain, so near and so full of experiences which guarantee an unforgettable holiday

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Familiarity, security, loyalty, quality... these are just some of the keywords which define the long-standing relationship between British travellers and Spanish destinations. Spain will end 2017 by exceeding the figure of over 17 million visitors from the United Kingdom reached last year, if the trends observed are anything to go by, and will be a definite part of the plans for 2018.



The Canary Islands are one of British tourists' favourite destinations to visit all year round.

Spain continues to be the star destination in Europe; it hopes to reach 80 million visitors over 2017, and to maintain the United Kingdom as its main issuing market of tourists. The figures obtained in the questionnaire on Tourist Frontier Movements (Frontur) published by the **INE (National Statistics Institute)** already show an accumulated 57.3 million international tourists for the first eight months of the year, with a 10% increase over the same period of the previous year. This great success was again mainly due to the British market, with its 13.2 million visitors and a year on year increase of 7.8%. Last year Spain welcomed 17.7 million tourists from the UK, 23.5% of the total number received by the country. As such, Spain received 20.7% of all British tourists, and is their favourite destination, followed by France with 12%.

One of this relationship's main strengths is loyalty. Over 82% of the Britons visiting Spain have already been there before and over 40% have visited Spain 7 times or more. "Another of the keys to Spain's success, which we hope will continue in 2018, is the familiarity, security and quality of the country's infrastructure," said **Javier Piñanes**, tourism consultant at the **Spanish Tourist Office** in London, in an interview with Hosteltur. Piñanes also stressed that "the network of air connections is key to maintaining this strong position."

In September 2017 there were regular flights between 28 British airports and 30 Spanish ones, according to the OAG. The airports which have the best connections with Spain are four London airports (Gatwick, Stansted, Heathrow and Luton) and Manchester, Birmingham, Nottingham (East Midlands) and Bris-



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Visitors from the United Kingdom make up 23% of the total number of people visiting Spain, and Spain welcomes 20.7% of all British tourists - it is the UK's favourite tourist destination



A new type of British tourist, a more independent traveller who is continually presented with new updates at Spanish destinations.

tol. Apart from this, “low-cost airlines have made a significant effort to connect destinations which have not had the chance to offer a direct route to the UK before, such as Santander, Asturias, Santiago de Compostela, Zaragoza etc. This has opened the market up to rural and inland tourism in Spain.”

Changes in consumer behaviour

“The British have become very demanding tourists.” They expect good value for money. The Spanish offering is very wide-ranging, both in terms of products as in channels, and the British feel comfortable buying online. This has resulted in significant growth for on-line agencies and they have maintained this strength, which has only decreased

moderately over the last two years with a slight return to package holidays.” For British tourists, their main holiday, usually during the summer, is their most important, especially for families. “The recession caused some damage, especially when it came to additional trips: weekend breaks, city breaks, trips which parents would take without their children etc. The number of this kind of trips has increased again since recent financial recovery.” According to the latest study by **Mintel** -Holidays to Spain, Feb 2017- 37% of British tourists who have visited Spain over the last five years have done so on some kind of city-break. If we look specifically at London, 58% of the city's residents have enjoyed at least one city-break in our country.

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"The British are increasingly adventurous when it comes to trying the local cuisine and new experiences - a large portion of them now like to combine their beach holiday with other activities," said Piñanes

"This segment has evolved very positively over recent years, as we can see by the fact that, on analysing shorter stays (of one to three nights) we can see an increase of 48.2% from 2011 to 2016."

"The British are increasingly adventurous when it comes to trying the local cuisine and new experiences - a large portion of them now like to combine their beach holiday with other activities." A new term has been coined in the sector; 'beach plus'. It refers to these trips which include relaxing time on the beach alongside the enjoyment of new activities or experiences."

ABTA, the Association of British Travel Agents and Tour Operators, has been reflecting on these trends in their annual report, which shows that city-breaks have become more popular than beach holidays over recent years. In 2017, its figures show that 53% of the population has enjoyed a city-break, and that beach holidays have increased from 38% last year to this year's 41%, a trend which is set to continue in 2018 with 47% of those interviewed planning a beach holiday. People's taste for beach holidays is returning, according to ABTA, and Spain was the most popular destination, even in October, when it maintained the first position it boasted in the middle of the summer, when the Balearic and Canary islands led demand.

A favourite with Tour Operator clients

Both **TUI Group** and **Thomas Cook** still

regard Spain as their top destination, the most desired and valued by their clients.

"Spain as a holiday destination continues to hold first place in terms of popularity with customers across the whole of TUI Group," the tour operator's representatives said in an interview with Hosteltur. In fact, a questionnaire carried out by TUI shows that Spain is also the first option across all markets for the upcoming Easter holidays. Thomas Cook's CEO, **Peter Fankhauser**, explains that "Spain, and especially Mallorca, is the favourite and most important destination. We are very happy with how it has developed over this past year, it continues to be the overall number one destination for our group," and he was very appreciative of the recent investments made in the renovation of hotel facilities.

Tourspain's strategy will centre on products such as active tourism, nature, culture, cities in connection with food and drink and especially, "any which are aimed at the cosmopolitan segment of the market which will undoubtedly contribute to generating better results," to capture new clients, said Piñanes. Looking forward to 2018, the idea is to delve into this 'cosmopolitan' segment in the United Kingdom, so that we can direct promotional activities aimed at this niche in a more precise way. The aim of these activities will be mainly to obtain quality leads which allow us to feed and use a database which will help us to get to know this market better and so secure potential clients more efficiently. ■

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Brexit will not be an obstacle for the flow of British tourists travelling to Spanish destinations. According to the **European Tour Operators Association (ETOA)**, “even with the devaluation of the pound sterling, around 10 percent, Spain continues to be an inexpensive destination. Other factors such as good weather all year round and Spain’s exceptional flight connectivity with other countries, only increase its attractiveness: Spain offers a continuously evolving product for a variety of travellers. This is enhanced by the big local, regional and national organisations that stand out for their great level of professionalism and efficiency”. The association quotes as proof that, although the pound dropped dramatically in June 2016, the number of tourists travelling from the United Kingdom to Spain during that year rose by sixteen percent, while the British outbound tourism market grew a total eight percent.

Furthermore, ETOA states that “once negotiations are over, the worst case scenario would be for UK citizens to be treated similar to those from Visa-Free markets, such as the United States. At some point, but not before 2020, citizens from such markets could be required to obtain a travel authorisation (**ETIAS**). The cost of this authorisation will be minimal, the proposed price at the moment is five Euros, it will last for around three years and it is unlikely to affect the consumer’s final decision. On the other hand, domestic economy is the greatest influencer when it comes to deciding whether or not to travel, and for the time being, the British domestic economy is strong, with a relatively low unemployment rate of 4.5 percent.

TourSpain’s September 2017 execu-

When referring to travel, tour operators believe the impact is under control

The British market will remain a strong origin market for Spain despite Brexit



ETOA points out that even with the devaluation of the pound, Spain continues to be an inexpensive destination.

tive summary for the United Kingdom states that “with reference to the effects of Brexit, the depreciation of the pound following the referendum’s vote to leave, together with a potential loss of consumer confidence, could lead to a negative impact on tourism in Spain. However, this negative impact has not yet manifested itself and looking at numbers registered so far this year, evidence proves quite the contrary”. Up until August, British tourism had grown firmly and was up by 7.8 percent.

For years now, large British travel firms have been developing a strategy to protect their finances from the effects of the UK leaving the EU, so neither the firms themselves, nor

consumers will feel any consequences. At least for now, **Thomas Cook** has stated “We are ready for the different scenarios that may occur, but since nobody really knows what is going to happen, we are going to act according to what we get”. During the high-season, as there are always fluctuations, the firm hedges more or less 80 percent of the purchase value of the British market, which is later paid in Euros; this procedure is the same every year. This means that in the end, Brexit can only affect the value of the currency, and since this is hedged, because it is bought at the time of the calculation, it will never have a negative effect on the firm. Everything else is speculation...” ■

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Tour operators and hoteliers join forces to fight against scams

A large-scale scam of spurious claims is uncovered

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Having lost their case against Thomas Cook, a couple from Liverpool have been sentenced to jail terms after falsely claiming their family, including their two children, had suffered alleged food poisoning during their holidays on the island of Mallorca in 2015 and 2016. It is the first prison sentence but it may not be the last with all the proceedings that have been opened after thousands of suspicious claims.

This summer, during a meeting with hoteliers in Mallorca, Thomas Cook's CEO, **Peter Frankhauser**, already acknowledged the extreme seriousness of this flood of spurious claims for food poisoning that allegedly took place while the firm's customers were on holiday, mainly at all-inclusive hotels in the **Balearic Islands, the Canary Islands and Benidorm**.

Therefore, as well as being the first to take one of its own customers to court over this matter, it has also made a **heavy investment in legal remedies to try and stop this situation**. The group has managed to stop almost 3,000 claims and one of the law firms specialised in these kinds of procedures has even ended up leaving the business. "There is still a lot of work to do, but this is a

promising start", said Frankhauser. In Spain, the *Guardia Civil* (Civil Guard) has dismantled a gang of seven British nationals. It is believed that since 2014 they could have swindled the hotel industry out of 50 million Euros with these kinds of claims in the **Balearic Islands**. Last year in the Canary Islands, this scam amounted to four million Euros, but **CEHAT** (Spanish Confederation of Hotels and

Tourism Accommodation) estimates Spanish destinations have been swindled out of a total 100 million Euros. Alongside police action in Spain, **ABTA**, the Association of British Travel Agents, has also launched an awareness campaign warning its fellow citizens they could face criminal procedures over these kinds of false claims and even end up in jail. This association has also informed them that this scam could lead to holidays being more expensive due to the fact that hotels may increase their prices to cover potential later claims of doubtful credibility.

Other actions are legal procedures that have started to be taken concerning the **modification of the British consumer protection laws** that were 'partial' to these fraudulent activities. Compensation costs and trial costs will be limited in a

bill, so that, in the words of the British Prime Minister, **Theresa May**, "tour operators know that they can defend themselves from these opportunists without having to face high costs".

The number of claims for alleged food poisoning has gone up by 1,400 percent in the last two years according to **TUI UK**; this figure is three times more than the one provided by ABTA acknowledging a 400 percent increase since 2013 with peaks of up to 700 percent. Aware of the magnitude of the problem, the tour operator has decided to **blacklist all customers it suspects of making false sickness claims**, not allowing them to book with the company ever again. The firm is sending them dissuasive letters that seem to be doing the trick. These are the results of the **union of forces between hoteliers and tour**



A first jail sentence and the dismantling of a plot by the *Guardia Civil* in the Balearic Islands confirm the large-scale scam Spanish hoteliers were falling victim to.

operators who have fought together, hand in hand, against this scam that was uncovered by **Hosteltur** a year and a half ago. They are now more prepared than ever before to face the great number of claims expected last summer. ■



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Technology takes to the beach in Spain

The Spanish coast, paradise for British tourists

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Spain is the ideal destination for tourists seeking beach holidays at almost any time of the year, thanks to its excellent climate and moderate temperatures. The Spanish coast is also wide-ranging and varied and has a lot of complementary activities to offer, such as water sports during the day and a vibrant night-life.

The country registered the record figure of 75.6 million tourists in 2016, over 85% of which (64.4 M) visited the country on leisure or holiday trips. The five autonomous communities on the Spanish coast, Catalonia, the Canaries, the Balearics, Andalusia and the Valencian Community, together attracted close to 85% of foreign tourists. The United Kingdom was once again the main issuing market for tourists to Spain, with almost 24% of the total. 90% of these tourists visit coastal and island destinations.

In fact, the sun and the Spanish beaches continue to be the main motivation for most British tourists holidaying in the country; they are attracted by the best climate in Europe and the quality of its beaches, with some of the highest

numbers of blue flags. The diverse activities available, a varied and attractive complementary offering and technology take care of the rest.

Beach clubs

Always an attractive option on the seafront and a trend which is becoming more and more popular in Spain. Beach clubs created by hotels which offer a culinary and leisure experience within exclusive spaces which invite you to unwind and where you can enjoy lunch or dinner, drinks, listen to music and watch the sun set on the horizon. The 10 most recommended beach clubs on travel websites, said to be the most innovative and fun are: 1) Nikki Beach, one of the most emblematic and international; there are three in Spain, one



Cala Conta, in Ibiza, one of the Top 10 beaches in Spain (Photo: Ibiza White).

next to the ME Hotel in Mallorca; one in Ibiza and one in Marbella. 2) One of the most famous meeting places on D'en Bossa beach on the island of Ibiza, is the Ushuaïa Ibiza Beach Club (Ibiza). 3) Le Méridien Ra Beach Hotel & Spa, in Tarragona, inspired by the chic atmosphere on the French coast and Matisse. 4) The Salt Beach Club, in Barcelona, right on the seafront promenade in Barceloneta, an 'urban beach bar' with

a hipster feel to it. 5) Sea Soul Beach Restaurant & Lounge, in Huelva, Iberostar hotel chain's answer to the beach club concept. 6) The Gran Hotel Sol y Mar, Calpe, located on the seafront of Arenal del Bol beach and in front of the Peñón de Ifach. 7) Beach Club Estrella del Mar, Vincci, in Marbella. 8) Surrounded by nature and right in front of the sea on Migjorn beach, the Gecko Beach Club is the perfect place from





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The Atlantic Museum of Lanzarote is now open - the first underwater museum in Spain and Europe

Under the sea...

Every day there are more underwater museums being opened in the world - yes, beach-goers who like to snorkel or dive (regardless of their level) can enjoy seeing an underwater exhibition. This year, the Atlantic Museum of Lanzarote has been opened in the Canary Islands, after sculptures were immersed last year at a depth of 12 metres, on the sea bed of Playa Blanca beach, in Las Coloradas Bay, within the Yaiza municipality. It has thus become the first museum of its kind in Spain and Europe, and adds a further unique element to the Canaries' already varied tourist attractions.

The artwork exhibited belongs to the international artist Jason deCaires Taylor, who has opened other museums of the same type in Cancún, Mexico and in the Bahamas and the Antilles in the Caribbean.

The project's objective is to, with time, increase marine biomass and facilitate reproduction of the species of the Canary Islands in a territory which has been declared a Biosphere Reserve by UNESCO. The underwater display will create a large artificial coral reef, formed by a series of artistic installations made using concrete which has a neutral PH and material which does not affect the seabed or the flora and fauna of the area, as the use of corrosive metals and material which is not sustainable for the sea bed has been avoided.

The sculptures, which occupy 15% of the total surface area of 2500m², recreate different scenes depicted by human figures which have been modelled on and inspired by the residents of Lanzarote themselves in day to day situations, and which invite viewers to reflect or which refer to subjects which are of collective interest such as the relationship between nature and humans or the refugee crisis.



which to enjoy the island of Formentera. 9) THB Ocean Beach Ibiza, in front of San Antonio beach, is one of the most famous beach clubs on the island; its pool is decorated with huge sunbeds located inside and outside the water. 10) El Tangana, in Tarifa, on Valdevaqueros beach, part of the Tangana bungalows complex.

Connected beaches

Spain, a pioneer when it comes to creating intelligent cities and destinations, is now also developing intelligent beaches. The country is well aware that nowadays most travellers want to remain connected during their holidays

and there are already several beaches which have free wifi zones. In fact, some beaches, such as Calvià and Playa de Palma in Mallorca, Barcelona and Punta Umbría in Huelva, have been connected for two or three seasons now. There are quite a few Spanish destinations currently working on becoming intelligent destinations. So far, the first phase has been completed by the Canarian island of El Hierro, Playa de Palma, Haro, Castelldefels, La Gomera and Badajoz, and there will be a second phase extended to Santiago de Compostela, Las Palmas de Gran Canaria, Jaca, Villajoyosa and Axarquía, in Málaga.

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The quality and beauty of the Spanish coast, the great variety of activities it has to offer, an attractive complementary offering and technology, all make this endless sun and sand product truly unique

several initiatives for this summer were based – several new technological developments were launched at beach holiday destinations.

The Town Hall in the Malaga municipality of Fuengirola has launched a pioneering water rescue system at its beaches which uses a drone able to locate a swimmer who is having difficulties via a camera and throw him or her a life-jacket which blows up automatically in just seconds. The Town Hall of Torrevieja in Alicante is planning a similar life guard service, called SalvaDron, which will use un-manned planes which

will attend to people in need of help immediately, before the traditional rescue services arrive.

Vagueoo is the first online platform which delivers food and drink to the beach. This innovative idea is completely unprecedented in the sector of food delivery and is based on cutting-edge technology which locates the client, connects him or her with the nearest point of sale and then delivers their order to their exact location. It launched on the beaches of Alicante and is now extending its services to other Spanish provinces.

Travellers' Choice Awards™ 2017 TripAdvisor's user ranking



La Concha beach in San Sebastian, Guipuzcoa, Basque Country, has this year been voted the best beach in Spain and as such is the winner of the Travellers' Choice™ 2017 Awards, within the TripAdvisor User ranking. It is, as such, the only Spanish beach in the Top 25 Best Beaches in the World, and is the overall sixth best beach in the world. With this worldwide ranking and as the best in Spain, regionally speaking it is now also number one of the 25 best beaches in Europe, a list which also features Playa de Muro, in Mallorca, in tenth position; and Playa de Las Canteras in Gran Canaria, in fourteenth, followed by Las Catedrales, in Ribadeo, Galicia, in fifteenth place.

As for the 10 best Spanish beaches, they are:

- 1) Playa de La Concha, San Sebastián, Guipúzcoa, Basque Country.
- 2) Playa de Ses Illetes, Formentera, Balearic Islands.
- 3) Playa de Muro, Mallorca, Balearic Islands.
- 4) Playa de Las Canteras, Las Palmas de Gran Canaria, Canary Islands.
- 5) Playa de las Catedrales, Ribadeo, Lugo, Galicia.
- 6) Playa de Maspalomas, Gran Canaria, Canary Islands.
- 7) Cala Compte, Ibiza Town, Balearic Islands.
- 8) Playa Bolonia, Tarifa, Cádiz, Andalusia.
- 9) Playa de Alcudia, Puerto de Alcudia, Mallorca, Balearic Islands.
- 10) Lagunas y Playa de El Cotillo, La Oliva, Fuerteventura.



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Maspalomas beach in Gran Canaria, one of the beaches recognised by TripAdvisor users.

High Quality Beaches

Apart from their climate and natural beauty, one of the factors which results in Spain's beaches being so highly rated is their quality – a factor which is certified by specialised national and international organisations.

Their optimum sanitary and environmental conditions as well as the excellent services at Spanish beaches are well known all over the world thanks to the ADEAC (the Association for Environmental and Consumer Education). In 2017 Spain has confirmed the worldwide leadership it has been enjoying for over 30 years with regards to blue flags. It now boasts 684, 579 of which were received in recognition of its beaches, 100 for its marinas and five for its sustainable tourist boats – three for Mallorca and two for Malaga. These figures mean that Spain has achieved 16% of the total number of Blue Flags awarded,

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which in turn means that one in every six flags in the world are being flown on the Spanish coast. The Valencian Community is the region which has achieved the highest number of awards for its beaches (129) followed by Galicia (113), Catalonia (95) and Andalusia (90).

At the same time, the ICTE (The Spanish Institute for Quality Tourism) guarantees their optimum conditions and certifies that they comply with demanding quality criteria, security, rigour and professionalism in the management of and in the services they offer. After a full inspection of any facilities made available for public use, as well as cleaning services and selective rubbish collection, security devices, rescue and first aid services, hygienic and free access to swimming areas, this year 236 Spanish beaches and 19 marine sports facilities have been awarded the Q for Quality flag which now flies in



Las Catedrales, Galicia, always a favourite.

107 municipalities along the coast, with Andalusia (85), the Valencian Community (46), the Region of Murcia (37), the Balearics (18), Galicia (18) and Catalonia (12), amongst the main recipients. ■

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Their offering is comprehensive and includes options for all ages and all types of travellers

The Canaries, a leading destination for family and sports holidays

Travellers are more and more inclined to experience a destination and not limit themselves to contemplating its resources. In this respect, the Canaries is an unbeatable destination in which to enjoy all kinds of experiences. With over 500 beaches, an average year-round temperature of 22 degrees and a wide variety of products and landscapes, it makes it possible for visitors to try all kinds of activities at any time of year. An ideal offering for those travelling as a family, on their own, in a couple or with friends.

Whether it is your first trip to the Canary Islands or you have visited before, this group of islands will not cease to surprise you thanks to its wealth of tourist resources and the variety of the products it has to offer. From beaches, to unique natural areas, and from mountains and volcanoes to sand dunes and exceptional places, which allow you to experience

something different every day. Culture is also very much a part of what the islands have to offer, and there are numerous museums and cultural centres. Its extensive hotel and apartment infrastructure as well as its high-quality tourist services, cannot be overlooked. And of course, it is especially worth noting that this destination is well known as a safe and comfortable one.

Something for everyone

The Canary Islands is a destination which is particularly attractive for family holidays – the atmosphere here is suitable for minors and there are endless choices when it comes to children's activities and entertainment. According to data from the Islas Canarias brand, over four million tourists –including children under the age of 16– travelled to the islands as a family in 2016. The weather, the beaches and the ideal venues for children, as well as the tranquil and relaxing atmosphere, all make this destination one that is highly favoured for family holidays.

The attractions available include zoos, aquariums, botanic gardens, water parks and theme parks. In the Canaries you can ride a camel through sand dunes and set sail in search of whales and other marine species. The sea beds are rich

“

The islands have established themselves as a sports tourism destination for diving, wind and waves sports, golf, sailing, mountain biking and paragliding

and vibrant thanks to the temperature of the water which attracts a wide variety of marine fauna, and, unlike what tends to happen at other destinations, many of the species live around the islands permanently.

The water parks available include Siam Park, in Tenerife, which was voted the best in the world by TripAdvisor Users in 2017, for the fourth year running; Aquapark in Lanzarote; Aqualand in Gran Canaria and Oasis Park in Fuerteventura.

In addition, the new aquarium Poema de Mar will open its doors in a few months time, at the port in Las Palmas de Gran Canaria. The park will house specimens of the islands' most significant species, within a unique space with a spectacular cavern called El Veril. It will also present a wide selection of marine species from all over the planet. The new centre hopes to become a leader in the field of



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The Canary Islands is a destination which is especially attractive to families - it offers endless possibilities in an atmosphere which is suitable for minors.

conservation and spreading awareness on sea and river life.

For families who would like to enjoy hiking or biking, the seven islands have routes available for all levels and ages.

Train somewhere truly unique

The Canary Islands offer added value when it comes to sports holidays, as travellers can practise their favourite discipline at truly unique locations, surrounded by great biodiversity, featuring volcanoes, beaches, cliffs and exuberant landscapes.

No matter whether your own particular sport is practised on land, at sea or in the air, the Canaries are the perfect venue. They have established themselves as a sports tourism destination for diving, wind and waves sports, golf, sailing, mountain biking and paragliding. They also boast their own packed calendar of events, across all different areas, featuring sporting meets and competitions

"The Canary Islands is a destination which is particularly attractive for family holidays - the atmosphere here is suitable for minors and there are endless choices

held at all times of year and including events as prestigious as the Iroman Lanzarote, the Tenerife Walking Festival or the Transgrancanaria Bike.

The islands are amongst the best places in the world when it comes to wind-surfing or surfing. Las Palmas de Gran Canaria is, together with San Sebastián, one of the two Spanish cities to belong to the Worldwide network of Surf Cities, an organisation which has its own surf development strategy as a way in which to generate wealth.

Tenerife also hosted the PWA's Windsurf World Championships in August, for the seventh year running, as it boasts ideal conditions for the event.

The Canaries is also equipped with excellent facilities for high-performance athletes. It has launched a website called www.trainingnonstop.com aimed at European clubs, associations, teams and individual athletes. Available in seven languages, the site details the ad-

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vantages of training on the islands, both in winter and in summer.

Unique cuisine

Gastronomy has become a factor which is gaining value and popularity for the islands. Food and drink options combine international cuisine with traditional Canarian dishes, featuring unique ingredients such as the 'papas' (potatoes) which have such a unique texture due to the volcanic origins of the soil they grow in; fish which have been caught locally – such as the la vieja or the cherme – and or course, bananas, as well as local cheeses and delicious wines.

According to the islands' promotional body, Promotur Turismo de Canarias, visitors to the Canaries stand at the World Travel Market will be able to savour some of their delicacies, as in previous editions of the fair. At the 'zumeria' (juice stand) area of the stand, visitors will be able to try drinks made

"The new aquarium Poema de Mar will open its doors in a few months time, at the port in Las Palmas de Gran Canaria

using fruits which are typical of the islands, and there will also be a wine and cheese tasting corner.

The cleanest skies

Few places in the world can boast skies as clean as the ones over the Canary Islands. In fact, the Canarian sky is internationally renowned for its exceptional conditions for star gazing, a hobby which is becoming increasingly popular. La Palma, Fuerteventura and la Cumbre de Tenerife have been named 'Starlight Reserves', a recognition for areas which are still free from light pollution.

A great variety of constellations can be seen from any of the islands, especially from Las Palmas or Tenerife, where two international astronomy observatories have been built by the IAC, the Astrophysics Institute of the Canary Islands. Both centres offer guided tours so visitors can find out more about how the universe works. ■



The seven Canary Islands boast over 500 beaches, and these are very varied and unique - some even have black sand due to their volcanic origins. Some of the best-known beaches are found in Tenerife.



PR

Hard Rock Hotel Tenerife celebrates its first anniversary

Launched in October 2016, Hard Rock Hotel Tenerife is celebrating its first anniversary on the Canary Island's sunny southern coast of Adeje. Its authentic music-infused experiences immersed in luxury, with all kinds of services and entertainment, have brought a brand new sound to the island.

As the second Hard Rock Hotel in Europe, in collaboration with Palladium Hotel Group, Hard Rock Hotel Tenerife's unprecedented concept has changed tourism on the island forever with a great response from international and local markets.

Hard Rock Hotel Tenerife offers family-friendly and adult-only experiences through its five-star facilities and services, while reflecting the vibrant music environment for which Hard Rock Hotels are known. The property comprises 624 rooms, including 260 suites, which are split across two towers – Oasis and Nirvana – combining contemporary interiors and lavish amenities radiating style and energy. The Rock Royalty Level, located on the 13th, 14th and 15th floors of the Nirvana Tower, houses rock star-worthy suites offering exclusive services such as a private concierge and VIP check-in.

Hard Rock Hotel Tenerife offers family-friendly and adult-only experiences through its five-star facilities and services

State-of-the-art facilities include three pools, a lagoon, three tiered kids clubs, as well as signature Hard Rock facilities including a Rock Spa, Body Rock gym and world famous Rock Shop. Guests have a choice of six restaurants, including tapas restaurant Ali-Olé, modern Asian restaurant Narumi, steakhouse Montauk, buffet Sessions, 3rd Half Sports Bar, and The Beach Club at Hard Rock Hotel Tenerife located on the edge of the lagoon. A further five bars offer opportunities for an aperitif, after-dinner drink, freshly brewed coffee or thirst-quenching cocktail or for some of the best views of the island, rooftop sky lounge bar The Sixteenth, overlooks some of Tenerife's most impressive scenery.

Hard Rock Hotel Tenerife hosts Children of the '80s, the monthly event that has already infiltrated the island with its addictive and characteristic 'old-school'

vibe. Taking place at the lagoon-side open-air stage, with a capacity of 5,000 people, each 'Children of the 80s' party is headlined by a music legend supported by DJ sessions and dazzling entertainers. The music entertainment is complemented by Hard Rock International's priceless collection of music memorabilia, which is displayed prominently throughout the hotel, and the Sound of Your Stay programme of music amenities including in-room guitar jam sessions, streaming playlists available upon check-in, and in-room delivery of vinyl record player.

The hotel offers guests an immersive musical experience, relevant to all generations, with an energising programme of events such as: 'In Heaven', a multi-sensory gastronomy show where each detail is chosen with precision to create a unique dining experience under the stars on the roof terrace at The Sixteenth; Spa Night, a totally different way of enjoying the Rock Spa with cocktails, live DJ, Asian delicacies and 20-minute massages; and Gin Meets Burger, Friday evenings at The Sixteenth serving the best hamburgers

The music entertainment is complemented by Hard Rock International's priceless collection of music memorabilia

and exquisite gin tonics while a specialized DJ spins 1940's rockabilly, combined with the best pin-up ambience and the setting sun providing a sensational backdrop.

And for off-road travellers, Hard Rock Hotel Tenerife offers a brand new way to explore the different corners of the volcanic island of Tenerife. Guests can hire a Jeep Wrangler from the hotel and set off on an adventure across the island following a choice of different 'Change the Way' trails. Tenerife offers a diverse natural environment and these new routes aim to encourage guests to get out and discover an alternative perspective of the Canary Island, from its rugged coastline and laurel forest to the Teide National Park and its volcanic surroundings.



INFORMATION

Hard Rock Hotel Tenerife
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www.hrhtenerife.com

PR

GF VICTORIA, a 5-star Grand Luxury hotel with fun and comfort for all the family

The “jewel in the crown” of GF HOTELES will give you the opportunity to rest, as well as enjoying family fun, in a way not seen before in the hotels of the Canary Islands. The principal offer of GF VICTORIA will be the health and wellness of families, including differentiated areas for each age group so that everyone can experience a unique holiday.

Located on Costa Adeje, in the southern part of Tenerife, the 5 star Gran Luxury hotel GF VICTORIA is scheduled to open on December 20th. This hotel will offer an innovative concept of leisure to provide entertainment and care for all the family. A new concept of entertainment designed in close collaboration with child psychologists and marketing specialists for children. The end result is a hotel with special areas designed for different age groups. Among the many attractions, will be climbing walls for children, seven-meter high slides, as well as the



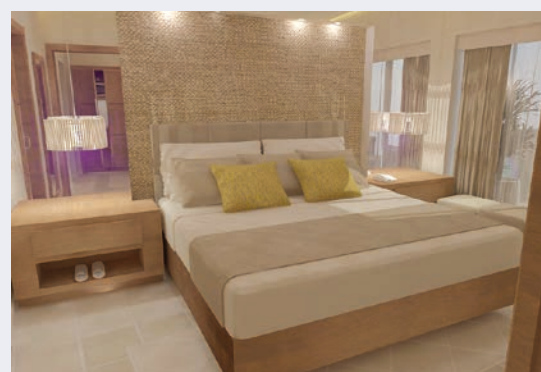
GF VICTORIA will open its doors on December 20th.

possibility of surfing without having to leave the hotel. The goal is to surprise guests with specific leisure options, “it is what sets us apart”, says Victoria López, General Manager of GF Hoteles.

A new way to enjoy free time

The new offering from the company, owned by Grupo Fedola, includes area reserved specially for adults who are searching for tranquillity.

There will be specialised wellness and beauty services, with a spa, pool, naturist area and a place to enjoy oriental relaxation techniques. In fact, one of the hotel’s most attractive points will be the swimming pool on the sixth floor with glass bottom and sides, which overhangs the façade of the hotel. There, guests will feel like they are swimming suspended in mid air



The hotel has 242 suites.

while also enjoying an extraordinary panoramic view of the coastline of Playas de Las Américas, Costa Adeje and La Gomera. The hotel has different areas for swimming including a naturist area on its top floor where those adults who wish to can practice naturism in total privacy. In the children’s area there are four pools and the fun and games are organised by ages, so



The hotel’s location is one of its strengths, just a five-minute walk from Costa Adeje’s beaches.

that children from zero to seventeen can enjoy themselves while also learning how to recycle or look after the natural environment.

Controlled and healthy food

GF VICTORIA offers 242 suites. The smallest one has a bedroom with a bathroom, a spacious lounge also with a bathroom and an area where families can find everything they require to easily deal with small family needs such as infusions, baby bottles, etc. Each suite will

have a terrace overlooking the sea. The hotel also offers a wide range of culinary options, with themed restaurants and an area devoted to healthy living where guests can get advice from nutritionists and enjoy a menu specialising in healthy food, infusions and Detox Smoothies; menus designed to help you lose those extra pounds, or to simply “detox” from everyday life under the supervision of great professionals. Children will also be taught how to eat in a healthy and fun way.



GF VICTORIA has several different bathing areas.

Health and wellness

One of GF VICTORIA’s strengths is its health and wellness offering for families. It offers the latest techniques and treatments for relaxation and wellness as well as for those recovering from injuries, physiotherapy, a special place where new mums can go to recover and learn baby massage techniques, etc. The hotel also has a spa especially designed for families, where adults can go with their children and, in an exclusive area just for them, receive relaxation treatment for hyperactive children who do not sleep very well and learn specialised techniques from professional staff. On the top floor of the main building, Zen gardens will be landscaped and set-up for yoga and pilates.

Sustainable strategies

As in all other hotels belonging to the hotel chain, GF has invested a great deal in environmentally friendly materials making GF VICTORIA one of the most energy-efficient and sustainable tourism buildings in the Canary Islands’. In fact, when the complex opens, ninety percent of all its energy consumption will be provided by renewable energy sources. Among other innovations, it will also have solar thermal collectors, an aerothermal biomass boiler, a cooler with energy recovery and LED lighting. Most of its roofs will also feature innovative solutions such as smart-landscaping that will help to save energy.



GF VICTORIA

Tel.: +34 922 71 66 24
comercial@gfhoteles.com
www.gfvictoria.com

PR

The best leisure options in the world will be represented at the World Travel Market in London

The Canary Islands Stand (North Halls Pavilion. EU1640)

Loro Parque, the best zoo in the world according to TripAdvisor

Loro Parque has been named the **Best Zoo in the World** in TripAdvisor's Traveller's Choice Awards 2017, based on the opinions of independent travellers.

A recognition which has not been given lightly as Loro Parque stands out for presenting its animals in all their beautiful and natural glory, whilst at the same time showing great dedication in their daily care. It is also well known for its subtropical gardens which represent the perfect symbiosis between fauna and flora. Through its foundation – Loro Parque Foundation – it protects animals in their natural habitats and has managed to prevent the extinction of some species of parrot, such as the *Yellow-eared parrot*, the *Lear's macaw* and the *Red-vented cockatoo*. All of the above are now no longer in danger of extinction.

Loro Parque will be at this year's World Travel Market to be held in London from the 6th to the 8th of November and will present its latest news.

Puerto de la Cruz – loroparque.com

Siam Park, the best water park in the world

Siam Park has been named the best in the world four times over. Once again, TripAdvisor has awarded the park first prize based on the comments and evaluations of millions of travellers. An unprecedented achievement which make this attraction a world leader. Travellers



Loro Parque, the best zoo in the world according to TripAdvisor.

rated this park's beauty as well as the experience of riding its **Tower of Power**, and its 28m high slide or the **Singha**, its latest addition, as well as other incredible latest generation rides.

In addition, this summer Siam Park launched an exclusive area featuring Balinese beds where relaxation and a select atmosphere are guaranteed.

Costa de Adeje – siampark.net



Siam Park, the best water park in the world according to TripAdvisor.

HOTEL BOTÁNICO & ORIENTAL SPA GARDEN, elegance and comfort

The 5* Hotel Botánico Gran Lujo ensures the highest quality hotel experience and is a The Leading Hotels of the World member. Located in Puerto de la Cruz, in northern Tenerife, it boasts an extensive collection of paintings by various Canarian artists which endow this hotel with a very



Hotel Botánico, one of the best hotels in Tenerife.

unique atmosphere. As does the Il Papagallo restaurant's spectacular terrace featuring live music every day of the week. The relaxation and beauty options at the exclusive Oriental Spa Garden feature new anti-stress and detox options carried out using aloe vera and ayurveda. The spa also offers beauty treatments with the prestigious Dr Krulig. Treat yourself to an extraordinary holiday in one of the most beautiful places in the north of the island.

Puerto de la Cruz – hotelbotanico.com



Poema del Mar, opening soon.

BRUNELLI's, the best meat with the most spectacular sunsets

Brunelli's continues to establish itself as one of the best restaurants on the island of Tenerife. It offers a

spectacular variety of meats such as the Ávila Rib Steak or the Black Angus sirloin steak, cooked in a very special way. In fact, the oven used at Brunelli's is unique in the Canary Islands, able to caramelize meats at 800° thereby maintaining all their flavour and a juicy texture. The menu is complemented by an excellent wine list, a selection of desserts, attentive service and the chance to watch the sunset from one of the best viewpoints on the island, on the restaurant's spacious terrace. Brunelli's is well known for serving the best meats this side of the Atlantic. In Puerto de la Cruz, northern Tenerife.

Puerto de la Cruz – brunellis.com



Brunelli's, one of the island's best restaurants.

POEMA DEL MAR the long awaited opening approaches

We are just weeks away from the opening of this spectacular attraction, an amazing theme park dedicated to marine life. It is set to be an innovative space which hopes to become one of the Canaries' leading tourist attractions, as well as a centre for the conservation of marine biodiversity and for educating and spreading awareness on marine life. Poema del Mar will present a wide variety of marine species from all over the world, and of course, from the Canary Islands.

Gran Canaria – Poema-del-mar.com

INFORMATION

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PR

A physically active lifestyle for those who choose Costa Adeje

Costa Adeje, the fair-play destination

Costa Adeje offers recreational physical activity programmes, most of which are carried out at unbeatable locations in nature

Its relationship with tourism and sports has turned Costa Adeje into a privileged destination for active and health-conscious tourists. International football clubs, Olympic swimmers, prestigious athletes and many tourists, choose Costa Adeje for its excellent facilities, and its natural areas in which to enjoy sports.



wide network of sports centres to cater to the needs of all ages. It offers everything; from heated pools, gymnasiums and ball sports facilities to the country's highest mountain peak. Not forgetting sailing in the Atlantic Ocean, horse-riding or the exhilarating experience of paragliding. For precision sports lovers, Golf Costa Adeje has been designed to make the most of the terrain's unique natural properties and integrate them into the 18-hole par 72 course. It features six lakes, beautiful sea views, and stone walls which date back to the old banana plantations. The colonial walls and rooms of its club house and its large terraces have been the venue for many important tournaments and other kinds of events. It also has a 9-hole par 33 course, which is shorter but much more technical. Considered to be one of the most modern sports facilities in Europe,

the "Tenerife Top Training (T3)" training centre caters to a wide variety of sports and has its own training campus for everything from beginner to professional levels. Proof of this is the number of swimmers who chose the centre for their training before the recent World Swimming Championships held in Budapest (Hungary). Thirty-eight medallists, thirteen gold, sixteen silver and nine bronze, prepared for this elite competition here. And of course, then there is a wide variety of sports facilities provided by the area's network of hotels. Fair play, the act of competing in a fair and respectful way, and of enjoying taking part regardless of whether you win or not, can be felt in the air in Costa Adeje. Some hotel chains have turned sports into an excuse for holding charity events which attract thousands of participants to the area.

When thinking green means enjoying adventure and nature



For those of you who think that travelling is about being in nature, the Adeje network of nature trails is a perfect option for your next holiday. 80% of the area's territory is protected – it features seven natural areas from its coast to its peaks.

Adeje's volcanic landscape is made up of exceptional-ly beautiful formations. Its cliffs, mountains and valleys are home to magic corners and traditional architecture which dates back hundreds of years and which has become a flawless part of the landscape. Its sustainability resides in its rich and varied natural heritage which visitors can begin enjoying from its coasts which are part of the Special Conservation Zone (ZEC).

Adeje looks to the sea and adventure begins in its waters which are home to a rich variety of marine Atlantic, Mediterranean, Tropical, Subtropical and Macaronesia species. Its marine ecosystems present a significant number of endemic properties. Its coasts feature some interesting species of turtles such as the Loggerhead Sea Turtle and a permanent colony of pilot whales. These whales measure between 6 and 8 metres long and weigh anything from 800

to 3000 kilos, forming social units of 10 to 200 members.

Costa Adeje, with its average year-round temperature of 22 degrees centigrade, boasts a varied selection of activities to be enjoyed in the sea or in the mountains. From its coast, dotted with small bays and beaches, the area rises till the foothills of the Cañadas del Teide, although it does not reach a very steep incline.

One of the great pleasures offered by Adeje is hiking. Its network of hiking routes extends from the coast and winds through the old town where walkers can visit buildings of civil and religious architecture dating from the 16th and 18th Centuries, as well as modern structures such as the award-winning Plaza de España. Then they can stop for refreshments or to savour traditional Canarian and international cuisine. The Barranco del Infierno Nature Reserve is one of the most favoured by visitors, although Adeje is also home to six other natural areas of special interest. Its route begins at 350m above sea level and provides a natural balcony with magnificent views to the south of the island. Advance Booking is essential if you would like to visit, as access is restricted to 300 people.

The Adeje mountain peaks are part of the forest which borders on the Las Cañadas del Teide National Park, the largest protected area in the Canaries and home to the best pine trees and vegetation in Tenerife.

The many sensations nature offers visitors create a personal travel story, a different way to look at reality, especially for those of us with a creative imagination and who like a green way of life.

BI

Sports, nature, cuisine and wellness for your enjoyment all year round

The Balearic Islands want to attract tourists committed to their model of sustainable tourism

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Mallorca, Menorca, Ibiza and Formentera have made a firm commitment to sustainability as a tourism destination. This has been especially the case in recent years with the value enhancement strategy of different resources that have helped to balance out the number of visitors during the different times of the year and by getting these visitors involved in taking care of the islands' valuable natural environment.



Cycle tourism is one of the greatest pleasures to enjoy in the Balearic Islands. Photo Palma 365. Antonio Delarubia.

The United Kingdom is a very important market in the Balearic Islands, and, therefore one of the main markets the region would like to connect with to achieve its objective of enhancing a model of social, economic and environmental sustainable tourism. In 2016, Spain welcomed 15.3 million tourists; 3.6 million of which were British, representing an 8.48 percent rise in market share. The British market continues to be the destination's second most important and accounts for 10.2 percent of the total market share. The number of foreign tourists that visited the Balearic Islands in August 2017 was 2.4 million, representing a 2.6 percent increase; 27.2 percent were from the

United Kingdom. Although figures are not yet available for the whole of the summer season, according to data provided by Ibestat, the Statistical Institute of the Balearic Islands, up until May the British market had grown by 9.18 percent.

The large number of visitors, especially during the peak season has lead authorities in the region to consider the importance of finding a way in which to use both tourism strategies and advertising to better distribute the number of arrivals throughout the year. Hence the development of a large project, **'Better in Winter'**; a project that intends to promote Mallorca, Menorca, Ibiza and Formentera's many attractions during the winter months. Nature, sports, cuisine, culture, local festivals ... a varied offering to savour slowly, in



The 'Better in Winter' campaign has created the new Sports Destination tourism brand to promote sports tourism as an essential element to help make tourism less dependent on the high season (deseasonalise)

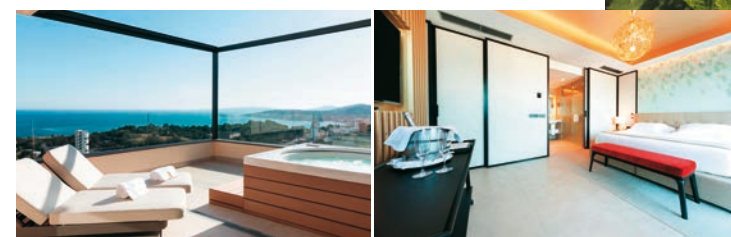
a cool but still mild and sunny climate, also ideal for the organisation of events or conferences of all sizes.

Sports Destination

This is one of the reasons why the 'Better in Winter' campaign, forefront at the Balearic Islands WTM 2017 stand, has created the new Sports Destination brand. Given its great potential on the islands, the region has decided to boost sports tourism as an element to help de-seasonalise tourism. Sports tourism is already the second most popular tourism segment on the islands, surpassed only by sun and sand tourism. The islands are the birthplace of world famous sportswomen and sportsmen such as Rafa Nadal and Jorge Lorenzo, and they have consolidated themselves as the host destination of major sporting events for both professionals and amateurs. This destination's infrastructures and weather conditions are excep-

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tional, especially for cycle tourism, making it one of the top destinations for this sport in Europe. Around 200,000 cycle tourists visit the archipelago every year attracted by the pleasant weather and cycle routes that have continued to be developed and improved over recent years, becoming more convenient and safe. The islands' hotels and complementary offer have also made a great effort to adapt to the needs and preferences of this kind of tourist.

Major events are another key element. The **Palma Marathon** held in October is a perfect example; more than 15,000 runners from 46 different countries, especially Germany, Spain and the UK took part in the marathon's fourteenth edition. People taking part in the marathon stay on the island for an average 5.5

Investments in sustainable tourism hope to compensate for tourism's ecological footprint and improve the natural environment

days, meaning that they come for a lot more than just the competition; both the competition and the destination become immersive experiences. The **Spartan Race Mallorca** is on the list of upcoming challenges and will be held in March 2018. Sports tourism is a type of tourism that allows many hotels to stay open

for longer. It is therefore advantageous for establishments, employees and the complementary offering in the destination. In essence, the Balearic strategy seeks to achieve a more harmonious coexistence between tourists and residents as well as greater employment stability in the hotel industry.

It also seeks to get visitors involved in several issues that go from responsible behaviour to their contribution in important projects thanks to the sustainable tourism tax. In October, the Commission for the promotion of Sustainable Tourism (CITS) selected seventy different projects to be financed with the 64 million Euros collected from the tax in 2017. The president of the Commission and Vice-President of the Balearic Government, **Biel Bar-**



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celó, stressed that with the selected projects “we are accomplishing the goals we set ourselves with the creation of the Sustainable Tourism Tax, especially those related with compensating tourism’s ecological footprint and environment improvement”. He noted that some of the projects have been selected to optimise the management of scarce resources, improving water cycles; restore cultural and historical heritage or diversify economy; and he also mentioned the 7.2 million Euros that will go towards projects that will boost agriculture and improve the agricultural environment.

Nature at its purest

From the sea to its mountains, the natural environment is without a doubt, the islands’ most valuable treasure. Thus, at this edition of the WTM 2017, the **Consell de Mallorca** (Island Council of Mallorca) will use a video presentation promoting the **Serra de Tramuntana**, declared a UNESCO World Heritage Site six years ago, under the category of Cultural Landscape. It is a 360-degree video to be watched on mobiles, wearing virtual reality glasses; it intends to help people understand and enjoy the reasons why this wonderful landscape was declared a World Heritage Site: its natural beauty and the story behind how its inhabitants have made the environment evolve with the use of ‘marges’ (retaining



walls) made out of dry stone, the Dry Stone Route, its hydraulic systems, etc. This cultural and natural resource has also been linked to film tourism and this autumn it was announced that one of the actors from the famous series, Games of Thrones had offered ‘to be the face of Mallorca’ all over the world, especially promoting its local products and the Serra de Tramuntana, and also introducing the island as a great film location.

Another interesting initiative is the **Save Posidonia Project**; a project that has managed to sponsor 83,000 square meters of this marine plant in Formentera. *Posidonia*

contributes to keeping this area’s waters crystal-clear. With a festival held in October, the **Consell de Formentera** (Island Council of Formentera) launched environmental, educational, sporting and cultural activities to help protect this marine plant.

The **Consell de Menorca’s** most innovative environmental project focuses on mobility. At the threshold of its 25 years as a Biosphere Reserve, it has set up charging stations for electric vehicles with free public access for two years. The Council also works in conjunction with Nissan to facilitate the migration from contaminating vehicles to



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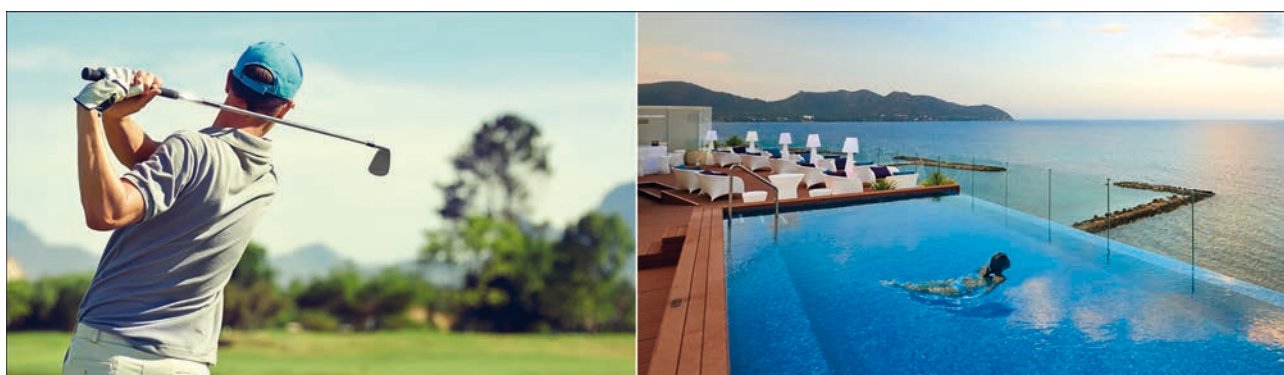
Food and wine tasting tourism are one of the nicest things to do and enjoy during the off-season. Photo: Can Lluç Rural Hotel, in Ibiza.

zero-emission vehicles, and a local startup has launched a car-sharing service with electric vehicles from the Japanese manufacturer. Both the Balearic capital and Ibiza

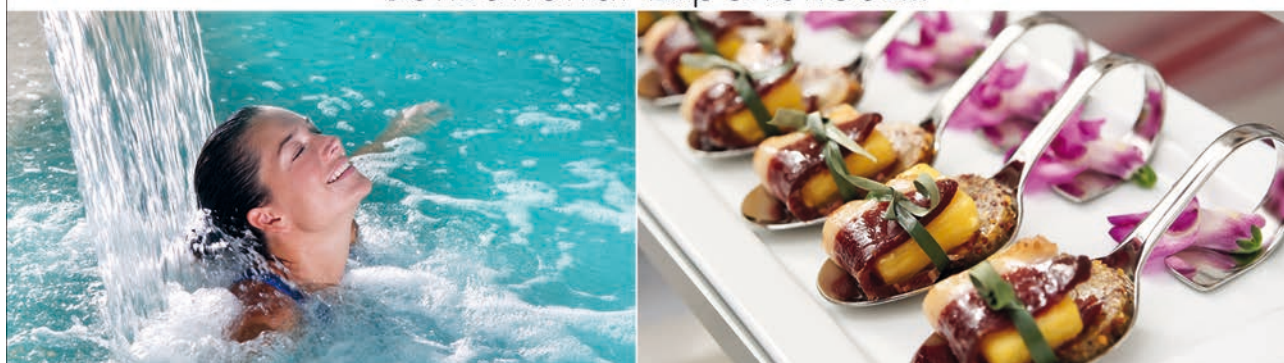
draw attention to local culinary delicacies and to the experience of being able to enjoy them all year round. In the case of the **Town Council of Palma**, the city seeks to internationally

promote its traditional dishes and pastries, as well as its many local restaurants, some of which are run by Michelin star chefs.

At the WTM, as well as inviting you to taste its wines, cheeses and oils, the **Consell de Ibiza** (Island Council of Ibiza) will also give you information on two projects that intend to enhance the value of its resources: **'Ibiza is Wellness'**, that promotes the island as a holistic wellness destination, given its spirit, natural resources and professional therapists; and **'Smallfriendly'**, an initiative that originated in Sant Antoni de Portmany and which intends to promote the charm of a tourism area with small and independent hotels that offer personalised and friendly services, far from the impersonal service of big firms. ■



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Palma, delicious secrets to discover throughout the year

Palma is well known amongst British tourists for its mild climate, sunshine and beautiful sea; in fact, it is these features which have prompted them to choose the island for their summer holidays for many years. However, not many of those tourists have enjoyed the same privileged weather while watching the sunset, savouring an exquisite meal and a fine wine during the calmer months of the year, when the Balearic capital reveals wonderful secrets about its history and traditions.

One of such secrets is its gastronomy, a treasure which, once discovered, is difficult to forget. Palma's cuisine is based on several fundamental pillars: local products, traditional recipes and a wide variety of quality restaurants – some of which boast Michelin-starred chefs.

There are wonderful restaurants all over the city, but there are areas which are particularly well-known culinary districts, such as the trendy neighbourhoods of Santa Catalina and La Lonja. In addition, the city's food and drink can also be experienced through a myriad of specialised shops and markets like the El Olivar, as well as weekly food markets where the farmers themselves present the fruits of their labours.

Gastronomy as a tourist attraction is gaining popularity amongst visitors and can be enjoyed all year round – it is an essential component of any trip, especially during mid to low season when it is easier to book a table in your favourite restaurant



© Fernando Sancho

and you can enjoy a delicious culinary experience coupled with a truly authentic atmosphere.

The cuisine available in Palma includes elaborate dishes made using the freshest ingredients from land and sea, such as the traditional tumbet, frit or arroz brut, and of course sweets and pastries from bakeries and patisseries, such as ensaimadas, rubiols or buñuelos de viento.

The best Mediterranean cuisine can be found in the many restaurants in the old city, or in the popular areas of La Lonja, Santa Catalina, Paseo del Born, Paseo Mallorca or the Paseo Marítimo. It also worth highlighting the kitchens which are renowned for their stellar creations, and which have been awarded Michelin stars, such as those run by Andrián Quetglas, Andreu Genestra and Marc Fosh.

Once you have savoured Palma's food and drink, you will find the



© Juana Ribas

flavours impossible to forget and that you have yet another reason to revisit this city which is at once so welcoming and so full of culture, heritage and tradition.



INFORMATION

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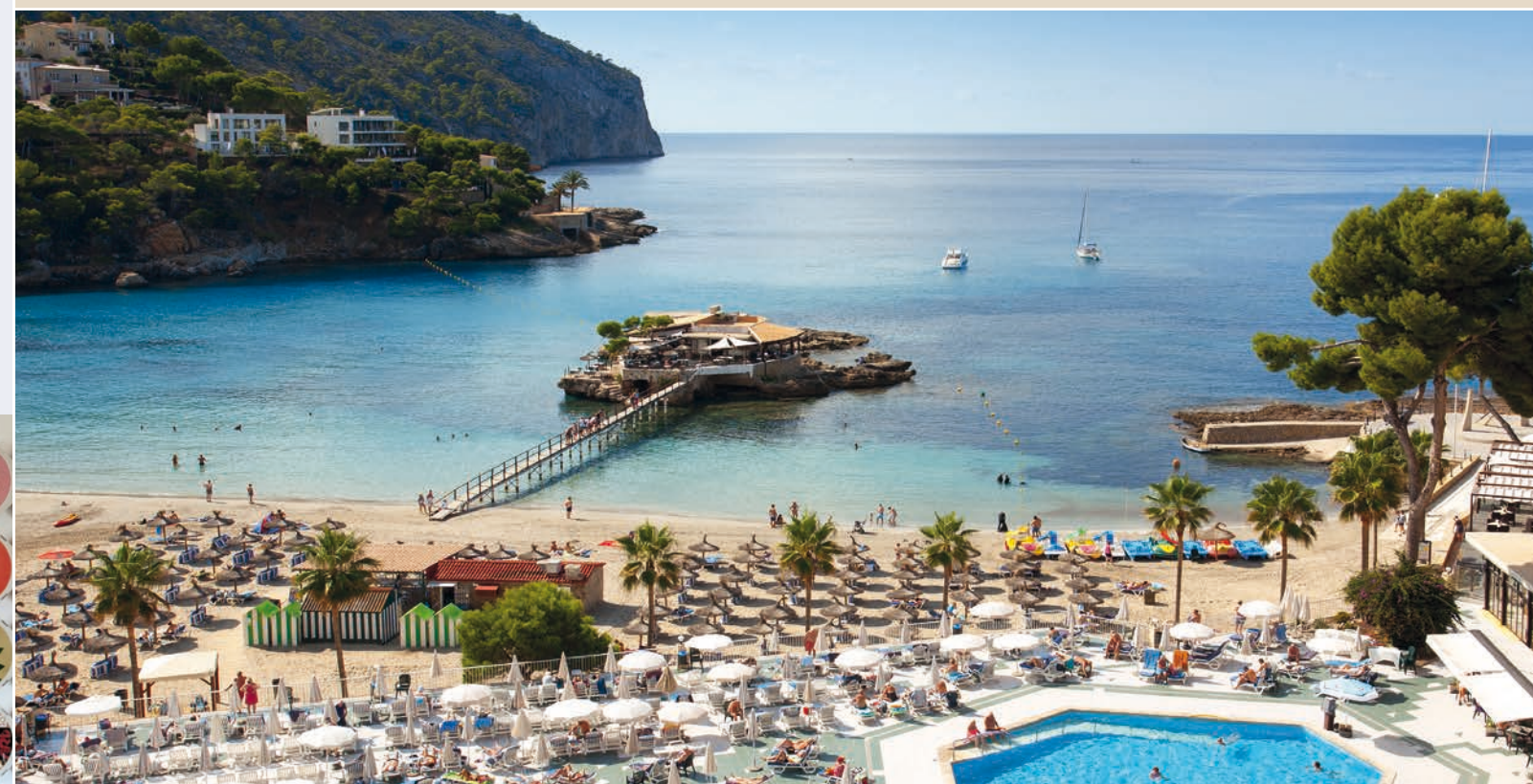


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Alfonso Rodríguez Badal, mayor of Calvià

Calvià is taking great strides towards improved quality

The municipality of Calvià, in Mallorca, which includes tourist destinations as well known as Magaluf, Palmanova, Peguera or Santa Ponça, is already reaping the benefits of its bid to improve the quality of its tourism. It has managed to recover family tourism and reduce youth holidays. It does not want to lose the latter completely, but it does want to achieve a harmonious coexistence between all its clients.

How has the change been implemented?

The process was initiated a few years back, but it is becoming established rapidly. Over 250 million Euros were invested in the renewal of hotel infrastructure, and we now have a new five star hotel – the Zafiro Palmanova. All the refurbishment carried out has been with the intention of increasing quality, but we needed to accompany this with public events, some of which have already taken place and others scheduled for this year, changes in legislation, increased security, and funding support for the businesses around the hotels – in order to transform the destination for good.

A great joint public and private effort. What results are you seeing?

Youth tourism had increased significantly at our destination, but it was a youth tourism which had also been decreasing in quality, which resulted in excessive behaviour and problems. We are correcting this progressively, as we can see from the data published

by the Palmanova-Magaluf Hotels Association – over 70% of occupation this year has been adult or family tourism – youth tourism is falling by 25%, from the 34% of two years ago. In other words, the higher quality is also selecting the type of visitor. We want to continue having youth tourism, but in moderation, so that it can coexist with family tourism.

This has also had an impact on sports tourism...

We are basing our efforts to do away with seasonality on products such as senior, conference and meetings, and especially, sports tourism. Calvià boasts excellent sports facilities, many of which are currently being renewed, such as the sports centres in Santa Ponça and Magaluf. We also have 13 beaches which have been awarded the Q for quality award and which are used as the venue for events such as the recent Peguera Challenge with its over 1000 participants, 90% of which were international. These sporting events really put us on the map as a sports destination, which is very important when it comes to activating the mid to low season.

Have you been successful across all sectors?

Yes, business is improving for shops and restaurants too. We are helping them at the moment, with funding of over 75.000 Euros, so that they feel supported by their town hall in the task of transforming to a higher quality. They have suffered for many years with very limited financial activity, and it wasn't easy for them to invest profits which they didn't have. So we have to help them. We also have to work on legislation as Calvià is de-



manding a change with respect to the all-inclusive segment.

It seems that certain competing destinations are making a comeback. Has this renovation come at just the right time?

Yes, definitely. If we are to compete then we have to do so through the quality of our offering, we cannot compete on price, it would be absurd, it would be a huge step back. We welcome around two million tourists a year and we want to extend the season and increase customer loyalty. Unemployment has dropped significantly in Calvià in months such as February, March, or even November, and this comes hand in hand with increased tourist activity. These numbers are corroborated by the number of hotel rooms available during these months, which are far superior to what they were two years ago.



INFORMATION

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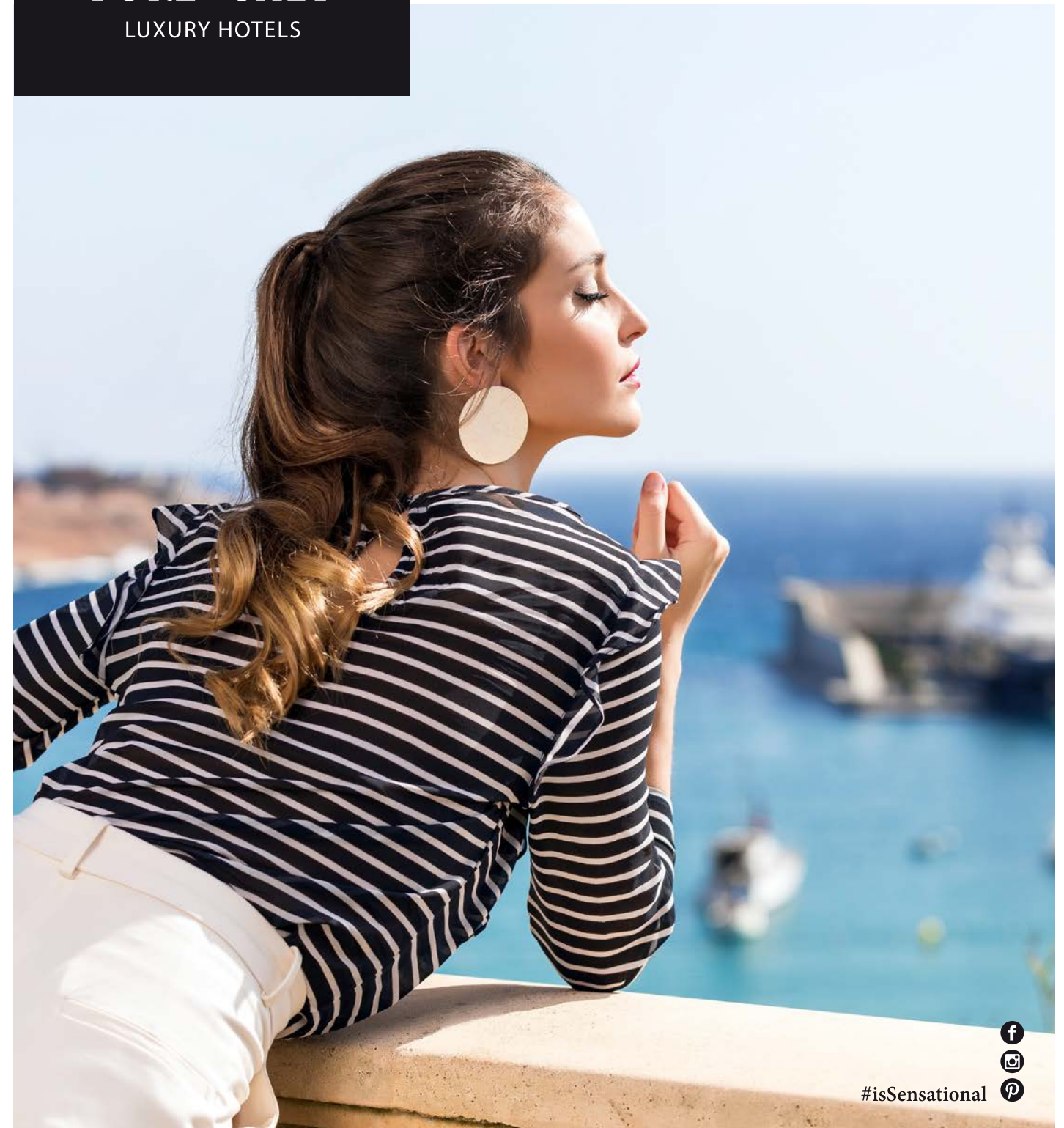
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PR

The islands go for controlled growth

The Balearics, working towards sustainability all year round



The Balearic Islands want to be on the minds of their future visitors 365 days a year – many of these visitors will be repeat customers who are loyal to this wonderful destination which wants to show them the many attractive options it has to offer in the low season under the slogan ‘Better in Winter’. This strategy is part of its great efforts to achieve sustainability via investments, with its visitors actively taking part and in commitment with the international year declared by the UNWTO.

The Balearic Islands are one of the destinations most valued by European tourists and by British tourists in particular. They receive 15 million visitors a year, most are attracted by the mild temperatures and wonderful beaches,

and most are unaware of everything the islands have to offer during the winter months. This is where the Better in Winter campaign comes in – to show Mallorca, Menorca, Ibiza and Formentera in their best light, with their heritage, culture, nature,

sports, gastronomy and popular festivals. To showcase the ideal time during which to visit the islands, far from the summer crowds and so uncover four very different islands. Better in Winter invites you to dive in to a Mediterranean lifestyle and enjoy the moderate climate. Take a walk in the winter sunshine, savour a delicious wine or coffee on an outdoor terrace and discover the tranquillity of these islands. But apart from offering travellers the opportunity to enjoy a different experience, the project is an important step towards the sustainability of the islands’ tourism model, to spread out the number of tourists received during the year and so contribute to further job stability for its employees.

In fact, they have already had positive results, with a marked change observed during the last year, so that the number of tourists increased by 12% from February to May and by 16% between September and November, coming to close to a million more tourists over both periods.

Achieving a sustainable tourism model is, without a doubt, the main priority. ‘We are working towards achieving a balance when it comes to the influx of tourists, and it is a vital balance for the Balearic Islands, for their residents and for the future of tourism on the islands,’ said Biel Barceló, the Vice-president and Tourism Minister for the Balearics.

In fact, this region, which was a pioneer in the 20th Century in the development of the tourism industry, also wants to pioneer the development of a sustainable tourism in the 21st Century. To mark the International Year of Sustainable Tourism for Development, launched by the UN, the Balearic Government has created a strategy for the period 2017–2020 which is based on a model which strives



to achieve inclusive and sustainable economic growth; to reduce poverty and generate well-being; an efficient use of resources; environmental protection, to fight against climate change and achieve territorial equity; cultural values, diversity and heritage; mutual understanding, peace and security. It is very important to include visitors in this great project; they con-

tribute towards it via the Sustainable Tourism tax, the collection of which is allowing for very important developmental improvements to protect the environment and promote a harmonious cohabitation between residents and tourists.

In total, 46 projects have been financed with the collection of said tax in 2016. Of these, 33 were related to the law’s main priority: the protection, preservation, modernisation and recovery of the natural, rural, agricultural and marine environment. Environmental projects represented 23.8 million Euros, 79.4% of the fund amount in 2016 (30 million Euros). In 2017, the CITS (the Commission for the Promotion of Sustainable Tourism) has approved 70 projects which will be financed using the 64 million Euros collected this year.



INFORMATION

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PR

Mallorca wants to attract nature, sports and culture enthusiasts through unforgettable proposals

There are countless attractions Mallorca has to offer British tourists who are willing to explore and enjoy the island, whilst at the same time contributing to its conservation and future. From enjoying sports in the open air, to exploring its wonderful nature and getting to know the culture which is so intertwined with every aspect of Mallorca's most natural identity.

The Consell de Mallorca (Island Council) is focused on optimising its resources to the maximum in order to allow tourists the option of combining nature with sports. This is especially the case when it comes to cycling tourism, a segment it is investing a lot of money in through its roads department, to offer better conditions for those partaking in this sports discipline at a time when demand for it is consistently growing. The island council will present its new roads plan in the United Kingdom whilst also promoting some important sporting events, such as the Mallorca 312, in a bid to continue establishing itself as the leading tourist destination for cycling enthusiasts.



Another great attraction for tourists with an interest in nature is bird-watching. This can be enjoyed all year round and is being promoted in various parts of Mallorca where migratory birds can be spotted at certain times of the year, such as Alcudia, Pollensa, and in the south of the island, in Ses Salines. The above local destinations are promoting



this type of activity and the Consell is also organising some joint activities under the brand name **Mallorca Bird Watching**.

Very relevant to the above is the presentation to be given by Serra de Tramuntana at WTM 2017. The Tramuntana mountain range is a true treasure for hiking and cycling tourism and is well-known all over the world. Thanks to its very special landscape, the mountains make for a sublime cycling route. The Consell will present a stunning 360° video in London which will make nature lovers unable to resist the urge to get to know this unique area of the world, declared a World Heritage site by UNESCO and which boasts cultural elements with many points of interest along the routes.

The Serra de Tramuntana is home to so much more than just nature's wonders. The routes flanked by ancient dry-stone walls are one of the aspects the UN valued so highly for

its declaration of the area within the Cultural Heritage category, as they represent man's intervention in the mountains. These walls show the respect shown to the area by humans over the years – they are made entirely of stones and were used to create terraces on which to grow ol-



ive trees, turning the mountain into a place on which to plant seeds, harvest crops and live in the wonderful villages which have grown on its slopes.

The figure of Archduke Lluís Salvador is also very closely linked to the mountains and his history and contribution to the area are yet another motive to visit the Serra de Tramuntana. Another important figure which is undeniably linked to the island is the British writer Robert Graves. Graves lived in Mallorca for a long time and wrote about it in his extraordinary literary works. The house he lived in, in the beautiful village of Deia, from 1929, and in which he died, is perfectly preserved and open to visitors.

Mallorca also wants to highlight its prestige and fame as a destination with a renovation which would allow for the coordination of all the work carried out across different municipalities with regards to tourist information. It plans to do this under the umbrella of the highly valued brand 'Mallorca, an island in which to dream...'



Cosme Bonet: “We want to attract respectful tourists”

The Consell de Mallorca wants to promote the island's natural and cultural wealth by bringing British tourists new formulas to enjoy whilst also contributing to the island's preservation for the future.

“Tourists who are respectful of the land they are visiting and of its culture; tourists who provide added value; who are not satisfied with just seeing their accommodation and not leaving their resort, but who want to explore and come back again,” that is the kind of tourists the island wants to attract, explained Cosme Bonet, the minister for Economy and Public Finance. These visitors “have a certain spending power, and will appreciate the amount of things available for them to do here in February, March and April. They are tourists who are likely to come back, to bring their family, and they are aware that if they want to continue visiting the island and if they want their children to be able to enjoy Mallorca one day, they need to contribute to its preservation.”

The island wants to show these tourists the valuable legacy of the Tramuntana mountains, over and above its fantastic natural wealth, with its cultural legacy, the main example of which are the Rutas de la Pedra en Sec (the dry-stone wall routes), which portray the perfect harmony between man and nature which the “UNESCO valued so highly when it declared the area a World Heritage Site.” In relation to the above, the historical figure of the Archduke Lluís Salvador is one which the Consell is looking to promote. As is Robert Graves. “It is a huge privilege that the acclaimed British writer Robert Graves lived in Mallorca and wrote some of his great works on our island,” - yet another valuable reason to visit.

PR

The island was declared a Biosphere Reserve in 1993

Energy changes and sustainable mobility, two immediate objectives for the island of MENORCA

How do you combine tourism with being a leading example of sustainability in Europe

Menorca's Island Council has declared war on CO2 emissions and wants the island's economic activity, which is mostly of a tourist nature, to be an example of sustainability for Europe. It wants to change the way it consumes energy, and this is a strategic aim, not only because it will help with the conservation of the environment and to promote its population's well-being, but also because it will help to promote Menorca within the tourist industry.

Menorca was declared a Biosphere Reserve by the UNESCO in 1993, and this declaration was based on the need to preserve the great diversity of natural systems which coexist on such a small island, its wealth of endemic species, the vitality of its rural scenery – inhabited and created by people for centuries – and its unique historical and cultural heritage.

As such, the aim is to guarantee that the landscape is managed and transformed in a sensible and sustainable way, making it possible for such rich natural surroundings to live alongside human activity. The latter in Menorca is fundamentally based on tourism, but also includes farming and cattle-rearing, as well as the jewellery and footwear industries.

The great challenge faced by a Biosphere Reserve which is also a hub for tourist and industrial activity is finding the perfect balance and achieving sustainability

The traditional way in which the Menorcan people have used the island's natural resources and the way in which they have transformed its landscape into a mosaic of forests and pastures surrounded by an incredible framework of traditional dry stone walls, has maintained a high level of biodiversity on the island. Menorca's Mediterranean climate, geology, privileged location and insular nature, together with human activity which has, for the most part, been respectful, has created the ecosystems we know today.

On course towards an energy revolution

Menorca now wants to become an example of sustainability for the rest of Europe and the Island Council has de-

clared war on CO2 emissions. To eliminate the negative effect caused by the emissions of thousands of rent a cars, especially during the summer, Menorca has decided to back electronic vehicles. More than 10 charging points have already been installed in different towns and many more will be installed in the near future – in fact over the next two years, the island hopes to have up to 200 charging points available to use free of charge.

The objectives are two-fold: to introduce electronic mobility on the island, whilst at the same time promoting public transport, and to facilitate a change in the current energy model to one based on renewable energy and the gradual replacement of the most contaminating energy-generating systems.

Renewable energy production in Menorca is currently limited to 1.8% in the form of solar panels and 1.2% in the form of wind turbines, figures which are set to rise over the next few years.

An island which loves a slow life

Those who are familiar with Menorca

“

Menorca is not for you if you are in a hurry or if you think that watching the sunset is a waste of time. Here simplicity and authenticity are essential and the scenery and nature are part of this

know that the Menorcan people live life in their own particular way. In a slow way. There is time to stop and watch the clouds sail by and wonder whether it will rain or not, or to consider whether it will be windy tomorrow according to the colour of the sunset.

On an island which is accustomed to living according to its own timings, where the landscape is not just a decoration but part and soul of its inhabitants, there can be no rush or artifice. Here authenticity and nature are intrinsic both to the Menorcan character and to the way in which they welcome guests; by sharing their local festivities, their food and drink, and their rich culture and heritage. Everything the island offers visitors is simple and authentic. Its gastronomy is based on the seasons and on fresh local produce, and its confectionery recalls the island's varied cultural inheritance. For centuries Menorca has learnt and perfected the art of hospitality and simplicity. Here, loving and respecting nature and the environment are not seen as an obligation, but rather as part of a way of existing here in the world.



Family Moments, Santa Eulària's seal for families



The municipality of Santa Eulària des Riu is a popular tourist destination on Ibiza, and a corner of the island that, over the years, has preserved its essence, its tranquility and its charm. It has opted for a brand of tourism that is respectful of the environment, while honouring local roots and traditions.

Santa Eulària is an ideal place to visit with the whole family. Significantly, in 2012, UNICEF designated it as a Child-Friendly City. The Santa Eulària beach is also the first non-smoking beach in the Balearic Islands. It is also universally accessible in accordance with ISO 170001 specifications, an amenity it shares with Cala Llonga beach. Its municipal institutions have a proven record of sustainable development and several of the municipality's beaches have been awarded certificates of environmental management. Special attention is invested in recycling, the selective disposal of waste, energy efficiency, water management and the reduction of noise and air pollution, among numerous other initiatives aimed at conserving and indeed upgrading the environment.



all ages and allows locals and visitors alike to stroll through Santa Eulària's main enclaves. The consistory traditionally organizes a wide range of cultural and sports events, especially appropriate for families. One of the most popular of these celebrations is the Barruguet Festival of Children's Theatre, an annual fixture held during the last weekend in May. Its aim is to bring performing arts to the whole family. Many of the plays are non-scripted so that audiences of all nationalities can enjoy them. A large part of the municipality's private sector, hand in hand with its public institutions, has invested energy in enhancing Santa Eulària's profile as the island's premier holiday destination for families. Beyond this general initiative, however, the need to objectively guarantee the suitability of our municipality as a family-friendly destination has given rise to *FamilyMoments*. This trademark identifies our municipality as a family tourist resort and also serves to broadcast Santa Eulària's rich potential in regard to its beaches, its cultural heritage, its well-kept image, its gastronomic offer, its magic, its quality of life and the rewarding experience that all of this guarantees visitors.

The aim of the whole project is to show that the island of Ibiza is a welcoming place for many different kinds of tourists, being families one of the most important key markets.

What is Family Moments?

FamilyMoments is a touristic seal created to distinguish both the municipality of Santa Eulària des Riu and a large portion of its private sector as a place that is ideally prepared to cater to the needs of the family tourism sector.

FamilyMoments is the natural culmination of the municipality's long, ongoing tendency to cater to families. It represents an official guarantee to the families who visit Santa Eulària that they will find everything they need to have a perfect family holiday.

The seal distinguishes a variety of businesses – from hotels to restaurants to purveyors of recreation – and vouches for their commitment to provide family-oriented services. The seal also guarantees that the municipality's main public spaces will fulfill the needs and specific requirements of the family tourism sector.

Santa Eulària des Riu is the first municipality in the Balearic Islands to implement a family tourism seal.



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ABTA chooses Seville for The Travel Convention 2018

Once again Andalusia surprises and charms visitors attending large-scale events in the region

Ángeles Vargas
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British tourists are still the main market for Andalusian destinations. Hotel establishments in Andalusia welcomed 1.063,943 travellers from the United Kingdom between January and August 2017, 2.1% more than during the same period in 2016. These travellers enjoyed 4.920,959 overnight stays, 0.2% more, with an average stay of 4.63 days.

The UK is the main international issuing market for the region, with 7.2 million hotel stays last year and represents 26.1% of the total foreign overnight stays in the community. Close to three million British nationals visited Andalusia last year, an increase of nearly 16%, the highest in the last six years. Andalusia is very fashionable in the United Kingdom, thanks in great part to its climate (37.9%) and the monuments that can be visited (26.2%), as well as to a growing interest in nature and rural tourism.

In addition, Andalusia will begin reinforcing its promotion as a cultural destination at the WTM, focusing on three main products: 'Tus Raíces' ('Your roots') is aimed at travellers who have a historic connection to the community; 'Huella Universal' ('Universal footprint') is based on the regional resources recognised by UNESCO; chronicles of the 'Año Murillo' (the year dedicated to famous artist Murillo) and the 500th Anniversary of the first ever global circumnavigation(1519-2019).



Seville will work its magic on the delegates attending the annual ABTA convention in 2018, as the chosen venue for this prestigious event.

Chosen as the venue for the ABTA Travel Convention 2018

The British Travel Agents' Association, **ABTA**, has announced that Seville is their chosen venue for their annual convention in 2018, which will once again be held in October, and will be attended by around 500 people. The Travel Convention will be held at the convention centre at the Barceló Sevilla Renacimiento hotel, and the new Eurostars Torre Seville will accommodate some of its delegates.

The announcement was made by ABTA's President, Noel Josephides, during the 2017 convention held at Ponta Delgada in the Azores, who added, "I am delighted that the wonderful city of Seville has kindly offered to host the 2018 Travel Convention. There is no doubt that Seville, and the whole region of Andalusia, will continue to grow in popularity. With its combi-

nation of old-world glamour and sophistication, incredible history and contemporary art, music, food and fashion, the city and its surroundings offer all that today's tourists are seeking, and the Convention will provide a great opportunity to remind travel professionals of all that Seville has to offer. I know that delegates will be very warmly welcomed by the local Sevillanos and all the Andalusian people."

Andalusia - Turismo Andaluz; Spanish Tourist Office/Tourspain; Seville Provincial Tourism Board and Seville City Hall will be the host partners for the Convention. **Javier Piñanes**, the director of the Spanish Tourist Office in London, said: "Tourspain and the Spanish Tourist Office are delighted, as on many previous occasions, to welcome ABTA delegates back to Spain and especially to Seville in October 2018". ■

Córdoba, a different flavour around every corner

Visiting Córdoba is a great pleasure for everyone who does so. A city that has been filmed, sketched and painted thousands of times and in countless different ways. Córdoba is many cities in one, as many cities as the number of eyes that contemplate it and as many as the number of visitors who discover it.

It could be presented as a large pantry filled with different tastes and aromas. The perfect starting point for a walk around this Cordoban larder starts with the basic ingredient used in every dish, good extra virgin olive oil from any of province's *Denominaciones de Origen* (*Designation of Origin*): Montoro-Adamuz, Baena, Lucena or Priego de Córdoba

With this ingredient already on the table, there is no Cordoban cuisine without Ham from the Los Pedroches DO, without the traditional taste of raw materials cultivated in the province – garlic, oranges, chickpeas and cheese – and without the wines and vinegars from the Montilla-Moriles DOP, the indispensable seasoning and complement.

And to top it all off, dessert, the sweetest side of Córdoba, made with products found when following the Quince



and the Honey and the *Mantecado* and the Anise Sweet routes that pass through the towns of Rute, Honra-chuelos, Montoro and Puente Genil. Promoting the quality of Cordoban agri-food products, making them known and encouraging their consumption is a priority for the Provincial Deputation of Córdoba, and this is why the Provincial Tourism Board supports all initiatives that will help boost the industry implementing special campaigns and by working hand in hand with the *Denominaciones de Origen* to promote these products and gastronomic routes.

Once visitors have tasted and enjoyed the flavours of the land, we then proudly show them to our patios, invit-

ing and quite retreats for contemplation. It is not only the Cordoban capital that enjoys this luxury, the province's villages also boast beautiful sites that arouse the curiosity of visitors and that are being discovered by people from all over the world.

Each village, with its special features, invites tourists to lose themselves and to discover its people and traditions; to enjoy what sets it apart and to learn about its history and heritage. This is the Provincial Tourism Board's main task, to expose all of its nook and crannies to its visitors; we are fully aware that marketing must continue and that our challenge is to increase the visibility of Córdoba and the whole province and that we must turn its great potential into real visits and overnight stays. We are committed to implementing strategies that will help improve tourism numbers.



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Hotels with their own Water Parks and custom-made proposals for all ages and in different languages. The hotel chain provides a wide range of surprising, participatory and fun activities for children and adults, with sports and dance as the star attractions.

The perfect location of the hotels, right on the beachfront and their proximity to highly interesting tourism sites, make Senator Hotels & Resorts' establishments the 'best buy' for a perfect holiday. And taking good care of every detail, one mustn't forget to mention like their exceptional cuisine, with innovative buffets, show cooking and absolutely everything and much more to delight the little ones and the most refined taste buds; here one can also take the opportunity to taste local dishes and enjoy the freshest products available.

Especially designed for relaxation and fun for all the family are its themed hotels for children, where, while parents enjoy their well-deserved moments of peace and quiet, the little ones and teenagers will have a great time, sliding, laughing



and playing in the swimming pools and taking part in the Mini Club, Junior Club and Teen Club activities.

For children to fully enjoy themselves, all of Senator's holiday hotels have swimming pools with large spiral slides. In some cases, they have their own water parks, for example: Playa Cartaya Spa Hotel has multi-track ramps for races; a slide with incredible twists and turns; a decent into a vortex whirlpool for those looking for a real adrenaline rush; and a fully equipped splash zone where parents can rest assured and relax in the hammock and Jacuzzi area thanks to our guarantee of complete safety.

Family rooms and exclusive offers add to a perfect experience because activities are designed specifically for children depending on their



age; some of these activities include having dinner with friends or even taking part in night-time Gymkhanas. They will go back home with unforgettable memories of their days and nights spent at Senator.

INFORMATION

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GRANADA CARD allows you to discover great hidden gems within the city of Granada

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Both GRANADA CARD PLUS (5 days) and GRANADA CARD BASIC (3 days) are cheaper than visiting all the monuments separately. Moreover, they give direct access to the main monuments of the Christian, Renaissance and Baroque city tours (Alhambra, Cathedral, Royal Chapel, Monastery of Cartuja, Monastery of San Jerónimo, Science Park Museum, Abbey of Sacromonte, Cuarto Real, House of Zafra and CajaGranada Museum). It also includes city bus trips and one ride with the tourist train Granada City Tour.

Friday

On Friday we will visit the **Science Park Museum** and its interesting permanent and temporary exhibitions. It also offers a wide variety of activities as well as a visit to a planetarium and a beautiful butterfly garden for both children and adults. Nearby the Park is the **CajaGranada Museum**, which is also included in the GRANADA CARD. This museum offers a whole new experience in museums, as well as a set of audiovisual and interactive media that offers several possibilities to discover the past of Andalusia. In the afternoon, we will visit both San Jerónimo Monastery and Cartuja Monastery, the best examples of Granada's Renaissance and Baroque art. After a long cultural journey through history, you will need a refreshing glass of wine or a beer with the famous tapas while you decide what to taste of the typical cuisine of Granada.

Saturday

On Saturday morning we will travel in



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time visiting the **Alhambra**, a monument which has its most remarkable moments with the Nasrid monarchy and the reign of Charles V, between the 13th and 16th centuries. The Complex is formed by a defensive part, called the Alcazaba; the famous Nasrid Palaces and the Generalife gardens. It will be effortless to organize the visits by using the city bus trips included in the GRANADA CARD; and if you also use the tourist train ride you will easily reach all the monuments. We will also visit the Cathedral, located in the city center and considered the first Renaissance church in Spain. Next to the Cathedral we will find the Royal Chapel, tomb of the Catholic Monarchs. Our GRANADA CARD gives us free direct access of these monuments, so that we will have enough time to get lost in its streets which

are nearby and full of charming shops where you will find the best souvenirs. You will easily locate the magical nightlife with environments for all preferences and ages.

Sunday

On Sunday, we will visit the arab quarter declared World Heritage site by the UNESCO: the Albaicín. This is a beautiful quarter full of monuments, viewpoints and narrow winding streets of its Medieval Moorish past. Here we can visit the wonderful Casa de Zafra, have a walk around the Sacromonte quarter to enjoy the beautiful landscape and the lime facade caves. In the Sacromonte you will discover the gypsy zambras, where flamenco shows take place during the long and magic nights.

Walking through the Albaicín we can enjoy the spectacular sunset from the different viewpoints that mark this quarter. The most well-known is San Nicolás viewpoint, described by President Clinton as "the most beautiful sunset in the world".

The best you can do to say goodbye to the city is to visit the old Jewish quarter called Realejo, and the Queen Aixa's palace: the Cuarto Real. This recently opened monument shows a magnificent Arab qubba, which reminds us the ones in the Alhambra. The perfect end for an unforgettable weekend.



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The preferred destination for golf

In Spain you can be playing golf on a cliff in front of the sea and then change to another course within half an hour which is in a completely different setting – this is one of the many advantages available for those who travel to this country to enjoy this sport.

Spain is the world's leading destination for golf tourism for the more than 2,200 tour operators which make up the IAGTO (International Association of Golf Tour Operators). It attracts over half a million tourists a year and is followed in the ranking by Portugal, Ireland and Scotland. There are many reasons why Spain leads the way when it comes to golf destinations, including: the variety of its courses; its weather which allows for all year round play in some regions, and its extensive experience welcoming tourists from the sector and attending to their particular needs and requirements.

In northern parts of the country golf courses are true carpets of vivid green, while in the south they stand out for their spaciousness and variety. In the

“The region with the most golf courses is Andalusia, with 102, and these were visited by over half a million tourists last year

east some courses are part of exclusive residential areas and in the islands they adapt to the scenery and some are adjacent to natural parks.

In Spain there are courses which have been designed by world champions such as Severiano Ballesteros, Mackenzie Ross, Robert Von Hagge, José María Olazábal, Jack Nicklaus or Ron Kirby and by renowned architects like Blake Stirling and Marco Martin.

According to the study “The economic impact of golf in Spain”, carried out by Golf Business Partners, there are 359 courses of at least nine holes in Spain, as well as 21 rustic courses and 95 Pitch & Putts and schools. The half a million golf tourists stay for a week on average and tend to stay at 4 and 5 star establishments. There are also 272,280 players registered with the Spanish Golf Federation, a growing figure and of which 67,625 are women. If we add the above to the foreigners who visit with the express intention of playing, the figure ascends to 1.069,211, 41% of the total rounds. There are 9.358,000



The Andalucía Valderrama Masters, which is part of the European Circuit, has just taken place.

course outings a year, to play at least nine holes.

Catering for all tastes

The Canary Islands pioneered the world of golf in Spain with the opening of the country's first ever course, the Real Club de Golf de Las Palmas, in 1891. The group of islands, located 4° from the Tropic of Cancer, enjoys temperatures of 17-27°C all year round, a constant springtime climate which is ideal for playing golf. They now boast 24 different courses.

But the region with the highest number of courses is Andalusia, with 102 courses of varied routes, both regarding their technicality and natural surroundings, as well as a great climate and excellent infrastructure and transport. Last year Andalusia surpassed the half a million mark for players for the first time, with 530,000 golf tourists, 40% of which were from the United Kingdom.

There are 37 golf courses and 40 pitch and putt and par 3 courses in Catalonia. Most of them are located within tourism resorts or near establishments specifically designed for golfers and their com-

panions, and are equipped with complementary services, related to health and well-being, gastronomy and culture. The PGA Cataluña Resort has been selected as the best in Spain over three consecutive years and has also been awarded the prize for the best golf resort in Europe in 2015 by the IAGTO.

The Balearics, with their 25 golf courses all within less than an hour's distance from each other, attract around 200,000 golf tourists many of whom are repeat customers to the islands.

In the eastern part of Spain, Murcia is home to 23 courses and 300 holes, all near the sea, Alicante boasts 22 courses, Valencia 10 and Castellón 4. The Valencian Community stands out for its climate, accessibility and its great connections, as well as for the respect shown by its courses for the environment – they use recycled water.

In Castilla y León, fourteen of its 41 courses are 18 hole courses and the real estate industry is also becoming involved in the growing interest in the sport, with properties built in close proximity to the golf establishments. ■

GOLF COURSES

Course	Province	Holes	Tel +34	E-mail	Web
FEDERACION ESPAÑOLA DE GOLF	MADRID		915552682	rfgolf@rfgolf.es	www.rfgolf.es
ANDALUCIA					
• REAL FEDERACIÓN ANDALUZA DE GOLF	MALAGA		952225590	info@rfga.org	www.rfga.org/es
ALBORAN GOLF	ALMERIA	18	950208583	alborangolf@alborangolf.com	www.alborangolf.com
ANORETA GOLF	MALAGA	18	952404000	info@anoretagolf.es	www.anoretagolf.es
ATALAYA GOLF & C.C	MALAGA	36	952882812	info@atalaya-golf.com	www.atalaya-golf.com
BARCELO MONTECASTILLO GOLF CLUB	CADIZ	18	956151200	montecastillo@barcelo.com	www.barcelo.com
BAVIERA GOLF	MALAGA	18	952555015	info@bavieragolf.com	www.bavieragolf.com
CLUB DE GOLF	HUELVA	18	959319017	bellavista@golfbellavista.com	www.golfbellavista.com
BENALMADENA GOLF	MALAGA	9	637504858	info@benalmadenagolf.com	www.benalmadenagolf.com
CABOPINO GOLF MARBELLA	MALAGA	18	951607004	reservas@cabopinogolfmarbella.com	www.cabopinogolfmarbella.com
CALANOVA GOLF CLUB	MALAGA	18	951170194	reservas@calanovagolfclub.com	www.calanovagolf.com
COSTA BALLENA OCEAN GOLF CLUB	CADIZ	27 + 9 PAR 3	956847070	info@ballenagolf.com	www.ballenagolf.com
EL CHAPARRAL GOLF CLUB	MALAGA	18	952587733	reservas@golfelchaparral.com	www.golfelchaparral.com
EL PARAISO GOLF CLUB	MALAGA	18	952883835	info@elparaisogolf.com	www.elparaisogolf.com
ESCUELA PUBLICA DE GOLF LA CARTUJA	SEVILLA	9	600140734	info.idlc@andalucia.org	www.cartujaesdeporte.com/instalaciones/2
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GOLF FINCA CORTESIN	CÁDIZ	18	952937883	proshop@golfcortesin.es	www.fincacortesin.com
GOLF & COUNTRY CLUB LA DUQUESA	MALAGA	18	952890725	info@golfladuquesa.com	www.golfladuquesa.com
GOLF ALMERIMAR	ALMERIA	27	950607936	golfalmerimar@almerimar-resort.com	www.golfalmerimar.com
CLUB DE GOLF CAMPANO	CADIZ	18	956493081	reservas@golfcampano.com	www.golfcampano.es
GRANADA CLUB DE GOLF LOS COSARIOS	GRANADA	18	958584436	gerencia@granadclubdegolf.com	www.granadclubdegolf.com
GREENLIFE GOLF CLUB, S.L.	MALAGA	9	952839142		www.greenlife-golf.com
GUADALHORCE CLUB DE GOLF	MALAGA	18	952179378	reservas@guadalhorce.com	www.guadalhorce.com
LA CALA RESORT (ASIA, EUROPA Y AMERICA)	MALAGA	18x3 = 54	952669016	silvia.ortega@lacala.com	www.lacala.com
LA QUINTA GOLF & COUNTRY CLUB	MALAGA	27	952762000	reservations.wlg@westin.com	www.westinlaquinta.com
LOS MORISCOS CLUB DE GOLF	GRANADA	18	958825527	moriscosgolf@gmail.com	www.moriscosgolf.com
MIJAS GOLF INTERNACIONAL	MALAGA	36	952476843	teetimes@mijasgolf.org	www.mijasgolf.org
MONTENMEDIO GOLF & COUNTRY CLUB	CADIZ	18	956455004	info@montenmediogolf.com	www.montenmediogolf.com
GOLF NUEVO PORTIL	HUELVA	18	959528799	golf@nuevoportilgolf.es	www.nuevoportilgolf.es
REAL CLUB DE GOLF SOTOGRANDE	CADIZ	18	956785014	info@golfsotogrande.com	www.golfsotogrande.com
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VILLA PADIERNA GOLF CLUB	MALAGA	54	952889157	andreas@villapadiernagolfclub.es	www.villapadierna.es/golf/
VILLANUEVA GOLF RESORT	CADIZ	18	956474123	info@villanuevagolf.com	www.villanuevagolf.com
AGUILON GOLF	ALMERIA	18	950109518	cmaster@aguilongolf.es	www.aguilongolf.es
ALCAIDES A LINKS GOLF RESORT	CADIZ	36	956791040	golf@alcaidesa.com	www.alcaidesa.com
ALHAURIN GOLF RESORT	MALAGA	27	952595800	reservasgolf@alhauringolf.com	www.alhauringolf.com
ALMENARA GOLF	CADIZ	27	956582054	almenara.golf@sotogrande.com	www.almenaragolfresort.com
ANTEQUERA GOLF CLUB	MALAGA	18	951060354	reservas-golf@hotelantequera.com	www.antequeragolf.com
ARCOS GOLF	CADIZ	18	956704131	golf@arcosgolf.com	www.arcosgolf.com
BIL BIL GOLF	MALAGA	18 PITCH & PUTT	951295287	reservas@bilbilhouse.com	www.bilbilhouse.com
CASARES COSTA GOLF	MALAGA	9	952937895	info@casarescostagolf.com	www.casarescostagolf.com
CERRADO DEL AGUILA GOLF	MALAGA	9	951703355	golf@cerradodelaguila.com	www.cerradodelaguila.com
CLUB DE CAMPO DE CORDOBA	CORDOBA	18	957350208	administracion@golfcordoba.com	www.golfcordoba.com
CLUB DE GOLF ALOHA	MALAGA	18+9 par 3	952907085/86	office@clubdegolfaloha.com	www.clubdegolfaloha.com
CLUB DE GOLF CORTA ATALAYA	HUELVA	9		info@clubdegolfcortaatalaya.es	www.clubdegolfcortaatalaya.com
CLUB DE GOLF COSTA ESURI	HUELVA	18		costaesuri@costaesuri.net	www.costaesuri.net/golf/
CLUB DE GOLF EL COTO	MALAGA	9	952804700	menagolf@gmail.com	
CLUB DE GOLF LA CAÑADA	CADIZ	18	956794100	reservas@lacadanagolf.com	www.lacadanagolf.com
CLUB DE GOLF LA RESERVA SOTOGRANDE	CADIZ	18	956785252	lareserva@sotogrande.com	www.sotogrande.com
CLUB DE GOLF LA SIESTA	MALAGA	9	952933362	siestagolf@yahoo.es	www.lasiestagolf.es
CLUB DE GOLF PLAYA SERENA	ALMERIA	18	950333055	info@golfplayaserena.com	www.golfplayaserena.com
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CLUB ZAUDIN GOLF SEVILLA	SEVILLA	18	954154159	info@clubzaudingolf.com	www.clubzaudingolf.com
COUNTRY CLUB LA ENVIA GOLF	ALMERIA	18	950559646	reservas@laenviagolf.com	www.laenviagolf.com
DESERT SPRINGS GOLF CLUB & RESORT	ALMERIA	18	637861591/2	golfreservas@almanzora.com	www.almanzora.com
DOÑA JULIA GOLF CLUB	MALAGA	18	952937753	reservas@donajuliagolf.es	www.donajuliagolf.es
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GOLF TORREQUEBRADA	MALAGA	18	952442741-2	bookings@golftorrequebrada.com	www.golftorrequebrada.com
IBEROSTAR GOLF NOVO SANCTI PETRI	CADIZ	36	956494005	gs-pres@iberostar.com	www.clubgolfnovosanctipetri.com
ISLA CANELA GOLF	HUELVA	18	959477878	golf@islacanela.es	www.golfislacanela.com
ISLANTILLA GOLF RESORT	HUELVA	27	959486039	reservasgolf@islantillagolfresort.com	www.islantillagolfresort.com
LA MONACILLA GOLF	HUELVA	18	959100093	info@lamonacillagolf.com	www.lamonacillagolf.com
LA NORIA GOLF & RESORT	MALAGA	9	952587653	info@lanoriagolf.net	www.lanoriagolf.net
LA RESINA GOLF & COUNTRY CLUB	MALAGA	9 par 3	951278346	laresina@gmail.com	www.laresina.net
LAS MINAS GOLF	SEVILLA	9	955750678	info@lasminasgolf.com	www.lasminasgolf.com
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LOS ARQUEROS GOLF & COUNTRY CLUB	MALAGA	18	952784600	caddiemaster@taylorwimpey.es	www.losarquerosgolf.com
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MAGNA MARBELLA GOLF	MALAGA	9	952929249	info@magnamarbellagolf.com	www.magnamarbellagolf.com
MARBELLA GOLF COUNTRY CLUB	MALAGA	18	952830500	reservas@marbellagolf.com	www.marbellagolf.com
MARINA GOLF MOJACAR	ALMERIA	18	950133235	info@marinagolf.com	www.marinagolf.com
MIGUEL ANGEL JIMENEZ GOLF ACADEMY	MALAGA	9 par 3	951909490	info@miguelangeljimenezgolfacademy.es	www.miguelangeljimenezgolfacademy.es
MIRAFLORES GOLF	MALAGA	18	952931960	info@miraflor-es-golf.com	www.miraflor-es-golf.com
PARADOR MALAGA GOLF	MALAGA	27	951011120	malaga.golf@parador.es	www.parador.es
PARQUE DEPORTIVO LA GARZA	JAEN	9	953604300	info.pdg@andalucia.org	www.lagarzaesdeporte.com
REAL CLUB DE CAMPO DE MALAGA	MALAGA	27	952376677	club@rccm-golf.com	www.rccm-golf.com
REAL CLUB DE GOLF DE SEVILLA	SEVILLA	18	954124301	reservas@sevillagolf.com	www.sevillagolf.com
REAL CLUB DE GOLF EL CANDADO	MALAGA	9	952299340	golf@clubelcandado.com	www.clubelcandado.com

The Human Side to Gran Canaria



privileged location and the excellent customer service displayed by local staff.

Gran Canaria has obtained an average rating of 8.2 points out of a possible 10 in an online reputation study which has analyzed over 1 million digital opinions, made by tourists who chose to come to the island for their holidays.

The amazing local cuisine, competitive prices and the quality of the restaurants are one of the most highly rated elements on the most popular digital voting sites. The many newly-refurbished accommodation establishments have also been highlighted, for their modern facilities, their

The human factor, such an abstract element that cannot be cloned or artificially created, is one of the key points to differentiate Gran Canaria from other holiday destinations, and which has obtained the highest ratings in the study, reaching nearly 9 points. When coming to the island, tourists are met by kind and helpful professionals, who offer a top quality service always accompanied by a smile on their faces, along with the positive energy of our sun, the coolness of the Atlantic Ocean and the warmth of our lush natural surroundings.



GOLF COURSES					
Course	Province	Holes	Tel +34	E-mail	Web
REAL CLUB DE GOLF GUADALMINA	MÁLAGA	18+18+9	952883375	info@guadalminagolf.com	www.guadalminagolf.com
REAL CLUB DE GOLF LAS BRISAS	MÁLAGA	18	952813021	info@realclubdegolf lasbrisas.com	www.realclubdegolf lasbrisas.es
REAL CLUB DE GOLF VISTA HERMOSA	CADIZ	9	956875605	info@vistahermosclubdegolf.com	www.vistahermosclubdegolf.com
REAL CLUB PINEDA DE SEVILLA	SEVILLA	18	954611400	informacion@rcpineda.com	www.rcpineda.com
ROTA CLUB DE GOLF	CADIZ	18	691224577	correocompetition@rotclubgolf.es	www.rotclubdegolf.es
SANTA CLARA GOLF MARBELLA	MÁLAGA	18	952850111	reservas@santaclaragolfmarbella.com	www.santaclaragolfmarbella.com
SHERRY GOLF JEREZ	CADIZ	18 + 9	956088330	info@sherrygolf.com	www.sherrygolf.com
THE SAN ROQUE CLUB	CADIZ	36	956613030	info@sanroqueclub.com	www.sanroqueclub.com
VALLE DEL ESTE	ALMERÍA	18	950398743	reservas.golf@valledeleste.es	www.valledeleste.es
ARAGON					
INTERNACIONAL CLUB DE GOLF JACA	HUESCA	18	974350770	club@jacagolf.com	www.jacagolf.com
• FEDERACIÓN ARAGONESA DE GOLF	ZARAGOZA		976731374	info@aragongolf.com;	www.aragongolf.com
AUGUSTA GOLF CALATAYUD	ZARAGOZA	18	976891900	info@augustagolfcalatayud.com	www.augustagolfcalatayud.com
BENASQUE CLUB, S.A.	HUESCA	18	974552984	golfbenasquedclub@arrakis.es	
CAMPO MUNICIPAL DE GOLF EL CASTILLEJO	TERUEL	9	606281867	elcastillejogolf@gmail.com	www.golfelcastillejo.es
CLUB DE GOLF LA PEÑAZA	ZARAGOZA	18	976342800	administracion@golflapenaza.com	www.golflapenaza.com
GOLF DE GUARA	HUESCA	9	974340165	info@golfdeguara.es	www.golfdeguara.es
GOLF LOS LAGOS	ZARAGOZA	18	976617613	info@golfloslagos.com	www.golfloslagos.com
MARGAS GOLF	HUESCA	18 + 9 par 3	974499400	informacion@margasgolf.es	www.margasgolf.com
LAS RANILLAS GOLF	ZARAGOZA	9	976976804	escueladegolf@lasranillas.com	www.lasranillas.com/golf
CANTABRIA					
• FEDERACIÓN DE CANTABRIA	SANTANDER		942239874	info@federacioncantabradegolf.com	www.federacioncantabradegolf.com
ABRA DEL PAS	MIENGO	18	942577597	abrapas@cantur.com	www.cantur.com
CAMPO MUNICIPAL DE GOLF LA JUNQUERA	CANTABRIA	9	942501040/ 31	golflajunquera@marinadecudeyo.com	www.golflajunquera.com
GOLF NESTARES	CANTABRIA	18	942771127	golfnestares@cantur.com	www.cantur.com
REAL GOLF CLUB OYAMBRE	CANTABRIA	9	647335167	realgolfcluboyambre@gmail.com	www.realgolfcluboyambre.net
CAMPO MUNICIPAL DE GOLF MATALEÑAS	CANTABRIA	9	942203074 / 75	imd-golf@santander.es	
CLUB DE GOLF ROVIACIAS	CANTABRIA	9	942720470	comillas@abbahoteles.com	www.roviaciasgolfcomillas.com
CLUB PARAYAS, S.D	CANTABRIA	9	942250250	gerencia@clubparayas.com	www.clubparayas.com
GOLF SANTA MARINA	CANTABRIA	18	942710049	info@amigosgolfsantamarina.com	www.golfsantamarina.es
GOLF VILLA DE NOJA	CANTABRIA	9	648106103	info@golfvilladenoja.com	www.golfvilladenoja.com
CLUB DE GOLF RAMON SOTA	CANTABRIA	9	942506270	info@sotagolf.com	www.sotagolf.com
REAL GOLF DE PEDREÑA	SANTANDER	27	942500001	info@rgpedrena.es	www.realgolfdepedrena.com
CASTILLA LA MANCHA					
• FEDERACIÓN DE GOLF DE CASTILLA-LA MANCHA	GUADALAJARA		949262300	federacion@fedgolfclm.com	www.fedgolfclm.com
CLUB GOLF EL BONILLO	ALBACETE	9	967370670	correo@clubdegolfelbonillo.com	www.clubdegolfelbonillo.com
GOLF LAS PINAILLAS	ALBACETE	18 par 72	967192200	info@clubdegolf laspinailas.com	www.clubdegolf laspinailas.com
CAMPO MUNICIPAL DE GOLF LA LAGUNILLA	ALBACETE	9	687025965	golflagunilla@elbonillo.es	www.elbonillo.es
CLUB DE GOLF TOMELLOSO	CIUDAD REAL	18	616984073	clubdegolftomelloso@clubdegolftomelloso.com	www.clubdegolftomelloso.com
CLUB EL REINO GOLF	CIUDAD REAL	9	926690072		www.elreinogolf.com
CLUB DE GOLF MUDELA	CIUDAD REAL	9	630051770	golfmudela@telefonica.net	www.mudelagolf.com
LA CAMINERA GOLF	CIUDAD REAL	9+18 PITCH & PUTT	926344733	info@lacamineragolf.com	www.lacamineragolf.com
CLUB DE GOLF CUESTA BLANCA	CUENCA	9	967498282	correo@clubdegolfcuestablanca.es	www.clubdegolfcuestablanca.es
CLUB DE GOLF LA VEREDA	CUENCA	18	969231107	clubdegolf@lavereda.org	www.lavereda.org
CLUB DE GOLF LA LAGUNA DEL TITO	CUENCA	9+9	969300968	golfmolinoderus@gmail.com	www.molinoderusgolf.es
CUENCA GOLF CLUB	CUENCA	18 par 72	969267198	recepcion@cuencagolfclub.es	www.cuencagolfclub.es
CABANILLAS GOLF	GUADALAJARA	18	949324600	info@cabanillasgolf.com	www.cabanillasgolf.com
GOLF VALDELUZ	GUADALAJARA	18	949100233	informacion@golfdevaldeluz.com	www.golfdevaldeluz.com
CAMPO DE GOLF PABLO HERNANDEZ	TOLEDO	9	925722230	campogolfpablohernandez@gmail.com	www.campogolfpablohernandez.com
GOLF CAMPO DE LAYOS	TOLEDO	18	925376745	info@layos-golf.com	www.layos-golf.com
SEÑORIO DE ILLESCAS CLUB DE GOLF	TOLEDO	9	925518359	info@senoriodeillescasgolf.com	http://www.senoriodeillescasgolf.com/
PALOMAREJOS GOLF	TOLEDO	18	925721060	tienda@palomarejosgolf.com	www.palomarejosgolf.com
ESCALONA GOLF	TOLEDO	18	925789803	reservas@escalonagolf.com	www.escalonagolf.com
CASTILLA Y LEÓN					
• FEDERACIÓN DE CASTILLA Y LEÓN	VALLADOLID		983290784	secretaria@fgolfcyl.org	www.fgolfcyl.org
CASINO ABULENSE CLUB DE GOLF	AVILA	9	920221408	administracion@casinoabulense.com	www.casinoabulense.com
CLUB DE GOLF AREVALO	AVILA		609335379	golfarevalo@yahoo.es	www.clubdegolffarevalo.com
NATURAVILA GOLF	AVILA	73	920353276	elfresnillo@naturavila.es	www.naturavila-elfresnillo.com
CLUB DE GOLF NAVALUENGA	AVILA	9	920298040	golfnavaluenga@hotmail.com	www.golfnavaluenga.es
GOLF CANDELEDA	AVILA		920380759	golfcandeleda@hotmail.com	www.golfcandeleda.com
WEGOLF - LA LAMARZA GOLF	AVILA	18+9 PITCH&PUTT	920318423	comercial@wegolf.es	www.wegolf.es
CLUB DE GOLF LERMA	BURGOS	18	947171214	reservas@golflerma.com	www.golflerma.com
CLUB DE GOLF SALAS DE LOS INFANTES	BURGOS	9	947380795	golfsalasdelosinfantes@yahoo.es	www.golfsalas.blogia.com
CLUB DE GOLF VILLARIAS	BURGOS	9	947573120	info@villariasgolf.com	www.villariasgolf.com
SALDANA GOLF	BURGOS	18	947404281	saldanagolf@golflerma.com	www.golflerma.com
CAMPO DE GOLF RIOCEREZO	BURGOS	18	947431095	info@riocerezogolf.com	www.riocerezogolf.com
CLUB DE GOLF BIERZO	LEON	9	987695129	golfdelbierzo@gmail.com	www.golfbierzo.es
CLUB DE GOLF HIERRO 3	LEON	9	600667534	secretaria@hierro3-reinodeleon.es	www.hierro3-reinodeleon.es
CLUB DEP. GOLF LA COTA	LEON	9	987701100	lacotasecretaria@yahoo.es	
LEON CLUB DE GOLF	LEON	18	987303400	prosacvr.ocio@sacvr.com	www.golfdeleon.com
CAMPO MUNICIPAL DE GOLF “ISLA DOS AGUAS”	PALENCIA	9	979721716	cmgisladosas@pmdpalencia.com	www.pmdpalencia.com
GRIJOTA GOLF	PALENCIA	9	979767361	recepcion@grijotagolf.es	www.grijotagolf.es
CAMPO DE GOLF DE SALAMANCA	SALAMANCA	18	923329100	club@salamancagolf.com	www.salamancagolf.com
SALAMANCA FORUM GOLF	SALAMANCA	18	923337011	info@salamancaforumgolf.com	www.salamancaforumgolf.com
LA CERRALLANA	SALAMANCA	9	677713314	info@clubgolfbejar.com	www.clubgolfbejar.com
LA VALMUZA GOLF RESORT	SALAMANCA	18	923049445	club@la-valmuza.com	www.la-valmuza.com
CLUB DE GOLF ASR	SEGOVIA	18	921174322	recepciongolf@angelesdesanrafael.com	www.angelesdesanrafael.com
CLUB DE CAMPO EL TIRO	SEGOVIA	9	921471733	eltiro@eltiro.es	www.eltiro.es
CLUB DE GOLF LAS LLANAS S.L.	SEGOVIA	9	921067012	golf@lasllanas.com	www.lasllanas.com
EL ESPINAR CLUB DE GOLF	SEGOVIA	9	921182542	golffespinar@gmail.com	www.golffespinarclub.iespana.es
GOLF VALDENARRA BERCIAL	SEGOVIA	9	649042370	valdenarragolf@gmail.com	www.valdenarragolf.com
LA FAISANERA GOLF	SEGOVIA	18	921474212	reservas@lafaisaneragolf.es	www.lafaisaneragolf.es
VALDEMAZO CLUB DE GOLF	SEGOVIA	9	921520885	golvaldemazo@hotmail.com	
GOLF LA DEHESA DE MORON	SORIA	9	975306075	golfdedesademoron@hotmail.com	www.golfdedesademoron.com
CLUB DE GOLF SORIA	SORIA	18	975271075	golfsoria@golfsoria.com	www.golfsoria.com
NAVAGRULLA CLUB DE GOLF	SORIA	9	975376322	navagrullagolf@gmail.com	
ALDEAMAYOR CLUB DE GOLF	VALLADOLID	18 + 9 par 3	983552463	info@aldeamayorclub.com	www.aldeamayorclub.com
GOLF ENTREPINOS	VALLADOLID	18	983590511	golftrepinos@golftrepinos.com	www.golftrepinos.com
CLUB DE GOLF LA GALERA	VALLADOLID	9	983331866	deportes@lagalera.net	www.lagalera.net
CAMPO DE GOLF SOTOVERDE	VALLADOLID	18	983452970	info@complejodeportivosotoverde.es	www.complejodeportivosotoverde.es

GOLF COURSES					
Course	Province	Holes	Tel +34	E-mail	Web
CAMPO DE GOLF DE VILLARRIN	ZAMORA	9	980580189	golfvillarrin@golfvillarrin.com	www.golfvillarrin.com
CLUB DE GOLF EL MADERAL	ZAMORA	9	650967386	golfmaderal@gmail.com	www.elmaderal.es
CLUB DE GOLF LA CERRADA	SORIA	9	975365936	golflacerrada@gmail.com	www.quintanares.es
CATALUNYA					
• FEDERACIÓN CATALANA DE GOLF	BARCELONA		934145262	catgolf@catgolf.com	www.catgolf.com
GOLF DE CALDES	BARCELONA	21	938626265	reservas@golfdecaldes.com	www.golfdecaldes.com
CLUB DE GOLF SANT CUGAT	BARCELONA	19+9 P&P	936743908	info@golfsantcugat.com	www.golfsantcugat.com
GOLF MONTBRU MOIA	BARCELONA	9	937449168	info@golfmoia.com	www.golfmoia.com
CLUB DE GOLF CAN BOSCH SANT FELIU	BARCELONA	9	938663096	golfsantfeliu@grupbroquetas.com	www.golfsantfeliu.com
CLUB DE GOLF CASTELLTERCOL	BARCELONA	9	938668620		
CLUB DE GOLF VALLROMANES	BARCELONA	18	935729064	silvia.comite@golfvallromanes.com	www.clubdegolfvallromanes.com
GOLF SANT JOAN	BARCELONA	18	935442440	recepccio@golfsantjoan.com	www.golfsantjoan.com
REAL CLUB DE GOLF EL PRAT	BARCELONA	45	937281000	rcgep@rcgep.com	www.realclubdegolfelprat.com
CAMP DE GOLF MUNICIPAL DE MATADEPERA	BARCELONA	9 PAR 66	937300516	golf@matadepera.cat	www.matadepera.contents.golf
P&P OLLER DEL MAS	BARCELONA	18	938352882	golf@ollerdelmas.com	www.ollerdelmas.com
GOLF LA ROQUETA	BARCELONA	9	938331328	info@golflaroqueta.es	www.golflaroqueta.es
CLUB DE GOLF LLAVANERAS	BARCELONA	18	937926050	club@golllavaneras.com	www.golllavaneras.com
CLUB DE GOLF HCP1	BARCELONA	18 par 3	937913001	info@hcp1.es	www.hcp1.es
GOLF SANT VICENÇ DE MONTALT	BARCELONA	18	937915111	recepccion@golfsantvicens.es	www.golfsantvicens.es
GOLF LA ROCA	BARCELONA	18 + 3 PAR 3	938444886	info@golflaroca.com	www.golflaroca.com
GOLF LA GARRIGA BEST 18	BARCELONA	18	938612751	info@lagarrigapar3.com	www.lagarrigapar3.com
GOLF PUBLIC TARADELL	BARCELONA	9	938126678	golfpublictaradell@yahoo.es	www.golfpublictaradell.com
GOLF MONTANYA	BARCELONA	18	938840170	info@golfmontanya.com	www.golfmontanya.com
CLUB DE GOLF BARCELONA	BARCELONA	27	937728800	info@golfdelbarcelona.com	www.golfdelbarcelona.com
GOLF TERRAMAR	BARCELONA	18 PAR 71	938940580	info@golfterramar.com	www.golfterramar.com
CAN CUYAS GOLF	BARCELONA	9	936855566	info@cancuyasgolf.com	www.cancuyasgolf.com
CLUB DE GOLF COSTA BRAVA	GIIRONA	27	972837150	reservas@golfcostabrava.com	www.golfcostabrava.com
CLUB GOLF D'ARO - MAS NOU	GIIRONA	18 par 72 + 9 par 3	972816727	info@golfdaro.com	www.golfdaro.com
GOLF PLATJA DE PALS	GIIRONA	18	972667739	info@golfdelpals.com	www.golfplatjadepals.com
EMPORDA GOLF LINKS & FOREST	GIIRONA	36	972760450	info@empordagolf.com	www.empordagolf.com
PGA GOLF CATALUNYA	GIIRONA	36	972472577	info@pgacatalunya.com	www.pgacatalunya.com
MAS PAGES GOLF	GIIRONA	18	972561001	golf@maspages.com	www.maspages.com
GOLF GIIRONA	GIIRONA	18	972171641	golfigirona@golfigirona.com	www.golfigirona.com
GOLF CLUB PERALADA	GIIRONA	18	972538287	casa.club@golfperalada.com	www.golfperalada.com
CLUB DE GOLF SANT MARC	GIIRONA	18	972883411	info@golfsantmarc.com	www.golfsantmarc.com
REAL CLUB DE GOLF DE CERDANYÀ	GIIRONA	27 (18+9)	972141408	info@rcgerdanya.com	www.rcgerdanya.com
FONTANALS GOLF	GIIRONA	18 + 3	972144374	info@fontanalsgolf.com	www.fontanalsgolf.com
TORREMIRONA GOLF CLUB	GIIRONA	18	972553737	info@golfortremirona.com	www.golfortremirona.com
CLUB DE GOLF CAMPRODON	GIIRONA	9	972130125	info@golfcamprodron.es	www.golfcampodron.es
RAIMAT CLUB DE GOLF	LLEIDA	18	973737539 - 40	gerencia@raimatgolf.com	www.raimatgolf.com
CLUB DE GOLF RIBERA SALADA	LLEIDA	9	973299282	golfriberasalada@gmail.com	
ARAVELL GOLF	LLEIDA	18	973360066	secretaria@aravellgolfclub.com	www.aravellgolfclub.com
CLUB DE GOLF REUS AIGÜESVERDS	TARRAGONA	18	977752725	recepccion@golflespalmeres.com	www.golfreusaignesverds.com
CLUB DE GOLF BONMONT	TARRAGONA	18	977818140	golf@bonmont.es	www.bonmont.es
PITCH AND PUTT VENDRELL	TARRAGONA	18	977668031	info@pitchandputtvendrell.es	www.pitchandputtvendrell.es
CLUB DE GOLF COSTA DORADA TARRAGONA	TARRAGONA	18	977653361	reservas@golfcostadoradatarragona.com	www.golfcostadoradatarragona.com
GOLF LA GRAIERA	TARRAGONA	18	977168032	info@graiera.es	www.graiera.es
LUMINE GOLF & BEACH COMMUNITY	TARRAGONA	18 + 9 + 18	977129070	golf@lumine.com	www.lumine.com
COMUNIDAD DE MADRID					
• FEDERACIÓN DE GOLF DE MADRID	MADRID		915567134	info@fedgolfmadrid.com	www.fedgolfmadrid.com
CAMPO DE GOLF BASE AEREA DE TORREJON	MADRID	18	916274474	golfortorreon@hotmail.com	www.ejercitodelaire.mde.es/EA/Golf_Torrejon/es/
CAMPO DE GOLF DE SOMOSAGUAS	MADRID	9	913521647	somosaguasgolf@afincarealestatemanagement.com	www.golfsomosaguas.com
GOLF LOS RETAMARES	MADRID	18	916202540	caddie-master@retamaresgolf.com	www.retamaresgolf.com
CDM “LA DEHESA” MILITAR GOLF	MADRID	9	915095591	ladehesa@et.mde.es	
CLUB DE GOLF LA DEHESA	MADRID	18	918157022	secretaria@golfladehesa.es	www.golfladehesa.es
CENTRO DEPORTIVO BARBERAN Y COLLAR	MADRID	9	916489527	golf_barberan@mdemadridrdn.es	
CENTRO NACIONAL DE LA RFEG	MADRID	18+6 par 3	913769060	info@centronacionalgolf.com	www.centronacionalgolf.com
CLUB DE CAMPO VILLA DE MADRID	MADRID	36 + 9	915502010	deportes@ccvm.es	www.ccvm.es
CLUB DE GOLF ARANJUEZ	MADRID	9	918916698	golfdearanjuez@telefonica.net	www.clubdegolffaranjuez.es
LAS REJAS OPEN CLUB	MADRID	9 largos + 9 pares 3	914952850	info@lasrejasopenclub.com	www.lasrejasopenclub.com
CLUB DE GOLF LOMAS-BOSQUE	MADRID	27	916167500	golf@lomas-bosque.com	www.lomas-bosque.com
CLUB DE GOLF OLIVAR DE LA HINOJOSA	MADRID	18 (par 72)+9 (par 29)	917211989	go@golfolivir.com	www.golfolivir.com
CLUB DE GOLF RACE	MADRID	18 + 9 par 3	916589121	golf@race.es	www.race.es
CLUB LAS ENCINAS DE BOADILLA	MADRID	9 par 3	916331100	golflasencinas@clublasencinas.com	www.clublasencinas.es
EL ROBLEDAL GOLF	MADRID	18	918859659	golf@elrobledalgolfmadrid.com	www.elrobledalgolfmadrid.com
GOLF JARDIN DE ARANJUEZ	MADRID	18	911349144	caddiemaster@clubgolffjardinaranjuez.es	www.clubgolffjardinaranjuez.es
GOLF LA MORALEJA	MADRID	18	916500700	info@golflamoraleja.com	www.golflamoraleja.com
GOLF PARK MADRID	MADRID	9	916614444	info@golfpark.es	www.golfpark.es
GOLF SANTANDER	MADRID	18	912573929 / 30	mastercaddie@golfsantander.es	www.golfsantander.es
GOLF VILLA DEL ESCORIAL	MADRID	9	918903637		http://golfvillaescorial.jimdo.com/
GREEN PADDOK	MADRID	9	918595107	info@greenpaddock.com	www.greenpaddock.com
REAL CLUB DE GOLF LA HERRERIA	MADRID	18	918905111	reservas@golflaherreria.com	www.golflaherreria.com
NUUEVO CLUB DE GOLF DE MADRID	MADRID	18	916300820	ncgm@ncgm.es	www.ncgm.es
CAMPO DE GOLF PALACIO DEL NEGRALEJO	MADRID	9+9	916690422	oficina@golfnegralejo.com	www.golfnegralejo.com
REAL CLUB DE LA PUERTA DE HIERRO	MADRID	36 + 9 par 3	913161745	recepccion@rcphierro.com	www.rcphierro.com
REAL SOCIEDAD HIPICA ESPAÑOLA CLUB DE CAMPO	MADRID	36	916571018	deportes@rshccc.es	www.rshccc.es
CENTRO DE TECNIFICACION DE GOLF	MADRID	9	913768770	ctg_escuela@fedgolfmadrid.com	http://ctg.fedgolfmadrid.com/
ENCIN GOLF HOTEL	MADRID	18	918307069	encin@encingolf.com	www.encingolf.com
CLUB QUIJORNA	MADRID	36	628643411	club@quijornagolf.es	www.quijornagolf.es
GOLFCANAL	MADRID	9	915357614	comunicacion@golfcanal.com	www.golfcanal.com
EL CAMPO DE TIRO	MADRID	9 par 3	916371566	golfmajadahonda2014@outlook.es	www.campodetiro.es
EL ESTUDIANTE GOLF	MADRID	9	917048194	golf@clubestudiante.com	www.clubestudiante.com
COMUNIDAD FORAL DE NAVARRA					
• FEDERACIÓN NAVARRA DE GOLF	PAMPLONA		948210132	fngolf@navarragolf.com	www.fnavarragolf.com
CLUB DE GOLF CASTILLO DE GORRAIZ	NAVARRA	18	948337073	tienda@golfgorraiz.com	www.golfgorraiz.com
CLUB DE GOLF ULZAMA	NAVARRA	18	948305162	info@golfulzama.com	www.golfulzama.com
LIZASO GOLF	NAVARRA	9	619700456	info@lizasogolf.com	www.lizasogolf.com
CLUB DE CAMPO SEÑORIO DE ZUASTI	NAVARRA	18	948302900	zuasti@zuasti.com	www.zuasti.com
COMUNIDAD VALENCIANA					
- FEDERACION DE GOLF DE LA COMUNIDAD VALENCIANA	VALENCIA		963935403	federacion@golfcv.com	www.golfcv.com
BONALBA GOLF	ALICANTE	18	965955955	golfbonalba@golfbonalba.com	www.golfbonalba.com

GOLF COURSES

Course	Province	Holes	Tel +34	E-mail	Web
EL PLANTIO GOLF	ALICANTE	18 + 9	965189115	elplantiogolf@elplantio.com	www.elplantio.com
LA FINCA GOLF	ALICANTE	18	966729010	golf Lafinca@grupoquara.com	www.lafincagolfresort.com
LA MARQUESA GOLF	ALICANTE	18	966714258	reservas@lamarquesagolf.es	www.lamarquesagolf.es
GOLF VILLAMARTIN	ALICANTE	18	966765170	golfvillamartin@grupoquara.com	www.lafincagolfresort.com/golf/golf-villamartin/
LAS RAMBLAS GOLF	ALICANTE	18	966774728	golf lasramblas@grupoquara.com	www.lafincagolfresort.com/golf/golf-las-ramblas/
REAL CLUB DE GOLF CAMPOAMOR RESORT	ALICANTE	18	965321366	golf@lomasdecampoamor.es	www.lomasdecampoamor.es
LO ROMERO GOLF	ALICANTE	18	966766887/	info@loromerogolf.es	www.loromerogolf.es
LAS COLINAS GOLF & COUNTRY CLUB	ALICANTE	18	965324004	reservations@lascolinasgolf.es	www.lascolinasgolf.es
VISTABELLA GOLF	ALICANTE	11	965966316	bookings@vistabellagolf.com	www.vistabellagolf.com
CLUB DE GOLF LAS REJAS BENIDORM SOL DE PONIENTE	ALICANTE	9	966889775	reservasbenidorm@lasrejasgolf.com	www.lasrejasopenclub.com
MELIA VILLAITANA GOLF CLUB	ALICANTE	36	966813013	caddy-master@melia.com	www.meliavillaitanagolf.com
ALICANTE GOLF	ALICANTE	18	965153794	direccion@alicantegolf.com	www.alicantegolf.com
GOLF PITCH&PUTT SIERRA CORTINA	ALICANTE	18	966112093	info@golfsierracortina.com	www.golfsierracortina.com
ALTEA CLUB DE GOLF	ALICANTE	9	965848046	info@alteagolfclub.com	www.alteagolfclub.com
ALENDIA GOLF	ALICANTE	18	965620521	cady-master@alendagolf.com	www.alendagolf.com
FONT DEL LLOP GOLF	ALICANTE	18	966126767	info@fdlgolf.es	www.fdlgolf.es
CLUB DE GOLF IFACH	ALICANTE	9	966497114	info@golfifach.com	www.golfifach.com
CLUB DE GOLF JAVEA	ALICANTE	18	965792584	caddies@clubdegolfjavea.es	www.clubdegolfjavea.com
LA SELLA GOLF	ALICANTE	27	966454252	reservas@lasellagolfresort.com	www.lasellagolf.com
EQUELITE GOLF VILLENA	ALICANTE	9 par 3	965807092	golf@equelite.com	www.equelitegolf.com
CLUB DE GOLF COSTA DE AZAHAR	CASTELLON	9	964280979	info@golfcostadeazahar.com	www.golfcostadeazahar.com
CLUB DE CAMPO DEL MEDITERRANEO	CASTELLON	18	964321227	club@ccmediterraneo.com	www.ccmediterraneo.com
PANORAMICA GOLF SPORTS & RESORT	CASTELLON	18+9 par 3	964493072	info@panoramicaclubdegolf.com	www.panoramicaclubdegolf.com
PARADOR CAMPO DE GOLF EL SALER	VALENCIA	18	961610384	saler.golf@parador.es	www.parador.es
CLUB DE GOLF ESCORPION	VALENCIA	27+9 P&P	961601211	reservas@clubescorpion.com	www.clubescorpion.com
FORESSOS GOLF	VALENCIA	18	961221660	info@foressosgolf.com	www.foressosgolf.com
CLUB DE GOLF EL BOSQUE	VALENCIA	18	961808009	golf.office@elbosquegolf.com	www.elbosquegolf.com
COFRENTES GOLF	VALENCIA	9 P&P	961894025	cofrentesgolf@balneario.com	www.balneario.com
CLUB DE GOLF DE GANDIA	VALENCIA	6	962873208	clubgolf.gandia@telefonica.net	
CLUB DE GOLF OLIVA NOVA	VALENCIA	18 + 5 PITCH & PUTT	962856676	golf@olivanova.com	www.olivanova.com/deporte-yocio-golf-instalaciones
CLUB DE GOLF MANISES	VALENCIA	9	961534069	info@clubgolfmanises.es	www.realclubgolfmanises.es
LA GALIANA CAMPO DE GOLF	VALENCIA	18	961103838	info@lagalianagolf.com	www.lagalianagolf.com
CLUB DE GOLF MASIA DE LAS ESTRELLAS	VALENCIA	9	960442200	info@masiadelasestrellas.com	www.masiadelasestrellas.com
REQUENA GOLF CLUB	VALENCIA	9	667101240	info@golfrequena.com	www.golfrequena.com
EXTREMADURA					
FEDERACION EXTREMEÑA DE GOLF	CACERES		927214379	federacion@fexgolf.es	www.fexgolf.com
GOLF DEL GUADIANA	BADAJOS	18	924448188	golfguadiana@golfguadiana.es	www.golfguadiana.es
NORBA CLUB DE GOLF	CACERES	18	927231441	norbagolf@norbagolf.es	www.norbaclub.es
TALAYUELA GOLF	CACERES	18	927667024	contacto@talayuelagolf.com	www.talayuelagolf.com
DON TELLO CLUB DE GOLF	BADAJOS	9	628512260	dontello@dontellogolf.com	
CAMPO MUNICIPAL GALISTEO GOLF	CACERES	18 par 3	927452002	cmgalisteogolf@gmail.com	www.ayuntamientogalisteo.es/campo-municipal-galisteo-golf/
GOLF ISLA VALDECANAS	CACERES	18	927610730	valdecanas@vincihoteles.com	www.golfvaldecanas.es
PARRALUZ GOLF	CACERES	9	608793904	ugarteparraluz@hotmail.com	
GALICIA					
FEDERACION GALLEGA DE GOLF	A CORUÑA		981919030	fggolf@fggolf.com	www.fggolf.com
CLUB DE GOLF PADERNE	A CORUÑA	18	981797109	info@golfpaderne.com	www.golfpaderne.com
BARBANZA GOLF	A CORUÑA	18	651172945	barbanzagolf@gmail.com	www.barbanzagolf.es
CLUB DE GOLF CAMPOMAR	A CORUÑA	9	981453910	gerenciacioncampomar@gmail.com	www.clubcampomar.com
CLUB DE GOLF VAL DE ROIS	A CORUÑA	9	981810864	info@golfrois.com	www.golfrois.com
GOLPE PITCH & PUTT	A CORUÑA	9	981739699	golpegolf@itudesl.com	www.itudesl.com
HERCULES CLUB DE GOLF	A CORUÑA	18	981642545	info@herculesgolf.com	www.herculesgolf.com
CAMPO MUNICIPAL GOLF TORRE DE HERCULES	A CORUÑA	9 par 3	981209680	administracion@golfitorre.net	
MIÑO GOLF CLUB	A CORUÑA	18	616643618	recepcion@golfmino.com	www.golfmino.com
REAL AEROCUB DE SANTIAGO	A CORUÑA	18	981954911	recepcion@aerosantiago.es	www.aerosantiago.es
REAL CLUB DE GOLF DE LA CORUÑA	A CORUÑA	18	981285200	info@clubgolfcoruna.com	www.clubgolfcoruna.com
PITCH & PUTT TAMBRE	A CORUÑA	9	680763984	tambre@pitchandputtgalicia.com	
CLUB DE GOLF BALNEARIO DE GUITIRIZ	LUGO	9	982022200	casagolf@balneariodeguitiriz.com	www.balneariodeguitiriz.com
CLUB DE GOLF DE LUGO	LUGO	9	982176314	golf_lugo@golflugo.com	www.golflugo.com
CLUB DE GOLF RIO CABE	LUGO	9 par 3	982418279	agrupacionriocabe@gmail.com	http://padelriocabe.dudaone.com
GOLF AUGASSANTAS	LUGO	18	982456705	golf@augassantas.es	www.ocahotels.com
GOLF PILAR SARRIA	LUGO	9	652982456	golfsarria@gmail.com	www.golfsarria.com
MONTEALEGRE CLUB DE GOLF S.A	OURENSE	9	988256118	administracion@montealegreclubdegolf.es	www.montealegreclubdegolf.com
GOLF BALNEARIO DE MONDARIZ	PONTEVEDRA	18	986656200	golf@balneariodemondariz.com	www.balneariodemondariz.com
CLUB DE GOLF RIA DE VIGO	PONTEVEDRA	18	986327051	info@riadevigogolf.com	www.riadevigogolf.com
GOLF MEIS - FUNDACION MONTE CASTROVE	PONTEVEDRA	18	986680400	info@campodegolfmeis.com	www.campodegolfmeis.com
GOLF LA TOJA	PONTEVEDRA	9	986730158	administracion@latojagolf.com	www.latojagolf.com
REAL AERO CLUB DE VIGO	PONTEVEDRA	9	986486645	admon@racvigo.com	www.racvigo.com
ILLES BALEARS					
• FEDERACIÓN BALEAR DE GOLF	MALLORCA		971722753	fbgolf@fbgolf.com	www.fbgolf.com
GOLF CANYAMEL	MALLORCA	18	971841313	casacub@canyamelgolf.com	www.canyamelgolf.com
CLUB DE GOLF ALCANADA	MALLORCA	18	971549560	info@golf-alcantara.com	www.golf-alcantara.com
GOLF DE ANDRATX	MALLORCA	18	971236280	info@golfdeandratx.com	www.golfdeandratx.com
CAPDEPERA GOLF	MALLORCA	18	971818500	info@golfcapdepera.com	www.golfcapdepera.com
GOLF IBIZA	EIVISSA	27	971196052	info@golfibiza.com	
CLUB DE GOLF PONIENTE	MALLORCA	18	971130148	info@t-golf-poniente.com	www.ponientegolf.com
GOLF SON PARC MENORCA	MENORCA	18	971188875	info@golfsonparc.com	www.golfsonparc.com
CLUB DE GOLF SON SERVERA	MALLORCA	18	971840096	reservas@golfsonservera.com	www.golfsonservera.com
VALL D'OR GOLF CLUB	MALLORCA	18	971837001	valldorgolf@valldorgolf.com	www.valldorgolf.com
GOLF DE SON TERMENS	MALLORCA	18	971617862	reservas@golfsontermens.com	www.golfsontermens.com
GOLF MAIORIS	MALLORCA	18	971748315	recepcion@golfmaioris.es	www.golfmaioris.es
GOLF PARK MALLORCA PUNTIRO	MALLORCA	18	971797330	reservas@golfparkmallorca.com	www.golfparkmallorca.com
GOLF POLLENSA	MALLORCA	9	971533216	rec@golfpollensa.com	www.golfpollensa.com
ROTANA GREENS	MALLORCA	9	971845685	info@reservarotana.com	www.reservarotana.com
SANTA PONSÀ GOLF	MALLORCA	18	971690211	golf1@golf-santaponsa.com	www.golf-santaponsa.com
GOLF SON GUAL	MALLORCA	18	971785888	info@son-gual.com	www.son-gual.com
GOLF SON MUNTANER	MALLORCA	18	971783030	golf.mallorca@arabellagolf.com	www.arabellagolfmallorca.com
GOLF SON QUINT	MALLORCA	18	971606175	golf.mallorca@arabellagolf.com	www.arabellagolfmallorca.com
GOLF SON ANTEM	MALLORCA	36	971129200	mallorca.golfclub@vacationclub.com	www.sonantemgolf.com

GOLF COURSES

Course	Province	Holes	Tel +34	E-mail	Web
PULA GOLF	MALLORCA	18	971817034	reservas@pulagolf.com	www.pulagolf.com
REAL GOLF BENDINAT	MALLORCA	18	971405200	info@realgolfbendinat.com	www.realgolfbendinat.com
GOLF SON VIDA	MALLORCA	18	971791210	golf.mallorca@arabellagolf.com	www.arabellagolfmallorca.com
ISLAS CANARIAS- GRAN CANARIA					
• FEDERACIÓN DE CANARIAS	LAS PALMAS DE GRAN CANARIA		928432021	laspalmas@federacioncanariagolf.com	www.federacioncanariagolf.com
ANFI TAURO GOLF	LAS PALMAS DE GRAN CANARIA	18+9	928560462	proshopgolf@anfi.es	www.anfi.es
MASPALOMAS GOLF	LAS PALMAS DE GRAN CANARIA	18	928762581	reservas@maspalomasgolf.net	www.maspalomasgolf.net
EL CORTIJO CLUB DE CAMPO	LAS PALMAS DE GRAN CANARIA	18	928711111	info@elcortijo.es	www.elcortijo.es
LAS PALMERAS GOLF	LAS PALMAS DE GRAN CANARIA	18 PITCH & PUTT	928220044	coordinadora@laspalmerasgolf.es	www.laspalmerasgolf.es
LOPE SAN MELONERAS GOLF	LAS PALMAS DE GRAN CANARIA	18	928145309	melonerasgolf@lopesan.com	www.lopesan.com
REAL CLUB DE GOLF LAS PALMAS	LAS PALMAS DE GRAN CANARIA	18	928351050	1891@rcglaspalmas.com	www.realclubdegolfdelaspalmas.com
CAMPO DE GOLF SALOBRE	LAS PALMAS DE GRAN CANARIA	36	928943004	reservations@salobregolfresort.com	www.salobregolfresort.com
ISLAS CANARIAS - FUERTEVENTURA					
FUERTEVENTURA GOLF CLUB	LAS PALMAS DE GRAN CANARIA	18	928160034	reservasgolf@anjoca.com	www.fuerteventuragolfclub.com
GOLF CLUB SALINAS DE ANTIGUA	LAS PALMAS DE GRAN CANARIA	18	928877272	info@salinasgolf.com	www.salinasgolf.com
PLAYITAS GOLF	LAS PALMAS DE GRAN CANARIA	18	928860400	golfbookings@playitas.net	www.playitas.net
JANDIA GOLF CLUB	LAS PALMAS DE GRAN CANARIA	18	928871979	comercial@jandiagolf.com	www.jandiagolf.com
ISLAS CANARIAS-LANZAROTE					
COSTA TEGUISE GOLF	LAS PALMAS DE GRAN CANARIA	18 par 72	928590512	info@costateguisegolf.com	www.lanzarote-golf.com
LANZAROTE GOLF	LAS PALMAS DE GRAN CANARIA	18	928514050	reservas@lanzarotegolfresort.com	www.lanzarotegolfresort.com
ISLAS CANARIAS - TENERIFE					
AMARILLA GOLF & COUNTRY CLUB	SANTA CRUZ DE TENERIFE	18	922730319	info@amarillagolf.es	http://www.amarillagolf.es/es/
GOLF LAS AMERICAS	SANTA CRUZ DE TENERIFE	18	922752005	info@golf-tenerife.com	www.golf lasamericas.com
BUENAVISTA GOLF	SANTA CRUZ DE TENERIFE	18	922129034	reservas@buenavistagolf.es	www.buenavistagolf.es
GOLF COSTA ADEJE S.A	SANTA CRUZ DE TENERIFE	18+9	922710000	reservas@golfcostaadeje.com	www.golfcostaadeje.com
GOLF DEL SUR	SANTA CRUZ DE TENERIFE	27	922738170	golfdelsur@golfdelsur.es	www.golfdelsur.es
GOLF LA ROSA LEDA	SANTA CRUZ DE TENERIFE	9 par 3	922373000	info@golf larosa led a.es	www.golf larosa led a.es
CENTRO DE GOLF LOS PALOS	SANTA CRUZ DE TENERIFE	9	922169080	mail@golf lospalos.com	www.golf lospalos.com
REAL CLUB DE GOLF DE TENERIFE	SANTA CRUZ DE TENERIFE	18	922636607	reservas@rcgt.es	www.rcgt.es
ABAMA GOLF	SANTA CRUZ DE TENERIFE	18	922126300	golf@abamahotelresort.com	www.abamahotelresort.com
ISLAS CANARIAS-LA GOMERA					
TECINA GOLF	SANTA CRUZ DE TENERIFE	18	922145950	tecina golf@fredolsen.es	www.tecinagolf.com
LA RIOJA					
• FEDERACIÓN RIOJANA DE GOLF	LA RIOJA		941499312	fedrijanagolf@federacionriojanadegolf.net	www.frgolf.es
RIOJA ALTA GOLF CLUB	LA RIOJA	18	941340895	info@golfrioja.com	www.golfrioja.com
CLUB DE GOLF SOJUELA	LA RIOJA	18	941446710	golf-sojuela@gmail.com	www.sojuelagolf.com
EL CAMPO DE LOGROÑO	LA RIOJA	18 + 9 P&P	941511360	golflogrono@fcc.es	www.golflogrono.es
MELILLA					
• FEDERACION MELILLENSE DE GOLF	MELILLA		952116102	federgolfmelilla@yahoo.es	
PAIS VASO					
• FEDERACIÓN VASCA DE GOLF	GUIPUZCOA		943293508	info@fvgolf.com	www.fvgolf.com
CLUB DE GOLF LARRABEA	ALAVA	18+6 par 3	945465485	info@larrabea.com	www.larrabea.com
IZKI GOLF - URTURI	ALAVA	18	945378262	recepcion@izkigolf.eus	www.izkigolf.eus
ZUIA CLUB DE GOLF	ALAVA	9	945430922	zuiagolf@zuiagolf.com	www.zuiagolf.com
GOLF JUNDIZ	ALAVA	9 par 3	945357888	info@golfjundiz.com	www.golfjundiz.com
GOIBURU GOLF CLUB	GUIPUZCOA	9	943300845	club@goiburugolf.com	www.goiburugolfclub.com
REAL GOLF CLUB SAN SEBASTIAN	GUIPUZCOA	18	943616845	rgcss@golfsansebastian.com	www.golfsansebastian.com
REAL GOLF CLUB DE ZARAUZ	GUIPUZCOA	9	943830145	info@golfzarauz.com	www.golfzarauz.com
REAL NUEVO CLUB GOLF SAN SEBASTIAN BASOZABAL	GUIPUZCOA	18	943467642	recepcion@golfbasozabal.com	www.golfbasozabal.com
PITCH & PUTT PALACIO URGOTI	VIZCAYA	9	946746868	golf@palaciourgoti.com	www.palaciourgoti.com
MEATZEGI GOLF	VIZCAYA	18 + 9 par 3	946364370	info@meatzegigolf.es	www.meatzegigolf.es
REAL SOCIEDAD DE GOLF DE NEGURI	VIZCAYA	18	944910200	rsgn@rsgolfneguri.com	www.rsgolfneguri.com
CLUB DE CAMPO LAUKARIZ	VIZCAYA	27	946740858	cclaukariz@euskalnet.net	www.cclaukariz.com
CLUB DEPORTIVO GANGUREN GOLF COURSE	VIZCAYA	18	946565505	info@gangurengolf.com	www.gangurengolf.com
GOLF DE DERIO	VIZCAYA	9	944540574	deriogolf@gmail.com	www.deriogolf.com
PRINCIPADO DE ASTURIAS					
• FEDERACIÓN DEL PRINCIPADO DE ASTURIAS	ASTURIAS		985339141	fgpa@fedegolfasturias.com	www.fedegolfasturias.com
CLUB DE GOLF LA FRESNEDA	ASTURIAS	9 par 68	985267301	clubdegolflafresneda@yahoo.es	www.clubdegolflafresneda.es
CAMPO MUNICIPAL DE GOLF LAS CALDAS	ASTURIAS	18	985798132	lascaldas@golflascaldas.com	www.golflascaldas.com
REAL CLUB DE GOLF LA BARGANIZA	ASTURIAS	18	985742468	info@labarganiza.com	www.labarganiza.com
CLUB DE GOLF VILLAVICIOSA	ASTURIAS	9 + 9	985892632	deportivo@villaviciosagolf.com	www.villaviciosagolf.com
CAMPO MUNICIPAL DE GOLF "LA LLORCA"	ASTURIAS	18	985181030	golf@gijon.es	www.golfallorca.com
C.M.G EL TRAGAMÓN- CLUB DE GOLF MADERA III	ASTURIAS	9	985365379	madera3@madera3.es	www.madera3.es
REAL CLUB DE GOLF DE CASTIELLO	ASTURIAS	18	985366313	info@castiello.com	www.castiello.com
DEVA GOLF	ASTURIAS	18	985133140	info@devagolf.es	www.devagolf.es
LOS BALAGARES GOLF	ASTURIAS	18	985535178	losbalagares@losbalagaresgolf.com	www.losbalagaresgolf.com
LA MORGAL GOLF	ASTURIAS	18	985771675	info@golfiamorgal.com	www.golfiamorgal.com
GOLF MUNICIPAL DE LLANES	ASTURIAS	18	985417230	golf@ayuntamientodellanes.com	www.llanes.com/golf
CLUB DE GOLF LA RASA DE BERBES	ASTURIAS	18	628011908	info@golfilarasa.com	www.golfilarasa.com
CLUB DE GOLF PALACIO DE RUBIANES	ASTURIAS	9	985707612	info@golfrubianes.com	www.golfrubianes.com
ALDAMA GOLF	ASTURIAS	9	985408640	info@hotelaldamagolf.com	www.hotelaldamagolf.com
CLUB DE GOLF LUARCA	ASTURIAS	9	985470589	golfluarca@gmail.com	www.luarcagolf.com
CLUB DE GOLF CIERRO GRANDE	ASTURIAS	9	985472519	info@cierrrogrande.com	
CASTROPOL-GOLF	ASTURIAS	9 PAR 72	985623843	info@casacachon.com	www.castropolgolf.com
REGION DE MURCIA					
• FEDERACIÓN DE LA REGIÓN DE MURCIA	MURCIA		968284832	info@fgolmurcia.com	www.fgolmurcia.com
CLUB DE GOLF ALTORREAL	MURCIA	18	968648144	reservas@golfaltoreal.es	www.golfaltoreal.es
CLUB DE GOLF TORRE PACHECO	MURCIA	9	968585111	cadygolf@gmail.com	www.golfortrepacheco.es
CLUB DE GOLF HACIENDA DEL ALAMO	MURCIA	18 + 6	968157236	golfers@hdagolf.com	www.clubdegolfdha.com
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Catalonia, a destination full of different attractions and choices

Catalonia is a Mediterranean destination with a history that stretches back thousands of years; it has a rich culture and an important monumental heritage. This, together with its modern and thriving cities and amazing natural landscapes make it a destination that offers tourists a number of different options including culture, rest, nature, family tourism, business and sporting activities.

The 580 kilometres of Catalan coastline and its five different areas –Costa Brava, Costa Barcelona, Costa Daurada and Terres de l'Ebre–, alternate high cliffs with hidden coves, long sandy beaches and countless ways in which to enjoy water sports; the Catalan Pyrenees, with 3,000-meter-high peaks, are ideal for hiking and for snow and active tourism. Inland, Catalonia offers a whole range of different attractions including Romanesque monasteries and churches, the natural parks of Montseny, Montserrat and Sant Llorenç del Munt i l'Obac, as well as cities where one can discover the region's monumental heritage, traditional products and even fashion accessories and clothes shops.

And then there is its mild and pleasant climate characterised by moderate winters and warm and dry summers.

Top destination

In 2016, tourism continued to be one of the main drivers of Catalonia's economy; the region was the top destination for international tourism (18.13 million), accounting for almost a quarter of all international tourists visiting Spain. British tourism represents the second most important foreign market when referring to number of arrivals and in 2016 numbers



Looking at Catalonia's tourism offering, in 2018 culture will be one of the main attractions for the British market. (Photo: ©Adrià Ropero)

recovered and two million tourists from the UK once again travelled to Catalonia, resulting in an expenditure of over 1.6 billion Euros. This year, the trend continues. Nevertheless, the authorities prefer to wait until the end of the year to see how the market reacts to the attacks in Barcelona and Cambrils, and to the current political situation. They do admit, however, that, according to tour operators, "reservations have slowed down slightly, although every day that passes shows indications that the numbers are recovering.

Senior citizens and Millennials

The Catalan Tourist Board highlights the fact that, in addition to traditional sun and beach products and city breaks, a market Catalonia is very

well known for, they will diversify their proposals for the British market by following two trends in the United Kingdom: the growth of senior tourism and the interest for adventure and active tourism among younger visitors, Millennials.

In this sense, in 2018, culture will be a forefront attraction for the British market in Catalonia, "together with our most reputable products such as family and sun and beach tourism". Official data indicates that more than 25 percent of British tourists who choose Catalonia are families (with or without children) and that the most demanded holidays in that country are city breaks, family holidays and sun and beach tourism, altogether representing over 50 percent of all types of tourism. ■

Barcelona What's new 2018!



Salvador Dalí. *Somni causat pel vol d'una abella al voltant d'una magrana un segon abans de despertar.* c. 1944. Museo Thyssen-Bornemisza, Madrid. © Salvador Dalí, Fundació Gala-Salvador Dalí, Figueres, 2011

Barcelona promises big splash for Year of Cultural Tourism in 2018

With 2018 being the European Year of Cultural Heritage, Barcelona is offering a wealth programme of activities as part of its Year of Cultural Tourism including shows on Picasso's cuisine, Gala Dalí, dance and music festivals, among others.

Casa Vicens: Gaudí gem opens for first time to public

Visitors can get to see inside one of Gaudí's least-known architectural gems as from this winter: Casa Vicens, awarded UNESCO World Heritage Site status in 2005.

casavicens.org

Casa Batlló extends visit with high-tech perspective

In 2018 tourists will get to see a new vision of Casa Batlló. Located in the basement, the project offers a more technological, interactive and sensorial vision of Gaudí's world and the ins and outs of Casa Batlló.

casabatllo.cat

Check out the Barcelona Pass Modernisme

Tourists looking to visit art nouveau-style Modernisme buildings now have a great inclusive product: The Barcelona Pass Modernisme. Is a pass offering 7 days of free entry to art nouveau buildings in Barcelona and surrounding towns like Mataró or Terrassa.

Don't miss it!

tickets.visitbarcelona.com

Landmark Sant Antoni Market to re-open in April

After eight years of major refurbishment, Sant Antoni Market is set to open next springtime after work on the buttressing streets and squares finishes.

Once completed this will be the largest working municipal market in Barcelona spanning 40,000 meters.

mercatdesantantoni.com

Barcelona Obertura Classic & Lyric: The Classical music from Barcelona to the world

A new benchmark for the city's classical music scene has emerged from the coming together of the Liceu Opera House, the Palau de la Música Catalana and L'Auditori. This initiative aims to promote Barcelona's rich variety of music all over the world, as one of the global cities where classical music matters.

Buy your tickets at barcelonaobertura.com

For more news visit visitbarcelona.com



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Their competitive advantages include excellence, good communications and the constant renewal of their infrastructure

Spain establishes its position as one of the best destinations in the world for events and conferences

Cutting edge congress palaces, fair venues with extensive capacities and proven experience when it comes to organising all types of events, as well as original venues which are unique in the world – all of this and more makes Spain an outstanding destination for conferences. In addition, the security, excellent connections, both internally and with all the world's greatest cities, and especially with the rest of Europe, complement the excellent work of its well known professional congress organisers.

All this makes Spain one of the main MICE sector destinations, with Barcelona and Madrid as market leaders and other prominent destinations of very varied profiles, such as Seville, Valencia, Bilbao or Zaragoza, amongst others. Further proof of Spain's solid position within the congress industry can be found in the data published by the **International Congress and Convention Association (ICCA)**, whose annual ranking places Spain as fifth in the top ten destinations in the world, closely after France.

As for its cities, Barcelona is considered the third best destination in the world with 181 large events held in 2016 and Madrid is seventh with 144 events. If we consider the number of participants, Barcelona continues to hold third place in the world with 99,000 participants in total. Madrid is fifteenth with over 37,000 delegates,



Palma's Congress Palace has hosted events for 30,000 delegates over its first few months of operation.

although the recent 66th edition of the Mercedes-Benz Fashion Week Madrid, which took place at **IFEMA** in mid September concluded with over 53,200 participants and achieved significant international coverage.

Seafront conferences

One of the most exciting recent occurrences in the world of MICE is the opening of Palma's Congress Palace, managed by **Melià Hotels International**. It is one of very few congress palaces to have its own hotel which features as part of the complex, the Melià Palma Bay.

Barcelona and Madrid reaffirm their status as the leading Spanish destinations but also stand out for their professionalism and unique proposals

At the palace's opening gala which was attended by the King and Queen of Spain on the 27th of September, the President of Melià, Gabriel Escarrer, highlighted that the infrastructure will be a "basic part of a general move towards diversification and doing away with seasonality". He also said that by the end of 2017 it would have hosted 174 events attended by over 30,000 people and that 2018 was set to be "very positive", with 11 important congresses and five large corporate events already confirmed.

Barcelona is consolidating its leading position in conference tourism with which it generates a direct income of 1.5 million Euros a year. Proof of its success in this field is that Barcelona is the Mobile World Capital and venue for the GSMA Mobile World Congress until 2023, the 2018 edition of which will be held from the 26th of February to the 1st of March. This year the Mobile World Congress welcomed 108,000 professionals. ■



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The United Kingdom is the second greatest issuing market of foreign tourists to the city

Madrid, is a destination for LGBTI, cultural and flamenco tourism as well as student travel

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Madrid has become established as the **capital city for LGBTI tourism**, after the World Pride event was held in the city last summer. With its over two million visitors and an economic impact of 115 million Euros, the event consolidated the capital as a leading destination in Europe for this segment of the market. This will be further reinforced by the recent opening of the first **Axel Hotels** establishment in the city – a chain which specialises in this client profile.

But Madrid is so much more. It is also the **capital city of flamenco**, as shown by the many *tablaos* across the city; the epicentre for cultural tourism, thanks to its first-rate museums and cultural institutions, all of which feature in the English version of the 'Art in Madrid' publication; and a major **student travel** destination – the new **Madrid Student Guide** lists the many services and options the capital offers students who choose to visit it during their academic year.

This is the image Madrid promotes to one of its main international markets: the United Kingdom. In fact, the UK is the second greatest issuing market of foreign tourists to the city. Over the last year the number of British visitors to the capital increased by 3.88% – 361,992 visi-

tors from this country were registered. 241,275 British tourists have been recorded during the first eight months of the current year, generating 561,552 overnight stays.

Plaza de España

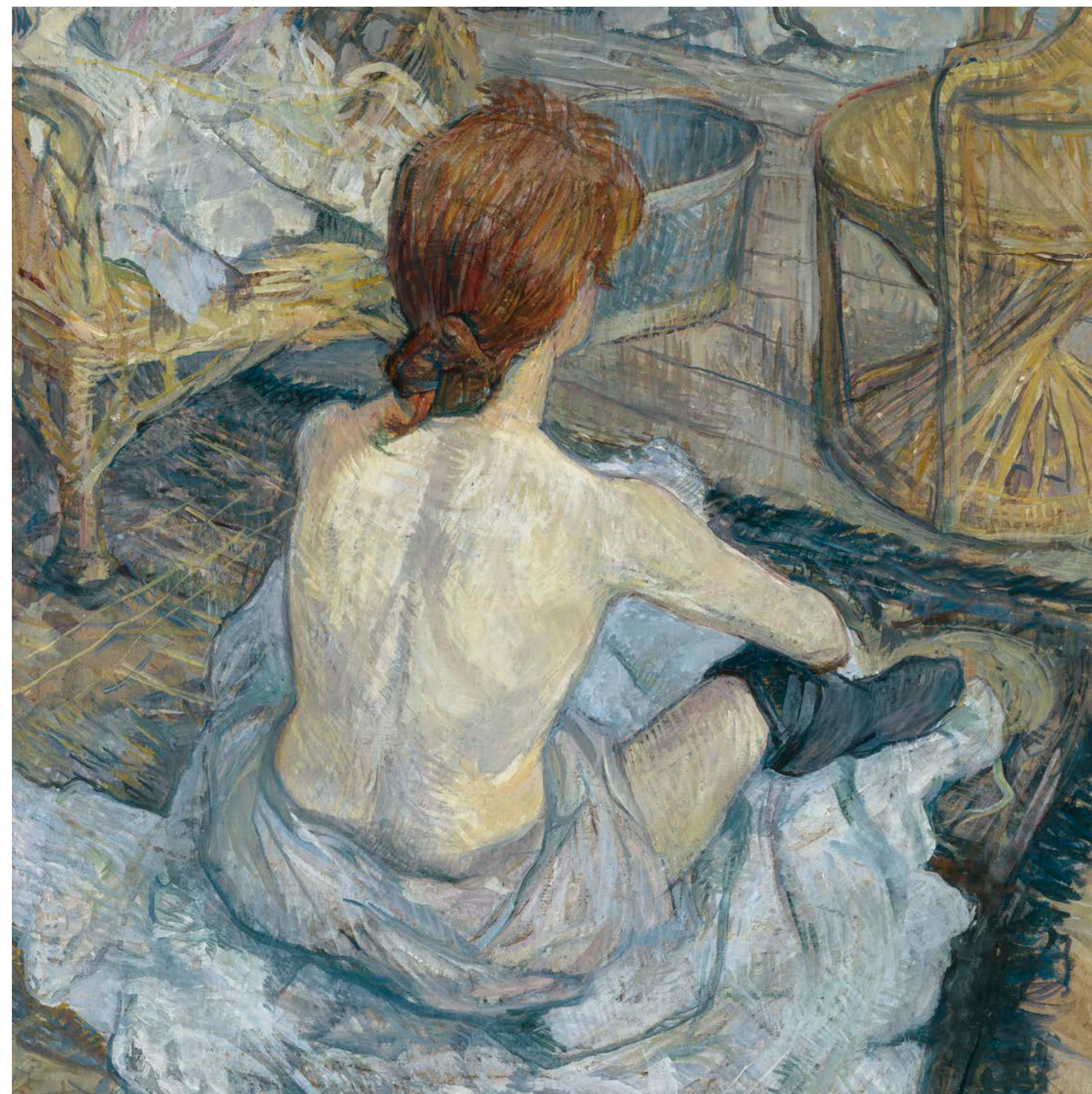
By 2019 these visitors will be able to enjoy the new image designed for the city's emblematic **Plaza de España** square by its Town Hall. The Plaza has become a hotel hub with recent openings including the 5 star **Barceló Torre de Madrid**, which will be joined this autumn by the **VP Plaza España Design**, a newly built

5 star establishment of 17 floors and 214 rooms which is set to be the chain's new flagship hotel.

By 2019 they will have a new neighbour in the form of the **Riu Plaza Madrid**, this chain's first hotel in the city, which will be located in the emblematic **Edificio España** building and feature 665 rooms and an 11000m2 space for MICE (Meetings, Incentives, Congress and Events). The hotel will also boast two restaurants and two swimming pools, one on the roof, where there will also be a Sky Bar and an additional 900m2 events space. ■



Madrid's emblematic Plaza de España square will have a new resident hotel by 2019, the Riu Plaza Madrid, further establishing its position as one of the city's main hotel hubs.



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Henri de Toulouse-Lautrec
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Discover UNESCO's World Heritage sites in the Region of Madrid!

Madrid and its surrounding region has something for everyone, whatever your age, whatever your preferences: culture, history, leisure, shopping, nature, gastronomy and much, much more...

A visit to Madrid is always more than just a visit. It is an immersion in art, with a choice of the many exhibitions on show at world-class museums, such as those on the Art Walk (**Prado**, **Thyssen** and **Reina Sofía**), an immersion in a rich cultural scenario with options ranging from classical music and musicals in the Gran Vía, to one of the many festivals held throughout the year (the Autumn to Spring Festival, Suma Flamenca, the Madrid International Dance Festival, etc.).

But Madrid is also about **gastronomy**, about tasting a delicious meal in some of its fashionable restaurants and having a cocktail on a rooftop terrace with a view to the sunset; it's about being part of Europe's most vibrant leisure scene, whether by day or by night. Moreover, the region is a privileged **shopping** destination, where visitors will find endless retail options and high quality brands.

World Heritage in Madrid

The Region of Madrid is so much more than just its capital, meaning the hardest thing for visitors is not finding something to do but choosing from the wide range of attractions on offer. Nevertheless, a visit to the region would not be complete without a short trip or excursion to one of the four sites whose rich historical and natural legacy has earned UNESCO World Heritage status.

Alcalá de Henares, birthplace of Cervantes and the site of the original Complutense University, is a place to explore, wandering its streets and squares, visiting its museums and



University of Alcalá de Henares (World Heritage - UNESCO).

monuments, doing some shopping and, of course, treating yourself to *tapas* and Castilian cuisine in one of its many quality restaurants.

On the banks of the river Tagus, **Aranjuez** was the site where the Bourbon kings set up court every spring. It boasts a magnificent Royal Palace and gardens, beautiful in any season. You can ride a calash to the historical groves and orchards surrounding the town, that in days gone by provided food for the royalty and today produce asparagus, strawberries and other local delicacies which can be enjoyed at the town's restaurants.

At the foot of the Sierra de Guadarrama mountain range, the monastery at **San Lorenzo de El Escorial** houses the pantheon of the Spanish kings and queens. A visit to this Royal Site is a must for its rich historical legacy, its cultural offerings, and its exuberant nature and landscapes. Furthermore, it is also the perfect place to taste traditional

mountain cuisine and roasts of the local Guadarrama beef, or simply to enjoy some *tapas*.

Just a hundred kilometres from the city of Madrid is the southernmost natural beech forest in Europe. Awarded World Heritage status by UNESCO on 7 June 2017, the **Hayedo de Montejo** is an old forest of beech, Pyrenean oak, holly and honeysuckle, at the foot of the Sierra del Rincón.

More information:

www.turismomadrid.es

Not to be missed...

To plan your visit, check the Calendar of Events 2017-2018, which can be downloaded in a free navigable PDF at www.turismomadrid.es/agenda.

INFORMATION

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The Eastern Iberian Coastal region of Spain is diversifying its tourism product beyond sun and beach tourism



Cruise ships at the Port of Cartagena, Murcia. Photo: Joaquín Zamora.

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The Valencian Community and Murcia have established themselves as attractive, avant-garde destinations with a vast sun and beach offering but also with new products such as sports, urban, cultural and culinary tourism that attract thousands of British people every year.

With a market share of 32.5 per cent in 2016, the UK is the first foreign source market to the Valencian Community. This year, market indicators are on the rise, from January to August visitor numbers have increased by 17.8%, exceeding two million visitors. Nevertheless, the Valencian Agency of Tourism is determined to further increase demand and the average expenditure per tourist, as well as promote other products; it will therefore intensify the promotion and communication activities carried out in this market both this year and next year.

The Valencian Community is currently transforming and diversifying its product and promoting different offerings such as active, cycling, bird-watching and wine tasting tourism. Although sun and beach related products will be at the forefront during this edition of WTM, where specialised hotels will be present and where Benidorm and Costa Blanca will also be represented, the Valencian Community will in addition promote the tourism offering in the northern part of the region by exploiting the flight connections between Castellón Airport and the United Kingdom. Bird-watching and rural tourism, both greatly valued by the British market, will be a focal point, as will the region's culinary, sports, festival, and health and wellness attractions.

The Region of Murcia

The United Kingdom is also the first source market to Murcia. From January to August, 299,265 British tourists visited the region, representing a 2.8 percent rise. New to this WTM

is that Murcia will have its own stand near to Tourspain's, twice as big as in previous editions. In terms of promotion, it will highlight the suitability of the region as a destination for nautical, cruise, active, nature and golf tourism – it features 22 high level golf courses with 348 holes within a radius of 35 kilometres – as well as a great vacation and cultural destination.

Murcia will also promote Cartagena as one of the most notorious Ports in the Mediterranean and it will harness the opportunity to promote the Romans and Carthaginians Fiesta, recently declared a Fiesta of International Tourist Interest.

The destination is putting a great deal of effort into promoting cycle tourism. This type of tourism will be further enhanced with the incorporation of the Camino de Levante pilgrimage route into the network of regional roads. In addition to this the new Cartagena Greenway – Totana and the Almedricos Greenway – will both become part of the North-western Greenway. ■

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With plenty more to offer than just a great night out, this notorious Spanish town has entertainment for the whole family, all year round



Benidorm is located on the Costa Blanca on the shores of the Mediterranean. With its exceptional micro-climate visitors can enjoy sunshine and pristine beaches all year round. Even in the cooler months, the water temperature remains constant and suitable for swimming. The wide variety of facilities available, safe shallow waters, fine golden sand and scrupulous cleaning, make them some of the best local beaches on this coastline. In the streets you can see signs of the city's past as a seafaring town, with sprawling, whitewashed houses. But its cosmopolitan present is also very much in evidence, with skyscrapers surrounded by green areas, a sustainable model that has aroused the interest of town planners all over the world.

The viewing point of Benidorm, which overlooks the town's bay, has earned its name, 'the Mediterranean Balcony', where nature enchants



with wonderful panoramic views: the island, three of the five beaches, the horizon and borders of the town. The reflection of the sun on the sea stirs feelings of warmth and well-being, which will relax and motivate you to continue to discover what Benidorm has to offer. The resort's excellent value for money and the variety of accommodation, entertainment, shopping, sport and dining, is ideal for all age groups. Its facilities are specially designed to meet the needs of our visitors. **High-quality hotels are constantly being improved and updated and are complemented by eleven campsites and numerous**

holiday apartments.

Benidorm hotels are tailored to British customs, for that reason, every year thousands of Britons choose Benidorm as their holiday destination. Benidorm offers a wealth of leisure services with all kinds of shops (fashion, footwear, accessories, gifts, crafts); night and day entertainment; sports; local and international gastronomy; five major theme parks, and fun for all ages.



Benidorm is a compact town, easy to get around and with everything close at hand. There are large public areas for recreation and a leisurely stroll: Levante beach promenade, Poniente beach promenade, Elche Park, Aigüera Park, Serra Helada Nature Park and its beaches. Due to its privileged position and great variety of landscapes with contrasts of coast and mountain, there are places of spectacular beauty to visit within just a few kilometres of Benidorm.



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Figures from the HOSTELTUR Ranking List of top Hotel Chains 2017

Spanish hotel chains plan for 40,000 new rooms by 2020

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Both major Spanish hotel groups as well as smaller hotel chains have launched ambitious expansion plans for the coming years that will result in them offering over 40,000 new rooms in and out of Spain by 2020. It is with these projects that the country's companies are demonstrating they have a solvent and strong position in the industry.

Meliá Hotels International tops the list of hotel chain's planning to open new hotels over the coming years, a total 71 establishments

Meliá Hotels International is for yet another year the hotel chain with the biggest expansion plan and it intends to open seventy-one new establishments and 17,183 rooms in America, the Asia-Pacific region and Europe, the Middle East and Africa by 2020. It is followed by NH Hotel Group that has signed thirty new hotels (+5,216 rooms) in twelve different countries and by Riu Hotels & Resorts with 2,865 rooms in five resorts. Between this year and next year, Iberostar will offer 2,396 new rooms in twelve establishments, ten of which will be in Cuba and Barceló Hotel Group will open seven new resorts. Next year, Palladium Hotel Group will open two new establishments in Mexico (+1,144 rooms). Also in the Car-

ibbean but this time in the Dominican Republic is where Grupo Lopesan will expand and open a 1,000-room resort. Bahia Principe however is investing in Tenerife where next year the company will open a new 372-room hotel. With three new establishments, one of which is in Barcelona, H10 Hotels will add another 1,000 rooms to its portfolio by 2018. Meanwhile, Eurostars Hotel Company expects to increase its offering with over 2,400 rooms in twenty-two new hotels that the company will start to open progressively from now to 2019. As for Blue Sea Hotels, this company plans to offer between 1,000 and 3,000 new rooms in the Balearic Islands, the Canary Islands, Catalonia and Malaga from now to 2019, while Hoteles The has decided

to invest in the Canary Islands, Andalusia and Cape Verde where it will open new resorts next year.

Small and medium sized hotel chains invest in Spain

Medium sized hotel chains have decided to principally invest and grow in Spain, although there are a few exceptions such as Hipotels and Grupo Batle that plan to open resorts in Mexico. Thus, in 2018, THB Hotels will add two new establishments and 400 rooms to its portfolio. That same year, Roc Hotels will open the Gran Camp de Mar with 416 rooms, Protur will open an establishment in Palma with 100 rooms and Zafiro will open an inland hotel with twenty-one rooms. This year, Onahotels will open a 53-room hotel in Barcelona and another one next year with 150. On its part, Nuñez i Navarro Hotels is building two new establishments that will offer 244 rooms. Catalonia Hotels & Resorts will open a 434-room hotel, but this won't be until 2019.

Some smaller Spanish hotel chains with less than 1,000 rooms have also planned to expand their portfolios mainly in Spain over the coming years, although to a lesser extent. Among the most ambitious plans, those that stand out are: Sweet Ho-

tels with six new establishments and 576 rooms; Grup Soteras, that plans to open four resorts in Casteldefells with a total 450 rooms; and OD Group that will establish itself in Costa Azul next year (+70 rooms) and in Miami (+170), and in Madrid (+100) in 2019. As for Soho Boutique Hoteles, this company will add five new establishments and a total 390 rooms to its portfolio, while between this year and next year Pabisa will open two new hotels in Playa de Palma (Mallorca) and increase its offering another 240 rooms. Before the end of 2017, VP Hoteles will open what is called to be its flagship, a 214-room five-star hotel at Plaza España in Madrid.

Other companies that are also getting ready to expand their portfolios are Bed4U Hotels that will this year open a 62-room hotel in Pamplona and another one next year with 120; Ferrer Hotels plans to open two new establishments in Spain (+72 rooms) and another one in the Dominican Republic (+83); in 2018 Vértice Hoteles will open a 165-room hotel in Spain; and that same year Azzahar also plans to open two new establishments, therefore adding another 100 rooms to its portfolio. Last but not least, Casual Hoteles and Som Hotels will both open new hotels next year, with fifty and thirty-nine rooms respectively. ■

“

Most new hotels to be opened in Spain by 2020 will be based in the Balearic Islands, the Canary Islands, Catalonia and Andalusia



Before the end of the year, VP Hoteles will open a five-star hotel in Madrid's city centre.

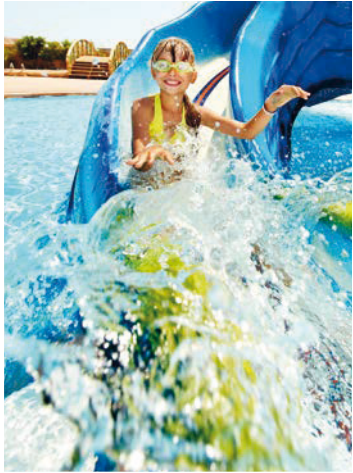


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Jamal Satli Iglesias, Chairman of BlueBay Hotels

“At BlueBay Hotels we’ve carried out most of the 2017–2020 plan, and we continue to grow”

In 2016 BlueBay Hotels announced a strategic plan for growth with the intention of having 60 hotels in 30 different destinations. What progress have you made?

Our growth is relentless. We’re meeting the goals we defined in the 2017–2020 strategic plan: to promote the group’s internationalisation and increase our hotel offer. So far this year we’ve added 14 hotels in both new destinations and consolidated our presence in markets such as Latin America & the Caribbean, the MENA, and of course the Spanish market. At present we have 54 hotels in 35 destinations and more than 26,000 beds, so a large part of the plan is already in place. We’re also closely watching markets in Latin America such as Colombia and Brazil. And in the MENA, we’re opening the Blue Diamond Salam Palace 5* GL in Fujairah (United Arab Emirates) before the end of this year, and this will allow us to continue strengthening our position in the Luxury and Grand Luxury sector.

Which of the latest additions to the group would you highlight?

We’re delighted with the addition of two luxury hotels in Turkey: Ataturk Palace by Blue Diamond 5* and BlueBay Grand Celik Palace 5*, which between the two have 328 beds in the city of Bursa, a long-standing tourist destination rich in natural beauty. It was someplace we’d been interested in for

some time, but it wasn’t until now that we found two hotels that met all our requirements.

What are the next steps in the hotels you have in Spain?

We’ve just finished renovation work at two of our hotels in Alcudia (Majorca), BelleVue Club Mallorca 3* and BelleVue Lagomonte 3*. We’re also adding new features in all the group’s hotels to provide our customers with the best possible experience.

In your experience as the Chairman of an international hotel group, what are the main challenges you face?

I like to be aware of everything that’s happening, and this entails, among other things, knowing the locations and motivating our team of professionals. I also like to keep track of what we offer in each destination, and what improvements we could add to provide an unforgettable stay, so our customers want to return. I have my home in Dubai, and I must thank my team for the great job they do in planning and coordinating everything, without them my work would be a lot more complicated. Our professionals’ training and involvement are fundamental. We develop a training plan that’s updated every year and add the most important new features at all levels, management, sales, housekeeping, etc. I also consider it essential to have a well-defined growth plan, such



as the 2017–2020 strategic plan I mentioned previously.

What are the future challenges that lie ahead for the hotel sector?

The changes in the model of customer relations because of social networks. The Internet has provided us with very valuable information, but we must know how to interpret to anticipate our customers’ expectations. Nowadays, customers are increasingly looking for an “experience”. Our offer must include aspects related to leisure, health and culture. We have to offer an attractiveness that’s seen as something exceptional.



Continuously Expanding...

BlueBay Hotels continues with its ambitious expansion plan with the addition of six new hotels in Mexico City, making a total of ten across the country. Added to this is the incorporation of **Hotel Eden by BlueBay****** in Oruro (*Bolivia*) to our portfolio, which makes us the first Spanish hotel chain to open in the country.

BlueBay Hotels also announce the next opening of **Blue Diamond Salam Palace*****GL** in Fujairah (*United Arab Emirates*) and consolidate its position in **MENA** with new projects in **Turkey** and **Saudi Arabia**.

BlueBay Hotels at:

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ILUNION is taking part in the WTM, at the Andalusia stand (EU 1700)

A truly unique hotel chain: ILUNION HOTELS



The recently refurbished Hotel ILUNION Málaga.

There is no other chain in the world like **ILUNION Hotels**, and these are not just empty words. It is a company that goes beyond merely complying with a Corporate Social Responsibility policy (CSR), because it embodies CSR in its entirety. Having the support of **ONCE** and **Fundación ONCE** has helped to shape the character of the chain, but ultimately it is the people involved that have made it the success that it is.

‘Welcome to ILUNION Hotels, a different world made up of extraordinary people.’ Its slogan leaves no room for doubt; in fact, it could not be more apt. People with some form of disability make up 40% of the chain’s staff. This number rises to 70% in its catering company and seven of its hotels (two in Valencia, two in Madrid, and three in Barcelona). The plan is to continue expanding with this model of Special Employment Centres, with three new openings.

Several awards and certifications endorse its great work. It received the first **Ethics Award** from the **United Nations World Tourism Organization** (UNWTO), which distinguished ILUNION Hotels for “its work in the area of accessible tourism for all and its contribution to break down social barriers and make the accommodation industry more inclusive”.

According to the UNWTO, this commitment to universal accessibility that is epitomised in its business model “represents a virtuous, innovative and replicable best practice of corporate social responsibility”.

26 different hotels

ILUNION Hotels currently consists of 26 four-star hotels which include both urban and seaside options, spread out across Spain. There are four in Madrid, four in Barcelona, four in Valencia, three in Málaga,

two in Cádiz, two in Mérida, and one in Seville, Badajoz, Menorca, Huelva, Girona, Zaragoza and Bilbao.

Furthermore, it is the only hotel chain in Spain with the universal accessibility certification (**UNE 170001-2**) and the **QSostenible** certificate that guarantees the sustainability of its buildings. Half of the hotels are also **Travelife Gold** certified for the work they do to minimize their environmental impact and to boost the overall sustainable development of society. To achieve this seal of approval, the hotels had to comply with 163 criteria that prove their commitment.

ILUNION works to achieve its fundamental objective; as highlighted by the chain’s managing director **José Ángel Preciados**, this is to “make the world a better, fairer, more caring and generous place”. And this vision goes beyond words, as demonstrated at ILUNION day after day.

TOP HOTELS AT TOP SPANISH DESTINATIONS:

Huelva Cádiz Gerona Málaga Menorca



Monarch Airlines has departed and Thomas Cook Airlines Balearics, with its base in Mallorca has landed

The UK-Spain market, the largest and fastest growing

Diana Ramón Vilarasau
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The UK is the first source country to Spain and it is also the fastest-growing market. Recently, the UK-Spain market suffered a heavy blow with the bankruptcy of Monarch airlines. According to experts, by next summer the services offered by this company will have been taken on by other airlines. Thomas Cook Airlines Group has taken the lead and has launched a new airline based at the Palma de Mallorca Airport.

In 2016, Spanish airports handled over 80.87 million travellers on international flights. The UK-Spain routes represent 25.7 percent of the market share with more than 20.8 million passengers, a figure that represents an increase of 15.8 percent. In other words, almost 3.29 million more arrivals and departures than the second most important international market, Germany, leading by over five percent; according to figures provided by the **Institute of Tourism Studies (IET)**.

Up until September, the UK-Spain routes accounted for more than 18.44 million passengers (+11.2%), increasing the British market share by 26.7 percent. Recently, this market suffered a heavy blow due to the bankruptcy and cessation of operations of **Monarch** airlines. After the United Kingdom, Spain was Monarch's main market with flight connections to and from twelve of its

airports and the company's five bases in Britain. However, according to the experts, other airlines will take over the vacant slots and they even foresee yet another rise in the market. As a matter of fact, the British group **Thomas Cook Airlines** has seized the opportunity and created a new subsidiary, **Thomas Cook Airlines Balearics**. This firm will schedule its first flights from early 2018 and will be based in Mallorca, its most popular destination.



Thomas Cook Airlines Balearics will start operating early next year and will be based in Mallorca, the group's most popular destination.

The new summer 2018 routes are mainly included in the schedules of low cost companies that account for 70.5 percent of British tourists travelling to Spain. On its platform, **Easyjet** has launched its first routes for the spring and beginning of summer 2018, drawing special attention to those from London-Gatwick to Barcelona, Liverpool to Alicante, and Newcastle to Malaga. **Ryanair** has announced a new route with daily flights between London-Gatwick

and Alicante. In 2018, **Jet2.com** airline will operate 114 routes from the United Kingdom to Spain, increasing its capacity with thousands of additional seats on flights to its most popular sun destinations. Among its new products it will launch three new routes to Almería from Belfast, Birmingham and London-Standed. This firm will also expand the capacity and frequency of many of its already existing routes between both countries. In the high season,

it will increase its number of seats by 11 percent in comparison to the summer of 2017; while, during the summer of 2018 it will operate 599 weekly flights when in the summers of 2017 and 2016 it only operated 552 and 412 respectively.

British Airways has unveiled a new summer route between London-Heathrow and Almería from March 27 to October 27, 2018; flights will be twice a week, on Tuesday and Saturdays. ■

STAGE

THE BEST ARTISTS IN THE WORLD



MARTIN GARRIX, DIMITRI VEGAS & LIKE MIKE, DAVID GUETTA, TIËSTO, STEVE AOKI, AXWELL & INGROSSO, AFROJACK, NERVO, DJ EZ, OLIVER HELDENS, DON DIABLO, ARMIN VAN BUUREN, CRAIG DAVID'S, CHASE AND STATUS, TINIE TEMPAH, MARSHMELLO, BOB SINCLAR, DANNY HOWARD, HANNAH WANTS, NICKY ROMERO, SIGMA, DJ SAMMY, BENNY BENASSI, SIGALA, JUICY M, REDFOO AND MANY MANY MORE...

PR

Holiday World, Costa del Sol's largest resort

Holiday World is a hotel resort owned by Grupo Peñarroya and located in Benalmádena-Costa (Málaga) at the very heart of the Costa del Sol.

Holiday World is an innovative tourism resort in the Costa del Sol as it is the only All-inclusive resort in the area and the only one to combine family leisure fun with the versatility of business, health, sports and silver tourism. Its wide range of services, its generously sized areas, the diversity of its establishments and its responsible management approach translate into Holiday World currently being able to offer around 3,500 hotel beds all twelve months of the year. Holiday World includes seven hotels although to date only four have been finished and are open for business. It boasts a total surface area of

450,000m² with a capacity to accommodate a total 8,672 beds.

It also has a Beach Club, one of the resort's most notable attractions and a one of its kind in Spain. It has a total 30,000 m² of outdoor space exclusively for the use of Holiday World clients with state-of-the-art water and leisure facilities. This space is designed for the amusement of both adults and children during their holiday. The Beach Club boasts seven clearly differentiated areas with different themed facilities. You will find "The Jungle", especially designed for the little ones; "The Lighthouse" for those in love and with spectacular views of the Mediterranean coast; "The Lost World" for those seeking peace and tranquility; "Treasure Island", where both little ones and adults will do whatever is in their



hands to seize the pirate ship and ply the Caribbean seas; "Wild Ocean" for the more daring, with a wave pool, slides, a cave with special water and lighting effects and an interactive fountain, as well as Holiday Stadium's sporting facilities for those feeling more sporty.



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**Always
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Spanish talent is all the rage

What are Spanish startups working on?

Vivi Hinojosa
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Spanish talent is all the rage and attracts the attention of international investors from all over the world who are willing to back Spanish tourism innovation and offering a whole range of opportunities for the entrepreneurs. Spanish initiatives include Chatbots, artificial intelligence, big data and improving the trip experience.

CorreYvuela. – This initiative started the year selling flights via WhatsApp and has just begun selling hotel stays with the possibility of making a booking via voice note. It is being backed by Agora Next, a tourism startup accelerator and its fund, IT Holding Capital. Less than a year after it was first conceived in Barcelona, 70.000 travellers had already carried out searches and bookings via its instant and 100% automatic messaging service.

STAY App. – Facebook Messenger is the channel chosen by STAY APP to facilitate a direct booking service for its customers, an option which is now available at some hotels, as well as to improve their experience during their stay thanks to its digital concierge service. The chatbot ensures there is no friction as the user communicates with the hotel in the same way he or she would communicate with his friends. Using natural language and keywords or questions, the customer can communicate with the machine in six different languages.

Caravelo. – This personal travel assistant created in Barcelona was awarded a prize at the latest edition of the South Summit held in Madrid. It interacts with users via its chatbot Nina to organise travel plans with six different airlines around the world. The client can have a conversation detailing his or her needs and the assistant takes care of everything, even changing the ticket acquired if the service is cancelled.



Tourism innovation 'made in Spain' attracts investors from all over the world

Airhopping. – Created in Valencia, this search engine allows users to travel by plane in true Interrail style. It uses artificial intelligence to offer clients the best combination of flights so that they can visit different cities on the same trip. It suggests an itinerary and recommends a length of stay at each destination in order to get the most competitive prices. Airhopping currently features over 20 destinations in Europe and is starting to include accommodation so that it can offer a more comprehensive service.

SmartEcoMap. – This is a virtual assistant developed using artificial intelligence which helps the tourist to discover their destination by providing information quickly and directly according to their requirements and in their own language, ensuring a personalised experience. Using IBM Watson cognitive technology for data treatment, SmartEcoMap aims to become the main interactive channel between the destination and the tourist, as if it were a virtual friend who can provide recommendations about the place they are visiting. It is already operating in Lanzarote, where its CEO lives and its next objective is China.



Many of these projects are already in the financing stages so that they can begin development.

Smartvel. – This Madrid-based platform uses big data and geolocation to collect information on everything going on in the city and at the main points of interest so that the user can create their own calendar and have an improved travel experience, both during the ideas stage as at the destination itself. It works like an online multi-language concierge multi-device and is able to interact with the client during their entire stay.

Easy Travel. – Winner of the Airbnb Travel Tech Award, this Barcelona-based startup offers travel packages for people attending sports, music or conference events via the organisers' websites by using big data. It simplifies the reservation process offering flight and hotel options and other services. So far Easy Travel has facilitated sales to the value of over half a million Euros and its aim is to reach 2.5 million by 2018.

Waynabox. – This startup introduces an element of surprise to your travel experience, offering its clients weekend breaks for a fixed price of 150 Euros to one of 56 European and Moroccan destinations included in its programs with the destination only being revealed two days before departure. Since its launch in March 2015 the company has surprised over 45.000 travellers and has generated

over six million Euros in invoicing. Waynabox is present in Spain, Portugal and France where it has just signed an agreement with AirFrance to offer its product in collaboration with Joon, the new airline for millennials.



The projects presented by Spanish entrepreneurs focus on chatbots, artificial intelligence, big data and improving the trip experience

Keepiz. – This platform was created in Madrid and aims to revolutionise the concept of hand luggage by offering cloakroom services via a network of shops which have enough space to store belongings spread across Spain's main cities. Thanks to this synergy, establishments can make the most out of their available space, generate income from new customer traffic and benefit from the advantages of a communication tool in order to promote their services. ■

PR

RIU Hotels & Resorts expands its business model to Sri Lanka and New York

Present now for twenty-five years in major American and European destinations, in 2016 the Mallorcan hotel chain opened two new hotels in what were two new cities for RIU: Hotel Riu Sri Lanka and Riu Plaza New York Times Square.

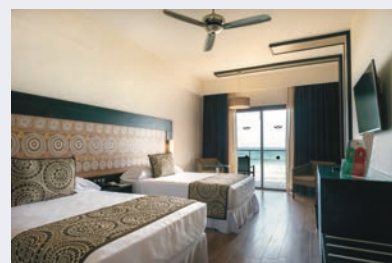
Riu Hotels & Resorts' expansion outside of Spain began in the nineties when the company set up business in Punta Cana. From that day forth, this hotel chain from Mallorca and its business model have been taken to other destinations as diverse as Dublin, Cancun, the Bahamas or Berlin. Last year, RIU Hotels took its international business one step further by opening its first hotel in Asia: Hotel Riu Sri Lanka. The hotel is in Ahungalla and has 501 spacious rooms. Riu is famous for its 24-hour All-inclusive services and this hotel offers just that. The food at Riu Sri Lanka is one of its fortes. Guest will be able to savour Italian delicacies at the "La Forchetta" restaurant, Asian specialities at its "Kaori" restaurant or even choose to dine at "Saute" if wanting to enjoy a delicious barbecue on the beach. Hotel Riu Sri Lanka's guests will



Built in 2016, Riu Sri Lanka is RIU's first hotel in Asia.

Riu Sri Lanka has an Italian restaurant, an Asian restaurant and the option to enjoy a barbecue on the beach

also have the opportunity to enjoy fully equipped facilities with three large swimming pools, terraces to relax in the sun, a Jacuzzi, a gym, and the Renova Spa wellness centre that has a beauty salon, hairdresser and massage area. Riu Sri Lanka is in an idyllic location



You will have wonderful views from all of the rooms at Riu Sri Lanka.

on the beach and from all its rooms, guests will enjoy sublime views and a paradisiacal landscape. The fact is that, Sri Lanka is a country with a beauty like no other and has great cultural and natural wealth, making it a unique and highly sought-after destination.

Another destination that welcomed RIU Hotels in 2016 was New

York, home to the Hotel Riu Plaza New York Times Square, a newly built modern hotel. Its location in the great American metropolis couldn't be better as it is very close to Times Square and surrounded by emblematic sites such as Central Park, Rockefeller Centre, the Empire State building, Carnegie Hall and the luxurious shops on Fifth Avenue.

"

The Maldives, Dubai and Madrid are some of the next destinations where RIU Hotels will open new hotels

RIU acquired a piece of land between Eighth Avenue and 46 Street, an area better known as Restaurant Row, and there, it built an impressive 29-story building, keeping to the sophistication of RIU's city hotels, RiuPlaza Hotels. It has 650 stylish and modern rooms, fully equipped with all kinds of amen-



The Riu Plaza in New York stands among the main Broadway theatres.

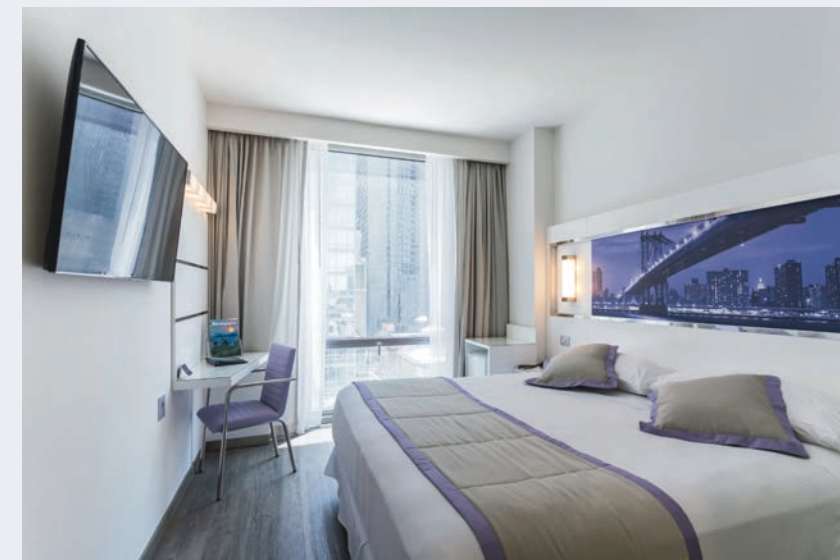
ities such as a minibar, flat screen TV, safe and free Wi-Fi throughout the hotel.

As regards to cuisine, Hotel Riu Plaza New York Times Square is home to the 'Fashion' restaurant and to the 'Capital' 'Grab&Go' concept bar. The first is an 'à la carte' restaurant at lunchtime and dinnertime, while in the mornings it serves a buffet breakfast; and the

'Capital Grab&Go' bar serves a wide range of coffees, teas, soft drinks, snacks and sweets.

At this hotel, business travellers will find everything they need for their business activities. It has two conference rooms, with capacity for up to seventy and seventy-five people respectively and two meeting rooms. It also hires out audiovisual equipment and all four rooms have Wi-Fi connections.

Sri Lanka and New York, two completely different destinations, but both are proof of RIU Hotels intention to carry on expanding its business model and world renowned service to the most exotic holiday destinations and major cities around the world. It will continue to honour this statement by opening hotels in the Maldives, Dubai and Madrid.



At the Riu Plaza New York Times Square you will be able to choose from nine different types of rooms, so it really does adapt to all kinds of guests.

INFORMATION

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Cuba's tourist arrival rate continues to grow steadily



The rate of arrivals from the United Kingdom to Cuba had increased by 11.6% by the end of September and as such the UK was the seventh highest issuing market of tourists to the island.

Until September, despite the damage caused by hurricane Irma, Cuba had maintained a steady growth in its tourist arrival rate. In fact, the accumulated figure for the period from January–September was 3.658,496, according to non-official sources, which represents a 23.4% increase when compared to the same period a year before.

Canada is still the main issuing market of tourists to the island, followed by the United States, Cubans residing overseas, Germany, Italy, France, the United Kingdom, Spain, Mexico, Argentina, Russia and Holland. The number of tourist arrivals from all the above, with the exception of Canada, grew in comparison to the same period in 2016.

However, the month of September specifically, has resulted in negative figures, with just 86.2% of the arrivals received in 2016, as was to be expected after hurricane Irma. Even

so, the accumulative figures across almost all markets have remained positive, thanks to the high rate of sustained growth they have shown over the course of the year.

The United Kingdom is the perfect example: despite it only producing 54.5% of the amount of tourists issued during 2016 in the month of September, it closed the period of January–September with an 11.6% increase, sending a total of 162,333 visitors to Cuba. During that period, the UK market was the seventh highest issuing market to the island. Cuba expects to conclude 2017 with 4.7 million tourists, a figure which is 16.5% higher than the figure reached in 2016. In fact, it recorded three million visitors 75 days before it had done so a year before.

Cuban authorities estimated that income for the sector reached 1.5 million dollars during the first six months of the year, 9% more than during the same period in 2016. As for the income per tourist per day, this amount increased by 11.8%.

Cuba has followed-through on all its commitments to ensure that all tourist destinations are ready for the

current high season which has just begun, including Jardines del Rey and Cayos de Villa Clara, and their respective *pedraplén*s (rockfills), which the mostly badly hit during the recent natural disaster.

The national and local authorities and the sector's workers and directors all joined forces and were able to recover the facilities and infrastructure which were so damaged by hurricane Irma.

This achievement was publicly recognised by Manuel Marrero, the Tourism Minister, at an event held at the Plaza América Convention Centre, in Varadero, attended by 160 tour operators who work with Cuba and members of specialised press. He declared that the recovery efforts required the use of financial and material resources, equipment and above all, a dedicated workforce. According to *Granma* newspaper, Marrero insisted that Cuba is 'committed not only to the repair of the areas damaged by the hurricane, but also to making them better than before, ensuring an end result which equates to a more up-to-date and higher quality tourist product.' ■

Baracoa, completely operational



The picturesque city of Baracoa is the main tourist destination in the province of Guantánamo.

It offers a tourist product which combines nature and cultural and historical tourism, and was declared completely operational just hours after hurricane Irma had passed through the island. In fact, it was one of the venues at which the recent International Nature Tourism Event, Turnat 2017, was held.

The city, formerly known as Nuestra Señora de la Asunción de Baracoa, was the first ever founded in Cuba – on the 15th of August 1511 by Don Diego Velázquez – which is why it is known as the Ciudad Primada. The first town hall in Cuba was founded here as was the first diocese of the Catholic church and it was the capital of Cuba for three years.

At present, it is a veritable living museum where indigenous customs reside alongside centenary traditions which stem from the slaves of the French and Spanish grand estates (of the 18th and 19th Centuries). Nowadays the city features in two important nature tourism routes in western Cuba, relaunched at Turnat 2017 after



careful maintenance and which are being re-established as tourist programmes: The Coffee Route (Ruta del Café) and the Cacao Route (Ruta del Cacao) include visits to Chocolate and Cacao factories.

In the historic centre, along the boulevard, stands the parish church of Nuestra Señora de la Asunción de Baracoa, which is home to the only surviving Sacred Cross of Parra of the 29 installed by Christopher Columbus on his travels to America. The cross is believed to be the oldest surviving

religious relic from the meeting of the European and American cultures.

Baracoa maintains its colonial defense system – it was built during 1739–1742 and is in excellent condition; the forts at Matachín, home to the Municipal Museum; La Punta, where there is currently an excellent restaurant, and Seboruco (currently a hotel called El Castillo), as well as the Joa and Caguase turrets.

Often highlighted for its immense biodiversity, it boasts various locations of exuberant scenic beauty which are also being promoted in ecological tourism catalogues: The Yunque, a unique mountain which has become a local emblem, and Finca Duaba, are both popular tourist attractions; as are the Alejandro de Humboldt National Park, a World Heritage Site and Caribbean treasure; the Rancho Toa or the Abra del Rio Yumurí gorge.

Baracoa's complementary services help to complete the harmony between its nature, history and traditions. Renowned for its typical gastronomy, which is full of autochthonous delicacies and local details, it boasts a network of close to fifty restaurants and specialties.

Seven of its accommodation options are managed by the Gaviota Tourism Group, the equivalent of over 200 rooms. These are located in the city centre, such as the *El Castillo*, *Porto Santo* and *La Rusa* hotels and the *Rio Miel*, 1511 and *La Habanera* hostels; and on the beach, in front of the sea, as is the case with *Villa Maguana*. In addition, there are ecological accommodation options such as camping and some 260 rooms available in private houses.

Baracoa is accessed by air via its domestic airport, or by land via the La Farola viaduct which is classified as one of the Seven Wonders of Civil Engineering in Cuba ■

CUB

Cuba, tourism and a third hurricane

Hurricane Irma hit Cuba in September. Whilst recovering from its wounds and preparing for the next hurricane, the island proposes to eliminate this name from the list in use, as was previously done with Flora, Rita, Lili, Gilberto, Wilmer, Alberto, Isidore, Ivan, Paloma, Sandy and most recently Matthew, amongst others that bring back unfortunate memories.

Irma took the lives of ten Cubans. It destroyed houses in ten of its fifteen provinces. The sea invaded places never before reached. Inland the wind wiped out crops, tore down trees and electric lines, lifted lightweight roofs and made sturdy structures shake. The hurricane threw all its fury at the islands of the Sabana-Camagüey Archipelago, the second most popular sun and sand destination in a country that has put all its hopes of progress into Tourism.

But as the storm struck its brutal blow, the Cuban people probably remembered with astonishment and amazement that they would still have to endure another and even worse hurricane.

A 100-year storm

Irma was strengthening in the waters to the south of Cayo Coco when the president of the United States restored the *Trading with the Enemy Act*; a statute from 1917 that only affects Cuba and that constitutes the basis for the blockade that has been imposed on the island for almost six decades.



In fact, since 1962, when John F. Kennedy revived this statute to impose the “embargo” against Cuba – a country the United States was not at war with – it has been renewed by all following leaders. And so, Lyndon Johnson, Richard Nixon, Gerald Ford, Jimmy Carter, Ronald Reagan, George Bush, Bill Clinton and George W. Bush did exactly the same.

At the end of his term of office, Barack Obama, who courageously acknowledged the failure of the Blockade in regaining control over Cuba, decided to once again sign the legislative fossil; this was done when the island with eleven million residents and its powerful neighbour had already re-established diplomatic relations and were working on different and useful projects for both parties.

Obama used the prerogatives authorised by Law to get around some of the obstacles concerning relations with Cuba, and this allowed people from the U.S. to visit the neighbouring island despite still not being al-

lowed to do so as tourists.

This is how in 2016, 284,937 U.S. citizens and another 284,565 thousand (without including those of Cuban origin) in the first five months of 2017 travelled to the island’s cities without hardly coming across any police officers and only seeing troops when these were carrying out disaster response tasks following the impact of hurricane Matthew. It is of course now too late to raise the alarm bells of the Cold War and of the supposed “communist hell”.

Restrict travel to Cuba: “national interest”

After the totally illogical declarations that were given together with the presidential decree last June 16, and the spirit that ensued at the United Nations two weeks after the hurricane, no one believes that the authority of the Trading with the Enemy Act sustained on the “national interest” of the United States, will not be used to escalate a setback in the bilateral relations

that will make it even harder for American citizens to travel to the Caribbean island.

Several analysts agree and point out that if the president has not yet gone any further along the path agreed with his allies on a Cuban-American political faction, blinded by his own ambition of



power; this is primarily due to resistance from governmental institutions in accepting decisions that are contrary to the interests of the majority of Americans.

Although in practice, the measures dictated by this administration do not void the progress made in matters concerning travel, the increase in bureaucratic control and the frequent mention of fines and penalties for violating what has been established has now started to worry cruise liners, airlines, hotels, tour operators and travel agencies on both sides of the Straits of Florida. In Cuba, many private business owners, who have benefited from the growing flow of US visitors, now fear for the future of their companies.

To top it all, despite the Cuban Ministry calling for prudence and Cuba’s good name regarding the protection and safety and security of its citizens and visitors from any country, the unexplained “health incidents” suffered by US diplomats on

the Island has suddenly led to over half of the chancellery’s staff leaving, the suspension of new visas for Cubans wanting to travel to the US, the stoppage of other essential consulate tasks and a recommendation from the president to all his citizens: “Do not travel to Cuba”.

The State Department has stated

that it does not believe Cuba to be responsible for these incidents and that its measures are merely to protect its diplomats, but considering the evolution of recent events, it is almost impossible not to think of a “*coup de grâce*” for Cuban Tourism while the country is still fighting to recover from the hurricane.

As a result of these events, the Association for American Tour Operators in Cuba (ATOC), representing over fifty US companies operating in the Caribbean country, stated that the measure “is possibly triggered by political reasons” and implies a message of “fear and uncertainty” based on “poor evidence”; and they stated that “the decision is hard to understand, since the facts and circumstances surrounding these mysterious incidents have never posed a tangible threat to US visitors in Cuba”.

The third hurricane

Cuba has spared no resources on

a speedy recovery of all its tourist destinations. A fifty percent drop in international tourism in September, after the hurricane, has failed to change its plans and the island still expects 4,700,000 customers by the end of this year.

Thanks to the efficiency of its protection system, the island was able to return to normality quite quickly, displaying energy only comparable to the same meteor that hit it.

All efforts are now being put into finding a solution to repair the damage to the cays in the north and to five hotels in Varadero so that the Tourism high season can commence with renovated and efficient hotels, as well as radiant natural surroundings full of vitality; because, Irma did not only cause mourning and destruction: after four years of drought, the heavy rains will give some respite to agriculture and forests and will also refill the springs of the island’s watercourses.

The same scene of febrile activity to re-establish industries, homes and crops and continue with everyday life is perceived throughout the country. The rebuilding of the 158,544 homes affected, 14,657 of which were totally destroyed by the hurricane, will be the longest task. Despite the expenses prioritised for tourism and other industries, the State has also committed to cover half and even in some cases the full amount of the costs to rebuild every house affected and half of the costs to purchase necessary supplies for those who lost everything.

Meanwhile the island remains vigilant, because the hurricane season is not over yet. The nations in this area will be on tenterhooks until November given the unusual force and frequency with which the hurricanes have hit. These furious tropical storms will always be stronger for the Cubans because **they are right in their path.** ■



A trip to Cuba is... So much more!



Colonial yards.

Aloida Rodríguez Álvarez
CIDTUR Editor

England is the largest and most densely populated of the countries which make up the United Kingdom of Great Britain, Scotland and Northern Ireland (the UK). United as an independent monarchy in the 10th Century it obtained political control of the rest of the island in a very short time, gaining power over the entire British Isles and indeed many other areas of the world. As such it became the centre of one of the greatest empires in history. Tourism represents an essential part of its income, contributing around 48 billion dollars a year (approximately) to the same. The UK is one of the world's six main tourist destinations. England and London are amongst the most popular destinations in the world. The British capital has experienced a resurgence over recent years, thanks to recent urban planning regulations. Apart from its capital city, England's charms include its countryside – with quaint villages, full of

small rural hotels and grand estates; and its emblematic cities like Oxford or Cambridge which continue to be home to two of the world's most prestigious universities. Best selling books, like Harry Potter by Joanne Rowling and Erika Leonard Mitchell's Fifty Shades of Grey also contribute



Christ of Havana.

to England's popularity as a destination, making it a place of great interest to visitors from all over the world. The possibility of perhaps meeting the writers themselves makes Literary Tourism a significant part of the market.

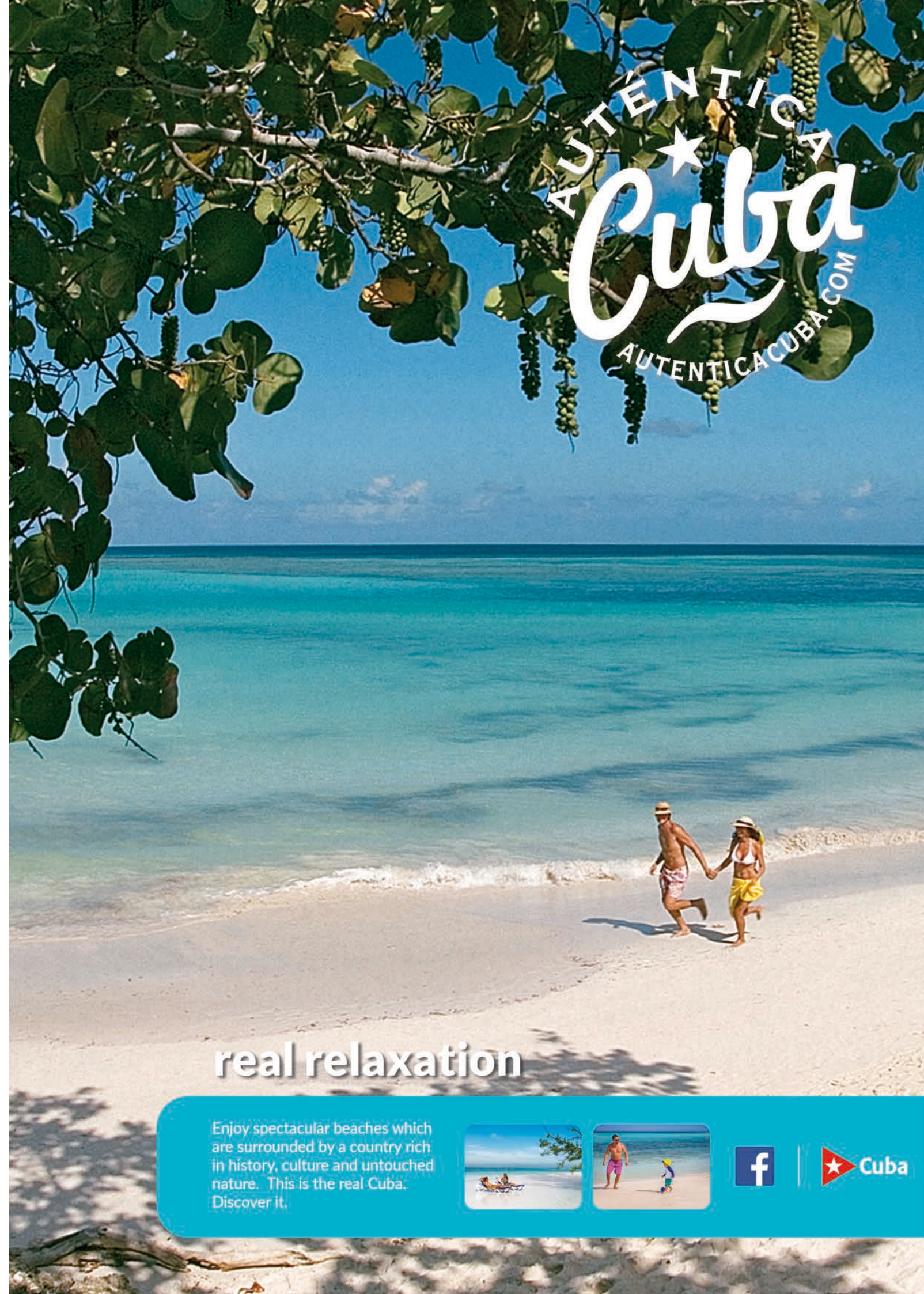
The English like to spend their free time at home or at social events and enjoy going to the theatre or cinema. Walking is also one of the most popular pastimes of the English, so it is not surprising that they are attracted to Cuba, and especially to its culture. The increase in the number of visitors to the island over recent years is evident and ever-increasing.

In our country, mainly in La Habana, the English enjoy walks through the historic centre of the city; they like taking restful breaks in the parks and the ancient squares (where they are

never bothered) and show great interest in our restoration efforts. They have high standards when it comes to the quality of overnight accommodation and tourist services in general. They do not change their eating habits very much and enjoy local cuisine. They attend cultural shows, especially those that are to do with Cuban music. They are very respectful when it comes to keeping time, which means that they are always on time when attending guided tours or excursions. Cuba's recent history and figures such as Fidel Castro or Ernesto Che Guevara are often a motivation to visit The Museum of the Revolution or the Granma Memorial.

For English tourists a trip to Cuba is so much more than a regular holiday experience. It is about enjoying the beauty of its scenery, the wealth of its unique culture and the exceptional hospitality of its people. ■

2011	2012	2013	2014	2015	2016	TOTAL
175,822	153,737	149,515	123,910	155,802	194,618	953,404



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Gaviota Group of Tourism

Accommodation to experience the nature of Eastern Cuba



Baracoa.

After four years of hardly any rain, the high rainfall this autumn has invigorated Cuba's inherent natural landscape. Gaviota Tourism Group has the ideal accommodation to enjoy fascinating landscapes and unique cultural attractions in the eastern region of the island.

Cayo Satía

Covered by forests and grasslands, this authentic Natural Park in north Holguín is home not only to Cuban fauna species, but also to animals from other tropical countries; here, they all live together in complete freedom. Visiting the park is an unforgettable adventure for professionals and fans of photo hunting. On its north-western coast, there are over ten meter high cliffs that protect its charming beaches. Its marine environment is lavish in fauna and seabed beauty, ideal for snorkelling and diving.

Villa Cayo Saetía has twelve cabins in this delightful paradise and while staying there one can go on Jeep safaris, enjoy horse-riding, or take a dip in the sea at small and private beaches.

Pinares de Mayarí

Located in La Mensura National park, 680 meters above sea level with a unique microclimate and home to nearly three hundred different endemic species of Cuban flora.

Villa Pinares de Mayarí is an establishment with twenty-nine rooms in rustic cabins.

Its main attractions are local cuisine, the La Plancha garden, an estate full of fruit trees, flowers, coffee plantations and the Salto del Guayabo lookout, a seventy meter high free fall waterfall on an almost one thousand meter high mountainous slope.



Baracoa

The small city of Baracoa, amid the sea and the mountains, offers a seductive view. It is home to the *El Castillo*, *Porto Santo*, *La Rusa*, *Río Miel*, *1511* and *La Habanera* hotels; and on the outskirts, a jewel: Villa Maguana, with the advantage of being located on the edge of an extraordinary beach.

There are multiple cultural institutions in Baracoa and in the centre of the city the Parish Church still preserves the Cruz de Parra cross, the only one that remains from the twenty-nine that were said to have been brought to the New World by Columbus. The boulevard, home to the *La Habanera* hotel, features, amongst other establishments, a gallery and a shop that sells chocolates made from the famous and highly valued local cocoa. Additional places that must not be missed are the Municipal Museum, at the old Matachín Fort; and the La Punta restaurant, with a superior quality menu.

However, there is no Baracoa without its magnificent Yunque, its mountains and crystal clear rivers, and its wild beaches. The stunning city of Baracoa is only minutes away, within easy reach; it is known for the Toa with its "cayucas", "tibiracón" (sandbar), "Cuchillas" (ridges), and its dishes made from ancestral recipes; or for its cocoa and chorote (drinking chocolate) in Duaba; its coconut cornets, the "abra del Yumurí", Mapurísí, Maguana and Mata bay; a mix of blue and green with the purest of airs and the most majestic landscape ever, a glimpse of the dawn time.



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Meliá Hotels International Cuba

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Varadero, a beach which extends along 20km, is Cuba's greatest tourist destination. So it will come as no surprise that this is where Meliá concentrates its diverse accommodation and prestigious brands on the island. After an intense recovery period following the damage caused when hurricane Irma passed through the island in

September, Meliá Cuba announced the immediate availability of its facilities at the destination. Paradus Princesa del Mar, Meliá Varadero, Meliá Las Américas, Meliá Las Antillas, Meliá Marina Varadero, Sol Palmeras and Sol Sirenas Coral are all operating as normal. The Paradus Varadero and the Meliá Península Varadero were the most

affected by the hurricane and are the chain's only two establishments still undergoing repairs – they are, however, on track to reopen before the international high season commences on the island. With over 5000 rooms at the Playa Azul de Cuba, Meliá is the indisputable leader at this destination, with its emblematic hotels catering for families, groups, events and incentives, golf and water sports enthusiasts, as well as the luxury sector. As the new season begins, Meliá continues to invite guests to experience the beautiful island of Cuba in all its splendour.



INFORMATION

www.meliacuba.com



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Blue Diamond Resorts, a firm option for Cuba and the Caribbean



Royalton Cayo Santa María.

Blue Diamond Resorts is *Sunwing Travel Group's* hotel division, a leading tour-operator for Cuba and the Caribbean in the Canadian market. Created just five years ago, Blue Diamond is a company currently in full development which has initiated its career by leading the way in the Caribbean with an ambitious investment and expansion programme.

Blue Diamond already operates 30 hotels – over 11.000 rooms – at six destinations (Mexico, the Dominican Republic, Jamaica, Saint Lucia, Costa Rica and Cuba) under five main brands: Royalton Luxury Resorts, Grand Memories Resorts & Spa, Memories Resorts & Spa, Starfish Resorts and Chic Resorts.

It is the second most prominent foreign chain of hotels in Cuba. It manages 19 hotels on the island – 8.400 rooms as part of the *Gaviota*, *Cubanacán* and *Gran Caribe* groups – at destinations as popular as La Habana, Jibacoa, Varadero, Cayo Santa María, Cayo Coco and Holguín.

Blue Diamond strives to establish high levels of quality, a vocation



Memories Holguín.

which has led to it becoming a leading example in terms of management and customer satisfaction. Since its arrival in Cuba, Blue Diamond has stood out for a wide variety of factors. These include its rooms which are designed to provide superior levels of comfort; its specialised areas for private meals or business meetings; its culinary services which are able to satisfy even the most demanding of palates at its buffet restaurants and its many specialised restaurants; its swimming pools with chill out areas; mini-clubs with a personalised service for all children and a wide variety of open-air activities to choose from; varied daytime entertainment and evening shows for all ages; dance

classes taught by professionals; treatments in wellness areas which uphold the mantra 'mens sana in corpore sano'; qualified staff to attend to every detail of your dream wedding and excellent options for an unforgettable honeymoon.

The chain operates four of its main brands in Cuba: Royalton, Grand Memories, Memories and Starfish.

Its brand *Royalton Luxury Resorts* – which stands for luxury and comfort and is only available for adults over 18 years of age – operates two five star establishments: the Royalton Hicacos hotel, newly renovated and suitable for the high standards required by the *All in Luxury* line; and this brand's flagship hotel: the Royalton Cayo Santa María, located in Cayos de Villa Clara, voted the best all-Inclusive resort in the world in 2014 on TripAdvisor.

Under the umbrella of its *Memories Resorts & Spa* brand, which is mainly aimed at family holidays, it operates the Memories Varadero, Memories Paraíso, Memories Flamenco, Memories Caribe, Memories Jibacoa, Memories Holguín, Memories Miramar Habana. It also operates two *Grand Memories* establishments; Grand Memories Varadero and Grand Memories Santa María which offer their Sanctuary section with its butler service and other exclusive luxuries for adult-only clients.

The *Starfish* Resorts brand, which is famous for its busy entertainment schedule mainly aimed at children, is available in Cuba at the following hotels: Starfish Cayo Santa María, Starfish Cuatro Palmas, Starfish Las Palmas, Starfish Varadero and Starfish Montehabana.



Welcome back to guests at our Cuba resorts in **Cayo Coco** and **Cayo Santa María** in **November!**



With some of the most amazing turquoise waters and white sandy beaches of the Caribbean, Blue Diamond Resorts continues to provide world class hospitality services in Cuba, thanks to the efforts of our staff. We look forward to welcoming back guests to our resorts in Cayo Coco and Cayo Santa María in November where much improvement work has been done to enhance our customer's experience!

Re-opening November, 2017

Cayo Santa María

Royalton Cayo Santa María, Grand Memories Santa María, Sanctuary at Grand Memories Santa María, Memories Paraíso, Starfish Cayo Santa María, Starfish Tropical

Cayo Coco

Memories Caribe, Memories Flamenco

Our resorts in Havana, Holguín, and Varadero are operational and have not been affected by the recent storms.



CUB

Gran Caribe Hotel Group... “We offer a whole range of unforgettable sensations”

Gran Caribe Hotel Group, with over twenty years' experience and a total 54 properties in major tourism destinations, invites you to discover the benefits and attributes of city, seaside and key hotels and to also define combined packages or circuits that have already been designed to be put up for sale. With this in mind, we recommend several hotels that cover a variety of price ranges and offer different accommodation and meal plans and where you can enjoy the city life of Havana or Cienfuegos as well as Varadero beach, exclusive destinations to Gran Caribe. Given the exclusivity and hospitality that sets us apart, we invite you to book one of these offers through your agency or tour operator, because at Gran Caribe... “We offer a whole range of unforgettable sensations”.

HAVANA

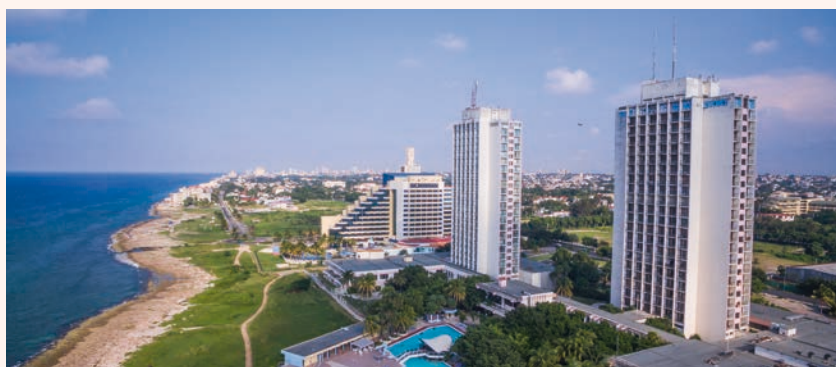
While in the “Capital of all Cubans”, *Ciudad Maravilla* (Wonder City), we highly recommend you visit the cosmopolitan city of Havana and its historical centre, completely renovated and very well preserved. Four different hotels can be used interchangeably with the Havana-Varadero or Havana-Varadero-Cienfuegos combined packages or circuits: *Hotel Nacional de Cuba*, *Hotel Plaza*, *Hotel Deauville* or *Hotel Neptuno Tritón*.

Hotel Nacional de Cuba*****

A world-famous Cuban hotel with 426 rooms that also hosts the Parisien Cabaret show. Its rich history has resulted in it being included in the Memory of the World Register and in the Heritage of The Republic of Cuba Register.

Hotel Plaza****

With 188 rooms, this hotel is in a privileged location, right in front of the Central Park and near to the National Capitol and a number of other buildings that imitate the architecture of colonial times.



Hotel Neptuno Tritón.

Hotel Deuville***

With 144 rooms, this hotel stands right in front of the Malecón (breakwater) and given its intermediate position between both areas, it is considered to be the point where modern Havana and old Havana come together.

Hotel Neptuno Tritón***

With 532 rooms, this hotel is located in front of the Miramar Business Centre in a commercial area with offices, shopping malls, art galleries and the National Aquarium.

VARADERO

At this destination, famous for its long beach, we have five all-inclusive hotels that can be booked with combined packages and where you will enjoy a great deal of daytime and night-time entertainment: *Club Kawama*, *Villa Tortuga*, *Palma Real*, *Sunbeach* and *Playa de Oro*.

Club Kawama***

This hotel is one of the very first hotels to be built in Varadero; in an ideal location near to the beach and very close to the centre. This hotel's architecture is a contrast between modern and colonial architecture and with 336 rooms it is ideal for families.

Villa Tortuga***

Also located in the traditional part of Varadero, this hotel is in the best beach area and has recently been refurbished; it offers personalised services and entertainment for all the family, it also

has a Kids' Club.

Hotel Palma Real****

In the heart of Varadero, this hotel has 466 spacious rooms overlooking its gardens, the swimming pool and the sea. Given its wide variety of recreational activities, it is perfect for the whole family.

Playa de Oro****

Located very near to the Dolphinarium, this hotel has 371 rooms in two independent buildings and two interconnected swimming pools in the middle. It is modern and has been tropicalised with exuberant gardens.

Hotel Sunbeach***

Located in the centre of Varadero and very near to the Plaza de Artesanía square, the Josone complex, a park for children and a number of restaurants and clubs, this hotel is inexpensive and suitable for youngsters and groups.

CIENFUEGOS

Better known as *The Pearl of the South*, this city is characterised by its Historical Centre, a World Heritage Site and by its French architecture and luxurious palaces that are in complete harmony with the bay and the Escambray mountain range. For circuit tourism, Gran Caribe recommends: *Hotel Jagua*, *La Unión* and *Rancho Luna – Faro Luna*.

Rancho Luna / Faro Luna***

A hotel complex with 222 rooms and ideal for catamaran, sailing, diving or nautical activities.



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Toward the East with Cubatur



Morro Castle, Havana.

The Cubatur Travel Agency, the dean of the country's agencies of this type, has distinguished itself in its more than half a century of experience for the quality and professionalism of its service, as well as for knowing how to meet the expectations of its clients.

A great variety of short- and long-period circuits show the west, center and east of Cuba, and are combined according to dissimilar interests: cities, nature, history, culture and sun and beach.

Thinking of its clients' comfort and in the way they can use their time in Cuba to the fullest, the agency concluded 2016 with a new option: a flight that includes the cities of Havana, Holguín, Cayo Coco and Cayo Largo, "to end the year by making your dreams come true," as its executives pointed out.

This flight facilitates the opportunity of getting to know the eastern region, one of the country's most fascinating, like in these two of Cubatur's numerous and diverse offers.

Cuba 100% Natural

With this option tourists can appreciate significant Havana sites and cultural projects to later make a memorable tour through eastern Cuba.

In Holguín, it includes a visit to the city, to the Loma de la Cruz, where the famous Romerías de Mayo are held, and to the Ferdinand II Battery in the coastal town of Gibara.

In Santiago de Cuba, the island's first capital founded by the Spaniards and considered the most Caribbean of Cuban cities, they can appreciate the Historic Center, Cathedral Square or Céspedes Park, which are surrounded by the most important mansions and streets, the Diego Velázquez Museum or that of the Colonial Environment, the San Pedro de la Roca or Morro Fortress, a World Heritage Site, where the Piracy Museum is located, and the Santa Ifigenia Cemetery.

The following stop is the province of Guantánamo, with a visit to La Gobernadora Lighthouse, to an agro-

ecological farm and the Maisí Lighthouse, which dates back to 1861, in the island's eastern tip. Baracoa, the first township founded by the Spaniards in Cuba, is located in that very province and you can appreciate its traditional architecture and visit the Matachín Fortress Museum.

During the return to Holguín a tour of Rancho Toa and Cayo Saetía is included.



Hill of the Cross (Loma de la Cruz), Holguín.

Wake up in Havana and discover Cuba

For those tourists who have less time, this option with a departure by air from Havana enables them to tour, in two days, the city of Holguín and the Loma de la Cruz, visit the home where Fidel Castro Ruz was born in the town of Birán and also visit Santiago de Cuba's emblematic places.

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The Islazul Hotel Group recommends visiting the cities of Sancti Spiritus and Holguín



Sancti Spiritus

This ancient city, with its narrow quaint streets, is home to Islazul's hotels and villas: Rijo, Plaza, Don Florencio, Rancho Hatuey, Los Laureles, San José del Lago and Zaza. It is a city which boasts a very peculiar urban layout, unique in the whole of Cuba. It has preserved a genuine colonial atmosphere, where Indigenous and Spanish influences are juxtaposed and a wander through its streets is an education in much of its history. Sancti Spiritus' historical city centre was declared a National Monument on the 10th of October 1978.

Holguín

Holguín is often known as the *City of Parks*, because it is adorned with so many open green spaces. Its most distinguishing feature is the Loma de la Cruz mountain, which pinpoints the north with a giant wooden cross at its peak. At the foot of this mountain, which is an excellent natural viewpoint, Holguín residents celebrate the popular traditional festival of the *Romerías de Mayo*. This festival, along with the Ibero-American Culture Festival in October, are two of the most important events on this city's busy cultural calendar. In Holguín, Islazul recommends you visit the following hotels and villas: El Bosque, Pernik, Mirador de Mayabe, Don Lino and Miraflores. ■

INFORMATION

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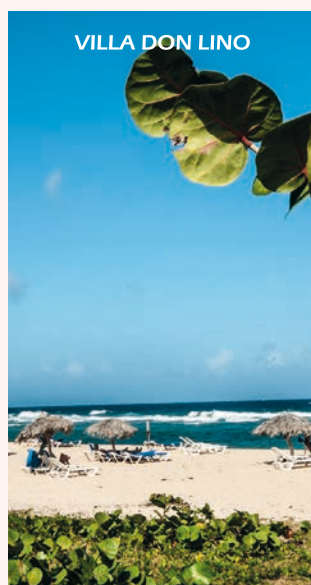
THE ISLAZUL HOTELS IN SANCTI SPÍRITUS AND HOLGUÍN



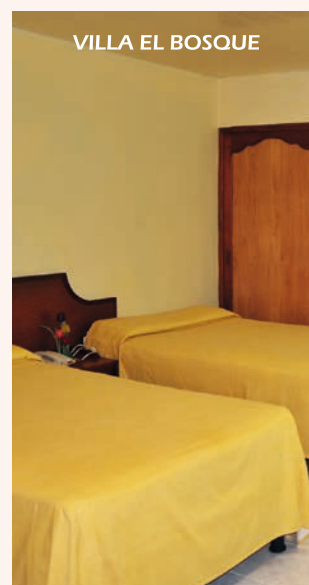
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Cubanacán Hotels at Guardalavaca beach, Holguín

Guardalavaca is, without a doubt, Holguín's most famous beach. The eastern Cuban province boasts over 700km of coastline, which also features the beaches of Esmeralda and Pesquero, as well as 30 other excellent beaches.

International demand has grown substantially in this part of Cuba over recent years, thanks to its natural attractions, historical and cultural values and to the excellent value for money offered by its tourism products. Guardalavaca offers crystal-clear waters and white sands within pristine surroundings and is just 55km away from the capital of the province and 73km away from Frank Pais International Airport – a privileged location if ever there was one, with unbeatable connections to all the area's attractions.

Located right in front of the beach, Cubanacán's hotels have pioneered first rate international standards within these wonderful surroundings. These are the options available:



Hotel Club Amigo Atlántico Guardalavaca

e-mail: booking@clubamigo.gvc.tur.cu

A three star all-inclusive establishment with 746 rooms, 136 of which are in bungalows and 144 in villas. This hotel stands out for the quality and variety of its services; it features a marked local feel and offers a very special array of activities for guests to take part in at its pools, on the beach and in the form of evening entertainment. Ideal for families, groups and diving enthusiasts due to its proximity to a beautiful coral reef.

Guests have three buffet restaurants and six specialty restaurants at their disposal, as well as nine bars, a beach canteen, a party hall, four swimming pools for adults and

four for children, a kids' club, day time and evening entertainment, non-motorised water sports, gym, sports area, wedding packages, honeymoon and anniversary services, and a 24-hour light snacks and refreshments service.

Prices do not include other available services such as telephone calls, Internet, cyber-café, laundry service, beauty and massage centre, day-trips, gifts, car rental and taxi service, or the use of the hall for small or medium-sized events.



Brisas Guardalavaca Hotel

e-mail: reserva@brisas.gvc.tur.cu

Another all-inclusive, this four-star resort has 437 rooms; 206 in villas, 80 of which are mini-suites, making it ideal for a family holiday and an excellent venue for weddings, honeymoons and vow renewals.

There is a 24 hour light refreshments and snacks service, a buffet restaurant and five speciality restaurants, two lobby bars, two aqua-bars, two cafeterias, a games room, a party hall, a kids' club, gym, sauna, bicycles and non-motorised water sports, four pools (2 kids' pools), day time and evening entertainment, a water sports centre and sports areas.

Prices include special packages for honeymoons, returning guests and wedding anniversaries. Not included in the price are the special wedding programmes, safes, telephone services, cyber-café, laundry service, beauty salon, massages, private romantic meals, horse-riding, nursery, diving, wines and habano cigars, medical services, day-trips, artisan products, postal service, taxis or car or motorbike rental.

All Cubanacán's guest rooms in Guardalavaca are air-conditioned and come equipped with a telephone, satellite television, a safe and other facilities.

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THE AMOUNT OF TOURISTS VISITING CUBA INCREASES BY 24%

25th of July.— Today Cuba registered 3 million international visitors. This has happened 75 days before the same figure was reached in 2016, which means that the sector grew by 24% in comparison with the previous year. According to a report published by the Tourism Minister, Manuel Marrero, the island expects to welcome five million international visitors in 2018 and the new estimated figures suggest four million seven hundred thousand visitors by the end of 2017. The latter suggests a growth of 16.5% compared to 2016 when Cuba registered four million tourists for the first time ever.

AGENCIES IN THE US JOIN FORCES AGAINST TRAVEL RESTRICTIONS TO CUBA

25th of July.— Travel agents and tour operators in the United States are joining forces to try to limit damage from tighter restrictions on travel to Cuba, after Obama's historic opening to the island. "We need to share information and speak as a united voice on issues that are important to us," said Michael Sykes, at Cuba Cultural Travel, who founded a trade group which currently has over 30 members. "We can work with the new rules with minimal changes, but a pall has been cast over

the business and that has me worried going forward," said Steven Cox, president of tour operator International Expeditions. Unfortunately, perception is everything. "Many American travellers are not very well informed and believe that travel to Cuba is being shut off and that just isn't true," he added.

AIR CHINA OPENS A COMMERCIAL OFFICE IN CUBA

7th of August.— Air China has opened a commercial office in Cuba to promote cooperation within the tourism sector, according to information from the airline. The new office will facilitate travel between the Cuban capital and Beijing via the direct flight which has been operating since the end of 2015. There have been 156 flights and 24,000 passengers so far. With a duration of almost 20 hours and a technical stop in Montreal, Canada, Air China's flight to Cuba is the only direct link between China and the Caribbean region.

CARNIVAL AND ROYAL CARIBBEAN REINFORCE THEIR OPERATIONS IN CUBA

20th of August.— Carnival Corporation has plans to add a further five cruises to Cuba from Tampa Bay, Florida, over the coming year. These will be operated by Carnival Paradise and will respond to the

increasing demand for the destination. Azamara Cruises, a Royal Caribbean-associated company, has also announced new itineraries for 2018 and 2019. "As our trips to Cuba are so popular and in such high demand, we want to offer tourists more opportunities to get to know this fascinating country by night," said Larry Pimentel, president of the company, which also allows for longer days during which to explore.

AIR OPERATIONS IN LA HABANA INCREASE BY 27%

20th of August.— Over 4 million passengers came through La Habana's International Airport, José Martí, from January to August 2017, 27% more than during the same period a year before. Twenty thousand passengers a day took flights during that period, there were 156 flights – either chartered, regular, arrivals or departures – and 50 different airlines flew into La Habana. This increase in operations at Cuba's main air terminal has taken place at a time of year which has so far been considered to be the low season for tourism.

THE CHE'S MAUSOLEUM HAS BEEN VISITED BY 4.5 MILLION VISITORS.

25th of August.— Over 4.5 million people have visited the mausoleum dedicated to Ernesto 'Che' Guevara since

his remains arrived in the city of Santa Clara in 1997. The city will commemorate the 50th anniversary of the leader's death in October. Over 3 million of the monument's visitors are foreign tourists. The mausoleum was inaugurated in 1988 and is located some 300 kilometres from La Habana. Its most common foreign visitors come from Germany, Argentina, Canada, France and Italy.

JETBLUE OPENS TWO OFFICES IN CUBA

1st of September.— The US airline JetBlue opened two commercial offices in La Habana this Friday. Located in terminal 3 of the International José Martí Airport and at the central intersection of 23 and O streets in the Cuban capital, the offices have been opened a year after commercial flights were re-established between the United States and Cuba, the first of which was a JetBlue flight. "We are currently making changes to improve our services for our clients, and to guarantee long term operations in this market," said Robin Hayes, the airline's Executive President.

HURRICANE IRMA HITS VARIOUS CUBAN TOURIST REGIONS

8th–11th of September.— Hurricane Irma hit western Cuba hard from the 8th to the 10th of September, causing the death of 10 people and significant

damage in 13 of the country's 15 provinces. Along two thousand kilometres of coastline in the north and south of the island the sea rose up and invaded places it has never even come close to before. The hurricane unleashed all its strength on the islands of the Sabana-Camagüey archipelago, in northern Cuba, the country's second most prominent beach tourism destination. The ministries of tourism (Mintur) and Civil Defence implemented measures before the hurricane hit to protect 45,827 tourists staying along the northern coast, 88% of all the tourists that were in Cuba

on the 5th of September (51,807). 2,216 people were also evacuated from holiday camp-sites.

DESTINATION CUBA TO RECOVER SWIFTLY AFTER IRMA DEVASTATION

14th of September.— After inspecting the hotel facilities in the northern cays, the Cuban Tourism Minister, Manuel Marrero Cruz, stated that the damage caused by hurricane Irma to tourist destinations in the country is completely recoverable. He claimed that in most cases the damage caused was to false ceilings, lightweight roofs and windows; the kind of damage to be expected

after a natural disaster of this type and nothing that has not been experienced before. Marrero Cruz said that even at the most complex of places, such as the Jardines del Rey Airport, located in Cayo Coco, facilities will have recovered completely before the beginning of the high season for tourism in the country, over the first few days of November.

THE AUTÉNTICA CUBA PRESENTATIONS COME TO A CLOSE IN ARGENTINA

16th of September.— The Auténtica Cuba caravan, a space designed for the promotion of tourism in the

Caribbean nation which set off from Mendoza and travelled to Rosario and Córdoba, ended this Friday in Buenos Aires, Argentina with a record number of people attending. The Cuban Tourism adviser in the country, Niurka Martínez Perugorría, highlighted Cuba's rapid recovery after hurricane Irma and specified that La Habana already has 96 per cent of its rooms ready for tourists, as do Varadero, Trinidad, part of Camagüey, Santiago de Cuba and Holguín. By the end of August 75,363 Argentinians had travelled to Cuba and this figure is expected to reach 100,000 by the end of the year.




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