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Lanzarote, Canary Islands
More information on page 62

Cuba, the caribbean pearl

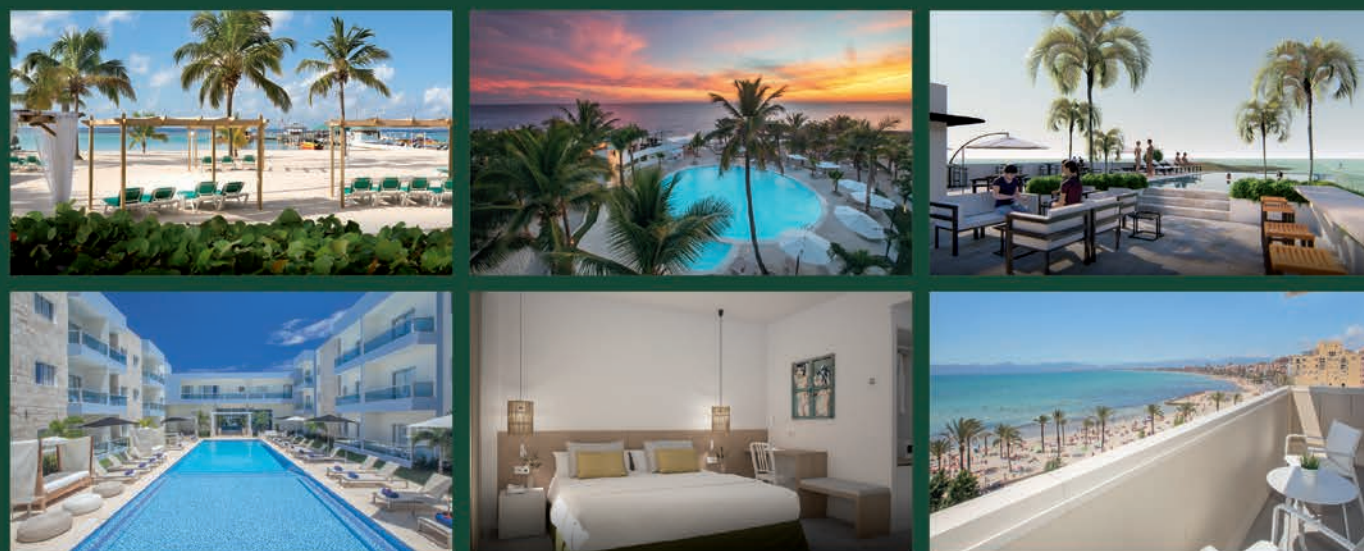


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WINTER NEWS 2018/19

A revamped hotel reopens after extensive renovations plus more options for adults only getaways...These are some of the news for Winter 2018/19.



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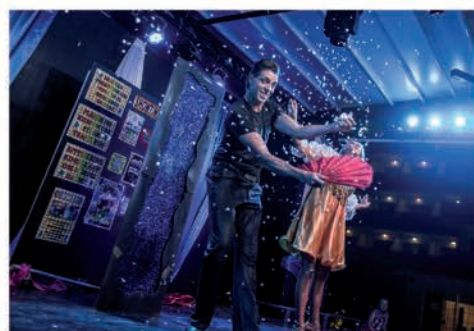
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Animation Splash! Area Happy burger Seafront Gastronomy Kids Clubs Entertainment Spas



Editorial

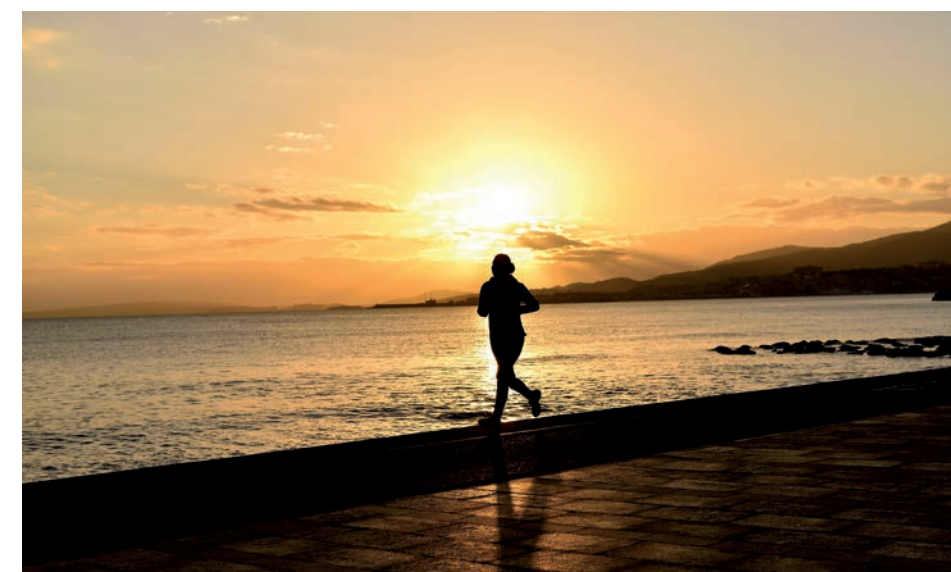
Much more than sun, the perfect backdrop

Spanish destinations are evolving alongside their most important clients, British travellers, who are now looking for new experiences. Spain's wonderful sunshine and beaches provide the perfect backdrop for them to enjoy the many other high quality and varied tourist products available.

Statistical data indicates that, despite a slight decrease in the number of visitors from the United Kingdom in 2018, which was mainly due to purely external factors, such as the temporary reduction in the number of airline seats after a market adjustment or the return of Mediterranean destinations which had been temporarily absent, the budget British tourists are giving themselves for their trips to Spain has increased. This is a clear sign that travellers are investing more in order to enjoy an enriching experience, sports in the open air, delicious food and drink and a cultural heritage which enhances new resources every year.

Tourspain confirms that air seat capacity has increased by 9% for winter 2018-2019, and that there are more and more British tourists arriving all year round and showing interest in the vibrant activity of Spanish cities. So much so, that currently almost a third of the visitors landing in Spain do so with the intention of getting to know other aspects of its tourism, and not just to spend time on the beach – and this doesn't just benefit the tourists themselves, who enjoy a more enriching and experiential stay, but it also allows the destination to develop more sustainable tourism activity from a social and economic point of view, by helping to reduce its seasonal nature and to diversify its geographical locations.

The marvellous Spanish weather, mild and welcoming during all four seasons, as well as the security guaranteed across the country, make for an ideal environment in which to get to know the destination. Its many options include museums, traditional festivities, golf, sailing, unforgettable experiences such as a visit to a winery, or to a location which has been used to shoot major motion pictures or famous television series, or exploring valleys and mountains in a train which transports you back in time.



The chance to enjoy sports out of doors is one of the biggest pleasures Spain has to offer
Photo: Fundación Palma 365. Author: José Manuel Álvarez.

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Tourists are looking for more and more variety

Spain multiplies its attractions in 2018 for an increasingly epicurean

BRITISH TRAVELLER

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Spanish destinations maintain their excellent position amongst the most in-demand options for British tourists. The key is having a quality product which not only enhances its already excellent conditions for relaxing under the sun, but also prompts visitors to discover its many other charms, year after year.

Spain continues to be the favourite destination for British tourists travelling abroad, despite a slight decrease in numbers in 2018. Over the first eight months of the year the country received 57.3 million foreign visitors, 2.2 million of which were British, according to data from the survey **Tourist Movements at Borders (Frontur)**, drawn up by the **National Institute of Statistics**. The United Kingdom, the leading market issuing travellers to Spain, registered a 2.9% decrease from January to August compared to the same period last year, a fall which is however very inferior to that of Germany, which was

5.8%. In both cases the main reason was the return to other Mediterranean destinations which had been absent from the market during previous years, so there has been a diversification of the offering in the entire area.

However, the amount spent by international visitors at Spanish destinations increased by 2.8% between January and August, up to 62,230 million Euros, which shows that visitors are consuming higher quality products. In the case of British tourists, the total amount spent over the period was 12,590 million Euros, 1.8% more.

“It is true that over the first eight months



British visitors are increasingly attracted to Spain's urban tourism.

of this year there has been a 2.9% decrease in the number of British tourists arriving in Spain, which equals around 390,000 less tourists” said Javier Piñanes, director of the **Spanish Tourism Office in London (OET)** which is dependent on **Tourspain**, in an interview with Hosteltur. “We were expecting this after the return to the market of some of our Mediterranean competitors –Turkey, Egypt, Tunisia–, but this decrease is fairly insignificant in terms of market quota and much less so if we consider that in just one year –from 2015 to 2016– the number of British tourists increased by two million due to the so-called ‘Arab Spring’ crisis. In addition, even if we consider that we could lose hundreds of thousands more tourists in 2018, our figures would still be significantly higher than those registered in 2016, which was considered a record year by the entire industry.”

So far this year “British tourists’ expenditure per trip is increasing, especially the amount

they spend per day, and this is happening much faster than during previous years which is very good news. This is also an especially significant achievement when we consider the current weak status of the pound.”

And “even more importantly, our current strategy in the British market of focusing on a segment of the population which has a higher spending capacity, is more interested in culture, cities and gastronomy, who is curious about local culture and who creates trends – in short, the type of tourist which has come to be known as ‘cosmopolitan’ – is producing fantastic results. In fact there has been a significant growth in sales volume in this target market which is slowly taking over from the ‘non-cosmopolitan’ – essentially the typical beach holiday consumer.” In just a year, we have gone from a 75%-25% share to a 70%-30%, “which means that we are receiving higher quality British tourism, not just because they spend more, but

“*The British tourism arriving is of increasingly higher quality, and this helps to make it less seasonal and more diverse in terms of geographical concentration and motivation”, said Piñanes*

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Antonio Muñoz, Francisco Javier Fernández, Isabel Oliver, Mark Tanzer and Fernando Rodríguez (from left to right) at the presentation of the Travel Convention 2018 in October.

Key factors in 2019

Next year comes with its own set of challenges which will be important when it comes to preserving the attractions for this market. Piñanes highlighted some fundamental aspects to consider; that the pound does not lose more value against the Euro; that British consumers' trust in the destination remains consistent; that the flight connections and capacities between both countries are maintained or increased, or the unbeatable value for money; that our variety of destinations continues expanding and that we continue to promote the more untraditional of our tourist products, to consolidate the work we have been investing in the 'cosmopolitan' segment in our clear bid for quality." It is also important to take care of "financial, territorial and environmental sustainability" and "of course, it will be essential that all aspects related to tourism remain unaffected after Brexit".

On a very positive note, we can already see

also because they contribute to a tourism which is less seasonal and more diverse in terms of geographical concentration and motivation."

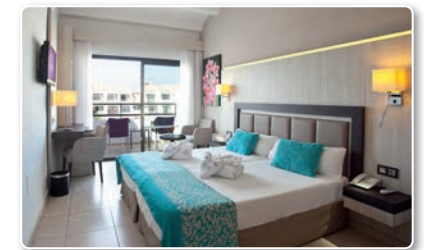


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Even though the number of visitors to Spain has fallen slightly in 2018, the figures are higher than in 2016 which was considered a record year

a recovery in flight capacity, which is still feeling the effects of Monarch's bankruptcy a year on from the event, especially in the summer when there were 1.16 million seats less. “We can see that this trend is changing once again for the winter season, for which there is an increase of close to 600,000 new seats (9.1%+ compared to winter a year before). We also must add the constant announcements of new routes and increased frequencies for this winter season, as well as for summer and winter 2019, all of which allows for some very hopeful prospects.” In the summer British airlines and tour-operators “increased their offering and took their chances on traditional competing countries in the Mediterranean, but ones which have an insignificant quota during the winter compared to Spain, which continues to be a preferred destination, especially for British tourists in search of ‘winter sun’.” There was some great discussion amongst

British agents at the annual **ABTA** convention in Seville. The Association of British Travel Agent's chief executive **Mark Tanzer**, stated that, despite the decrease in the number of British visitors in 2018, Spain and Andalusia continue to be “very competitive” destinations and “bookings for 2019 reflect a fairly significant rhythm”. Tanzer pointed out that “British tourists are looking for experiences which are more than just beach and sunshine” so that a destination like “Seville is very well positioned, but it is important that its competitive edge be maintained.”

Spain is also maintaining its position as a top destination for large British groups and is especially important for **Jet2Holidays**, the second largest UK tour operator that year, according to the “Top 250 ATOL Holders Report”, and which predicts an increased capacity in Spain in the summer of 2019, both in the Balearics (10% growth) as in the Canaries (15%+) and the mainland (6%+). ■

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Taxes and workers are the industry's main concern

Brexit scenarios: prevention in the face of uncertainty

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The final implications of **Brexit** negotiations are a significant concern for the tourist sector, both in the United Kingdom and in Spain, due to the consequences it may have for companies, workers and the flow of tourism. On closing this edition an agreement seemed imminent, even with some significant obstacles, and the option of extending the transition period was also being discussed.

In Spain, the government is working to minimise the negative impact of Brexit, faced with the possible consequences the behaviour of its main foreign issuing market could have on its destinations, as well as other factors. The minister for Industry, Trade and Tourism, **Reyes Maroto**, has stated recently that the reduction in arrivals from the British market has, so far, had nothing to do with Brexit, but is related to exchange rates and the recovery of competing destinations whose difficult situation had prompted a significant amount of demand for Spain in previous years.

Maroto is optimistic about this situation but she has however encouraged the tourist sector to prepare itself for any outcome, including that of a Brexit with no agreement, as this would have a "significant impact" on tourism and the "flow of tourists and air connections" could be significantly reduced. The new **European Travel**

While an extension of the Brexit transition period seems more and more likely, British and Spanish companies are developing plans to minimise its effect



The implications for holiday destinations after Brexit are still very uncertain.

Information and Authorisation System (ETIAS) could also have a significant effect on the industry. The ETIAS, which will come into effect in 2021, is a scheme which will be applied in 60 countries –which could include the UK on its exit from the EU– and would make it compulsory to obtain a travel permit costing 7 Euros and valid for three years.

As it stands to be the most affected, the British government is working closely with the sector and has done so for several years, listening to its concerns and priorities. In October ABTA organised a round table in collaboration with the British government which featured the presence of **Robin Walker** MP and Parliamentary Under Secretary of State for Exiting the European Union. **Mark Tanzer**, ABTA's Chief Executive, who chaired the meeting, said: "We have had regular, constructive, dialogue with officials within the Department for Exiting the European Union over the past two-years about the priorities for the travel industry, and it's encouraging that many of these have been recognised, such as aviation access and visa-free travel. But there are still issues which need to be addressed, including around tax and posting workers abroad".

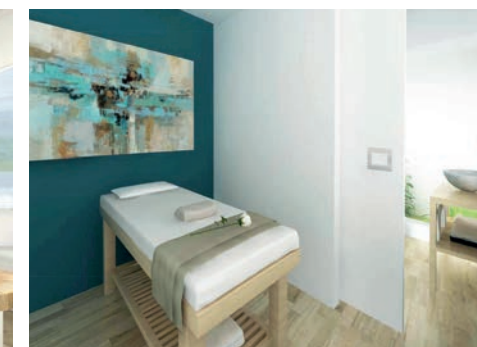
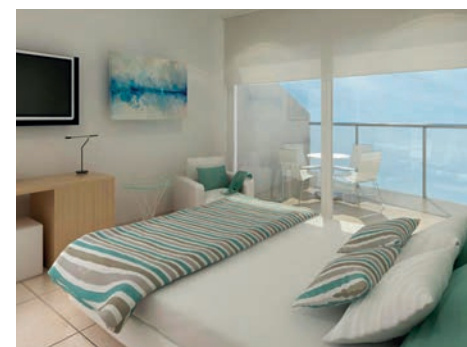
According to the Holiday Habits 2018 report drawn up by the association, with regards to 2019, even though generally speaking bookings are 19% higher than during the previous year, it is true that British citizens are showing growing concern about how Brexit will influence the cost of their holidays, with a three-point increase compared to the year before, affecting 54% of the population. Despite all of the above, and in the midst of much uncertainty, Europe is the top destination British tourists hope to travel to in 2019, with 61% of travellers planning a trip to the continent. ■

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Legislation and determination are key in order to keep these in check

False claims: the tenacity of the British and Spanish tourist sector pays off

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The British market has been struggling with fraudulent claims since 2016. By fraudulently claiming to have suffered illness during their holidays, tourists have had a very serious effect on British tour operators and agencies as well as on the Spanish hotel sector, which has been hit by significant financial losses and a huge added logistical nightmare. Two years later, a way to solve this issue is becoming clearer, the number of cases has fallen, and the law has sprung into action. However, and given the non-retroactive nature of the measures, the consequences will continue to prolong themselves over time and as such a business plan is plainly needed. The ban on cold-calling, which was enforced in September is the most recent positive step taken. The British government has banned Claims Management Companies (CMCs) from making unsolicited phone calls via the **Financial Guidance and Claims Act**. This has been in response to a drawn-out claim issued by the

Association of British Travel Agents **ABTA**, who alerted the authorities to massive cold-calling campaigns aimed at citizens and encouraging them to falsely claim that they had suffered food-poisoning during their holidays. The association claimed that not only were these calls disturbing citizens but that many of them were going on to present fraudulent claims without being aware of the grave legal consequences, as in effect this constitutes a criminal offence.

A report presented by ABTA at the beginning of the year and developed by **YouGov** revealed that one in five Brits (19%) have been approached by law firms and encouraged to solicit compensation from travel operators for alleged illnesses suffered during their holidays abroad. This percentage represents around 9.5 million citizens.

Limited legal expenses

On the other hand, on the 7th of May a legislative amendment came into effect whose aim it is to put a stop to false claims by cutting back on legal expenses in this field and adapting them to the regulations which apply to personal data, so that they are less attractive to claimants' lawyers. Until



The cold-call ban is a new step towards containing the problem.

now, the law firms involved would invoice per hour and presented very expensive bills – double or triple the amount claimed for damages.

Spanish hotel associations assure us that the problem has almost been eradicated, in as far as there are hardly any new cases. But that does not take away from the fact that the procedures initiated previously, given the non-retroactive nature of the law, will continue to be a serious problem for numerous Spanish hotel companies, as **Luisa González**, a solicitor at Spanish law firm **Monlex**, explained in an interview with Hosteltur. The best way to face this is with an efficient strategy which shows those unscrupulous professionals who have profited from this situation that the company is prepared to face them head on. ■

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The challenge to find a balance between growth and sustainability in tourism



Tourism is one of the main driving forces of Spain's economy, thanks to the number of travellers who visit each year and the income they generate. In 2017, it welcomed close to 82 million tourists, making it the second-strongest destination in the world, following closely after France. Maintaining this position requires a great deal of effort, including making a clear bid for sustainability.

And this objective goes much further than preserving the environment – it also helps to improve cultural heritage and economic and social

development. Spanish destinations and businesses have taken this situation into account and, as a result, strategies aimed at protecting the environment and having a positive effect on society are becoming more and more present in their management systems. In fact, the Spanish government is currently designing its 2025 Sustainable Tourism Strategy.

Some improvement

It is important to remember that travellers are becoming more and more aware of social and environmental concerns and that

they expect authentic and natural environments, not damaged ones. Spain has progressed a great deal in this regard, even though there is still a long way to go. Its beaches lead the worldwide Blue Flag ranking which is a testament to their quality and wonderful environmental conditions. There are also various spaces which have been granted the Biosphere certificate, which recognises tourism sustainability and which is awarded by the **Responsible Tourism Institute**, an international organisation which promotes sustainable development programmes in the sector. ■

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The British market is the top source for air passengers to Spanish airports

Airlines invest in routes between the United Kingdom and Spain, despite Brexit

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From January to September, Spain welcomed more than 71.5 million international passengers (+3.5percent), 17.6 million (-4.4percent) of which were from the United Kingdom. Although this figure represents a setback in comparison to arrivals from abroad during the same period of 2017, it still represents 24.6percent of the total, remaining, by far, the top source market for air passengers travelling to the country.

acknowledging it is a cornerstone of economy and future prosperity.

Spanish investments

Iberia operates 108 weekly flights, eight daily schedules on their Madrid-London route. This year, the company put more than one million seats (+0.4percent) on sale and has stated that “it is a very stable and mature route, so no significant changes will be felt”. For next year, the Spanish company is changing its areas at London-Heathrow Airport's T5 to set up a special area for its customers, “with our own systems and company image as

207,608 passengers on this route and this year, specifically from January to August, it has already carried 142,651, representing an increase of approximately five percent in relation to the same period of 2017.

British investments

Of a total 175 routes **Jet2.com** has scheduled for this winter 2018/19, 64 will be between the UK and Spain. This season it will be launching a new route between London-Stansted and Lleida, in Catalonia. For the summer of 2019, out of a total 330 routes, the British airline company will be operating 112 between the UK and Spain. It is also the first airline to have announced flights from England to the Región de Murcia International Airport, in Corvera. This winter, the British airline company **easyJet** will open new routes between both countries that will connect Belfast and Fuerteventura from October 31 twice a week; Manchester and Lanzarote from November 7 with two weekly schedules; and Manchester and Barcelona with another two from December 1. Additionally, as of this year and for the next three years, it will also fly the Menorca-London route twice a week from November 1 to April 30, through an agreement signed with the Balearic Island's public authorities. From last October 28 to March 31, **British Airways** doubled its air travel capacity between Gatwick-London and Tenerife South airports, going from eight to thirteen weekly flight connections. ■



Despite the uncertainty that surrounds everything related to Brexit and the outcome of negotiations, in both countries, the aviation industry hopes there will finally be a transition agreement or that a future aviation system will be defined between the UK and the European Union, so that traffic between both territories is maintained and air connectivity safeguarded, therefore

well as Spanish speaking staff. All of this will help us to improve *user-experience*”.

Air Europa operates two daily flights to London using its Boeing 737-800 fleet, with room for 189 passengers. Company representatives have stated that “Initially, we do not foresee the need to make any changes in matter related to this market”. In 2017, the Spanish airline company carried a total

Jet2holidays Package holidays you can trust

This year, **Jet2.com** marked 15 years of flying to Spain and since then the leading leisure airline has grown to become the UK's third largest airline. In addition, package holiday specialist **Jet2holidays** has been operating to Spain for over 10 years and is now the leading UK tour operator to Spain.

Back in 2003 **Jet2.com** flew from one UK base – Leeds Bradford – whereas today flights operate from nine UK bases: Belfast International, Birmingham, East Midlands, Edinburgh, Glasgow, Leeds Bradford, London Stansted, Manchester and Newcastle.

In 2003, the company operated two aircraft and flew to nine destinations. In Summer 19, the scale of **Jet2.com** and **Jet2holidays** means that the company will operate over 100 aircraft, flying to 70 destinations with 377 routes in 21 countries. **Jet2holidays** will offer over 4,000 directly contracted hotels in more than 500 resorts spanning the Mediterranean, Canaries and Europe.

This success has been replicated right across Europe, and particularly in Spain. With over 9 million seats on sale to 15 fantastic Spanish sun, city and ski destinations this Winter, in Summer 19, and in Winter 19/20, the popularity of Spain with British holidaymakers is a key driver behind the company's success.

To maintain this sustained growth in Spain, **Jet2.com** and **Jet2holidays** has continually invested in customer experience to ensure that quality is at the heart of everything. Whether a customer is staying in an ultra 5 star luxury hotel or a 2 star self-catering apartment, they are given the same level of VIP customer service.

This dedication to customer service is why the company has continued to grow, whilst repeatedly winning prestigious awards such as Best Low-Cost Airline – Europe, Best Airline – UK and 7th Best Airline in the World from TripAdvisor, Which? Travel Brand of the Year and four accolades at this year's Travel Weekly Globe Awards. Customers work hard for their holidays and want to be treated like a VIP, so everyone at **Jet2holidays** works hard to make sure they are.

The company's **free Resort Flight Check-in™** service is an example of this. This smart service features in more than 200 hotels across seven destinations in Spain, with more to be announced soon, and allows customers to check-in their bags at the hotel on the last day of their holiday. The reason **Jet2holidays** has developed and expanded this programme is simple – it is customer-friendly and holidaymakers love it.



This focus on providing the best customer service in the industry is based on the philosophy that if you give people a best in class service – they will come back – and the end result is hotels full of happy holidaymakers on a package holiday they can trust.

In today's environment, where more and more people are recognising the benefits of a package holiday, this philosophy means **Jet2holidays** and Spanish hotels are well placed to capitalise on this demand, and by working in partnership this is very much the case.

There has been much talk about demand in other areas of Europe but unlike other tour operators, **Jet2holidays** has continued to show its commitment to Spain by increasing capacity and investing in its partnership approach to doing business with hotels and the industry – growing its Contracting Team, always being available to discuss issues and opportunities, and investing every penny of marketing support to drive business.

These principles have helped **Jet2holidays** become the company that it is today. Its commitment at this year's World Travel Market, as it always has been, is that this will not change and that it will keep working with the industry to fill hotels with customers on a package holiday they can trust.

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Some are betting on new urban and holiday destinations

Spanish hotel chains consolidate their presence in the country

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Spanish hotel chains have taken advantage of the recent prosperous years for tourism and are now expanding their presence in the national market by opening new hotels in quick succession, not only in consolidated urban and holiday tourism destinations, but also in some cases, they have chosen go just that little bit further and put new places onto the Spanish tourism map.

Some hotel chains zealously guard all information related to their future projects, without specifying the destinations they are going to expand in. This is the case of **Meliá Hotels International** that has only revealed they are going to open nineteen new hotels in Europe with 4,000 rooms; and **Room Mate Group** that is negotiating the opening of sixteen new hotels totalling 1,500 rooms, in six different countries, including Spain.

Others like **Ibersol** do not want to give too much away either and the only information they have disclosed is the

Hotel chain expansion plans involve increasing their presence in both urban and holiday destinations

inclusion of twelve new hotels in the next three years; all four-star hotels located on the coastal areas of main land Spain and the country's islands, with a total 2,700 new rooms. **HM Hotels** will open two new hotels in 2020 on the island of Mallorca, one of which will be in Palma; and **Hoteles Globales** has announced that they will be adding two new hotels to their portfolio for Spain, with 400 rooms. Other companies have very clear expansion plans that will lead to them having steady growth rates. This is the case of **Ilunion Hotels** and **Servatur**. By 2021, **Ilunion Hotels** will have opened



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two new hotels a year, all in Spain and with more than one thousand rooms; and in the next two years **Servatur**, will have opened another two, with 300 rooms. **Palladium Hotel Group** also plans to open two new hotels in Madrid and Ibiza, under their new “hedonist luxury” brand-name, **Bless Collection Hotels**.

A big investment

One company that is putting a lot into expanding its presence in Spain is the Eurostars Hotel Company, from Grupo Hotusa. By the end of 2019 they will have opened eight new establishments with 413 rooms in Barcelona, Alicante, Cádiz, Córdoba, Logroño, Toledo and Valencia.

Ona Hotels will be adding four new hotels to its portfolio during that same period of time: two before the end of the year in Lanzarote and Costa del Sol, with 436 rooms; and another two next year in Barcelona and Valencia, with 196. **Alegría Hotels** will do the same as it will open two new establishments and 500 rooms each year in 2019 and 2020.

On the other hand, in 2019 and 2020, **Catalonia Hotels & Resorts** will be investing in the extension of two of their hotel accommodations in Seville and Menorca respectively; and next year they will also be opening two other hotels in San Sebastián and Bilbao, therefore totalling 325 new rooms. That same year, **H10 Hotels** will be adding another 407 rooms to its hotel offering in Tenerife, Córdoba and Seville and **Zenit Hoteles** will also be expanding in San Sebastián and Málaga, in the latter with a new 90-room hotel and a building with fifty apartments; 235 additional accommodation units in total.

Urban and Holiday destinations

Hotel chain expansion plans involve increasing their presence in both urban and holiday destinations. In the case of **NH Hotel Group**, they will open a new 47-room establishment this year in Valencia and another one in Santander in 2019, with 64 rooms; before the end of the year, **Vincci Hoteles** will open one in Bilbao with 94 rooms and another one in Málaga



Riu Plaza España, due to open next year in Madrid with 589 rooms, is destined to become the flagship of the company's urban brand.

“
Hotel chains are also expanding their offering in less consolidated destinations and therefore including them into the national tourism scenario

with 76 for 2020; and next year in Madrid, **Riu Hotels & Resorts**, will open what is destined to become the flagship of its urban brand: the Riu Plaza España Hotel, with 589 rooms.

As for holiday destinations, those chosen are Gran Canaria, where **Seaside Hotels** will open two establishments with 710 rooms in 2020; Los Cristianos in Tenerife where, one year earlier, **Spring Hotel Group** will do the same with a new hotel and 525 rooms; Costa Tegui, in Lanzarote, where **Gloria Thalasso & Hotels** will open a new five-star hotel with 355 rooms in 2021; and Costa Dorada, with a new **ADH Hoteles** establishment and 136 rooms in 2019.

On the island of Mallorca, **Protur** will increase its presence with a new 100-room establishment in Palma and also, before the end of the year, **Europa Hotels International** will do the same with another 40 new rooms. Next year, **Hoteles Elba** will open a new hotel with 252 rooms and in 2020, **Zafiro Hotels** will open another one with 298. ■

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BI

Unique experiences are the best attraction

THE BALEARIC ISLANDS

show authenticity and put their faith in culture

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The United Kingdom is Mallorca, Menorca, Ibiza and Formentera's second strongest issuing market in 2018, representing 22.7% of the travellers who arrived at this wonderful destination in the Mediterranean. The Balearics focus their strategy on a sustainable model where culture plays a leading role, as well as more unique experiences offered by each of the islands.

According to the statistics collected by the **Tourist Strategy Agency of the Balearic Islands (AETIB)**, the region has received a total of 12.2 million tourists from January to August this year. 2.7 million of this total were British, which suggests a repeat of last year's figures and shows that this is a market which is very loyal to the islands, with a slight increase of 0.1%. This is also a tourist which is increasingly looking

Menorca promotes its sports and Ibiza its creativity

for differentiated products of the highest quality and one which has increased their spending by 31.1% in August and 10.3% so far this year.

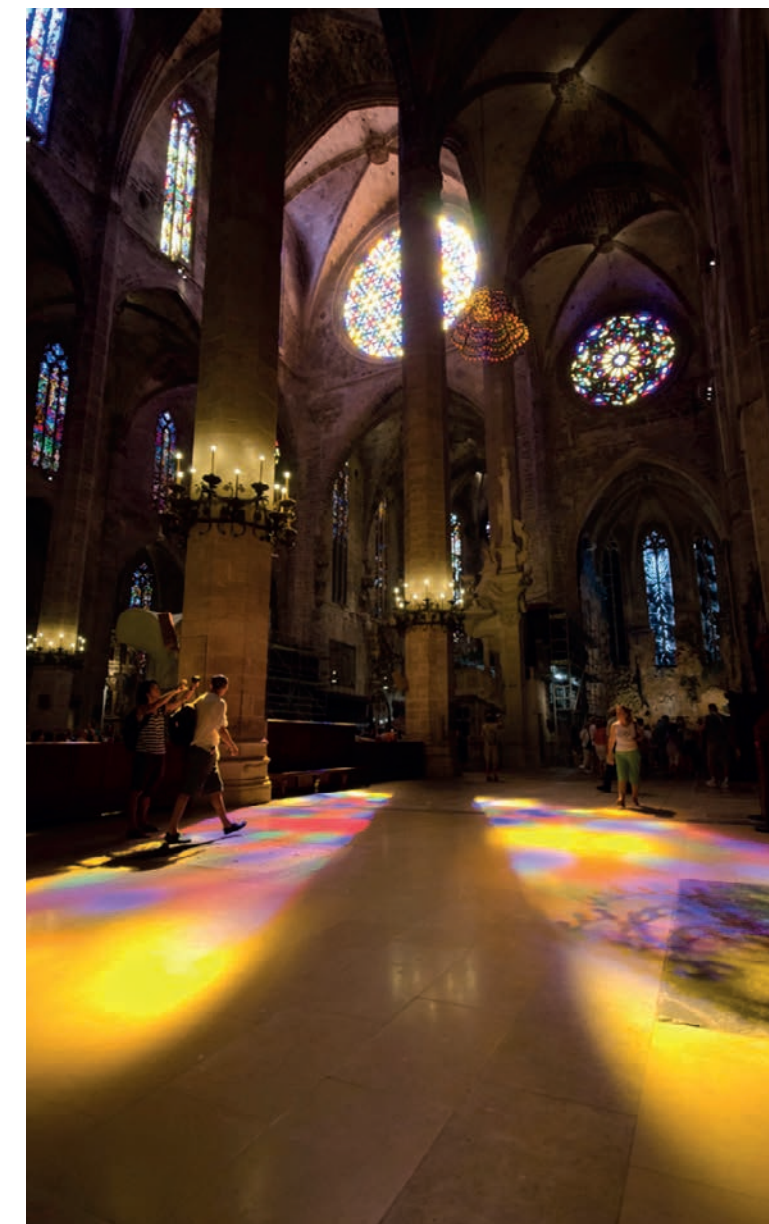
In 2017 the Balearics received 16.3 million tourists in total, which represents a 6.3% increase. 3.7 million of that total were from the United Kingdom, with a 2.8% increase. In Mallorca, where the highest number was received, they accounted for 2.3 million visitors, 0.9% more; in Ibiza

and Formentera British visitors surpassed the 800,000 mark, increasing by 4.6%; and Menorca experienced the most growth with over 550,000 and an 8.1% increase. While the British market is Mallorca's second strongest, accounting for close to 20%, it is the leading issuing market for the rest of the islands, representing close to 38% for Menorca and 27% for Ibiza and Formentera.

To continue reinforcing its attractions, the region's promotional entity, AETIB, lends significant importance to the quality and sustainability of the tourist product, as well as public and private collaborations to ensure constant advances in this sense. In virtue of the legislative decree which came into effect in June 2018, the old Product Clubs have turned into so-called Strategic Tourism Segments (SETs), a commercial alliance between a set of services and public institutions, with active collaboration between all the island councils as preferred members. This alliance hopes to develop a joint effort with the maximum guarantees which will result in a tourist product with added value. It has to maintain itself over time and on all levels of the value chain, from the planning stages until it positions itself in the market.

SETs are organised into panel discussions specialised in tourist products which promote and facilitate the chances for sector professionals to meet, to make the most of the synergies generated by public-private cooperation.

The AETIB has begun work in this sense



Its great cultural background is the basis for the Balearic Islands' promotional activity. Photo: Palma Cathedral Fundación Palma365. Author: Antonio Rodríguez.



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MALLORCA MENORCA IBIZA FORMENTERA

and has already launched these new Strategic Segments. Which is why the first SET Executive Committee meetings were held in October, specifically by the Gastronomy, Ecotourism, Health, Culture, Sports and Active Tourism committees.

All these products have a special role to play in the promotion of the Balearic Islands for the British market but at this edition of the **WTM 2018** culture will be the most prominent, with a strategy which is part of the celebrations for the **European Cultural Heritage Year**.

Another important aspect, given the interest generated by golf in the British market, is the event which will be held in Mallorca just after the WTM at which the AETIB combines sports and accessible tourism. The **International Wheelchair Golf Open Championship (IWGOC)** will take place from the 15th to the 17th of

"The Balearic Islands received 12.2 million tourists from January to August this year, 2.7 million of which were British, with a slight increase of 0.1%

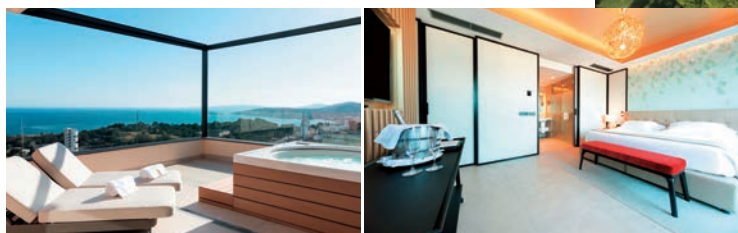
November, it is the first ever international wheelchair golf championship to be held on the island and is expected to feature 40 contestants from 18 different countries, from all five continents.

This golf tournament is to be sponsored by the AETIB as part of its bid to promote accessibility as a right in tourism and its willingness to make the Balearic Islands a fully-accessible tourism destination. The championship is organised by the **Fundación Handisport**, a leading entity in the promotion of inclusive sports which promotes the Balearic Islands as an accessible tourism destination. Also supporting the event are the **Llucmajor Townhall** and the **Mallorca Tourism Foundation**.

Amongst the many other attractions the island will be showcasing at the fair is its initiative to enhance and promote

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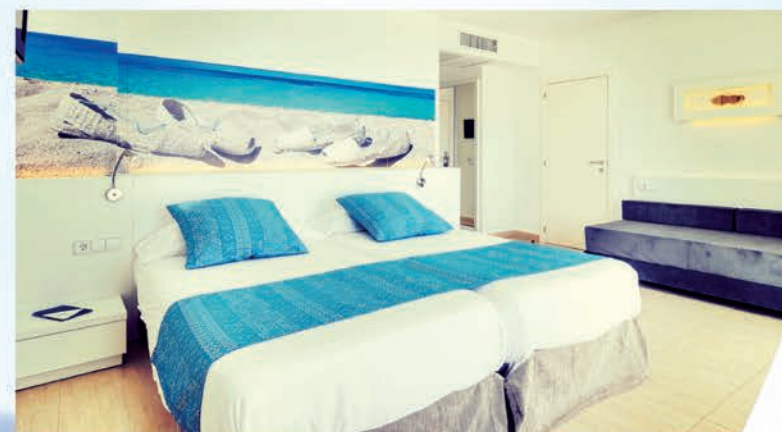


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Menorca hosts a growing number of sporting events and competitions which are attracted by its landscapes and high-quality facilities. Photo: Consell de Menorca.

emblematic businesses in Palma, the island's capital. **Palma Townhall** has created a catalogue featuring over 70 traditional establishments, from bakeries to cafeterias, groceries, shoe shops, glassware stores, jewellers and wine shops, etc.

Also showcasing its authenticity is the **Consell de Menorca**, who has decided to promote its natural surroundings as great locations in which to take part in all different kinds of sports. The island also boasts great facilities and conditions which allow it to host cycling, trail running, athletics, sailing or swimming competitions all year round, and which also make it perfect for hiking or kayak enthusiasts.

Similarly, the **Consell de Ibiza** is developing 'Ibiza Creativa', the objective of which is to promote unique experiences on the island, which include options as varied as taking part in a crafts workshop, a cookery class or taking a course with a DJ. It will also be offering its 'Ibiza is Wellness' product again and will launch its 'Ibiza Family Experience' which will include its own seal.

A client profile to match

From a business point of view, the objective in the Balearics is to keep increasing the number of British tourists visiting

"The AETIB is working alongside the private sector to create an added-value product via its new Strategic Tourism Segments (SETs)

who are looking for a superior product given the significant recent investments in the renewal of their hotel facilities. The vice-president of the **Palmanova-Magaluf Hotel Association**, **Joan Espina**, told Hosteltur that "the British tourist profile is definitely improving every year in accordance with the improved hotel facilities and more gradually, the improved non-hotel facilities, together with a higher purchasing power. We are also aware that unwanted tourists still make up a high percentage of our young tourist sector, but we are secure in the knowledge that this number is falling every year - even though progress may be difficult in this regard."

He added that "private investments in better quality hotel establishments and new services such as meetings, wellness and sports equipment aimed at senior tourists, couples and family holidays are helping to reduce the number of young British tourists coming to the area in search of excess."

Espina claims that there has been a slight downward trend in British tourists this season. As at other Spanish destinations, the regression in the main market in our area has been keenly felt. The number of British overnight stays has fallen and been replaced by those of German, French, Italian, Russian, Portuguese and other


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nationalities. All of this "has been favoured by the trend towards the diversification of issuing markets for the new quality hotel offerings and the increase in the flow of bookings from other segments, especially online, and to the detriment of the classic tour operator, which does not make it any less valuable, of course."

The president of the **Mallorca Hotel Business Federation (FEHM)**, **Maria Frontera**, told Hosteltur that "the figures we have access to so far this year, for the months of January to August, show that the number of British tourists is practically the same as during the same period in 2017. It is true that during the month of May, June and July there were less tourists than during the same months last year, but this has so far been compensated by the positive results achieved during the rest of months."

When considering the factors which have influenced these figures "we cannot ignore the rapid recovery of destinations like Turkey, Egypt and Tunisia, which are applying an aggressive price policy, and which have prompted falls in both the British and German markets, markets which, as we know, are very sensitive to price. In this respect, the fact that the Sustainable Tourism Tax has been doubled is a factor which must be taken into account."

And he added that "over the next few months we will need to keep an eye on how Brexit negotiations develop as they can end up causing a reduction in the flow of tourists and also in flight connections. There can be no doubt that this is a risk we must be prepared for and that the government must take action to minimise the possible consequences." ■



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According to ICCA, Barcelona is the world's top city in terms of event organisation

Spain is the world's fourth most popular destination for conventions

Barcelona has regained its worldwide leadership as a city for conventions in the **International Congress and Convention Association's (ICCA)** annual city rankings. This top spot, ahead of Paris and Vienna means that Barcelona has climbed two positions, taking first place for the first time since 2004. Barcelona's rise is a great example of the excellent times MICE tourism is experiencing in Spain. In fact, according to ICCA's Country rankings, Spain is the fourth most popular country for the organisation of large events, with 564 in 2017, and climbs one place.

Equally, **Spain Convention Bureau (SCB)** also ranks Spain as the world's fourth most popular destination for events, having organised almost 25,000 meetings last year with 4 million participants, representing a 3.6percent rise compared to the year before. Out of these, 4,986 events were conventions with 1.3 million participants, 17.93percent more than the year before. They invoiced 6,130 million euros, 3.38percent more. Spain is the fourth most popular destination for business tourism, only behind the United States, Germany and Great Britain.

“

Spain hosts more than 25,000 meetings a year with four million participants, 27percent of which are from other countries

Of the almost four million people who attended congresses, conventions and seminars held in the country, 26.9percent of these travelled from abroad. One in three meetings held in 2017 were organised at convention centres (32.5percent in total), 27.4percent in hotel meeting rooms and 15.4percent at Universities.

A bet on innovation

Spain holds a consolidated position as a destination for conventions and this is especially due to the high quality



View from Palma's Convention Centre.

and variety of its specialised infrastructures, which are constantly being modernised and renewed, its excellent connections and the great professionalism in the industry. It also offers great cultural and leisure products and excellent food that play in its favour.

Spain is also very popular because of it being considered a safe country, for its ability to adapt in event organisation and for its bet on innovation, with state-of-the-art technological services, custom-made applications for every event, the organisation of sustainable events that measure their impact and that of each participant, and the use of virtual reality so that people can visit the venues in advance.

Among the most relevant products in terms of business tourism in Spain, attention is drawn to the growing popularity of the combination of business and leisure tourism, the consolidated “**bleisure**” tourism.

Although Barcelona and Madrid are at the top of the list for business tourism in Spain and last year, between both cities, they hosted 43.5percent of all meetings in the country, attention is also drawn to intermediate sized destinations such as Valencia, Zaragoza, Bilbao, Sevilla, Málaga and Palma. Cities with between 200,000 and 500,000 residents hosted 28.3percent of all meetings last year. ■

Alfonso Rodríguez, the mayor of Calvià, in Mallorca

Calvià, a renewed and innovative destination where success is reliant on quality



Calvià is a pioneering destination that has successfully reinvented itself. What have been the key factors to achieving this?

Collaborations between public and private entities have been fundamental. Private initiatives have been an essential factor towards achieving an improved hotel infrastructure across all areas of Calvià. From Paguera to Santa Ponsa, Palmanova, Magaluf, Portals, Illetas, all these leading tourist destinations have been able

to modernise their hotel facilities thanks to private business entities. And this has been successfully accompanied by public initiatives such as the improvement of urban areas and the fact that the municipality itself is very aware of the importance of the tourism industry for maintaining and improving quality of life for all Calvià residents.

What are its current main attributes and what has been left behind?

Calvià is leaving behind its image as a destination for binge-drinking and excess and instead it has become a quality destination once again, one which has solid backing from the local authorities in its aim to achieve a peaceful coexistence. This is a destination which knows how to shine a light on its most valuable attributes – a quality coastline featuring 34 beaches, 13 of which have been recognised with the Q for Tourist Quality award. As well as its interior heritage and sports facilities.

What still needs to be done?

There are still some urban environment improvements pending and we need to upgrade our complementary offering – tourists are looking for great restaurants, gastronomy, leisure and shopping which is in line with the high-quality accommodation. We also need to continue extending the season as the products Calvià has to offer are perfect for tourists visiting during the mid to low season in search of

experiences, natural surroundings, infrastructure and first-rate hotel accommodation.

What segments are you aiming the destination at?

Apart from leading the beach holiday segment, we want to enhance the value of what we can offer the MICE segment, thanks to our infrastructure and excellent connections with the airport and the capital city of Palma. We also feel that the tourism and sports combination has the potential to yield a lot more for our tourist season. Calvià can host training and competitive events for all manner of sports; cycling, rugby, football, golf... Also experience-tourism related to the enjoyment of nature, thanks to our status as an idyllic destination for hiking in medium and low mountains, on the threshold of the Sierra de Tramuntana, a World Heritage Site.

What role does technology have to play in all of the above?

As a member of the Network of Intelligent Tourist Destinations Calvià already has access to an investment capacity of over 4 million Euros over the next two years which can be used to equip our destinations with innovative tools which allow us to provide information to tourists, collect data from them and interact with them. Going forwards, a leading destination will have to be able to collate data on tourism activity, apply technology to anticipate problems and adapt to new realities.

The Balearic Islands opt for culture as a way to reinforce their

SUSTAINABLE TOURISM MODEL

Significant historical heritage resources such as castles, walled enclosures and archaeological remains, together with charming traditional constructions and customs, form the basis of the Balearic Islands' strategy to attract a responsible tourist who is enthusiastic about getting to know a more authentic side of its tourist offering.

With the aim of continuing to improve their sustainable model every year, the Balearic Islands want to enhance the value of their cultural heritage, and this strategy has been part of the European Cultural Heritage Year celebrations which haven taken place in 2018.

As such, during the WTM in London, the ATB (Balearic Tourism Agency) will direct its promotional activities within the British market towards this objective. The region has developed specific actions throughout the year in order to recover the islands' rich cultural



Walled precincts have been the subject of special attention. Old city walls of Ciutadella, in Menorca.

heritage and position it at the centre of its tourism product.

Both the Balearic Government and the island councils and town halls acknowledge and value the

potential of the islands' cultural heritage and are promoting various projects which aim to recover it and enhance its value as a tourist attraction.

All these projects are being financed by the Sustainable Tourism Tax which is levied on all overnight stays at tourist accommodation in the Balearic Islands. This tax is turning out to be a highly valuable tool with which to reinvest part of the benefits produced by tourism, multiplying the islands' already exceptional natural and cultural attractions.

Historical heritage and traditional culture

A significant part of the funds is being directed at financing projects which have an impact on the recovery of historical heritage and which enhance the cultural elements which promote the conservation of the islands wealth, and also help to attract a higher quality tourism the whole year round, especially during the mid and low season.

Each one of the islands has a good number of projects included as part of this strategy. In Mallorca one of the most prominent projects is the rehabilitation and conversion into a museum of the 'Torres del Temple' located in the capital city of Palma, a project which centres on the recovery of old fortified entrance ways in the city. The project includes a visitor and welcome centre and will involve an investment of close to 800,000 Euros.

Another interesting project in Mallorca, an investment of almost 900,000 Euros, is the creation of a museum and archaeological park in Puig de sa Morisca in Calvià, which is in one of the island's most important tourist areas and further diversifies the products available there.

The project 'Adopt a Windmill', strives to recover one of the islands' most traditional elements. An initiative launched by Mallorca's



The Sa Seineta estate in Formentera is being refurbished for its protection and to prepare it as a tourist resource.

Island Council (Consell Insular), this project aims to restore the traditional windmills which were used to pump water in the Pla de Sant Jordi in Palma and which are very characteristic of the landscape in the area.

Another project related to popular culture is the acquisition of the estate and farmhouse at Sa Senieta, on the island of Formentera, which includes the acquisition and recovery of an emblematic traditional house on the island for its later use for public events which are compatible with its protection, and this will involve an approximate investment of a million Euros.

There is also a wonderful project planned on the island of Menorca, this time involving the refurbishment and management of the 'Cami de Cavalls'. The plan is to recover this historical path which was used to guard the Menorcan coastline from the times of King Jaume II when he obliged colonists to keep an armed horse guard on the island to defend it via this route

which is now a public footpath.

Another prominent project in Menorca is the rehabilitation of the San Diego Convent which is now in its final stages. The investment of over 800,000 Euros in order to purchase the spaces attached to the convent's cloisters, also known as the 'Pati de Sa Lluna', will mean that this space, which during previous phases benefited from state investment, can now be refurbished and rehabilitated. Meanwhile in Ibiza, the ITS will support the new Hotel Management School, which will be an important step forward for the islands' professionals and their ability to compete.



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Menorca has been looking for a different kind of tourist for a while now. Its Biosphere Reserve status (bestowed in 1993) and the fact that 66% of its territory is protected is a great way of defining how the island wants to interact with its visitors. The fact is that in Menorca what matters is authenticity, a slow-paced lifestyle, ancestral landscapes, prehistoric sites which date back over 4000 years and cuisine which maintains its ancient Mediterranean properties and a preference for produce which is locally-grown or caught in its sea. Menorca cannot and does not want to offer visitors anything artificial. So instead it offers experiences which help them to get to know the island's geography and to enjoy it in a respectful and healthy way.

The island of sports

Hundreds of sportsmen and women visit Menorca



Bike lovers will find they can practise their sport whilst enjoying spectacular landscapes.



Menorca combines the possibility of taking part in sports with the enjoyment of unique beaches and unforgettable routes.

throughout the year from all over the world and in order to take part in exciting trail running, cycling, athletics, swimming and sailing events at the Camí de Cavalls and in the stunning sea, two of the island's greatest resources. It is also the perfect destination for anyone wanting to take part in outdoor activities which put them in contact with nature, such as hiking or cycling, horse-riding, kayak trips and paddle boarding or sailing excursions. Menorca has worked hard to be known as "the island of sports", a place where lovers of a healthy lifestyle in all its forms can enjoy an unforgettable holiday.

Sports competitions

Trail dels fars: 3rd of February 2019, 750 participants (www.traildelsfars.info), an adventure for all the senses. Three races in one competition: 44km, 21km and 12km.



Enjoy sports outdoors or at first-rate sports centres, together with superior hotel facilities

Organised by Biosport Menorca and Elitechip, the Trail dels Fars has attracted first-class runners such as world champions Núria Picas and Tòfol Castanyer or national champions Pau Capell and Laia Díez.

Epic Trail Camí de Cavalls 360°: From the 8th to the 10th of March 2019, 210 participants (www.epictrail360.com). A mountain course in stages, three days of adventure and a whole island to explore. For this race participants compete in teams of two. The course follows the Camí de Cavalls, a historical pathway which borders the coast of the island and which features cliffs, valleys, streams, watchtowers, lighthouses and some of Menorca's most spectacular bays. There are three categories to choose from. Participants can stay

Easyjet connects Menorca and London during the winter



Menorca and Easyjet have signed a collaboration for the next three years. The airline will operate flights between Menorca and London Gatwick at least twice a week during the winter months which will allow for a constant flow of travellers between the island and the British capital. Menorca has maintained a close relationship with the United Kingdom since the 18th Century when it was a British colony. All visitors, especially athletes and sports enthusiasts will find a hotel in Menorca which adapts to their needs. Around 65%

of the island's hotels are four-star or above and an increasing amount of them have special offers for active and sports tourism, a growing trend which is in accordance with the advances made by the public and private sector to promote Menorca as a true "island of sports". The island boasts high quality sports facilities which include swimming pools, padel courts, gyms and football pitches. Direct flights, first-rate sports facilities, unforgettable scenery, quality hotels for sports people... What are you waiting for? You deserve Menorca.

the night at the end of each stage by purchasing an inclusive package.

Fornells Half Marathon: April 2019, 700 participants (www.mitjaforfornells.com). This 21km course takes runners through surprising natural and urban landscapes.

Trail Menorca Camí de Cavalls: The third week in May, 1500 participants (www.trailmenorca.com). One of the longest, hardest and most picturesque trail-running competitions in Europe. Runners have a maximum of 40 hours in which to follow a 360° route around Menorca. There are up to five different routes of 35 to 185km. The challenge is to go all the way around the island on the Camí de Cavalls.

Regata 52 Super Series: From the 21st to the 25th of May 2019, 13 yachts (220 people) (www.52superseries.com). The fastest monohull yachts in the international circuit, each with a crew of twelve people. Maó Port.

Estrella Damm Menorca Open, World Padel Tour: October 2019 (www.worldpadeltour.com). Menorca will be the venue for the World Padel Tour, the world's leading professional padel circuit, for the next four years. The annual open for male and female categories will be held from 2019 to 2022.

BBT Volta a Menorca: Second week in October, 500

participants, cycling (www.menorcabtt.com). These are just some of the sporting events which take



Football pitches, swimming pools, padel courts, gyms... modern, high-quality sports facilities

place on the island. The variety of events held in Menorca is huge – its scenery, sports facilities, interior or coastal roads are all very inviting either for formal competitions or private enjoyment.

Quality hotels, impeccable sports facilities, clean air, unique scenery, a rich cultural and historical heritage, gastronomy based on local produce, unforgettable beaches...Menorca offers all this and more to the visitor looking to get to know the most authentic side of the Mediterranean, and just a two-hour flight away from London.

Blue Sea Hotels acquires new establishments and updates services

The hotel group continues its expansion through the Canary Islands and Mallorca along with a renewal of its brand, image, strategy and values. Blue Sea is committed to become a benchmark for leisure tourism and achieve its consolidation within the 3 and 4 star segments.



The new logo on show at one of the hotels.

After years of intense work and continuous improvements, Blue Sea Hotels has become a strong brand within the Spanish hotel scene that currently has 24 hotels. With Majorcan entrepreneur Sebastià Català as CEO and Francisco Gimena as Executive Vice President, the hotel chain concentrates the vast majority of its establishments in Spain and already has more than 4200 rooms. The main strategic mission is to continue expanding and the international jump is not ruled out if the opportunity arises. Along with this change of strategy, Blue Sea has decided to send a fresh and attractive message by including in its signature the strapline *Hotels that make you smile*. The message of strength that this transmits is a clear sign of optimism towards the product itself. The goal is to achieve customer satisfaction, both for the

price and for the invaluable service of the staff.

Improvement of services

This summer BlueSea has incorporated free high-speed Wi-Fi in its hotels through a strategic agreement with Vodafone, offering the customer the best coverage in the

market. This improved experience will allow you to share your vacation with family and friends more easily, from the commodity of your own room or the hotel's common areas, at no extra cost. Another of the novelties that have been confirmed this summer is BlueSea's commitment to renewable energies. The hotel chain has already begun its path towards sustainability and caring for the environment. 80% of its hotels already use renewable energy and the company is still working to ensure that all of its products will eventually follow this same path.

Hotel growth

In addition to the numerous acquisitions of the previous year, the well-known Club Martha's Resort in Cala d'Or (Mallorca), a four-star family resort composed of 3 blocks

and 358 rooms, joined the BlueSea family this year. The Hotel Blue Sea Jandía Luz in Fuerteventura, with 115 apartments located in front of Jandía Beach and the Piscis Hotel in Puerto de Alcúdia with 206 rooms in the north of Mallorca, are BlueSea's latest acquisitions.

Blue Sea not only focuses on acquiring new complexes. It will continue to make improvements in the future to ensure a high level of quality and comfort is provided to its customers.

Hotel Renovations

In the past year, Blue Sea has focused on renovating and updating its hotels and providing its facilities with a fresh and modern touch, in accordance with the new brand. In Mallorca, up to 4 hotels have been renovated, both in Cala Millor, Sa Coma and S'Arenal. The Blue Sea Gran Playa hotel has been completely transformed by replacing the apartments in the main building with comfortable Junior Suites, and converting the studios into beautiful double rooms. The restaurant, reception, bar and other common areas have also been modernized. Other hotels that have gone through the same renovation process have been the Blue Sea Don Jaime, the Blue Sea Cala Millor and the Blue Sea Costa Verde. Outside the island, a significant amount has also been budgeted to upgrade the establishments located in the Canary Islands and Mainland Spain. The facts show that the Blue Sea group is not slowing down. It is continuing to advance in every way: new products, new services, new experiences.



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PR

Zafiro Hotels, the luxury of being able to choose



A new hotel brand has landed on the Balearic Islands, Zafiro Hotels. This company's philosophy is to offer its guests the luxury of being able to choose what kind of holiday they want to enjoy, in one of its eleven establishments: two five-star resorts and nine four-star hotels, located in some of Mallorca and Menorca's most beautiful natural landscapes.

With eighteen years' experience under the Viva brand-name, this new brand has been created looking towards the future. The hotel chain takes its name from the elegant sapphire gemstone, and just like this gem, its hotels offer numerous facets to choose from.

Based on the concept that today's new luxury is having the freedom to choose, Zafiro Hotels creates a whole holiday world to suit everyone's tastes, so that at the same hotel one can enjoy the '18+' Oasis pools with Balinese beds for adults, as well as Splash pools with pirate ships for children. Its hotels offer both exclusive private Swim-



Up Pools guests can dive into from their room's terrace and Wet Bubble pools for all the family. Likewise, fun options range from mini clubs for the little ones to Zen Spa & Wellness services for adults. The options for food are infinite, ranging from classic buffet restaurants to modern à la carte restaurants. The cornerstones of Zafiro Hotels are quality holidays, comfort and the fact that they are places where children can be children.

Five-star pleasures

Both Zafiro Palace Hotels, the one in Alcúdia and the one that opened in June 2017 in Palmanova, are five-star resorts and considered to be First Class Family Hotels, characterised by their exclusive services and special

amenities. Soon, in the Spring of 2020, a third establishment of the same characteristics will be joining them in Camp de Mar, on the southwestern part of Mallorca, Zafiro Palace Andratx, Zafiro Hotels' four-star "Family



Lifestyle Hotels" offer tailor-made holidays in establishments that stand out given their great seafront locations, their large gardens or their exclusive modern designs. There are nine of these hotels and they are along the Bay of Alcúdia, in Palmanova, Cala Mesquida and Cala en Bosch in Ciutadella (Menorca). Zafiro Hotels has started up a third line of business with its new Boutique Hotel "Can Ribera by Zafiro" in Muro. With only 21 rooms, it is the ideal place to experience the authentic Majorcan countryside with idyllic landscapes and picturesque places.



INFORMATION

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PR

Palma's iconic businesses are a great tourist attraction

As soon as you walk through the doors of the Forn de la Concepció bakery you are welcomed by the aroma of freshly baked bread, and your eyes are drawn to the counter. In it, there are delicious cocas, *ensaimadas*, *rubiols* and other handmade goods and this counter has displayed similar freshly baked delicacies since the bakery was founded in 1902.

This bakery is one of over 70 establishments now included in the new Catalogue of Palma's most Emblematic Establishments. The catalogue features bakeries and cafés, but also grocery stores, shoe shops, glassware stores, jewellers, wineries... and establishments like wicker and rattan shop Mimbleria Vidal which was opened over 70 years ago and sells traditional Mallorcan objects and furniture. Also featured are Can Joan de S'Aigo, a bakery which boasts over 300 year's worth of history and Joyas Forteza, a jewellers which has been making its own unique pieces for



over a century.

This catalogue, which will continue to be added to and which has been launched by the town hall, aims to protect these businesses and to help to keep them active. To be included in the directory, the establishments must meet with at least one of the requirements, which include; to have been in operation for over 75 years; to be located in a protected

building; or to carry out a unique type of activity.

These are specialised businesses which have been run by the same family for generations, passing on their trade and hard work as inheritance and to which customers return time and time again. They are an active part of Palma's heritage and history and have also become a tourist attraction.

Several different initiatives have been launched in Palma in order to promote them, and these include an itinerary exhibition with images of the businesses, a printed catalogue listing them all, and a soon-to-be-published book which will help visitors locate them and find out about their history. They represent a past which part of Palma's history.



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OPENING IN 2019

Santa Eulària des Riu launches a traditional restoration guide

Ibiza has a new attractive for the visitors. Santa Eulària des Riu has published 'Tradition a la carte', a brochure describing its traditional cuisine and including the best restaurants to enjoy it. *Bullit de peix*, *sofrit pages* or *flaó* are some of the delicious dishes that you can find in a route through 28 restaurants of the municipality.

Santa Eulària des Riu has always been linked to its roots, culture and tradition. Before the arrival of the tourism, the economy of the island was based on agriculture, cattle raising and fishing. This production, which nowadays represents the 80% of the total production on the island, has also left its mark on the gastronomy of the island. All traditional recipes are made with local products.

'Tradition a la Carte' is a traditional restoration guide, published by Santa Eulària des Riu with the aim of promoting the Ibiza's gastronomy, that starts saying: "Since time immemorial, the inhabitants of Santa Eulària des Riu have known how to turn treasures of land and sea into succulent, tasty delicacies" followed by the description of the most important dishes, its ingredients and in which restaurants of the municipality of Santa Eulària you will find these dishes. The guide concludes with a list and a map detailing the 28 restaurants where you will enjoy this cuisine.

A culinary trip typical of Ibiza

The guide includes the most important recipes of the Ibiza's gastronomy: *sofrit pages*; *arròs de matances*; *frita de porc* are some of dishes that appear in this brochure. The coastline of Ibiza stands out for its beautiful coves with clear waters, but also for the



Bullit de peix.

quality of the fish and seafood which lives in them and that give flavour to dishes like *bullit de peix* or *guisat de peix*. We couldn't talk about Ibiza's gastronomy without pointing out tasty desserts like *greixonera*; *flaó*; *café caleta*, this last one –if you are allowed to drink alcohol– made with brandy, cinnamon, lemon, orange, coffee and sugar or *salsa de Nadal*, a traditional

Christmas dessert made with chicken broth, honey, eggs, sugar, pepper and saffron among others.

In the restaurants mentioned in this guide, you will find a minimum of three of these traditional dishes. The restaurants included in this guide are: Bahía; Bon Lloc; Brisa de la Mar; Cala Boix; Cala Llenya; Ca Na Ribes; Can Caus; Can Cosmi; Can Pep; Can Pep Salvador; Cas Pagès; Celler Can Pere; El Bigotes; Es Pins Cala Pada; Ínsula Riu; Juanito; La Noria; Mar Azul; Martina; Niu Blau; Oleoteca Ses Escoles; Pou des Lleó; Rincón de Pepe; Royalty; S'Arribada; Sa Trenka; Skuma and Utopía.



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Spain renews its offering and becomes a beach plus enclave

BEYOND SUN AND BEACH

Diana Ramón Vilarasau
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Spain continues to be Europe's top tourism destination for those looking for sun and beach, but its star product is evolving all over the country's coastal areas, where it is posing a wide and varied range of tourism products with multiple options, from nautical sports to fun, both in the daytime and at night, ultra-trendy beach clubs, high quality beaches with a record breaking number of blue flags and the best services with added value, such as WIFI connectivity.

In 2017, the country registered another record-breaking figure of 81.8 million tourists (+8.6percent), of which more than 85percent arrived on leisure, recreational or holiday trips and 82.5percent stayed in one of Spain's five coastal Autonomous Communities, leaders in sun and beach tourism: Catalonia, the Canary Islands, the Balearic Islands, Andalusia and the Valencian Community.

In the case of UK travellers, Spain is top on the list - it is their holiday destination par

Spain, a pioneer in the development of smart cities and destinations, also has beaches with free WIFI areas

excellence- especially for those looking to enjoy the sun and the beach, the main reason most of them travel, together with other activities or experiences. They think of the country as a beach plus enclave; according to data provided by the **Office for National Statistics (ONS)**.

In 2017, Spain attracted 18.8 million British tourists, 23percent of all visitors. They also hold first position in the ranking on total spending (17,423 million euros) and hotel overnight stays (57.1 million). 92percent travelled for leisure,

mainly to enjoy the beach (72percent), shopping (59percent) or to visit cities (42percent). 43percent travelled with their family and 36percent with their partner or spouse. 62percent travelled without a package deal. Specifically, most popular destinations are the Spanish Canary Islands (29percent) and Balearic Islands (20percent).

'Luxurious chiringuitos'

Balinese beds, designer sun beds, open cocktail bars sometimes even with champagne and menus with exquisite summer 'fusion' tapas and the best paellas, on the waterfront and under the hottest sun in Europe, create an experience that lasts until the sun goes down and that is currently in vogue at the best beach hotels in Spain. It is the increasingly widespread beach club trend, the so-called "luxurious chiringuitos".

More and more hotels are exploiting their privileged location on the beachfront to expand their offering with beach clubs, exclusive spaces where one can have lunch or dinner, enjoy an evening drink, music, the sunset and the sea breeze; combining a superb culinary and leisure experience.

Recommended on travel websites as being some of the most innovative and fun are those managed under the international brand, **Nikki Beach** in Miami, Saint Tropez, Marrakech and Dubai amongst others. In Spain this brand has three, one in Mallorca next to the ME Mallorca hotel, one in Ibiza and another one in Marbella.



Racó del Albir, pebble beach in Alicante, Valencian Community.

Spain continues to be the top tourism destination in Europe for those looking for sun and beach, but its star product is evolving towards an ever growing wide and varied tourism offer

Another meeting point, popular with 'the rich and the famous' is the **Ushuaïa Ibiza Beach Club**, on the D'en Bossa beach in Ibiza. Tarragona is home to the Le Méridien Ra Beach Hotel & Spa, inspired by the chic atmosphere of the French coast and Matisse. Other popular beach clubs are **Salt Beach Club** in Barcelona, right on the city's seaside promenade, a 'city chiringuito' with a hipster feel; **Sea Soul Beach Restaurant & Lounge** at the Iberostar Isla Canela Hotel in Huelva, where the Spanish hotel chain promotes its beach club concept and Gran Hotel Sol y Mar in Calpe, in front of the Arenal del Bol beach, facing the Penyal d'Ifac Rock. Other highly-rated beach clubs are Estrella del Mar, Vincci, in Marbella, surrounded by nature and on the very frontline of the Migjorn beach; **Gecko**

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The Ushuaïa Beach Club, on D'en Bossa beach, among the most famous.

Beach Club in Formentera; **THB Ocean Beach Ibiza** in front of the San Antonio beach, with a pool area embellished with large beds inside and outside of the water; and **Tangana**, belonging to the Tangana bungalow resort, on the Valdevaqueros beach in Tarifa.

Connected beaches

Spain, a pioneer in the development of smart cities and destinations, also has beaches with free WIFI areas to satisfy the requirements of today's new generations, digital natives who cannot stand to be disconnected, even when on holiday. Some like those in Calvià and Playa de Palma in Mallorca, Barcelona or Punta Umbria in Huelva, have been offering this service for the last two or three years. Several Spanish towns are taking part in a project to become smart tourism destinations. The first phase, now completed, included El Hierro in the Canary Islands, Playa de Palma, Haro, Castelldefels, La Gomera and Badajoz; and a second phase will include Santiago de Compostela, Las Palmas de Gran Canaria, Jaca, Villajoyosa and Axarquía, in Málaga.

For UK travellers, Spain is their top holiday destination par excellence and they think of the country as a beach plus enclave

Beaches for the Future

The Valencian Community is taking a step further and is designing a Beach for the Future model; a model for smart beaches, areas tuned into innovation and current demand that offer "a more inclusive, integrating, accessible and sustainable experience, with the most advanced user services". Benicàssim, Gandia and Benidorm have been chosen to start-off the pilot tests as the first destinations to have smart beaches and they will have the double goal of improving the service and of obtaining information from users. Two smart sensors will be set up on different beaches in the chosen towns. They will gather data on the temperature, relative humidity and atmospheric pressure. This project will use Internet-of-Things technology for the first time in beach management in the Valencian Community. It will be a low-cost prototype that will gather environmental information, it will not need any maintenance and it will hardly use any energy. Data will be transmitted wirelessly, offering tourists information that has never before been available.

Beauty, quality and accessibility

Other important features of Spanish beaches, besides their beauty, are their perfect sanitary, environmental and service conditions, internationally acknowledged by the **Association for Environmental Education and Consumer protection** (ADEAC), organisation that issues Blue Flags as a sign of compliance with established environmental quality criteria. This year, Spain remains unbeaten in its top position of the worldwide Blue Flag ranking list and this demonstrates how well they are preserved and the high quality of the services provided. This summer it will have a total 696, twelve more than the year before, distributed as follows: 592 beaches (+11); 101 marinas (+1) and five sustainable tourism boats (three in Mallorca and two in Málaga).

“

This year, Spain remains unbeaten in its top position of the worldwide Blue Flag ranking list

By regions, the Valencian Community maintains its leadership with 132 blue flags (+3), followed by Galicia with 109 (-4) and Catalonia, with 101 (+6). As for marinas, Catalonia is top of the list with 22, followed by the Balearic Islands with twenty, Andalusia with sixteen, Galicia with fifteen and the Valencian Community with fourteen. New to 2018, Madrid stands out as it was awarded its first ever Blue Flag for the Virgen de la Nueva beach, at the San Juan reservoir. It is Spain's sixth inland beach to be awarded. The first was Orellana la Vieja, in the province of Badajoz that for the ninth-year running has also been issued a Blue Flag as well as two other awards, Blue Path and Blue Flag Marina, the first inland Blue Flags to be awarded in the country. This year, the **Spanish Institute for**

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Tourism Quality (ICTE), after carrying out a thorough audit confirming compliance with the International UNE-ISO 13009 regulation, internationally agreed upon by more than ninety countries, also awarded the Q for Quality Flag to 248 Spanish beaches and to 21 nautical-sports facilities. Almost all coastal Autonomous Communities were awarded more Q Flags than the year before.

Andalusia occupies top spot with 92 certified beaches, followed by the Valencian Community with 47, the Region of Murcia with 37, the Balearic Islands with 22 and Galicia with nineteen. Catalonia has been issued twelve, Cantabria eleven and Asturias six, while the Basque Country and Ceuta were awarded Flags for the first time on one of their beaches respectively. Calvià, with thirteen certified beaches, is the Spanish town to have been issued most flags. As for marinas, thirteen Blue

“
Spanish hotels, exploiting their privileged location on the waterfront, are expanding their offering with beach clubs, exclusive spaces that combine a complete culinary and leisure experience

Flags have been issued in Galicia and four in the Balearic Islands and Cantabria respectively.

The Q Flag is the only Spanish Quality Award for Spanish beaches and it is awarded after carrying out a thorough audit. The quality, safety, rigidity and professionalism of the services offered must also be guaranteed.

In the fifth occurrence of a national campaign that aims to get coastal towns involved in providing their beaches with universal accessible features, Playa del Carmen beach in Barbate, Cádiz, was chosen as the most accessible beach in Spain. It is an urban beach with reserved parking spaces, an accessible seaside promenade and pedestrian path, nothing that hampers access onto the beach, walkways, technical aid for bathing (amphibious chairs, etc), and support staff. ■

2017 Travellers' Choice™ Awards, voted by TripAdvisor users Top 10 beaches in Spain

In 2018 and for the second year running, La Concha Beach in San Sebastián, Gipuzkoa, in the Basque Country, continues to be considered the best beach in Spain, voted by TripAdvisor users and winner of the 2018 Travellers' Choice™ Awards.

As the only Spanish beach included in the worlds' Top 25 best beaches, in sixth position, it maintains its leadership in Europe's Top 25, a ranking list that also includes Formentera's Ses Illetes beach in the Balearic Islands, in ninth place; Las Canteras Beach in Gran Canaria, the Canary Islands, in tenth place and the As Catedrais Beach in Ribadeo, Galicia in fifteenth place.

This year, in third to eighth place, six of the Top 10 Beaches in Spain are in the Canary Islands.

The Top ten list of Spanish beaches is therefore as follows:

- 1) La Concha Beach in San Sebastián, Gipuzkoa, Basque Country.
- 2) Ses Illetes Beach in Formentera, Balearic Islands.
- 3) Las Canteras Beach in Las Palmas de Gran Canaria, Canary Islands.
- 4) Maspalomas Beach in Gran Canaria, Canary Islands.
- 5) El Cotillo Beach and Lagoons in La Oliva, Fuerteventura, Canary Islands.
- 6) Sotavento Beach in Costa Calma, Fuerteventura, Canary Islands.



Playa de la Concha beach in San Sebastián, Gipuzkoa, Basque Country, the best in Spain, winner of the 2018 Travellers' Choice™ Award.

- 7) Del Duque Beach in Costa Adeje, Tenerife, Canary Islands.
- 8) Cofete Beach in Morro del Jable, Fuerteventura, Canary Islands.
- 9) As Catedrais Beach in Ribadeo, Lugo, Galicia.
- 10) Muro Beach on the island of Mallorca, Balearic Islands.



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‘GRAND PALLADIUM COSTA MUJERES RESORT & SPA’ AND ‘TRS CORAL HOTEL’

PALLADIUM HOTEL GROUP LAUNCHES TWO BRAND NEW LUXURY PROPERTIES IN MEXICO

Recently unveiled on 1st November 2018, the family-friendly **Grand Palladium Costa Mujeres Resort & Spa** and the adults-only **TRS Coral Hotel**, a member of The Leading Hotels of the World, are the two brand-new luxury properties opened by Palladium Hotel Group in the privileged area of Costa Mujeres in Mexico.

Located in the northeast of Mexico's Yucatan Peninsula and 20 minutes from Cancun airport, the beautiful area of Costa Mujeres is one of the hidden treasures of Mexico, that will allow guests at **Grand Palladium Costa Mujeres Resort & Spa** and **TRS Coral Hotel**, a member of The Leading Hotels of the World, to discover pristine beaches with crystal clear water, vibrant coral reefs and sandy white shores, surrounded by thriving natural reserves full of flora and fauna.

Both resorts feature a wide culinary and leisure offering that guests can enjoy at ‘The Village’, including a wide variety of show cooking, à la carte restaurants and themed bars, including the stunning **Chic Cabaret & Restaurant** offering a delicious show and a spectacular dinner. Guests can enjoy activities such as snorkelling, diving, yoga and

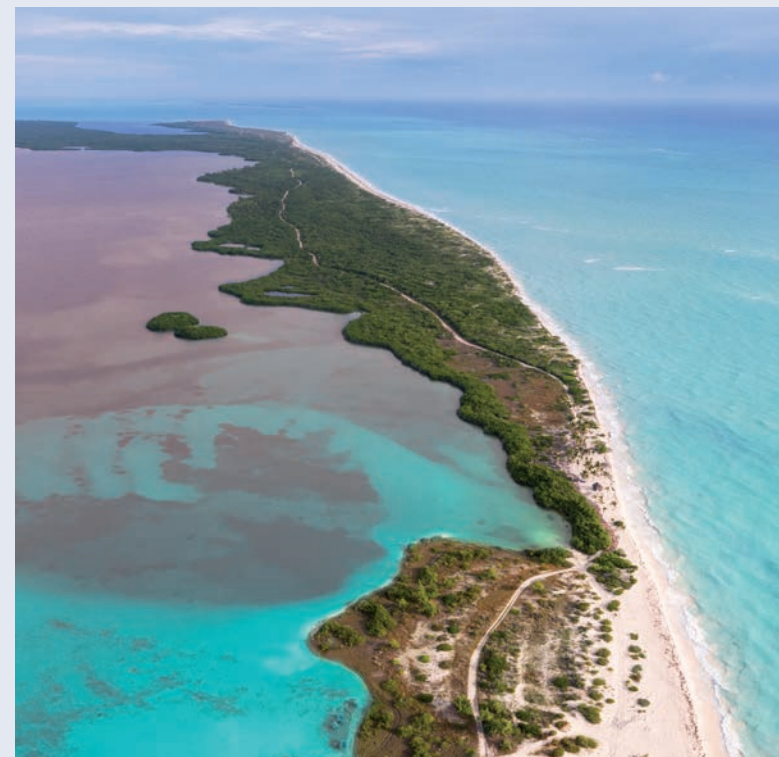


LOFT SUITE - TRS CORAL HOTEL.

pilates, live shows at the open-air amphitheatre, and the world-class 51,020 ft² **Zentropia Palladium Spa and Wellness centre**, as well as three kids clubs and four swimming pools plus one just for children.

Guests at TRS Coral Hotel and Grand Palladium Costa Mujeres Resort &

Spa, as well as visitors and residents in the surrounding area, can also enjoy tennis programmes for all levels and ages at the impressive **Rafa Nadal Tennis Centre** located in the resort area. Exclusively created by Rafa Nadal and his technical team and encompassing his personal



AERIAL VIEW - COSTA MUJERES.



RAFA NADAL TENNIS CENTRE.



CHIC CABARET & RESTAURANT.

values, strategic and physical preparation, and mental training, the programmes on offer include private classes, a weekly tennis camp or a three-day tennis break.

The sports centre features eight flood-lit clay tennis courts, a football pitch, one paddle court, a gym for warm-ups, stretches and basic training, a Rafa Nadal exhibition, a premium sports shop, and a bar/cafeteria with TV screens so guests can watch tennis and other sports.

The 673-room **Grand Palladium Costa Mujeres Resort & Spa** provides a five-star Mexican oasis ideal for the whole family, with services, facilities and an entertainment programme to suit all holiday wishes. Guests at **TRS Coral Hotel**, a 473-room adults-only property, are offered a more exclusive and tranquil setting to rejuvenate and escape. Guests have access to all facilities at Grand Palladium Costa Mujeres Resort & Spa and The Village, where they are offered unlimited and preferential access.

Palladium Hotel Group's new **Family Selection** programme is available at Grand Palladium Costa Mujeres Resort and Spa, which offers families an elevated holiday experience through premium services and facilities such as an entertainment lounge with board games, computers and video games, a reserved area on the beach with waiter service and a family host as their point of contact throughout their stay. Those guests that choose the Family Selection programme will be accommodated in a special beachfront area of the hotel with a separate lobby, and family suites with mini bathrobes and slippers, cookies and milk turndown service, a personalised mini-bar with special drinks and in-room video games upon request.

Parents on the Family Selection programme also have access to the exclusive services and facilities at TRS Coral Hotel including the à la carte restaurants and complimentary access to Zentropia

Palladium Spa and Wellness.

For the MICE industry, an impressive 16,000 ft² convention centre with capacity for 1,380 people is situated on the edge of the resort and will be able to cater for all types of meetings, conferences and events, benefitting from the services of the resort while being separate from the hotels.

The breath-taking sea views and white sand setting provide the perfect backdrop for those looking for an exotic wedding in Caribbean-style. Couples can trust on-site wedding experts to take care of their important day, however big or small. The hotel has a Catholic chapel and has different Palladium weddings packages with various options for the ceremony decorations, menus, flowers and wedding cake.

Guests can book Grand Palladium Costa Mujeres Resort & Spa and TRS Coral Hotel on the Palladium Hotel Group website at PALLADIUMHOTELGROUP.COM

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The fact that you are able to enjoy its beaches and natural spaces all year round makes this group of islands even more attractive

The Canary Islands, a preferred destination for European tourism

With the aim of maintaining its main markets' loyalty, the Canary Islands' tourism sector is working to offer them a diverse and high-quality offering, with a clear focus on personalisation and sustainability.

The Canaries are a major destination within the European Union, according to the European Office of Statistics, **Eurostat**. With 102.7 million overnight stays in 2016 –the latest year available–, the group of islands was the European region which registered the highest number of hotel nights purchased, 91 million of which were for people who were not resident on the island. Within the foreign visitors, British tourists occupy first position. 7.1% of the close to 73 million who travelled outside the United Kingdom in 2017 chose the Canary Islands. Specifically, over five million tourists came to the islands, 33% of the total. In other words, one in every three tourists came from the UK.

With the aim of maintaining loyalty, the tourism options available on the islands, which include beaches, active tourism, gastronomy, astrotourism, cultural

A relevant characteristic of the British tourist is their ability to travel to the islands throughout the year, as well as their high level of loyalty

heritage and nature, among many other resources, will be represented again this year at the **World Travel Market (WTM)** in London, the capital city of its main issuing market. The two countries have maintained a close relationship since the 18th Century, when the Brits began coming to the islands; and their presence has since multiplied. In the present decade alone, the market has registered a 70% increase since 2010.

A relevant characteristic of the British tourist is their ability to travel to the islands throughout the year, as well as their high level of loyalty. 83.3% repeat their visit, and 19% of them have visited the islands over 10 times.

An exceptional place

With spring-like temperatures all year round, and an average annual temperature of 22 degrees centigrade – in January the

average is 18 degrees and in August it is 24 degrees– as well as more light-hours than any other place in Europe thanks to its geographical location, the Canary Islands are an essential destination for the British market.

These favourable weather conditions are added to their varied and high-quality offering which is able to respond to the requirements of all types of customer. Over 500 beaches, a great deal of protected natural areas and very diverse sceneries and ecosystems make for an unbeatable offering which is just a four hour flight away.

Improved access

Improved flight connections is another of this region's great advantages. 'We now have the best flight connections in history,' said **María Méndez**, director of **Promotur Turismo de Canarias**.

In addition, and for the second year running, the Canaries were voted the best destination in the world when it comes to capturing flight routes at **World Routes 2018**, the most influential event concerning airline connections which is attended by all the main operators, the most recent edition of which was held in September in the Chinese city of Guangzhou.

Outdoor activities

Once on the islands, there is a wealth of leisure options available. Sports enthusiasts will find a variety of options when it comes to practising their favourite activity. The Canary Islands boast unbeatable conditions for outdoor training at unique locations.

In Gran Canaria alone, 22% of the 4.5 million tourists who visited the region in 2017 took part in some kind of activity related to nature, in other words, over a million people enjoyed hiking, mountain biking, golf or water sports on the island, according to data collected by the **Canarian Statistics Institute (ISTAC)**.

La Palma is an unbeatable place in which to enjoy hiking. Its insular network of hiking routes covers close to 1000



The Canary Islands boast over 500 beaches, of all different types, surrounded by beautiful landscapes or within urban areas, such as Las Canteras, in Las Palmas de Gran Canaria, pictured.

Gastronomy has become one of the Canaries' tourism attractions which is gaining the most popularity, and there are six Michelin-stars on the island of Tenerife

kilometres and is made up of pathways which all have a history and have been mapped according to ancient routes or real paths which feature some very abrupt landscapes. In the past, designing the pathways correctly was essential in order to guarantee communication across the island, which is why they were given so much importance. In 2017 three of every ten tourists who visited La Palma did so to partake in its active tourism offering. Tenerife also boasts over 1000 kilometres worth of hiking routes which can be followed either on foot or by bike. And this is enhanced by the great variety of water and sky-based activities available on the island.

British tourists are big golf fans and the Canaries is an excellent destination in which to enjoy this sport. Its beautiful courses are mostly integrated within the landscape and feature modern facilities. To make it easier to find sporting experiences, the platform '**Reserva de la Extremosfera**' offers content which facilitates taking part in activities in attractive surroundings, whilst taking the traveller's specific profile into account. These tend to be young people travelling in a group, by themselves or as part of a couple and their main concerns are location and being able to train and

practise disciplines such as paragliding, climbing, mountain biking, trail running and cycling.

Culinary experience

Gastronomy is not yet a decisive factor when it comes to choosing a destination, but it is becoming more and more important. According to the study entitled 'The Canaries' Gastronomic Reputation Online', organised by Promotur Turismo de Canarias with the aim of analysing tourists' culinary experiences, visitors would give the region a score of 8.5 out of 10.

Gastronomy is essential in order to improve tourists' experience and Tenerife has advanced exponentially in this sense, with its unique fine-dining options which have afforded it significant international recognition. The island now boasts four Michelin-starred restaurants and one with two Michelin-stars.

“Over 500 beaches, a great deal of protected natural areas and very diverse scenery make for an unbeatable offering which is just a four hour flight away from the United Kingdom

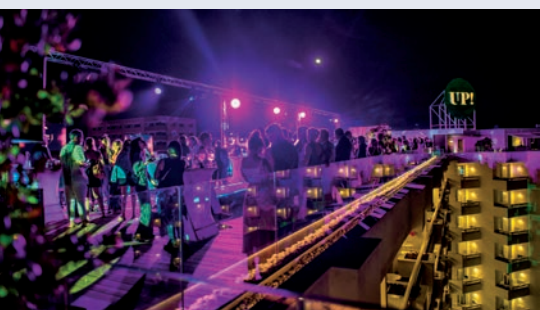
Increased offering

The islands have added a new location to their astrotourism offering this year. The **Starlight Foundation**, endorsed by Unesco, has declared Gran Canaria a Starlight Tourism Destination. The skies above the islands are clear and rarely cloudy and there are many places where light contamination is very low, all of which allows visitors interested in stargazing to enjoy the experience and get to know the world of stars a little better.

On the other hand, the Poema del Mar aquarium has now opened in Las Palmas de Gran Canaria, a facility which brings visitors closer to the wide variety of marine species and habitats through its commitment to promoting the environment and sustainable tourism. This centre, which belongs to the Loro Parque group, recreates 35 marine and river ecosystems from all over the world in its tanks. ■

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Spring Hotels presents its new Up! concept at a spectacular event



At a fun and vibrant event starring the most spectacular technological resources, the **Hotel Vulcano** launched its new Up! concept with the slogan *Thousands of first times*. The event was attended by over 300 guests which included local authorities, journalists, artists

and influencers from all over Europe. The Up! experience is a very innovative premium product which offers a 5-star hotel inside a 4-star establishment and is targeted at Vulcano clients who want to take their stay to another level and enjoy the hotel's most exclusive services. These include airport transfers, unlimited top-brand beverages and access to the Up! terrace on the hotel's roof, where food and drink is served all day and they can enjoy a swimming pool and spectacular views.

Vulcano hopes to achieve perfect communication with their guests in order to be able to hyper-personalise their stay by using their

virtual butler **Mr. Spring**, which was launched in Spring this year across half of their rooms and is available to respond to all guests' needs and requirements.

The launch party, which was held next to the pool on the newly-opened Up! terrace on the hotel's roof, featured several shows which were guided by a LED bracelet and demonstrated the company's commitment to support young artists.

INFORMATION
www.springhoteles.com

Gran Canaria, Fairytale island



www.grancanariafairytaleisland.com

Gran Canaria

PR

The Adeje Smart Tourism Destination Project has a budget or around six million euros

Costa Adeje, digital territory

Greatly involved in making the necessary change, Costa Adeje will receive a major boost from the Ministry of Economy and Business, through the Secretariat of State, for its Digital Up-take.

It has taken time, but in the end, Costa Adeja has understood that that feeling of having a stable tourism product is achieved by being in constant change. To this day, information and communication technologies are not only a transformation lever of the way of conceiving and doing things, but also the new way of interacting with tourists and residents, largely due to the redesign of processes.

In this sense, Adeje plans to implement systems that will make it a city capable of operating in an efficient and effective way, as if it were a single organism. This will require the use of hardware and software infrastructures equipped with interoperable and smart processes that include transparency data. All city agents will also be required to participate, since the city itself is yet another activity for citizens and tourists who use and consume the resources of a specific territory.

Costa Adeje will become a smart tourism destination once it manages to optimise its already existing resources, satisfying its environmental, social and commercial needs harmoniously.

To be able to implement action plans and policies that aim to guarantee an appropriate availability of resources and their reuse and improve the reduction of CO₂ emissions, by means of the commitments agreed upon in the Covenant of Mayors, what were once ambitious challenges for the Internet of Things and for cities, will soon start to become a reality in Adeje.

The Adeje, Smart Tourism Destination incentive is in line with the strategies of the National Plan for Smart Territories, and its main challenges are the redefinition of the organisation and processes of urban services with the use of technology, and the coexistence and compatibility of their use both by residents and tourists. It is believed that all of this will lead to the development of new business models closely linked to the tourism sector, taking into consideration available



criteria to find out the degree of satisfaction of urban experiences, tourism products, natural landscapes and heritage sites.

The project will lead to the city being granted the UNE standard 178202, for Smart Cities (management indicators based on city management control panels) and the UNE standard 178501 that regulates the Management System for Smart Tourism Destinations, the improvement of energy efficiency and the reduction of the carbon footprint associated with urban activity and specifically with that originated from tourism activity.

For decision-making, a Smart platform will be created, a kind of 'control station' that will give a single and integrated view of the information being managed, information that is generated by the city in terms of street lights, waste and other activities. Smart sensors and a Smart Watering Systems will be installed in Parks and Gardens with the aim of monitoring water consumption and managing irrigation in the municipality's parks and gardens; with the hope of the main outcome being more water-saving and an improvement in the conservation of the flora in Adeje's greenspaces.

Mobility will be another important aspect to consider in this project; a smart car parking system will manage the town's parking spaces both above and underground, providing information on the amount of free parking spaces and reducing traffic jams and delays. At last, things seem to be moving in Costa Adeje, and although it continues to be a diverse and strong destination, its management model is changing without us even realising it.

Smart beaches

The beaches on Adeje's coast are visited throughout the year, their inclusion in an integrated coastal management system for the real-time monitoring of how they are used and the quality of their services, will soon be a reality.



A beach set-up with smart sensors that give information on the weather, the temperature and the UV radiation index, is not a smart beach. As asserted by professor Víctor Yepes, all this available information must be used to bring about decision-making. This means that it will be necessary to learn and to be subject to continuous improvement processes.

The fact that people, who enjoy the sun and the sand can interact in real-time with public authorities or with those providing services related to the coast and beaches, could be a wake-up call for the continuous improvement of services and maintenance of certain quality criteria. The solution to be implemented must be capable of providing information on the

number of people in a specific area of the coast (promenade and access to the beach), on the waste management services on the beach and on the water use of its showers. This information will be completed with information on the weather and noise levels in the area.

Moreover, from other actions carried out within the initiative and from the information made available, the Town Council will also provide any other information that may be considered relevant to improve the general management of the area. The goal is to be able to monitor in real-time, the use and quality of the services as well as be able to develop predictive models.

Climate change will probably have a special effect on the coast and it would be a good idea to set-up control systems to monitor coastal

regression in the medium and long term, storms.

It will also make it possible to keep tourists better informed with the use of information panels providing both residents and visitors with information on the area in an interactive, entertaining and pleasant way.

Interactive tourists and citizens will contribute new features to the panel that will substantially improve user experience. The information on the panel must have sound and be visual and tactile. A single panel must show different information, in several different languages. Personalised solutions for multiple applications and contents will be addressed: points of interest in the city or region, interpretation centres and museums, urban parks and play areas and advertising space for local businesses, among others.



In short, they must focus on improving tourist and visitor experience, while allowing the Town Council to know what use is being made of them and provide statistical data on the number of visitors, language, duration, etc.



PR

Loro Parque

Loro Parque opens the doors to an impressive space of biodiversity where you will discover nature as you have never seen it before. In the number #1 Zoo in the world, voted by the users of Tripadvisor for the second consecutive year, you will get to know the most diverse parrots reserve on the planet and species such as Antarctic penguins, African lions and red pandas. This autumn will be full of surprises with the arrival of the impressive pygmy hippos and the recent opening of the exclusive Zen Garden. In addition, you will learn all about dolphins, sea lions and orcas in their presentations to the public. As a modern zoo, Loro Parque looks after both animal welfare and conservation, as well as after the preservation of the planet through the use of renewable energies and the elimination of single-use plastic from its facilities. As a family, as a couple or among friends, the visit is a must if you are in Tenerife.



Poema del Mar



Poema del Mar invites you to discover all the secrets of the Blue Planet. A magnificent journey across the five continents through the different species that inhabit here. Our visitors can stroll through “La Jungla” with goliath groupers, freshwater turtles and crocodiles. Joining the world of Nemo in the Beach zone surrounded by clown fishes and its striking colors. The final touch is Deep Sea, a place that leaves no one indifferent thanks to the largest curved window in the world, its crystal is 36 meters wide by 7 meters high and about 39 centimeters thick and where you can observe sharks while submerging yourself in the deep ocean.

Loro Parque Fundación

In 1994, Loro Parque consolidated its firm commitment to the environment through the creation of Loro Parque Fundación, an international NGO specialized in tackling actions in order to preserve and protect the most endangered species of parrots and marine mammals, as well as other species facing critical situations in their natural habitats.

Each year, Loro Parque covers all the operational cost of the Foundation, so that 100% of all donations received can be directly destined to the “in situ” and “ex situ” conservation or/and educational projects, with an annual economic contribution of \$1,000,000 and more than \$19,000,000 in total, managing to save 9 parrot species from imminent extinction. This is not only the watchword of Loro Parque Fundación, but a reality: **100% for nature!**



Siam Park

Chosen as the best water park in the world for the fifth year in a row, **Siam Park** offers its visitors a complete entertainment range for all tastes. Chill out to the max enjoying the white sand of Siam Beach or the exclusivity of the VIP cabanas, which will turn your stay into an unforgettable experience. Adrenaline lovers will find guaranteed emotion on the Tower of Power, our impressive 28-meter slide that ends its journey inside a giant aquarium, or Singha, a water roller coaster with high-speed curves and 14 direction switches. For this autumn, Siam Park has prepared new amazing attractions: Patong Rapids, with more than 235 meters journey full of curves and jumps, and Coco Beach, a children’s area where parents and children can live a unique experience. All that, in a paradisiacal surrounding and services of the highest quality.



Hotel Botánico & The Oriental Spa Garden



Hotel Botánico, the first 5-star luxury hotel in the Canary Islands, is located in Puerto de la Cruz, right in the heart of the Orotava Valley and only a five-minute drive from gorgeous beaches with black volcanic sand. Why not experience the holiday of your dreams in a spectacular setting with magnificent views of the ocean or the Mount Teide, the highest mountain in Spain? If there is one thing that defines us and that guests appreciate, it’s our focus on excellence in every detail. We are proud to say that thanks to our friendly service and quality facilities, we are known as the best 5-star luxury hotel in the Canary Islands.

Brunelli’s

With the Loro Parque stamp of quality and ranked the best Steakhouse in Tenerife by TripAdvisor in 2018, Brunelli’s “American Style” Steakhouse opens its doors to welcome the guests and the residents of Tenerife in the Canary Islands. Located on the coast of the Punta Brava, just across from Loro Parque, and with the most amazing view in the Canary Islands, this restaurant offers its visitors to gaze the secrets of the Atlantic Ocean, distinguishing itself, at the same time, for the exquisiteness of the products and the passion for the highest quality meat. Thanks to a special grill, unique in the Canary Islands, the meat is heated up to 800° Celsius, sealing all the flavours in a matter of minutes and producing tasty, almost caramelized crust. The meat stays very tender and juicy inside.



Demand for Cultural and Sports tourism is growing at a destination which is very popular for its beach holidays

The Valencian Community and Murcia have opted to diversify their offering

The beach and sunshine are the main motivation for British tourists when it comes to choosing a destination, but increasingly they are placing more value on the existence of complementary activities and products such as culture and sports. And all of the above are on offer on the Levant Coast, thanks to its pleasant weather, excellent beaches, great airline connections and varied offering.



Valencia is a modern and vibrant city which offers an intense cultural programme featuring lots of exhibitions and music festivals.

Bathed in the warm waters of the Mediterranean, from Castellón to Alicante, passing through Valencia, are extensive beaches and natural bays, an immense variety of beaches which are able to respond to the requirements of any visitor, including the British, the main issuing market for the Valencian community. This is the Spanish region with the highest number of beaches boasting a Blue Flag (up to 132), the highest recognition a beach can receive. But its tourist offering encompasses much more, thanks to its historical heritage and to cultural itineraries such as the Ruta del Cid, the Ruta de la Seda or the Ruta de los Cátaros. Not forgetting its wonderful sports facilities which include over 30 golf courses where golfers can play almost all year round.

Urban Tourism

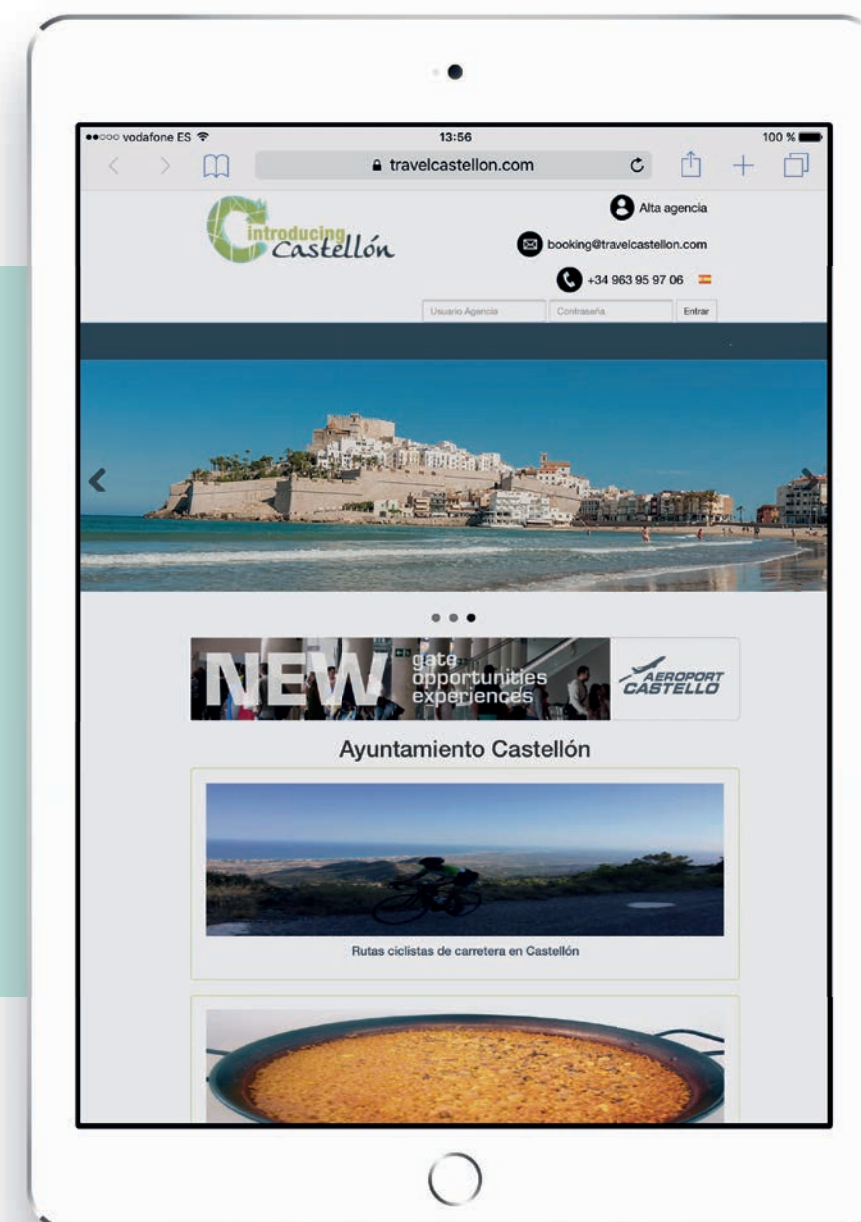
Another option is urban tourism, and the



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vibrant and modern city of Valencia is exceptional – in fact, here, culture plays an especially prominent role. A most recent example is the opening of the Carmen Convent – a convent which dates back to 1609 and has been converted into an original facility combining culture and gastronomy. The Holy Grail, which is kept at the cathedral, now has a brand new interpretation centre, the Aula Grial. In 2019, the **Valencian Modern Art Institute (IVAM)** will celebrate its 30th anniversary with exhibitions including a Léger and Matisse one. There will be city festivals, such as the Ensembles, a contemporary music festival, or Dansa València, which focuses on Dance. Events during the summer include the Les Arts Festival, held at the Ciudad de las Artes y las Ciencias; the Jazz Festival at the Palau de la Música and the Concerts de Vivers during the Gran Fira de Juliol.

"In 2019, the Valencian Modern Art Institute (IVAM) will celebrate its 30th anniversary with exhibitions including a Léger and Matisse one"

Not forgetting the wide variety of shopping options and large sports events, such as the Valencia Marathon which attracts thousands of runners from all over the world.

The region of Murcia

The sea is also the main attraction in the region of Murcia, with the Mar Menor and the Mediterranean lapping against the same stretch of coastline. This area also offers many different possibilities to practise open-air sports, from golf – with 22 high-level courses within a 25km radius –, to hiking, cycling or rafting. There is also room for family or cultural tourism here, a field which has now been penetrated by innovation and technology, with a prime example being the **Roman Theatre Museum in Cartagena**, which has launched a virtual reality visiting system. ■



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GOLDEN TULIP

BARCELONA

The new Hotel Golden Tulip Barcelona is strategically located in the 22@ district, near the Diagonal, Plaça de Glòries and the Forum. This new four star hotel has a total of 158 rooms on six floors, as well as four rooms especially for professional and social events, a bar-cafeteria and pool-terrace with magnificent views of Barcelona.

The hotel is destined to become a reference point for the Spanish urban hotel industry in the sector of sustainable hotels, due to its construction, the design of its facilities and amenities and its energy efficiency which complies with the highest standards required by leading international certifying brands of sustainability, having obtained the highest "A" certificate.



Furthermore, regarding services provided, as well as using extremely environmentally friendly products in all productive processes (waste disposal, cleaning products, air conditioning...), parking spaces with chargers for electric vehicles, a guide on external sustainable services..., food is made using fair-trade, ecological products which are grown locally.

For all of these reasons, the Hotel Golden Tulip Barcelona is highly recommended for people and companies who are aware of and wish to contribute to improving global sustainability by using products and services which are clearly focused on just that. This new establishment from ZT Hotels operates under the name of Golden Tulip, from the Louvre Hotels group, and is their first hotel in Spain.

Golden Tulip Barcelona

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Tel. +34 934 83 38 76
www.goldentulipbarcelona.com



Building Sustainability



PR

The Valencian Community launches an online magazine for the tourism sector

The new publication collates valuable information for the sector's agents

'Turisme CV Magazine' is the new online publication recently launched by Turisme Comunitat Valenciana with the aim of bringing all the sector's latest news and service information to professionals, companies, students and destinations in the region.

This initiative has been launched with the aim of offering valuable information to the agents involved in the Comunitat's leading financial sector and to give them access to all the knowledge and tools the Valencian tourism department is responsible for.

The publication, which will be updated every week with the latest news and articles, is structured in four blocks according to the readers' interests: businesses, professionals, students and destinations.

The articles can also be viewed according to subject. The 'Help' section features information on all the programmes, legislation and actions which the team responsible at Turisme Comunitat Valenciana is making available to the sector. The 'Marketing' section offers interesting data for the promotion and sale of tourist products and for capturing new markets and tourist profiles. The 'Innovation' section features articles on technology, tourist innovation and entrepreneurship. News articles about courses and qualifications taught at the network of Tourism Centres and at Valencian universities which offer tourism training are published in the 'Training' section. The reader will find information on sustainability and accessibility



The online magazine 'Turisme CV Magazine' features news pieces and in-depth articles, as well as information about events, markets or tourist products.

and the way tourism acts in social transformation in the 'Responsible Tourism' section.

Communication Tool

Considering the importance of the tourism sector's statistics, 'Turisme CV Magazine' offers access to reports issued by Turisme Comunitat Valenciana on markets of interests, tourism products, employment and other studies.

It also contains a section dedicated to social responsibility which, apart from including the responsible tourism section, grants the reader access to the Mediterranean Hospitality course programme which is taught to all social agents who are in contact with visitors. The content is completed with detailed information on fairs and events organised by Turisme Comunitat Valenciana.

The magazine is also available on the www.turismecv.com website and it also has a subscription service whereby it sends the most relevant content to readers once a month and allows them to access downloadable documents such as ebooks or infographics.

This new communication tool is another example of a willingness to work in collaboration with the governing authorities and to build synergies between public and private agents which result in benefits for the Comunitat's tourism sector.



INFORMATION

www.comunitatvalenciana.com
www.turismecv.com



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GENERALITAT
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Benidorm

European capital of sun & beach



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. Moreover, its unique skyline has earned it the nickname of "Manhattan on the Mediterranean". 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.

Benidorm boasts **5 gently-sloping beaches** with crystal clear waters, and pleasant temperatures for swimming in any season. Each year they receive awards for quality, safety, cleanliness and amenities. The two main beaches have a privileged south-facing position providing long hours of sunshine every day: Levante and Poniente Beach.

People who see holidays as the best



time of year for doing sport, or those who want to combine relaxing with being active are spoilt for choice in Benidorm, where the enormous range of things to do just goes on and on. In Benidorm you can play almost any sport, both in the municipal sports facilities and in the open air, where the opportunities are infinite. Water sports, mountain sports, golf on one of the city's three courses or running along the seafront promenade. For more extreme sporting disciplines or those requiring special equipment or training, there are special companies, some of whom organise routes on horse-back or 4x4 and paintballing events.

The seabed is a real treasure for marine life and Posidonia (sea grass) meadows. Plus, the underwater part of the Benidorm island has lots of caves that are included in the scuba diving routes. For those who prefer to be closer to the surface, snorkelling is a good alternative. We cannot forget the richness and variety of the cuisine in Benidorm that has developed thanks to the success and influence of our ancestors and other cultures, all of which have left their mark on the local gastronomy. As a result, the influence of international cuisine, culinary traditions inherited from the Arabs, the legacy of merchant mariners, as well as the typical cuisine of local fishermen and traditional dishes from inland areas, results in an extraordinary range of flavours, aromas, textures, and colours to suit all palates.



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AND

ABTA has chosen Seville as the venue for its Travel Convention 2018

Andalusia renews its alliance with the British professional sector as one of its most significant issuing markets

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The British market is, once again, absolutely essential to Andalusia. In fact, the region reinforced its partnership with all the main representatives of this country's professional sector with the celebration of the annual convention of the Association of British Travel Agents, **ABTA**, in Seville this October.

The tourism minister for the **Junta de Andalucía, Francisco Javier Fernández**, has assured us that by holding this congress in Seville, the two countries are actively showing their alliance and affinity, and he thanked ABTA for choosing the Andalusian capital as this shows "our destination's consistent collaboration with ABTA and helps us to develop our policies for the British market". The Andalusian minister added that the meeting had allowed the region to "demonstrate its organisational abilities" and the "benefits" of a destination such as Seville and Andalusia, where "we have more than enough reasons to attract any travellers and we offer them the freedom to choose", given the sheer volume and variety of tourist options available.

In the specific case of Seville, the British market has huge potential. After a 22.16% increase in the number of arrivals over the last three years, in 2017 the number of British citizens choosing to stay in the city grew by 5%. British travellers



The vaulted basement at Pedro I's Royal Alcázar of Seville Palace has been opened to the public before its conversion into an archaeology exhibition space and the city's latest attraction.

stand out due to the fact that their average stays are longer than other issuing markets – and this is why it is a fundamental objective in the reinforcement plans for airline connections from San Pablo Airport, as indicated by the Tourism minister for **Seville Town Hall, Antonio Muñoz**.

The President of the **Seville Council, Fernando Rodríguez Villalobos**, highlighted the importance of the convention so that British agents are able to discover what is on offer in the region in person and due to the fact that, after "this kind of highly relevant congresses within the global tourism industry, visits to the destinations where they are held multiply significantly."

In the case of the province of Malaga, British tourists continue to be vitally important and generate a fourth of the total number of overnight stays. The President of the **Hotel**

Business Association for Costa del Sol (AEHCOS), Luis Callejón, states that the slight decrease registered in 2018 can be attributed to "the good weather in the United Kingdom, the football world cup, and of course, also to the recovery of other tourist destinations". He points out that, "we are aware that we cannot compete with those destinations when it comes to price, but we can compete with our quality and security. Our establishments are modern and feature all the latest amenities available – this is because we decided to continued to invest in refurbishing our hotel infrastructure, even during the credit crunch."

By 2019, "we must continue to be a mature destination, not an old one, with first-rate hotel and complementary facilities. As such I believe we will be able to register the same occupation rates as in 2018." ■

Southern Spain's never-ending ability to surprise

The eight Andalusian provinces will once again be present at the WTM this year presenting their varied and vibrant offering which features various new additions for professionals and end-consumers alike.

The region will be attending the fair with the aim of capturing new clients from its main international market, the United Kingdom – a loyal issuing market and one which has been choosing this destination for their holidays for decades.

As indicated by the Junta de Andalucía's Sports and Tourism Ministry, the destination boasts a tourist product which suits British travellers perfectly. It offers excellent weather conditions; 800km of coastline along which to



Old town of Ronda, in Malaga.

enjoy the sun and the beach; the largest protected natural area in Europe; an unbeatable cultural and monumental heritage; great cities for urban tourism; a wide variety of leisure and family tourism options and excellent gastronomy – as well as some of the most prominent golf facilities on the continent.

Andalusia's eight provinces will have several stands at the fair, and they will

be showcasing everything they have to offer. There will also be a spacious working area where business people from the region will be able to meet British intermediaries and reinforce product sales for Andalusian tourism. In addition, the region will hold promotional events aimed directly at consumers prior to the fair, in London and in Manchester, as well as run communication campaigns to reinforce Andalusia's image in the market. Culture is once again one of the most significant factors for Andalusia, it is the tourist segment which is experiencing the most growth and it has caused a veritable transformation for the destination – one which it is promoting as part of the European Cultural Heritage Year celebrations. ■

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Water parks within the hotels themselves and personalised proposals for all ages and in different languages. The hotel chain offers a great variety or surprising, fun and participatory activities for children and adults, with sports and dance as its focal points.

The perfect location of the hotels, right on the beachfront and their proximity to very interesting tourist attractions makes Senator Hotels & Resorts' establishments the best option for the perfect holiday. And to not miss any details, nothing like its extraordinary food, with innovative buffets, show cooking and absolutely everything and much more to delight the most exquisite palates and the young ones, trying local dishes and the freshest products.

For children to enjoy themselves to the full, all of Senator's holiday hotels have swimming pools with slides and great spirals; and in



some cases, they even have their own water park, as is the case of Playacartaya Spa hotel with multitrack ramps for races, a slide with incredible twists and turns, another one shaped as a pan, great for an adrenaline rush, and an impressive splash area where parents can rest assured their children are completely safe. Meanwhile, adults can choose to relax in the sunbed area or in the jacuzzi.

Now, the hotel chain will also be offering hotels in the Caribbean, Playabachata Resort that is already up and running and the Senator Puerto Plata Spa Resort, that will open at the beginning of December. Soon they will also be joined by the Senator Riviera Cancún Spa Resort. These new resorts combine the charm of the paradisiacal beaches where they are located with



entertainment devised for all the family, and the best possible one-to-one services. In addition, its all-inclusive offering means that customers will be able to enjoy the best food and drinks, therefore maximising their guest experience.

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Spain is home to 400 golf courses, some of which are considered to be among the best in the world

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Spain is the world's second most important destination for golf tourism. It offers great qualities as a tourist destination, the weather is exceptional and it has almost 400 golf courses that are among the world's most awarded.



When choosing where to spend their holidays, Spain is one of the most popular destinations for golf lovers because it has around 360 golf courses with at least nine holes, 21 rustic courses, 95 Pitch & Putts and schools and academies. It also boasts exceptionally good weather conditions and a great deal of experience and professionalism as a tourist destination.

Among the almost 400 golf courses in the country, there are several that bear the signature of some of the most prestigious golf players and designers in the world.

With more than a million people choosing Spain to enjoy their holidays playing golf, it is the world's second most visited country, just behind the United States, in terms of this sport

WTM, 5th - 7th November 2018. Entrance N3 - Stand EU700

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that is played with clubs. Spanish golf courses exceed 9.3 million visits and this activity generates an annual income of around 400 million euros. On average, people travelling to play golf stay for about a week in four and five-star hotels, but a lot of them also choose to stay in residential areas.

Golf courses and different kinds of landscapes

From mountainous areas to low hills, on volcanic ground, in plateaus and on cliffs hanging over the sea; there are golf courses in the most varied sites and all over the country, from its coastal areas to its mountains and islands, so there is really a great deal to choose from when it comes to different kinds of landscapes. There is also a great variety of golf courses, for all levels and it is also possible to choose where and during what time of the year one wants to play depending on the weather.

Home to a fifth, a total 102, of the country's golf courses, Andalusia is the region with most golf courses in Spain. A good example of its leadership in this field are the figures it provides, as it attracts more than half a million golf tourists a year.

In Catalonia there are a total 82 golf courses, 36 of which have eighteen holes, the others are Pitch & Putt, rustic and Par 3 courses. They are heirs to a golf tradition that goes back a long way with the inauguration of the first golf course in the region in 1914. Most golf courses have agreements with hotels and travel agencies and this helps to make things a lot more convenient and bring prices down.

Golf 365 days a year

The Canary Islands are an extraordinary place to play golf, with incomparable conditions and where one can play the game surrounded by volcanic nature and



"The variety of Spanish landscapes and the designs of its golf courses mean that there is a golf course to suit the needs of every tourist"

contrasting landscapes, near to the sea, all year round. This is thanks to its mild weather conditions and temperatures that range from 19 to 25 degrees centigrade. The islands are home to 25 golf courses, some of which have 110-meter holes –designed by **Severiano Ballesteros, José María Olazábal, Juan Cartineu, Blake Stirling and Marco Martín** among others– integrated into the landscape and suitable for all handicap levels. Nine are in Tenerife, eight in Gran Canaria, five in Fuerteventura, three in Lanzarote and one in La Gomera.

As for the Balearic Islands, they are home to another 25 golf courses, 24 of which are on the island of Mallorca where players can decide to play on a different golf course every day without having to drive for more than twenty minutes from one course to another.

From November 15 to 17, Mallorca will host the **International Wheelchair Golf Open Championship (IWGOC)**, the first ever international golf tournament for people in wheelchairs. This event, to be held in Lluçmajor is sponsored by **the Balearic Islands' Agency for Tourism Strategy (AETIB)**.

In the Spanish Levante area, the Valencian Community is the fifth most popular Spanish region in terms of golf, with more than thirty golf courses in Valencia, Alicante and Castellón, seventeen of which are on the Costa Blanca and some of which are affiliated to nearby residential areas. In the Region of Murcia, several of its 21 golf courses have been designed by golf players of the likes of **Jack Nicklaus, Dave Thomas and Severiano Ballesteros**. ■

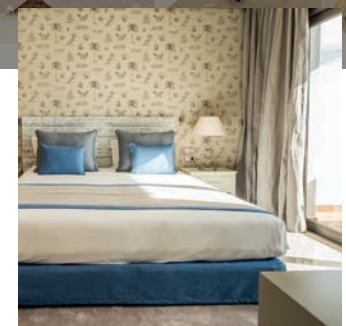
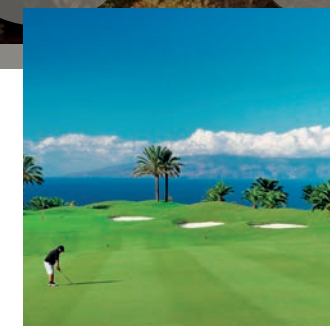
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| GOLF EL ROMPIDO | HUELVA | 36 | 959024242 | info@golfelrompido.es | www.golfelrompido.es |
| GOLF LA DAMA DE NOCHE | MALAGA | 9 | 952787775 | info@golf-service.com | www.golf-service.es |
| IBEROSTAR GOLF NOVO SANCTI PETRI | CADIZ | 36 | 956494005 | gpsres@iberostar.com | http://www.clubgolfrealnovosantipetri.com/ |
| LA RESINA GOLF & COUNTRY CLUB | MALAGA | 9 par 3 | 951278346 | info@laresinagolfclub.com | www.laresinagolfclub.com |
| LAS MINAS GOLF | SEVILLA | 9 | 955750678 | info@lasminasgolf.com | |
| LOS NARANJOS GOLF CLUB | MALAGA | 18 | 952815206 | teetimes@losnaranjos.com | www.losnaranjos.com |
| MIRAFLORES GOLF | MALAGA | 18 | 952931960 | info@miraflores-golf.com | www.miraflores-golf.com |
| 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 VISTA HERMOSA | CADIZ | 9 | 956875605 | info@vistahermosaclubdegolf.com | www.vistahermosaclubdegolf.com |
| REAL CLUB PINEDA DE SEVILLA | SEVILLA | 18 | 954611400 | informacion@rcpineda.com | www.rcpineda.com |
| ROTA CLUB DE GOLF | CADIZ | 18 | 691224577 | correocompeticion@rotaclubgolf.es | www.rotaclubdegolf.es |
| ARAGON | | | | | |
| • FEDERACIÓN ARAGONESA DE GOLF | ZARAGOZA | | 976731374 | admin@aragongolf.com | www.aragongolf.com |
| AUGUSTA GOLF CALATAYUD | ZARAGOZA | 72 + 9 P&P | 976891900 | info@augustagolfcalatayud.com | www.augustagolfcalatayud.com |
| CLUB DE GOLF LA PEÑAZA | ZARAGOZA | 18 | 976342800 | administracion@golflapenaza.com | www.golflapenaza.com |
| GOLF LOS LAGOS | ZARAGOZA | 18 | 976617613 | tienda@golfloslagos.com | www.golfloslagos.com |
| GOLF DE GUARA | HUESCA | 9 | 974340165 | info@golfdeguara.es | www.golfdeguara.es |
| LAS RANILLAS GOLF | ZARAGOZA | 9 PAR 3 | 976976804 | escueladegolf@lasranillas.com | www.lasranillas.com |
| INTERNACIONAL CLUB DE GOLF JACA | HUESCA | 18 | 974350770 | club@jacagolf.com | www.jacagolf.com |
| BENASQUE CLUB, S.A. | HUESCA | 18 | 974552984 | | |
| CAMPO MUNICIPAL DE GOLF EL CASTILLEJO | TERUEL | 9 | 606281867 | elcastillejogolf@gmail.com | www.golfelcastillejo.es |
| MARGAS GOLF | HUESCA | 18 + 9 par 3 | 974499400 | informacion@margasgolf.es | www.margasgolf.com |
| CANTABRIA | | | | | |
| • FEDERACIÓN DE CANTABRIA | SANTANDER | | 942239874 | info@federacioncantbradegolf.com | www.federacioncantbradegolf.com |
| REAL GOLF CLUB OYAMBRE | CANTABRIA | 9 | 647335167 | realgolfcluboyambre@gmail.com | www.realgolfcluboyambre.net |
| GOLF SANTA MARINA | CANTABRIA | 18 | 942710049 | info@amigosgolfsantamarina.com | www.golfsantamarina.es |
| CLUB DE GOLF RAMON SOTA | CANTABRIA | 10 | 942506270 | info@sotagolf.com | www.sotagolf.com |
| CAMPO DE GOLF ABRA DEL PAS | MIENGO | 18 | 942577597 | abrapasreservas@cantur.com | www.golfabradelpas.com |
| CLUB DE GOLF ROVACIAS | CANTABRIA | 9 | 620623363 | g.alonso@abbahoteles.com | www.abbacomillasgolfhotel.com |
| CAMPO MUNICIPAL DE GOLF MATALEÑAS | CANTABRIA | 9 | 942203074 / 75 | imd-golf@santander.es | www.santanderdeportes.es |
| GOLF NESTARES | CANTABRIA | 18 | 942771127 | golfnestares@cantur.com | www.cantur.com |
| CAMPO MUNICIPAL DE GOLF LA JUNQUERA | CANTABRIA | 9 | 942501040/ 31 | golflajunquera@marinadecudeyo.com | www.golflajunquera.com |
| CLUB PARAYAS, S.D | CANTABRIA | 9 | 942250250 | info@clubparayas.com | www.clubparayas.com |
| GOLF VILLA DE NOJA | CANTABRIA | 9 | 648106103 | info@golfvilladenoja.com | www.golfvilladenoja.com |
| REAL GOLF DE PEDREÑA | SANTANDER | 18 + 9 | 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 | 687025965 | correo@clubdegolfelbonillo.com | www.clubdegolfelbonillo.com |
| GOLF LAS PINAILLAS | ALBACETE | 18 par 72 | 967192200 | info@clubdegolfaspinaillas.com | www.clubdegolfaspinaillas.com |
| CAMPO MUNICIPAL DE GOLF LA LAGUNILLA | ALBACETE | 9 | 687025965 | correo@clubdegolfelbonillo.com | http://www.clubdegolfelbonillo.com/ |
| CLUB DE GOLF TOMELLOSO | CIUDAD REAL | 18 | 616984073 | clubdegolftomelloso@clubdegolftomelloso.com | www.clubdegolftomelloso.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 |
| GOLF CIUDAD REAL | CIUDAD REAL | 18 | 926690905 | reservas@golfciudadreal.com | www.golfciudadreal.com |
| CLUB DE GOLF CUESTA BLANCA | CUENCA | 9 | 969331304 | correo@clubdegolfcuestablanca.es | www.clubdegolfcuestablanca.es |
| CLUB DE GOLF LA VEREDA | CUENCA | 18 | 969252899 | | |
| CLUB DE GOLF LA LAGUNA DEL TITO | CUENCA | 9+9 | 969300968 | info@molinoderusgolf.es | www.molinoderusgolf.es |
| CUENCA GOLF CLUB | CUENCA | 18 par 72 | 969267198 | recepcion@cuencagolfclub.es | www.cuencagolfclub.es |
| GOLF VALDELUZ | GUADALAJARA | 18 | 949100233 | informacion@golfdevaldeluz.com | www.golfdevaldeluz.com |
| CABANILLAS GOLF | GUADALAJARA | 18 | 949324600 | info@cabanillasgolf.es | www.cabanillasgolf.es |
| SEÑORIO DE ILLESCAS CLUB DE GOLF | TOLEDO | 9 | 925518359 | info@senoriodelilescasgolf.com | http://www.senoriodelilescasgolf.com/ |
| PALOMAREJOS GOLF | TOLEDO | 18 | 925721060 | tienda@palomarejosgolf.com | www.palomarejosgolf.com |
| CAMPO DE GOLF PABLO HERNANDEZ | TOLEDO | 11 | 925772230 | campogolfpablohernandez@gmail.com | www.campogolfpablohernandez.com |
| GOLF CAMPO DE LAYOS | TOLEDO | 18 | 925376745 | info@layos-golf.com | www.layos-golf.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 |
| WEGOLF - LA ALMARZA GOLF | AVILA | 18 | 920318423 | comercial@wegolf.es | www.wegolf.es |
| CAMPO DE GOLF RIOCIEREZO | BURGOS | 18 | 947431095 | info@riocierezogolf.com | www.riocierezogolf.com |
| CLUB DE GOLF BIERZO | LEON | 9 | 987695129 | golfdelbierzo@gmail.com | www.golfdelbierzo.es |

| GOLF COURSES | | | | | |
|--------------------------------------------|------------|---------------------|-----------|------------------------------------|-----------------------------------|
| Course | Province | Holes | Tel +34 | E-mail | Web |
| SALAMANCA GOLF & COUNTRY CLUB | SALAMANCA | 18 | 923329100 | club@salamancagolf.com | www.salamancagolf.com |
| CLUB DE GOLF EL ESPINAR | SEGOVIA | 9 | 921182542 | golfespinar@gmail.com | www.golfespinar.16mb.com |
| LA FAISANERA GOLF | SEGOVIA | 18 | 921474212 | reservas@lafaisaneragolf.es | www.lafaisaneragolf.es |
| CLUB DE GOLF SORIA | SORIA | 18 | 975271075 | golfSORIA@golfSORIA.com | www.golfSORIA.com |
| CLUB DE GOLF NAVAGRULLA | SORIA | 9 | 975376322 | navagrullagolf@gmail.com | |
| ALDEAMAYOR CLUB DE GOLF | VALLADOLID | 18 + 9 par 3 | 983552463 | info@aldeamayorclub.com | www.aldeamayorclub.com |
| CLUB DE CAMPO LA GALERA | VALLADOLID | 9 | 983331977 | deportes@lagalera.net | www.lagalera.net |
| CAMPO DE GOLF DE VILLARRIN | ZAMORA | 9 | 980580139 | golfvillarrin@gmail.com | www.golfvillarrin.com |
| GRIJOTA GOLF | PALENCIA | 9 | 979767361 | repcion@grijotagolf.es | www.grijotagolf.es |
| CAMPO DE GOLF LA CERRALLANA | SALAMANCA | 9 | 607717044 | info@clubgolfbejar.com | www.clubgolfbejar.com |
| ASR GOLF CLUB | SEGOVIA | 18 | 921174322 | repciongolf@angelesdesanrafael.com | www.angelesdesanrafael.com |
| ISLA DOS AGUAS | PALENCIA | 9 | 979167100 | cmgisladosasaguas@pmdpalencia.com | www.pmdpalencia.com |
| CASINO ABULENSE CLUB DE GOLF | AVILA | 9 | 920221408 | info@casinoabulense.com | www.casinoabulense.com |
| CLUB DE GOLF AREVALO | AVILA | 9 | 609335379 | golfarevalo@yahoo.es | www.clubdegolfarevalo.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 | 9 | 920380759 | golfcandeleda@hotmail.com | www.golfcandeleda.com |
| 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 |
| SALDAÑA GOLF | BURGOS | 18 | 947404281 | saldanagolf@golflerma.com | www.golflerma.com |
| 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 | |
| LEÓN CLUB DE GOLF | LEON | 18 | 987303400 | prosacyr.ocio@sacyr.com | www.golfdeleon.com |
| SALAMANCA FORUM GOLF | SALAMANCA | 18 | 923337011 | info@salamancafortumgolf.com | www.salamancafortumgolf.com |
| LA VALMUZA GOLF RESORT | SALAMANCA | 18 | 923049445 | club@la-valmuza.com | www.la-valmuza.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 |
| GOLF VALDENARRA BERCIAL | SEGOVIA | 9 | 649042370 | valdenarragolf@gmail.com | www.valdenarragolf.com |
| VALDEMAZO CLUB DE GOLF | SEGOVIA | 9 | 921520885 | golfvaldemazo@hotmail.com | |
| GOLF LA DEHESA DE MORON | SORIA | 9 | 97530607 | golfdehesademoron@hotmail.com | www.golfdehesademoron.com |
| GOLF ENTREPINOS | VALLADOLID | 18 | 983590511 | golftrepinos@golftrepinos.com | www.golftrepinos.com |
| CAMPO DE GOLF SOTOVERDE | VALLADOLID | 18 | 983452970 | info@complejodeportivosotoverde.es | www.complejodeportivosotoverde.es |
| 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 |
| CAMP DE GOLF MUNICIPAL DE MATADEPERA | BARCELONA | 9 | 937300516 | mtdp.golf@matadepera.cat | www.golfmtadepera.cat |
| GOLF SANT VICENÇ DE MONTALT | BARCELONA | 18 | 937915111 | repcion@golfsantvicens.es | www.golfsantvicens.es |
| GOLF LA ROCA | BARCELONA | 18 + 3 PAR 3 | 938444886 | info@golflaroca.com | www.golflaroca.com |
| GOLF TERRAMAR | BARCELONA | 18 PAR 71 | 938940580 | info@golfterramar.com | www.golfterramar.com |
| CLUB DE GOLF COSTA BRAVA | GIIRONA | 27 | 972837150 | reservas@golfcostabrava.com | www.golfcostabrava.com |
| CLUB DE GOLF PERALADA | GIIRONA | 18 | 972538287 | casa.club@golfterralada.com | www.golfterralada.com |
| TORREMIRONA GOLF CLUB | GIIRONA | 18 | 972553737 | info@golfterremirona.com | www.golfterremirona.com |
| GOLF MONTANYA | BARCELONA | 18 | 938840170 | info@golfmontanya.com | www.golfmontanya.com |
| CLUB DE GOLF BARCELONA | BARCELONA | 27 | 937728800 | reservas@golfdebarcelona.com | www.golfdebarcelona.com |
| CLUB GOLF D'ARO MAS NOU | GIIRONA | 18 PAR 72 + 9 PAR 3 | 972816727 | info@golfdaro.com | www.golfdaro.com |
| GOLF DE PALS | GIIRONA | 18 | 972667739 | info@golfdepals.com | www.golfplatjadepals.com |
| CLUB DE GOLF BONMONT TERRES NOVES | TARRAGONA | 18 | 977818140 | golf@bonmont.es | www.bonmont.es |
| LUMINE MEDITERRANEA BEACH & GOLF COMMUNITY | TARRAGONA | 45 | 977129070 | golf@lumine.com | www.lumine.com |
| EMPORDA GOLF CLUB | GIIRONA | 36 | 972760450 | info@empordagolf.com | www.empordagolf.com |
| PITCH AND PUTT VENDRELL | TARRAGONA | 18 | 977668031 | info@pitchandputtvendrell.es | www.pitchandputtvendrell.es |
| CLUB DE GOLF LLAVANERAS | BARCELONA | 18 | 937926050 | comercial@golfllavaneras.com | www.golfllavaneras.com |
| CAN CUYAS GOLF | BARCELONA | 9 | 936855566 | info@cancuyasgolf.com | www.cancuyasgolf.com |
| CLUB DE GOLF SANT MARC | GIIRONA | 18 | 972883411 | info@golfsantmarc.com | www.golfsantmarc.com |
| FONTANALS GOLF | GIIRONA | 18 + 3 | 972144374 | info@fontanalsgolf.com | www.fontanalsgolf.com |
| REAL CLUB DE GOLF DE CERDAÑA | GIIRONA | 27 (18+9) | 972141408 | info@rcgcerdanya.com | www.rcgcerdanya.com |
| REAL CLUB DE GOLF EL PRAT | BARCELONA | 45 | 937281000 | rcgep@rcgep.com | www.realclubdegolfelprat.com |
| RAIMAT CLUB DE GOLF | LLEIDA | 18 | 973737540 | repcion@raimatgolf.com | www.raimatgolf.com |
| GOLF MONTBRÚ MOIÀ | BARCELONA | 9 | 937449168 | info@golfmoia.com | www.golfmoia.com |
| GOLF GIIRONA | GIIRONA | 18 | 972171641 | golf@giirona@golfgiirona.com | www.golfgiirona.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 |
| CLUB DE GOLF CAN BOSCH SANT FELIU | BARCELONA | 9 | 938663096 | golfsantfeliu@grupbroquetas.com | www.golfsantfeliu.com |
| CLUB DE GOLF CASTELLTERÇOL | BARCELONA | 9 | 938668620 | secretaria@golfcastelltercol.cat | |
| CLUB DE GOLF VALLROMANES | BARCELONA | 18 | 935729064 | silvia.comite@golfvallromanes.com | www.clubdegolfvallromanes.com |
| GOLF SANT JOAN | BARCELONA | 18 | 935442440 | repcion@golfsantjoan.com | www.golfsantjoan.com |
| P&P OLLER DEL MAS | BARCELONA | 18 | 938352882 | golf@ollerdelmas.com | www.ollerdelmas.com |
| GOLF LA ROQUETA | BARCELONA | 9 | 938331328 | info@golfiaroqueta.es | www.golfiaroqueta.es |
| CLUB DE GOLF HCP1 | BARCELONA | 18 par 3 | 937913001 | info@hcp1.es | www.hcp1.es |
| 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 |
| 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 COURSES | | | | | |
|---------------------------------------------|-----------|------------------------|----------------|-------------------------------------------------------|---------------------------------------------------|
| Course | Province | Holes | Tel +34 | E-mail | Web |
| CLUB DE GOLF CAMPRODON | GIIRONA | 9 | 972130125 | info@golfcamprodon.es | www.golfcampodron.es |
| 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 | repcion@golfespalmereS.com | www.golfreusaiguesverds.com |
| CLUB DE GOLF COSTA DORADA TARRAGONA | TARRAGONA | 18 | 977653361 | reservas@golfcostadoradatarragona.com | www.golfcostadoradatarragona.com |
| GOLF LA GRAIERA | TARRAGONA | 18 PAR 72 | 977168032 | info@graiera.es | www.graiera.es |
| COMUNIDAD DE MADRID | | | | | |
| • FEDERACIÓN DE GOLF DE MADRID | MADRID | | 915567134 | info@fedgolfmadrid.com | www.fedgolfmadrid.com |
| LAS ENCINAS DE BOADILLA | MADRID | 9 par 3 | 916331100 | golflasencinas@clublasencinas.com | www.clublasencinas.es |
| GOLF JARDIN DE ARANJUEZ | MADRID | 18 | 911349144 | caddiemaster@clubgolfjardinaranjuez.es | www.clubgolfjardinaranjuez.es |
| GOLF PARK | MADRID | 9 | 916614444 | info@golfpark.es | www.golfpark.es |
| GOLF SANTANDER | MADRID | 18 | 912573929 / 30 | mastercaddie@golfsantander.es | www.golfsantander.es |
| ESCUELA DE LA FEDERACION DE GOLF DE MADRID | MADRID | 9 | 913768770 | ctg.escuela@fedgolfmadrid.com | http://ctg.fedgolfmadrid.com/ |
| CLUB DE CAMPO VILLA DE MADRID | MADRID | 36 | 915501028 | deportes@ccvm.es | http://www.ccvm.es/es |
| EL ROBLEDAL GOLF | MADRID | 18 | 918859659 | golf@elrobledalgolfmadrid.com | www.elrobledalgolfmadrid.com |
| ENCIN GOLF HOTEL | MADRID | 18 | 918307069 | deportes@encingolf.com | www.encingolf.com |
| CLUB DE GOLF LA DEHESA | MADRID | 18 | 918157022 | oficinareservas@golfdehesa.es | www.golfdehesa.es |
| CLUB DE GOLF JARAMA RACE | MADRID | 18 + 9 par 3 | 916589121 | golf@race.es | www.complejodeportivo.race.es |
| CLUB DE GOLF LOMAS-BOSQUE | MADRID | 27 | 916167500 | golf@lomas-bosque.com | www.lomas-bosque.com |
| REAL SOCIEDAD HIPICA ESPAÑOLA CLUB DE CAMPO | MADRID | 36 | 916571018 | deportes@rshecc.es | www.rshecc.es |
| LAS REJAS OPEN CLUB | MADRID | 9 largos + 9 pares 3 | 914952850 | repciongolf@lasrejasopenclub.com | www.lasrejasopenclub.com |
| CAMPO DE GOLF DE SOMOSAGUAS | MADRID | 9 | 913521647 | somosaguasgolf@lafincarealestatemanagement.com | www.golfsomosaguas.com |
| CLUB DE GOLF ARANJUEZ | MADRID | 9 | 918916698 | golfdearanjuez@telefonica.net | www.clubdegolfaranjuez.es |
| CAMPO DE GOLF BASE AEREA DE TORREJON | MADRID | 18 | 916274474 | golftorreon@hotmail.com | www.ejercitodelaire.mde.es/EA/Golf_Torreon/es |
| 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 | |
| CENTRO DEPORTIVO BARBERAN Y COLLAR | MADRID | 9 | 916489527 | golf_barberan@mdemadriddn.es | |
| CENTRO NACIONAL DE LA RFEG | MADRID | 18+6 par 3 | 913769060 | info@centronacionalgolf.com | www.centronacionalgolf.com |
| CLUB DE GOLF OLIVAR DE LA HINOJOSA | MADRID | 18 (par 72)+9 (par 29) | 917211989 | go@golfoliviar.com | www.golfoliviar.com |
| GOLF LA MORALEJA | MADRID | 18 | 916500700 | info@golfiamoraleja.com | www.golfiamoraleja.com |
| 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@golfaherrerria.com | www.golfaherrerria.com |
| NUEVO CLUB DE GOLF DE MADRID | MADRID | 18 | 916300820 | ncgm@ncgm.es | 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 | repcion@rcphierro.com | www.rcphierro.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@clubelestudiente.com | www.clubelestudiente.com |
| COMUNIDAD FORAL DE NAVARRA | | | | | |
| • FEDERACIÓN NAVARRA DE GOLF | NAVARRA | | 948210132 | fngolf@fnavarra golf.com | www.fnavarra golf.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 |
| COMUNITAT VALENCIANA | | | | | |
| · FEDERACION DE GOLF DE LA COM. VALENCIANA | VALENCIA | | 963935403 | federacion@golfcv.com | www.golfcv.com |
| GOLF RESORT & SPA BONALBA | ALICANTE | 18 | 965955955 | golfbonalba@golfbonalba.com | www.golfbonalba.com |
| EL PLANTIO GOLF | ALICANTE | 18 + 9 | 965189115 | elplantiogolf@elplantio.com | www.elplantio.com |
| ALICANTE GOLF | ALICANTE | 18 | 965153794 | direccion@alicantegolf.com; clubgolf@alicantegolf.com | www.alicantegolf.com |
| FONT DEL LLOP GOLF | ALICANTE | 18 | 966126767 | info@fdlgolf.es | www.fdlgolf.es |
| CLUB DE GOLF IFACH | ALICANTE | 9 | 966497114 | info@golfigach.com | www.golfigach.com |
| LA SELLA GOLF | ALICANTE | 27 | 966454252 | info@lasellagolf.com | www.lasellagolf.com |
| EQUELITE GOLF VILLENA | ALICANTE | 9 P&P | 965807092 | golf@equelite.com | www.equelitegolf.com |
| CLUB DE CAMPO DEL MEDITERRANEO | CASTELLON | 18 | 964321227 | club@ccmediterraneo.com | www.ccmediterraneo.com |
| CLUB DE GOLF ESCORPION | VALENCIA | 27+9 P&P | 961601211 | reservas@clubescorpion.com | www.clubescorpion.com |
| CLUB DE GOLF EL BOSQUE | VALENCIA | 18 | 961808009 | golf.office@elbosquegolf.com | www.elbosquegolf.com |
| CLUB DE GOLF OLIVA NOVA | VALENCIA | 18 | 965857666 | golf@olivanova.com | www.olivanova.com |
| VISTABELLA GOLF | ALICANTE | 18 | 966107846 | bookings@vistabellagolf.com | www.vistabellagolf.com |
| CLUB DE GOLF COSTA DE AZAHAR | CASTELLON | 9 | 964280979 | info@golfcostadeazahar.com | www.golfcostadeazahar.com |
| LAS COLINAS GOLF & COUNTRY CLUB | ALICANTE | 18 | 965324004 | reservations@lascolinasgolf.es | www.lascolinasgolf.es |
| CLUB DE GOLF LAS REJAS BENIDORM | ALICANTE | 9 | 966889775 | reservasbenidorm@lasrejasgolf.com | www.lasrejasopenclub.com |
| ALTEA CLUB DE GOLF | ALICANTE | 9 | 965848046 | info@alteagolfclub.com | www.alteagolfclub.com |
| PARADOR Y CAMPO DE GOLF EL SALER | VALENCIA | 18 | 961610384 | saler.golf@parador.es | www.golftenparadores.es |
| REAL CLUB DE GOLF CAMPOAMOR | ALICANTE | 18 | 965321366 | golf@lomasdecampoamor.es | www.lomasdecampoamor.es |
| LA FINCA GOLF | ALICANTE | 18 | 966729010 | golflafinca@grupoquara.com | www.lafincagolffresort.com |
| LA MARQUESA GOLF | ALICANTE | 18 | 966714258 | reservas@lamarquesagolf.es | www.lamarquesagolf.es |
| GOLF VILLAMARTIN | ALICANTE | 18 | 966765170 | golfvillamartin@grupoquara.com | www.lafincagolffresort.com/golf/golf-villamartin/ |
| LAS RAMBLAS GOLF | ALICANTE | 18 PAR 72 | 966729055 | golflasramblas@grupoquara.com | www.lafincagolffresort.com/golf/golf-las-ramblas/ |
| LO ROMERO GOLF | ALICANTE | 18 | 966766887 | info@loromero golf.es | www.loromero golf.com |
| MELIA VILLAITANA GOLF CLUB | ALICANTE | 36 | 966813013 | caddymaster@melia.com | www.meliavillaitanagolf.com |
| ALENDA GOLF | ALICANTE | 18 | 965620521 | cadymaster@alendagolf.com | www.alendagolf.com |
| CLUB DE GOLF JAVEA | ALICANTE | 18 | 965792584 | caddies@clubdegolfjavea.es | www.clubdegolfjavea.com |

| GOLF COURSES | | | | | |
|----------------------------------------|----------------------------|-----------|-----------|-----------------------------------------|-----------------------------------------------------------|
| Course | Province | Holes | Tel +34 | E-mail | Web |
| PANORAMICA GOLF SPORTS & RESORT | CASTELLÓN | 18 PAR 3 | 964493072 | info@panoramicagrupo.com | www.panoramiclubdegolf.com |
| FORESSOS GOLF | VALENCIA | 18 | 961221660 | info@foressosgolf.com | www.foressosgolf.com |
| CORRENTES GOLF | VALENCIA | 9 P&P | 961894025 | reservas@balneario.com | www.balneario.com |
| CLUB DE GOLF MANISES | VALENCIA | 9 | 961534069 | info@clubgolfgolfmanises.es | www.realclubgolfgolfmanises.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 |
| NORBA CLUB DE GOLF | CACERES | 18 | 927231441 | norbagolf@norbagolf.es | www.norbaclub.es |
| GOLF VALDECAÑAS | CACERES | 18 | 927610730 | valdecanas@vincchoteles.com | www.golfvaldecanas.es |
| DON TELLO CLUB DE GOLF | BADAJÓZ | 9 | 628512260 | dontello@dontellogolf.com | www.dontellogolf.com |
| TALAYUELA GOLF | CACERES | 18 | 927667024 | contacto@talayuelagolf.com | www.talayuelagolf.com |
| GOLF DEL GUADIANA | BADAJÓZ | 18 | 924448188 | | www.golfguadiana.es |
| CAMPO MUNICIPAL GALISTEO GOLF | CACERES | 18 par 3 | 927452002 | cmgalisteogolf@gmail.com | www.ayuntamientogalisteo.es/campo-municipal-galisteo-golf |
| PARRALUZ GOLF | CACERES | 9 | 608793904 | n.avial@norbepa.es | http://www.parraluzgolf.es/ |
| GALICIA | | | | | |
| FEDERACION GALLEGA DE GOLF | A CORUÑA | | 981919030 | fggolf@fggolf.com | www.fggolf.com |
| CLUB DE GOLF CAMPOMAR | A CORUÑA | 9 | 663123398 | gerenciadcampomar@gmail.com | www.clubcampomar.com |
| HERCULES CLUB DE GOLF | A CORUÑA | 18 PAR 72 | 981642545 | info@herculesgolf.com | www.herculesgolf.com |
| REAL CLUB DE GOLF DE LA CORUÑA | A CORUÑA | 18 | 981285200 | info@clubgolfcoruna.com | www.clubgolfcoruna.com |
| OCA AUGAS SANTAS | LUGO | 18 | 982456705 | golf@augassantas.es | www.ocahotels.com |
| REAL MONTEALEGRE CLUB DE GOLF | OURENSE | 18 | 988256118 | administracion@montealegreclubdegolf.es | www.montealegreclubdegolf.com |
| CAMPO MUNICIPAL GOLF TORRE DE HERCULES | A CORUÑA | 9 | 981209680 | administracion@golftorrede.net | www.centrosupera.com |
| REAL AEROCUB DE SANTIAGO | A CORUÑA | 18 | 981888276 | recepcion@aerosantiago.es | www.aerosantiago.es |
| GOLF BALNEARIO DE MONDARIZ | PONTEVEDRA | 18 | 986656200 | golfmondariz@balneariodesmondariz.com | www.balneariodesmondariz.com |
| CLUB DE GOLF PADERNE | A CORUÑA | 18 | 981797109 | info@golfpaderne.com | www.golfpaderne.com |
| BARBANZA GOLF | A CORUÑA | 18 | 673363280 | info@barbanzagolf.es | www.barbanzagolf.es |
| CLUB DE GOLF VAL DE ROIS | A CORUÑA | 9 | 981810864 | info@golfrois.com | www.golfrois.com |
| MIÑO GOLF CLUB | A CORUÑA | 18 | 981195235 | info@golfrmino.es | www.golfrmino.com |
| PITCH & PUTT TAMBRE | A CORUÑA | 9 | 680763984 | tambre@pitchandputtgalicia.com | www.santiagoturismo.com/golf/pitch-putt-tambre |
| CLUB DE GOLF BALNEARIO DE GUITIRIZ | LUGO | 9 | 982022200 | casagolf@balneariodesguitiriz.com | www.balneariodesguitiriz.com |
| CLUB DE GOLF DE LUGO | LUGO | 9 | 982176314 | golflugo@golflugo.com | www.golflugo.com |
| CLUB DE GOLF RIO CABE | LUGO | 9 par 3 | 982418279 | agrupacionriocabe@gmail.com | http://padelriocabe.dudaone.com |
| GOLF PILAR SARRIA | LUGO | 9 | 652982456 | golfsarria@gmail.com | http://elpilarsarria.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 |
| CLUB DE GOLF ALCANADA | MALLORCA | 18 | 971549560 | info@golf-alcanada.com | www.golf-alcanada.com |
| GOLF DE ANDRATX | MALLORCA | 18 | 971236280 | info@golfdandratx.com | www.golfdandratx.com |
| CAPDEPERA GOLF | MALLORCA | 18 | 971818500 | info@golfcapdepera.com | www.golfcapdepera.com |
| T GOLF & COUNTRY CLUB | MALLORCA | 18 | 971130148 | info@t-golf.club | www.t-golf.club |
| CLUB DE GOLF SON SERVERA | MALLORCA | 18 | 971840096 | reservas@golfsonservera.com | www.golfsonservera.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 |
| SANTA PONSÀ GOLF | MALLORCA | 45 | 971690211 | golf1@golf-santaponsa.com | www.golf-santaponsa.com |
| PULA GOLF | MALLORCA | 18 | 971817034 | reservas@pulgolf.com | www.pulgolf.com |
| VALL D'OR GOLF | MALLORCA | 18 | 971837001 | valldorgolf@valldorgolf.com | www.valldorgolf.com |
| MARRIOTT GOLF SON ANTEM | MALLORCA | 18+18 | 971129200 | mallorca.golfclub@vacationclub.com | www.sonantemgolf.com |
| CANYAMEL GOLF | MALLORCA | 18 | 971841313 | casacub@canyamelgolf.com | www.canyamelgolf.com |
| GOLF POLLENSA | MALLORCA | 9 | 971533216 | rec@golfpollensa.com | www.golfpollensa.com |
| GOLF SON MUNTANER | MALLORCA | 18 | 971783000 | golf.mallorca@arabellagolf.com | www.arabellagolfmallorca.com |
| GOLF SON QUINT | MALLORCA | 18 | 971783000 | golf.mallorca@arabellagolf.com | www.arabellagolfmallorca.com |
| GOLF SON VIDA | MALLORCA | 18 | 971783000 | golf.mallorca@arabellagolf.com | www.arabellagolfmallorca.com |
| GOLF SON PARC MENORCA | MENORCA | 18 | 971188875 | info@golfsonparc.com | www.golfsonparcmenorca.com |
| REAL GOLF BENDINAT | MALLORCA | 18 | 971405200 | info@realgolfbendinat.com | www.realgolfbendinat.com |
| GOLF DE SON TERMENS | MALLORCA | 18 | 971617862 | reservas@golfsontermens.com | www.golfsontermens.com |
| GOLF IBIZA | EIVISSA | 27 | 971196052 | info@golfibiza.com | http://golfibiza.com/ |
| ROTANA GREENS | MALLORCA | 9 | 971845685 | info@reservarotana.com | www.reservarotana.com |
| GOLF SON GUAL | MALLORCA | 18 | 971785888 | info@son-gual.com | www.son-gual.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.com |
| EL CORTIJO CLUB DE CAMPO | LAS PALMAS DE GRAN CANARIA | 18 | 928711111 | info@elcortijo.es | www.elcortijo.es |
| REAL CLUB DE GOLF LAS PALMAS | LAS PALMAS DE GRAN CANARIA | 18 | 928351050 | 1891@rcglaspalmas.com | www.realclubdegolfdelaspalmas.com |
| LOPESAN MELONERAS GOLF | LAS PALMAS DE GRAN CANARIA | 18 | 928145309 | melonerasgolf@lopesan.com | www.lopesan.com |
| JANDIA GOLF CLUB | LAS PALMAS DE GRAN CANARIA | 18 | 928871979 | info@jandiagolf.com | www.jandiagolf.com |
| LAS PALMERAS GOLF | LAS PALMAS DE GRAN CANARIA | 18 PAR 3 | 928220044 | coordinadora@laspalmerasgolf.es | www.laspalmerasgolf.es |
| MASPALOMAS GOLF | LAS PALMAS DE GRAN CANARIA | 18 | 928762581 | reservas@maspalomasgolf.net | www.maspalomasgolf.net |
| CAMPO DE GOLF SALOBRE | LAS PALMAS DE GRAN CANARIA | 36 | 928943004 | reservation@salobregolfresort.com | www.salobregolfresort.com |
| ISLAS CANARIAS - FUERTEVENTURA | | | | | |
| FUERTEVENTURA GOLF CLUB | LAS PALMAS DE GRAN CANARIA | 18 | 928160034 | fuerteventuragolf@anjoca.com | www.fuerteventuragolfclub.com |

| GOLF COURSES | | | | | |
|-------------------------------------------------|----------------------------|--------------|-----------|----------------------------------|----------------------------------------------|
| Course | Province | Holes | Tel +34 | E-mail | Web |
| 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 |
| ISLAS CANARIAS-LANZAROTE | | | | | |
| COSTA TEGUISE GOLF | LAS PALMAS DE GRAN CANARIA | 18 | 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 | | | | | |
| BUENAVISTA GOLF | SANTA CRUZ DE TENERIFE | 18 | 922129034 | reservas@buenavistagolf.es | www.buenavistagolf.es |
| GOLF COSTA ADEJE | SANTA CRUZ DE TENERIFE | 18+9 | 922710000 | reservas@golfcostaadeje.com | www.golfcostaadeje.com |
| CENTRO DE GOLF LOS PALOS | SANTA CRUZ DE TENERIFE | 9 | 922169080 | mail@golflospalos.com | www.golflospalos.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 | 922589605 | info@abamagolf.com | www.abamagolf.com |
| GOLF DEL SUR | SANTA CRUZ DE TENERIFE | 27 | 922738170 | golfdelsur@golfdelsur.es | www.golfdelsur.es |
| 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 | reservas@golf-tenerife.com | www.golfilasamericas.com |
| GOLF LA ROSALEDA | SANTA CRUZ DE TENERIFE | 9 PAR 27 P&P | 922373000 | comercial@golfarosaleda.es | www.golfarosaleda.es |
| ISLAS CANARIAS-LA GOMERA | | | | | |
| TECINA GOLF | SANTA CRUZ DE TENERIFE | 18 | 922145950 | tecinagolf@fredolsen.es | www.tecinagolf.com |
| LA RIOJA | | | | | |
| • FEDERACIÓN RIOJANA DE GOLF | LA RIOJA | | 941499312 | fedriojanagolf@gmail.com | www.frgolf.es |
| EL CAMPO DE LOGROÑO | LA RIOJA | 18 + 9 P&P | 941511360 | golfigrono@fcc.es | www.golfigrono.es |
| RIOJA ALTA GOLF CLUB | LA RIOJA | 18 | 941340895 | info@golfrioja.com | www.golfrioja.com |
| CLUB DE GOLF SOJUELA | LA RIOJA | 18 | 941446710 | golf._@sojuelagolf.com | www.sojuelagolf.com |
| MELILLA | | | | | |
| • FEDERACION MELILLENSE DE GOLF | MELILLA | | 952116102 | federgolfmelilla@yahoo.es | |
| PAIS VASCO | | | | | |
| • 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 |
| GOIBURU GOLF CLUB | GUIPUZCOA | 9 | 943300845 | club@goiburugolf.com | www.goiburugolfclub.com |
| REAL GOLF CLUB DE ZARAUZ | GUIPUZCOA | 9 | 943830145 | info@golfzarauz.com | www.golfzarauz.com |
| REAL NUEVO CLUB GOLF DE SAN SEBASTIAN BASOZABAL | GUIPUZCOA | 18 | 943467642 | recepcion@golfbasozabal.com | www.golfbasozabal.com |
| CLUB DEPORTIVO GANGUREN GOLF COURSE | VIZCAYA | 18 | 946565505 | info@gangurengolf.com | www.gangurengolf.com |
| IZKI GOLF | ALAVA | 18 | 945378262 | recepcion@izkigolf.eus | www.izkigolf.eus |
| ZUIA CLUB DE GOLF | ALAVA | 9 | 945430922 | zuia@zuiagolf.com | www.zuiagolf.com |
| GOLF JUNDIZ | ALAVA | 9 par 3 | 945357888 | info@golfinjundiz.com | www.golfinjundiz.com |
| REAL GOLF CLUB SAN SEBASTIAN | GUIPUZCOA | 18 | 943616845 | rgcss@golfsansebastian.com | www.golfsansebastian.com |
| PITCH & PUTT PALACIO URGOTI | VIZCAYA | 9 | 946746868 | golf@palaciourgoiti.com | www.palaciourgoiti.com |
| MEATZEGI GOLF | VIZCAYA | 18 + 9 par 3 | 946364370 | meatzegigolf@globalgolfnorte.com | 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 |
| GOLF DE DERIO | VIZCAYA | 9 | 944540574 | deriogolf@gmail.com | www.deriogolf.com |
| PRINCIPADO DE ASTURIAS | | | | | |
| • FEDERACIÓN DE GOLF DEL PRINCIPADO DE ASTURIAS | ASTURIAS | | 985339141 | fgpa@fedegolfasturias.com | www.fedegolfasturias.com |
| DEVA GOLF | ASTURIAS | 18 | 985133140 | info@devagolf.es | www.devagolf.es |
| CLUB DE GOLF LA RASA DE BERBES | ASTURIAS | 18 | 628011908 | larasadeberbes@hotmail.com | www.golflarasa.com |
| REAL CLUB DE GOLF DE CASTIELLO | ASTURIAS | 18 | 985366313 | secretaria@castiello.com | www.castiello.com |
| CAMPO MUNICIPAL DE GOLF LAS CALDAS | ASTURIAS | 18 | 985798132 | lascaldas@golflascaldas.com | www.golflascaldas.com |
| CLUB DE GOLF PALACIO DE RUBIANES | ASTURIAS | 9 | 985707612 | info@golfrubianes.com | www.golfrubianes.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 LLOREA” | ASTURIAS | 18 | 985181030 | golf@gijon.es | https://golf.gijon.es/ |
| C.M.G EL TRAGAMÓN- CLUB DE GOLF MADERA III | ASTURIAS | 9 | 985365379 | madera3@madera3.es | www.madera3.es |
| BALAGARES GOLF | ASTURIAS | 18 | 985535178 | info@balagares.es | http://balagares.es/ |
| LA MORGAL GOLF | ASTURIAS | 18 | 985771675 | info@golflamorgal.com | www.golflamorgal.com |
| GOLF MUNICIPAL DE LLANES | ASTURIAS | 18 | 985417230 | golf@ayuntamientodellanes.com | www.llanes.es/golf |
| 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@cierrogrande.com | http://cierrogrande.wixsite.com/cierrogrande |
| CASTROPOL-GOLF | ASTURIAS | 9 PAR 72 | 985623843 | info@casacachon.com | https://hotelcasacachon.es/castropol-golf/ |
| REGION DE MURCIA | | | | | |
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MAD

The Spanish capital aims to be known as the “City of Hospitality”

Madrid launches its new image for tourism in London

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Madrid has chosen the **World Travel Market** to internationally promote the city's new graphic icon; an icon that reflects the destination's great welcoming capacity with the utmost representative symbol of hospitality, a hug, also contributing to strengthen the brand-name. Because the capital, as underlined by the City Council, “is a city with a welcoming nature, where everyone feels at home and is made to feel welcome whoever they are and wherever they are from. It is a new icon that sends a clear message, *Madrid embraces you*”.

And the fact is that Madrid intends to be known as the “City of Hospitality”, a welcoming city. To this end and as explained by representatives from the City Council, the new icon aims to become an open symbol that will represent the destination as a whole. The creation of this new icon responds to the needs identified in **Madrid's Strategic Plan for Tourism 2015-2019**, that recommends promoting the city's tourism brand and generating icons for the city to highlight the values and attributes that set it apart from all other destinations.

Supported by its new image, Madrid intends to promote the quality and variety of its wide cultural and tourism offering in the **United Kingdom**, its third most important international outbound tourism



With the creation of the *High Advisory Board*, the idea is to generate a story about Madrid that brings together its main identity symbols, strengthening the feeling of pride in belonging.

market. To this end, it stresses on the dissemination of cultural, culinary, business and leisure novelties, as well as its tourism services and products.

But this is not the only new change Madrid is implementing in view of the upcoming tourism season, the City Council has recently created the **High Advisory Board** to help promote the city. This Board is chaired by the general coordinator of the Mayor's Office, **Luis Cueto** and **Eduardo Olier**, president of the **Choiseul Institute of Spain**, working with this new organisation as an independent and external body.

One of the purposes of this alliance for the promotion of the city is to advise the City Council on the strategies and actions that would strengthen the destination's reputation and identify relevant actions and initiatives. Its creation reflects the council's desire to

generate a story about Madrid that brings together its main identity symbols, strengthening the feeling of pride in belonging and establishing a strategy to place it appropriately in the global competitive framework

The British market

Given its positioning as one of the top five international outbound tourism markets to the capital, for Madrid it is important to continue boosting its presence in the British market and give continuity to the actions carried out in recent years. The numbers support the importance of the British market: in 2017, more than 357,000 Britons visited Madrid, although from January to August of this year, the number of arrivals from this market has dropped slightly, totalling 233,342 travellers, representing a 3.9percent drop, and 532,173 overnight stays (-5.2percent). ■



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ILUNION Hotels

Leader in social inclusion and engagement

The chain has eleven special employment centres and takes part in numerous social causes through the project #weareheroes

ILUNION Hotels, the hotel chain run by ILUNION, is a leader in work inclusion of people with disabilities in the tourism industry. In 2017, it had an average staff of 959 workers, 335 of whom were people with disabilities, i.e., 35%. Furthermore, eleven of its centres are managed as Special Employment Centres (ten hotels and ILUNION Catering by Maher, its national catering company), which means that at least 70% of their staff are people with disabilities.

26 Unique Hotels

The chain currently consists of 26 hotels spread out across Spain. It is the only hotel chain in Spain with the universal accessibility certification (UNE 170001-2) in its establishments and the QSostenible certificate, proving the sustainability of its buildings.

ILUNION Hotels is also the first Spanish company to receive the Ethics Award from the United Nations World Tourism Organization (UNWTO) for its work in the field of accessible tourism. All the hotels are designed around the “design for all” concept and offer important technical aids for people with disabilities.

#Weareheroes

This year ILUNION Hotels has continued



to expand on its efforts to achieve its primary objective, which as Managing Director, José Ángel Preciados, points out, is none other than to “make the world a better, fairer, more caring and generous place”.

The chain shows this commitment through its project #weareheroes: a team of workers both with and without disabilities who take on the toughest challenges with the aim of shining a light on this group and demonstrating that together, they can overcome any obstacles in their way.

With this goal in mind, over 700 staff members have already taken part in eight Spartan Races, considered to be one of the toughest obstacle courses in the world. They have also taken on bike races such as ‘100x100 CiclaMadrid’ (a 100 km race around the Madrid cycle

loop) and the GAES Pilgrim Race, in which a team of eight heroes cycled more than 700 km from Madrid to Santiago de Compostela over a period of eight days.

In addition to this, #weareheroes also takes part in solidarity initiatives, such as the donation of 1,200 kilos of powdered milk to Doctors of the World for mothers who have been diagnosed with HIV. Other such initiatives include the 80 heroes’ solidarity expedition to some of the most hard-to-reach areas of Morocco to deliver 10 tonnes of humanitarian aid, and the ‘Thanks to you’ project in which 685 workers at ILUNION Hotels participated in a payroll rounding scheme during 2017 as a way of donating to three social organisations.

When a company commits to doing things differently and to getting the best out of people, it is contributing not only to positive social change, but to creating a better world. And ILUNION Hotels is proof of that.



INFORMATION

www.ilunionhotels.com



TOP HOTELS AT TOP SPANISH DESTINATIONS:



✓ **Barcelona:** 4 Hotels

✓ **Madrid:** 4 Hotels

✓ **Valencia:** 4 Hotels

✓ **Málaga:** 3 Hotels

26 Hotels 12 Destinations



Come back to know me again!

Madrid and its surrounding region has something for everyone. Thousands of treasures and experiences are waiting for surprised you. Whatever your age or preferences we are your destination. Welcome to the heart of Spain.

Do you want heritage? UNESCO World Heritage sites await: Aranjuez, San Lorenzo de El Escorial and Alcalá de Henares. Are you more into nature? Classed as Natural World Heritage Sites by UNESCO, the Sierra del Rincón mountain range with its Hayedo de Montejo beech forest is waiting for you to discover. Do town squares fascinate you? Chinchón and Colmenar de Oreja want to show you their delights. Do you like the world of wine? We can talk about hundred year old wineries and vineyards. Do you prefer monasteries? From the majestic Real Monasterio de San Lorenzo de El Escorial to Santamaría de El Paular and María la Real de Valdeiglesias, there are so many to talk about. Perhaps castles more your thing? The imposing Castillo de Manzanares opens its doors to you at the foot of a unique mountain range... and all of these places and many more are easily accessible by car, public transport, walking at your own pace or enjoying a cycle along some of the 420 km of routes that CiclaMadrid makes available to you.

Here are some must-sees:

1. **The Real Monasterio de San Lorenzo de El Escorial:** This monastery is a jewel in the middle of breath-taking natural surroundings. One highlight is the library, which houses Latin, Greek, Hebrew, Arabic and Spanish



Parque Nacional Sierra de Guadarrama. © Comunidad de Madrid.

manuscripts, while the Basilica hides treasures such as Benvenuto Cellini's beautiful crucifix.

2. **Aranjuez:** In privileged natural and cultural surroundings, on the banks of the River Tagus lies the town of Aranjuez, which is one of the Royal Sites of the Spanish Crown. Famous for its palace and gardens, considered the most beautiful from its time period, they have inspired artists such as the composer Joaquín Rodrigo and the painter Santiago Rusiñol.

3. **Alcalá de Henares:** The birth city of Cervantes boasts thriving streets, squares and terraces. Highlights include the Complutensis Universitas, founded in 1499, the Corral de Comedias theatre built in 1601, the Colegio de San Ildefonso with its 16th century Plateresque façade and other impressive buildings such as the Cathedral and the Las Bernadas convent.

4. **Chinchón:** 45 km from Madrid, surrounded by the vineyards and olive groves of the Vega del Tajuña, Chinchón's main square is like something from a film set; its streets are filled with history and its local cuisine can be enjoyed in the taverns and restaurants. Local attractions include the Convent of the

Augustinians which is now a national Parador hotel, and the Parish Church of Nuestra Señora la Asunción with its wonderful Goya canvas.

5. **Nature at its best:** Madrid is lucky enough to have places that are as diverse and ecologically valuable as the Hayedo de Montejo beech forest, the Sierra de Guadarrama mountain range, the Sierra del Rincón biosphere reserve and national scenic sites such as the Pinar de Abantos and the Bosque de la Herrería forests, as well as many other remarkable places.

There is always something to do in the Region of Madrid, whatever the season. To immerse yourself in nature, there is nothing better than some walking, cycling the Green Routes crossing the region, climbing its mountains, or horse riding at any time of the year. It is always a good idea!

Whatever you are searching for, the Region of Madrid has it all.



INFORMATION

www.turismomadrid.es



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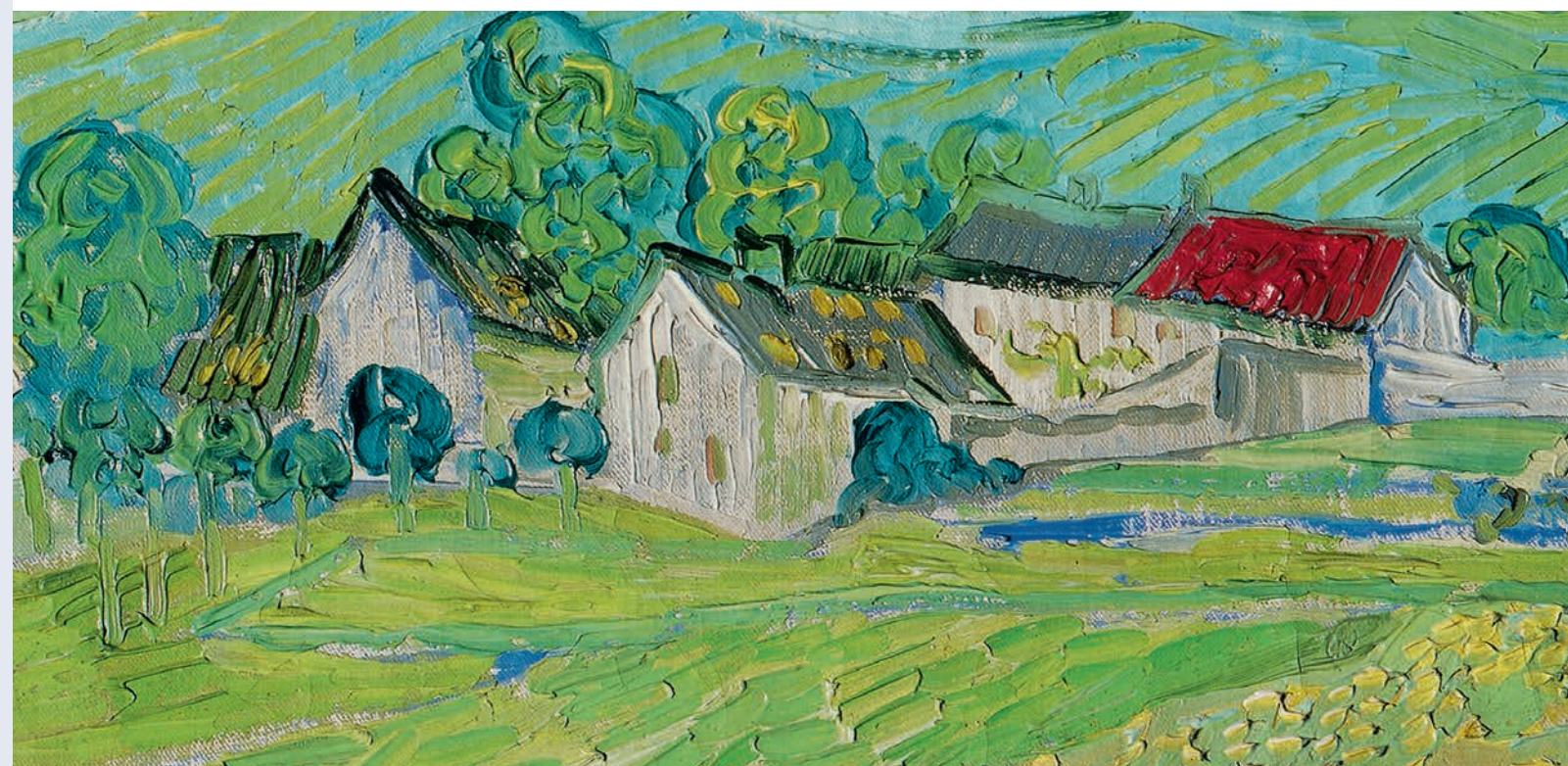
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Above: **Edgar Degas** *Swaying Dancer (Dancer in Green)*, 1877-1879.
Below: **Vincent van Gogh** *Les Vessénots in Auvers*, 1890
© Museo Nacional Thyssen-Bornemisza



CAT

The UK continues to be Catalonia's second most popular outbound market

In its offering for British tourists, Catalonia is investing a great deal in the richness of its culture

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Up to August 2018, 1.5 million British tourists visited Catalonia, but this figure represents a 9.2percent drop with respect to the same period of 2017; with a total 10.8percent of travellers coming from abroad, the UK, nevertheless continues to be the second most popular outbound market to Catalan lands. In 2019 and thinking of its British visitors, Catalonia will focus on attracting cultural tourism and will specifically promote six major routes around the whole region and give tourists the opportunity to discover several different products at the same time.

Less tourists, more income

The Catalan Agency for Tourism (ACT) explains that 2018 is showing a slight slowdown, but “not only in Catalonia”. This situation is currently evident given the number of arrivals/overnight stays, but when looking at the volume of income the situation is quite different, and revenue is increasing significantly.

During the first eight months of the year, British tourists in Catalonia have spent more than 1,300 million euros (+5.6percent). “An amount that has been growing steadily in recent years and that represents more than 9percent of the total overseas tourism spending in the region. The UK is the third most important market in terms of volume of spending behind France and the United States”. Attention is also drawn to the significant increase in the average amount of spending per tourist, currently more than 900 Euros (+16.3percent); and the average amount of daily spending, that is now more than 150 euros (+12.4percent).

Catalan officials for tourism expect to end the year having welcomed around 2 million British tourists, less than last year, but with an increase in spending. So far, the development of the British market, from 2013 until 2017, had been very positive, increasing from 1.7 million to 2.2 million tourists.

A loyal visitor

British tourists are well-known for frequently choosing to go back to the same summer holiday destination, and Catalonia's great variety of different products helps to foster this loyalty, giving visitors the opportunity to live new experiences on every visit. British tourists mainly travel with

their partner or spouse, family or with a group of friends. More than 70percent of English travellers visiting Catalonia stay at three and four-star hotels.

Most British tourists travelling to Catalonia with their partner or in a group do so on city breaks to Barcelona, with everything the city's complementary offering includes: culture, festivals, food... While the main reason people travel to Catalonia in the summer with their family is to enjoy the sun and the beach. “And, more and more we are now seeing a growing interest for specific products such as hiking, nature activities and road cycling”.



Another segment that must not go without a mention is UK business tourism, that continues to be a very important outbound market for Catalonia.

In 2019, Catalonia will focus its offering for British travellers on cultural tourism by especially promoting six major routes around the whole region and giving tourists the opportunity to discover several different products at the same time.

“The main goal of this promotional activity is to capture the curiosity of British tourists and get them interested in other products different to city breaks and the coast and, to also help make tourism less dependant on seasonal factors, offering proposals that can be enjoyed out of the summer high season”.

Good expectations despite Brexit

ACT maintains direct contact with leading tour operators and airline companies awaiting the final negotiation outcomes. For now, both tour operators and airline companies have confirmed they will continue to offer the same number of tourist beds and seats, as in 2017 and have already started to take bookings beyond March 2019. ■

Local enthusiasm

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With a presence in 40 cities in 10 countries, Group Julià has become one of the leading receptive tourism operators worldwide. After more than 80 years showing main world capitals, today we work with the enthusiasm of the first day offering unique experiences to visitors, so that they can visit with the same passion as we show them.

Unique alternatives which can only be enjoyed here

The 10 most surprising experiences YOU CAN ENJOY IN SPAIN

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Spain's tourist offering encompasses so much more than just the traditional beach holiday and there are more and more alternative experiences for you to enjoy next time you visit. We have selected 10 very different products which all have a common denominator: they enrich a tourist's experience with unique options which you will probably not be able to enjoy anywhere else in the world.

1.- Underground experiences in the Basque country

The **Basque Country** offers three original ways in which you can discover its depths; either by uncovering its mining past by following the **Ruta del Hierro**, exploring caves and seeing original cave paintings; or searching for a very special underwater treasure: a wine which has been aged under the sea in the **Plentzia** underwater wine laboratory, 30 kilometres away from Bilbao.

2.- Agrifood and Artisanal Tourism in Asturias

The **Cíder Region**, in eastern **Asturias**, offers guided visits to companies or craftsmen's workshops where you can taste typical produce such as dairy products and cider, as well as attend a fish auction, see how indigenous animals are bred or discover how typical cold-cuts are made. Not forgetting another brilliant way to discover Asturian traditions: the **Apple and Cider Route**.



The most cutting-edge wineries, such as the Marqués de Riscal facilities designed by Frank Gehry, have been conceived as places where you can see how 'works of art' are made.

3.- Animals which are virtually free to roam

Faunia, in Madrid, and the **Cabárceno Park**, in Cantabria, are two zoos where animals are practically free to roam in an environment which recreates their natural habitat. In **Selwo Adventure**, in Estepona (Malaga), visitors can explore on foot or in a jeep, as if they were on a safari.

4.- Explore the world of Pedro Almodóvar

Globally renowned film director, Oscar winner and creator of a transgressive universe which has revolutionised the way Spain is seen in the world. Director **Pedro Almodóvar** is at the heart of this experience which takes you on a journey to discover the places which have served as locations for his films, following a film route from his birthplace in **Castilla-La Mancha**, to **Madrid** and **Barcelona** where he became an established artist.

5.- Camino de Santiago

Some are inspired by culture, others by their spirituality, by a sense of adventure or by a personal challenge, but whatever

the motive it is clear that the **Camino de Santiago** is an original and different way to discover northern Spain. There are several itineraries to choose from; the Camino Francés, the most popular route; the Camino del Norte or the Primitivo.

6.- The first Villa del Libro in Spain

The medieval village of **Urueña**, in Valladolid, is home to the first **Villa del Libro** in Spain, which has been created following in the footsteps of many other European countries. Its old wall, castle and churches are the ideal backdrop for a real journey into the past which also acts as a cultural history route thanks to its 12 book-related establishments which are perfect for finding old or discontinued copies or to carry out interesting activities such as a course in foreign calligraphy or hand-binding workshops.

7.- Go on a volcano experience in the Canaries

The volcanic origin of the **Canary Islands** is what makes this group of islands so peculiar. They are home to volcanic calderas and lunar landscapes as well as deserts full of dunes and lush laurel

Discover the subsoil of the Basque country, follow in the footsteps of Pedro Almodóvar, visit Spain's first Book Village, shop at the hippy markets in Ibiza or go on a volcano experience in the Canaries - these are just some of the options available

8 routes so that you don't miss anything in EUSKADI



The Transcantábrico is one of the best tourist trains in the world. Photo: Efe/Santiago Jiménez.

forests. This volcanic territory makes this group of islands the perfect place in which to enjoy unique experiences, such as savouring a wine made from grapes grown on top of volcanic lava or gazing at the stars in one of the cleanest skies in Europe.

8.- Shopping in Ibiza

A visit to the popular hippy markets in **Ibiza**, where the essence of the 70s remains in tact, is also a very unique experience. The largest and oldest one on the island, is the **Es Canar** market. Held every Wednesday, it features over 400 stalls. On Saturdays, you can visit another emblematic market, the so-called **Las Dalias** market, which becomes an alternative Christmas market in the winter.

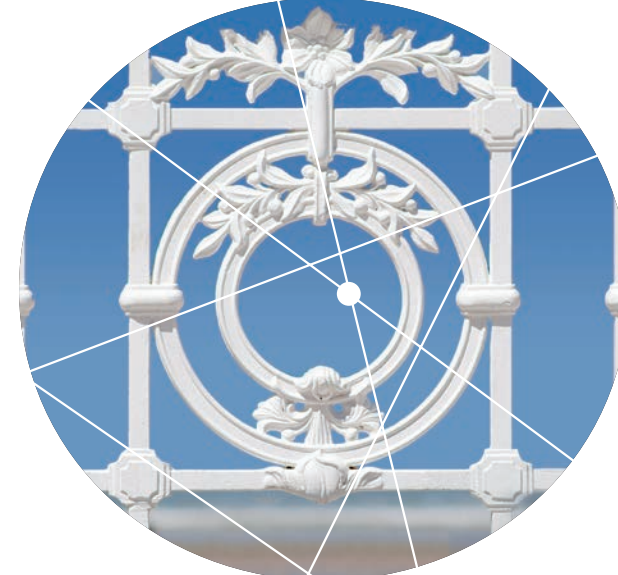
9.- Cutting-edge wineries, new wine cathedrals

Architecture, wine, design and art at Spain's most cutting-edge wineries,

such as the **Marqués de Riscal** designed by **Frank Gehry**; the **Ysios** winery, by **Santiago Calatrava**; or the **Arinzano**, by **Rafael Moneo**. All of the above are buildings which combine functionality and aesthetics and which have been conceived as places where 'works of art' are made.

10.- The Transcantábrico, a luxury hotel on rails

The **Transcantábrico**, one of the best tourist trains in the world, winds its way through the mountains, valleys, cliffs and beaches of Green Spain over the course of eight days. It is like a veritable 'cruise on rails' and stops at the most emblematic destinations and monuments in the region, many of which are World Heritage sites. Travellers benefit from being able to enjoy this beautiful region whilst staying on board a railway treasure which has been designed with their well-being in mind and which features the best gastronomy. ■



We recommend some road trips that will take you past the most beautiful spots in Euskadi. Discover the best of the Basque coast and the interior of the country with these planned routes. Visit all the scenic and cultural variety of Euskadi in eight days.

To plan your route, go to:
www.thebasqueroute.eus.



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The Basque Country awaits you. Which of its many faces is your favourite? Its beaches and fishing villages? The towns? The forests? The hills carpeted with green meadows? The quiet, curving roads that will take you to the heart of the country? The spectacular vineyard landscape? All of these?

The Basque Route (#thebasqueroute) makes it easy for you to choose between the 8 routes that run the Basque Country, so that you can choose the one you like best.

Bilbao – Lekeitio: Always, always by the Cantabrian Sea
You've got a date with water. You'll find it next to the Guggenheim Museum in Bilbao, you'll follow it until you reach a transporter bridge which is unique in the world, and you won't lose sight of it all day. You'll see it lapping on beaches, dancing around islands, crashing into wild cliffs, surrounding fishing villages and outlining impossible rivers. Welcome to the Bizkaia of the Cantabrian Sea.

Lekeitio – Zarautz: Today's menu: sea and mountains
Ready to flirt with the green Basque

Country? The mountainous Basque Country, the Basque Country hidden in the folds of the valleys, the Basque Country of lonely farmsteads. Let's go. First, you'll see the dawn over the Cantabrian sea, you're sure to have lunch in a valley, that of the Urola river, hidden between mountains and, finally, you'll have dinner near a hill shaped like a mouse.

Zarautz - San Sebastián: Destination? The kingdom of gastronomy
You're in Gipuzkoa. You'll know it because of the smell of fresh fish cooking on charcoal grills, the traces left by the Romans 2000 years ago, a town whose pintxos caused the New York Times to fall in love and another town that looks like Venice but is enclosed by a fjord. Yes, you're in Gipuzkoa, in the land of the famous Bella Easo

and La Concha beach that everyone longs for.

San Sebastián – Vitoria. Journey to the green heart of Gipuzkoa

In the Basque Country, “gero arte” means “see you later”. Therefore, say “gero arte” to the sea because you're heading to the Basque Country seen on postcards, that of the meadows and beech forests, that of cider houses and raised glasses. You'll be lucky enough to meet a majestic mountain called Txindoki, a couple of medieval towns and perhaps even a hundred-year-old market. The finishing line is Vitoria-Gasteiz, the “green” city.

Vitoria-Gasteiz – Laguardia: Dolmens, vineyards, plains and titanium
There is a Basque Country far from



the clichéd view, and today you'll get to know it. Are you ready to drive through wide dryland fields? Ready to discover a dolmen among sunflowers? And, are you ready to jump into a sea of vineyards? A walled town awaits you, as do wine tastings in underground wineries and the most surprising architecture in our land.

Laguardia – Orduña: Where the rivers have their source
It is not easy to leave Rioja Alavesa,

not at all. To alleviate its memory, you'll enjoy a surprising panorama of the Ebro valley, discover a salty landscape and a couple of waterfalls to take your hat off to. You'll also see the source of a river that you first saw a few days ago: the Nervión, which meanders through the centre of Bilbao on its way to the sea.

Orduña – Bilbao: From the Middle Ages to Bilbao (and beyond)

“El Botxo” (as Bilbao is also known) awaits you. But, beforehand, you'll visit the surface of a little-known corner of Bizkaia, Encartaciones, and also a deep valley that leaves its mark, that of Carranza. You'll see the sea again and yes, you'll finally be able to sing “From Santurce to Bilbao...” because today you're going to experience it for real. Just like that. All along the river bank. With your skirt tucked up? Who knows...

You will be able to immerse yourself in the Basque Country and meet its people, get to know its customs and explore its contrasts in eight days

Lekeitio-Vitoria: A magical journey

We propose you a final stage. You will wake up in Lekeitio, but you will continue dreaming for a few more hours. Today's menu is getting to know a magical land. It will also be a day of contrasts. You will leave the Bizkaia steep coastline behind to go inland until you reach a dry land valley. But beware! You will find a dose of mystery, a bit of Basque mysticism and some skulls along the way.

INFORMATION:

www.tourism.euskadi.eus/the-basque-route/en
www.thebasqueroute.eus

PR

RIU opens hotels in the centre of London and in Costa Mujeres



Riu Plaza hotel in London.

RIU Hotels & Resorts will have a new hotel of its urban line, the Riu Plaza London and will also open in November the Riu Palace Costa Mujeres Hotel, the company's second hotel in this spot of the Mexican Caribbean, and its 19th in Mexico.

RIU Hotels & Resorts has bought a building in one of London's top neighbourhoods where, following a total refurbishment, it will open a hotel in its Riu Plaza urban line. The building is at 1 Neathouse Place, right next to Victoria Station, Westminster Cathedral

and Buckingham Palace. By the end of 2020, the future **Riu Plaza hotel in London** will become the chain's first hotel in the United Kingdom, a country that represents a large proportion of RIU's clientele in Spain and the Caribbean, and where the chain has spent some time seeking the

ideal opportunity to expand the city hotel brand.

The hotel will be 4-star, with 350 rooms and it will also have a bar and restaurant, and an open-air terrace, which is not common in central London.

RIU estimates an investment of around 250 million euros to cover the purchase of the building and the refurbishment, as Luis Riu, CEO of RIU Hotels & Resorts, announces. "The location is unbeatable, the building is in excellent condition and I think that in less than two years we will be able to celebrate the opening of our first hotel in London", explains Riu.

The building was originally constructed in the 1960s and it was fully renovated in 1997. The future RIU hotel will keep the structure and the best aspects of the building, and the interior will be completely transformed, with attention to design and comfort as well as the latest developments in energy efficiency and sustainable operations.

RIU currently has six Riu Plaza hotels worldwide in Guadalajara (Mexico), Miami, New York, Berlin and Dublin, as well as two undergoing construction: Riu Plaza España, in Madrid, and a second in New York.

Luxury in Costa Mujeres

RIU inaugurated the **Hotel Riu**



Hotel Riu Palace Costa Mujeres.

Dunamar last November 2017, a 5-star hotel and the company's first resort in Costa Mujeres, located on a spectacular white-sand beach with turquoise waters located 30 kilometres north of the hotel zone of Cancun. With this opening, RIU was the first hotel company in this new destination of the Mexican Caribbean.

The hotel, of new construction, offers 740 comfortable, light-filled rooms, as well as RIU's exclusive 24-hour All-Inclusive service.

The gastronomic offer is one of the Riu Dunamar's strong points, as it offers gourmet, Asian and



Hotel Riu Dunamar.

Italian options, six different bars, a steakhouse and one main buffet restaurant with local cuisine and international dishes.

New opening

Opening in November 2018, the **Hotel Riu Palace Costa Mujeres**, located on the Bahía de Mujeres beach, has spacious facilities, the best 24-hour all-inclusive service and an extensive gastronomic offer.

The Riu Dunamar and the Hotel Riu Palace Costa Mujeres share an



Splash Water World.

exceptional entertainment area with the Splash Water World and the RiuLand children's club.

This new all-inclusive hotel in Costa Mujeres has 670 rooms with minibar, beverage dispensers and a balcony or terrace. The cuisine at the Hotel Riu Palace Costa Mujeres offers new culinary experiences, with a buffet with American-style breakfasts and show-cooking stations at the main restaurant and the best Japanese, Mexican and Italian dishes at the theme restaurants. Likewise, in the hotel's bars and pastry shop, you can try a wide variety of snacks and aperitifs.



Cuban tourism is on the road to recovery and continues to grow



Holguín City.

Cuban Tourism is showing signs of recovery in the form of renewed tourist arrivals in the wake of the physical effects of Hurricane Irma which hit the island just over a year ago resulting in a lot of negative publicity and significantly reduced sales figures. Even though the recovery has been gradual, and the figures are still negative, numbers are now approaching operational levels of the previous quarter. This good news was announced by the Tourism Minister, Manuel Marrero Cruz, during the first day of the MITM Americas Havana conference, when he stated that the destination has been growing steadily over the first 16 days of September. He also predicted that the last four months of the year would be favourable, enough to reverse the decrease. He assured the audience that the current year would close with higher numbers than the year before, and that the record for international arrivals to the island would once again be broken.



Church of Carmen, Camagüey City.

Despite the decrease in visitor arrivals after the fateful meteorological event, and thanks to the significant growth in tourist arrivals over the last eight months of the year, Cuba closed 2017 with a record number of 4,689,894 visitors, an 11.6% increase (16.2% higher than at the rest of the Caribbean destinations). All this is despite of the afore-mentioned impact the hurricane had on the region and the new measures applied by the United States government on Cuba. Income associated with tourism has increased by 10.5% so far this year. Cuba has closed the months of January-August with 3,268,878 international visitors in total,

according to unofficial figures, 97.9% of the total in 2017. At that time, the leader board as far as issuing markets are concerned looked like this: Canada was the top market, followed by the United States, Cubans living abroad, France, Germany, the United Kingdom, Italy, Spain, Mexico, Russia and Argentina.

Over 600,000 American citizens visited the island last year, despite the restrictions on travel to Cuba imposed on them whereby they can only travel to the country using one of 12 approved licenses. In accordance with what was stated by Cuban minister, Miguel Díaz-Canel Bermúdez, at the meeting held in New York with travel entities which handle travel between Cuba and the United States, market experts estimate that the Caribbean island can aspire to receive two to five million North American tourists, said sources from Prensa Latina.

Cuba currently boasts 69,286 rooms, 69% of which are in 4- and 5-star establishments. As part of the wide-ranging investment process which is being carried out, a further 5000 rooms are to be built and the number looks set to reach 103,000 by 2030, although the country has the potential to reach over 400,000 rooms.

21 prestigious international hotel chains currently operate on the island, together they operate 45,333 guest rooms, accounting for 65% of the country's total, via administrative and commercial contracts. In addition, 27 mixed tourism companies have been founded, which operate around five thousand rooms. ■



OPENING SOON

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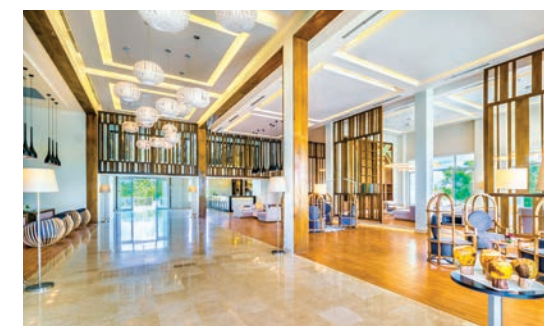
BY MELIÁ

Cuba

Varadero-Holguín-Cayo Santa María-(opening in 2018)

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GUANTÁNAMO: LAND BETWEEN RIVERS

Founded in 1796, and given the name Santa Catalina de Guantánamo, in the centre of the Valley of Guantánamo (a very fertile region featuring rivers of great economic significance: Bano, Jaibo, Guantánamo, Guaso y Hondo; which account for it often being called: 'Land of the Guaso') *Guantánamo is the easternmost province of Cuba*. It boasts the Bay of Guantánamo (one of the largest and most protected in the world) and the 'Alejandro de Humboldt' National Park (which also includes the province of Holguín). The latter was declared a World Heritage Site by UNESCO in 2001 due to its huge variety of ecosystems which are unique to the island and is one of the tropical island locations with the greatest biodiversity (flora and fauna) in the world, as well as high endemic qualities. Humboldt Park is the main nucleus of the Cuchillas del Toa Biosphere Reserve (it occupies more than half of its total surface area) and the largest and most valuable of the country's parks. It is a stunning combination of beautiful mountain landscapes, plateaus, grasslands, bays, fast-flowing rivers and reefs. Guantánamo's architecture and culture are different to that of the rest of the island due to the influence of immigrants from neighbouring Antillean countries, such as Jamaica and Haiti. Guantánamo, which means



Balcón de Iberia.

'land between rivers' in aboriginal language, is a city of doorways, streets and checkered pavements (like a draught board); full of music, attractive architecture and rich in a history which is reflected in the buildings of its historic centre, and in its diverse socio-cultural manifestations. It has Catalan, Arabic-Spanish, French, Antillean, Asian (particularly Indian), North American and Creole influences. The province has been the birth-place of and home to great Cuban and foreign scientists, as well as notable artists such as the illustrious professor, historian, poet, essay-writer and painter Regino E. Boti.

This unique province is lucky enough to boast cities such as Baracoa, 'Cuba's first city' founded by Diego de Velázquez on the 15th of August 1511, under the name Nuestra Señora de la Asunción de Baracoa. Declared a National Monument, Baracoa possesses the magic of being the oldest Spanish settlement in Cuba and was its first capital city. On the 1st of April 1895, brothers Antonio and José Maceo disembarked on Duaba beach, on the Baracoan coast, accompanied by Flor Crombet and other renowned patriots of Cuban history. On the 11th of the same month, José Martí, Cuba's National Hero, the Generalísimo Máximo



Tumba francesa.

Gómez and various other fighters disembarked on Playitas de Cajobabo. No less glorious are the 20th Century revolutionary intransigences of Niceto Pérez García, in the area of El Vínculo, and of Lino de las Mercedes Álvarez and his maroons, who under the cry of 'Tierra o Sangre', defended the plots which were being farmed by their efforts at Realengo 18.

This territory is home to one of the great masterpieces of Cuban engineering, which is astonishing with its 11 hanging bridges and its height of 600m on the peaks of Cotilla: none other than the La Farola Viaduct (1967). Its system of forts dates back to the 18th Century and was constructed to defend the city. The Seboruco Castle and Matachín and La Punta Forts have been converted into hotel establishments and museums. In Baracoa, the marine atmosphere contrasts with the mountains and the rivers of the region – all of great natural beauty – such as Las Cuchillas del Toa, with its numerous waterfalls. These natural attractions make for unique experiences and are pleasantly complemented by a very peculiar gastronomy. Nuanced with traditional and unique dishes like *ajiaco criollo*, *jigote* and *bakán*, a delight for even the

most discerning of palates.

This territory has deep-rooted musical traditions and a great deal of musical genres were conceived here, such as the son, the bolero or the changüí. Guantánamo is also captivating in its day to day musical nature which comes to a climax at the Guantánamo Carnivals, which take place from the 13th to the 17th of August (in honour of San Joaquín, the city's patron-saint).

LA GUANTANAMERA There is one thing above all else which has brought



Playita Cajobabo.

Guantánamo international fame – a song, considered the country's most patriotic of all songs: 'Guantanamera'. It was conceived in July 1929 and was made popular by Joseíto (José Fernández Díaz). To date, it has been performed by countless singers and groups all over the world. What is most significant about Guantanamera, is that it includes simple verses by José Martí in its lyrics, making it synonymous with the essence of Cuban nature and culture.

Traditional festivities

Tumba Francesa. This traditional expression of music and dance is representative of the culture of the black slaves of the Eastern region of the island, in particular in the south, including Baracoa, Guantánamo and Santiago de Cuba. It originated towards the end of the 17th Century when the French and Franco-Haitian colonists allowed their teams of slaves to dance and sing on the days of the patron saints or on any other authorised festivity. Dancers dress up in clothes similar to those of the French nobility. The Society 'La Pompadour Santa Catalina de Ricci' was declared a Masterpiece of the Oral and Immaterial Patrimony of Humanity (UNESCO, 7/11/2003) and registered in 2008 as it preserves the legacy and influence of the French and Dahomeyan (Benín, Congo and Nigeria) cultures in all their splendour.

Fiesta de la Guantanamera. Held from the 1st to the 4th of December and hosted by Guantánamo City Foundation in honour of the Patron Saint Santa Barbara in Baracoa. This festivity is similar to the Carnivals celebrated across the country as it also features colourful costumes and unique music.

To enjoy an exceptional tourist destination which is full of diversity, music and traditions, visit Guantánamo, *LAND BETWEEN RIVERS*. ■



THIS DREAM LAND!



Las Tunas city.

Aloida Rodríguez Álvarez
Director of CIDTUR/FORMATUR

The province of Las Tunas is in such a peculiar location that it seems to just pop out of the Eastern part of Cuba. *With a romantic connotation*, it is commonly known as the *Balcony of Eastern Cuba*. Las Tunas was founded in 1796 around the San Jerónimo Parish, on lands donated by the owners of bordering properties who called

upon their neighbours and slaves to found the village. In 1848 Las Tunas was officially considered a 'Town' and therefore gained its own jurisdiction. On September 26, 1876 during the Ten-Year War, Major General Vicente García González and his men set fire to the city to stop it from reverting once again into the hands of the Spanish. This action was always seen and continues to be seen as an example of dignity and rebellion on the part of the Las



*Spring is here
Over our beautiful fields
And with the sun shining
on them Strongly
reverberating
(El Cucalambé)*

Tunas people.

There is a unique story behind the name of the Town. In the western part of what would today be the province of Las Tunas, almost four centuries ago, Cuban natives constituted the Cueibá *cacicazgo*. In 1603, El Hato de Las Tunas – named after what characterised the area: flat and fertile ground with abundant pastures, home to the xerophyte plant commonly known as Tunas (prickly-pear) – already existed in this area. Another name that identifies the area is "The Capital of Cuban Sculptures" given the works of well-known creative artists that liven-up different places in the city, offering an environment of artistic creativity, setting it apart from all other provinces in the country.

CALDOSA DE KIKE Y MARINA stew

The city holds a unique and imperturbable authenticity, nuanced by the charm of its people: friendly,

cheerful and easy-going, just like Kike and Marina who made one of the Las Tunas' most autochthonous dishes famous, **La Caldosa**. In 1979, the song written by Rogelio Díaz Castillo and sung by Inocente Iznafa González, (*El Jilguero de Cienfuegos* – The Goldfinch from Cienfuegos) became a musical phenomenon. From these artists, the tasty dish and the two cooks came the idea of building a restaurant on the outskirts of the city specialised in this dish, in Sant Antonio de El Cornito to be precise. The restaurant opened its doors in 1983, and from then on, tens of thousands of people, including a great number of national and foreign visitors, who stop off there to try the typical Las Tunas stew made with a variety of vegetables, chicken and different condiments, have enjoyed the venue and its dishes.

Jornada Cucalambeana cultural event

This is the festival of festivals for Cuban peasants. It is the living expression of artistic creativity and of the socio-cultural way of life in rural areas. Given the quality of its organisation and its great convening power, this event has managed



Covarrubias beach, Las Tunas.

to harmoniously articulate the Cuban peasants' rooted spiritual expressions together with different elements of material culture. The main reason this event is celebrated is to commemorate the anniversary of the birth of Juan Cristóbal Nápoles Fajardo "El Cucalambé" on July 1, to pay tribute to him and revitalise the works of who in the 19th Century was considered to be the quintessential writer of ten-line stanzas. The festival is held every year at the **El Cornito Finca**, although a wide range of activities

are also organised in other parts of the city and all over the region. The stars in this extensive programme are undoubtedly the sight-singers who improvise with un-rehearsed melodies and songs.

Las Tunas and tourism activity

Quite young in comparison to other tourism destinations in the country, Las Tunas has a lot to offer its visitors. Fine white sand beaches with crystal clear water; one-of-a-kind bird-watching sites; a coral reef with wonderful places for diving; quiet town squares and one of few fresh water springs on the island, with water running onto the seashore. Museums, parks, cultural events and a leisurely nightlife are great attractions for those looking to enjoy their holidays without the hustle and bustle of big cities or crowded summer resorts. Other attractions are hunting grounds and forests used for nature tourism, mineral-medicinal waters and speleology. An undreamed-of destination, Las Tunas is today one of the most appreciated attractions Cuban tourism has to offer. **This dream land** is as sweet as the sugar it produces. ■



Las Tunas city.



TIMES ARE CHANGING

Cuban Tourism is looking forward to 2019



Hotel Packard.

Lic. Teodoro Cabrera

Cuba continues to create the conditions needed for sustainable development in the mid-term. Its updated Economic and Social Development Model has boosted the country's development towards an economy which is more open and dynamic; where different types of property can coexist and foreign investment has a significant role to play.

The island's economy which in 2017 was striving for a humble 2% growth, only grew by 1.6% that year and during the first six months of 2018 has experienced a mere 1.1% increase in its GDP.

Behind those reduced advances are some extreme natural disasters, a failure in agreed supply, and economic, commercial and financial blockades imposed by the United States, with their complicated international ramifications; all factors which are entirely

unconnected to the nation's own productive efforts.

None of this has been able to detain Cuba's dynamic agenda. Important changes within the State's organisation and revolutionary advances in the formulation of citizens' duties and rights have been included in a Bill for a new Fundamental Law, which has benefited from the insight of millions of Cubans, both from within the country itself and from outside its borders, in a democratic exercise which is without precedent in the world. At the centre of this new creation is the push towards the development of each territory as an autonomous municipality which would work closely with other localities and in sync with national development programmes.

The country maintains a strong commitment to the protection of its heritage and to Tourism development as a source of fresh resources and generator of productive chains which can sustain



Viñales.

the future of the nation.

Investment in the sector has been protected in the face of any adversity. Even so, the estimated total number of visitors for this year in mid-September, reflect an adjustment of 200,000 less tourists than those announced in the middle of 2017, when the hope was to surpass the objective of five million arrivals by the end of this year.

Thus, the new estimate for 2018 is approximately 4,800,000 foreign visitors, with a gross income which could be estimated at around 3,400,000,000 USD, despite the essential decrease in prices with regards to the previous year's average. In reality, the big news for July and August was the record numbers of national holidaymakers at resorts like Varadero, Santa Lucía, Guardalavaca and Jardines del Rey. Varadero alone maintained an average of 100,000 visitors during both months and on occasion surpassed 240,000 overnight stays in just one day, with an estimated growth of 37% in the total number of Cuban clients, a phenomenon which briefly made Cuba its own second

largest issuing market for some areas, topped only by Canada.

After a summer of highs and lows regarding international arrivals, the growing number of bookings taking place during the back end of the year allows for positive predictions for the new season which continues until April. The negative variations in international arrivals over the course of a year – from September to September – have not provoked significant changes in the Tourism Ministry's expectations for 2019. These remain stable at around 5.1 Million visitors, as has been announced at various specialised events and conferences.

Phenomenons such as the extraordinary popularity of Cuban ports in the Caribbean cruise market, an eventual reactivation of commercial North American flights to some Cuban destinations, the great diversity of local produce and the attractions surrounding celebrations and commemorations for La Habana's half-millennium anniversary next November could result in new highs in the predictions for 2019.

Another factor to consider is the massive opening of new hotel capacities in a range of locations and qualities to cater to regular guests who are in search of new experiences, such as the one soon to be offered by Cayo Cruz, another small island so far untouched by tourism in the north of the Camagüey province, which will now boast two excellent hotels. Or the first high-end hotel dedicated to nature tourism in the north-eastern mountains of Santiago de Cuba.

This year the country will add 5000 new hotel rooms to its total which is set to reach the figure of 103,000 by 2030, and even though most of the new hotel constructions have been carried out in beach areas, new urban hotels have also been considered for investment as well as the conversion



Swimming pool Hotel Packard.



Key Levisa.

of old buildings of great architectural value, to stimulate tourist access to the attractions offered across all parts of the country.

A year ago grand-luxury facilities in the form of the Gran Manzana Kempinski Hotel and more recently the Grand Iberostar Packard, were opened in La Habana and a third grand-luxury hotel is expected to be opened in the capital in mid-2019 – at the intersection between Prado and Malecón streets, the management of which could fall to French company Accor. These hotels have contributed to the diversification of standards in the national hotel industry and help to entice further market segments which have so far been absent.

There are also temptations when it comes to special facilities at imminent openings in beach areas for this coming year. One stand-out example is the majestic

Meliá Internacional de Varadero, featuring 25 restaurants and two exclusive floors, in addition to the merit of it having been built to perpetuate the fame of the previous building on the same spot, which dated back to the 50s and was demolished two years ago to protect the environment along this stretch of the coastline.

The upcoming season could also present surprises in the reactivation of some traditional markets and even in the incorporation of new issuing markets in Asia and Europe, where Cuba is already being promoted. The first surprise was dealt by Canadian operator Sunwing Travel Group in October. From the 17th of December the company will be the first operating weekly flights, every Monday, to Cienfuegos – a destination in the south of the island which boasts hotels operated by Meliá International since January this year.

Everything seems to indicate that the difficulties faced by Cuba as a destination from September 2017 to September 2018 will soon be over and all that will remain is the memory of this small country and its resilience when faced with the wrath of nature and the anachronistic laws set against it. ■

CUB

Uncle Sam's rewards and punishments

A look at Cuba's second strongest issuing market

Lic. Teodoro Cabrera

As was to be expected after the re-establishment of diplomatic relations between Cuba and the United States, the North American market continues to threaten to dethrone Canada as the Caribbean island's strongest issuing market, despite the prohibitions, setbacks and misleading publicity.

Canadian tourism steadily provides the island with over a million visitors a year and this is barely affected by the fluctuations of the global economy. There was an 8% decrease during the first six months of 2018, compared to the previous year, in accordance with a global trend which also affected the island's other markets and the region in general.

As for the giant that is the United States market – with its potential to provide between two and five million travellers a year – it is still waiting for favourable circumstances which would make it easier to travel to the island on tourist visas, although the special permits approved by Obama already placed it firmly in second place on the list of countries which send the most travellers to Cuba.

In fact, the laws which have limited travel to Cuba for North Americans as part of the blockade issued on the island for almost 60 years have had a contradictory effect for the supporters of this policy.

The new opportunity to discover a



Havana City.



Guardalavaca beach, Holguín.

different holiday option on their doorstep has made classic Caribbean tourism doubly attractive to the American traveller.

Significant numbers of visitors with concrete objectives continue to arrive by land and sea and –even though Cuban statistics tend to count travellers who are nationals now living in their neighbouring country separately – the total number of North American visitors which manage to

complete the procedure and comply with the requirements imposed by their government in order to travel to Cuba has, for the third year running, been close to one million.

A large part of this contingent of North American visitors are people whose main motivation is the island's culture, history, scientific advances and nature – a responsible tourism, which is socially adequate and which cares about the environment, as well as being an avid consumer of the many leisure options available in Cuba.

In 2017, 1,170,000 US travellers, including 400,000 resident Cubans (citizens and non-citizens) came to the island. Half-way through the same year, Cuban tourism reported increases of over 26%. However, in September, a powerful hurricane caused serious damage to the country

and in June the newly installed United States government initiated a macabre plan to discourage travel to the island which caused countless cancellations at the end of a year which could have ended on a much higher note.

If at the end of 2017 the number of visitor arrivals to Cuba fell by 50%, at the beginning of this year a gradual recovery in the flow of tourism was detected. The most obvious

The Cuban government, which in 2015 did not hesitate to accept the challenge of an avalanche of travellers among which –as was explicitly recognised– there would be a significant amount of agents whose aim it was to destabilise the country's politics, felt it had a lot more to gain, and that is exactly what it did.

Most of this first wave of visitors returned to the United States with



Cruise terminal. Havana.

repercussions of a year of misleading travel warnings – according to which Cuba represents a threat comparable to very unstable areas or those in conflict – has been the 20% decrease in the number of 'non-Cuban' visitors originating in US territory. Even so, in September this year the number of North American visitors reached a total of 430,000 travellers and the bookings for the last months of 2018 show favourable estimates, which are also optimistic in regards to the number of family members visiting Cubans, which could exceed the 500,000 mark. The war declared against Cuban tourism by the current government in Washington has been unable to break the relationship the US public has with the island, and this is evident in the gradual recovery in travel bookings.

a new perception of the island's reality, one which refuted the predominant dogma shared by the media. The positive feedback from their experiences in Cuba – and above all the comments related to the calm and secure atmosphere experienced during their time on the island – were detrimental to the interests which had developed over close to six decades at the expense of a tense relationship between the two countries.



Trinidad City.

During his presidential campaign, Trump accepted alliances which, as declared by Bill LeoGrandre, professor at the American University and author of the book Back Channel to Cuba: The Hidden History of Negotiations Between Washington and Havana in an interview with the Los Angeles Times, drove the new government to 'outsource its foreign policy' to Marco Rubio, Republican Senator from Florida and the public head of the most fervent of AntiCuban politics in the United States.

Without a solid argument to back up its actions, Washington was obliged to apply methods which the US Senator and Democrat Patrick Leahy described at the time as reminiscent of the Cold War, and what one would expect of a 'paranoid totalitarian government, not a democracy like ours.'

Today, efforts to reverse the gradual normalisation of relations between the United States and Cuba have reached a point where there is no room for new political action.

The opposition to laws which prevent normal relationships between both countries became evident during a meeting with Cuban President, Miguel Díaz-Canel Bermúdez, and North American business people from important travel and tourism sector companies, in the context of the 73rd Session of the UN General Assembly in New York.

There, the President confirmed Cuba's desire to boost good relationships with its neighbours alongside tourism, and the comments made by participants showed the sector's opposition to the laws which restrict the rights of Americans to travel freely to their neighbouring island. As said by one of the participants to members of the press '...a great many of us in the United States are in favour of better relations with Cuba.' ■

First Destinos Gaviota Tourism Trade Fair

A first-hand view of the products

At the beginning of October, the Gaviota Tourism Group brought all its friends together from the big family of tour operators, travel agents, airlines and hoteliers who work with destination Cuba, to bring them up to date on all of its scheduled openings, new products and updates to its installations.



Playa Pesquero.

The first Destinos Gaviota Tourism Trade Fair chose an unforgettable venue – the tourist area of Jardines del Rey, in the north of the Ciego de Ávila province, a privileged destination with surprising nature which boasts excellent, completely refurbished accommodation, a marina, brand-new hotels, new products and a great deal of future prospects.

The fair confirmed that Gaviota continues to lead the way in the tourism sector in Cuba, with an annual rate of growth of over 12% with regards to accommodation capacity and customers. In 2018, Gaviota's portfolio will be improved with the addition of 3000 new rooms, ending the year with a total of 33,200 of its own hotel rooms, distributed across 93 different facilities.

Close to 90% of the group's

accommodation facilities are operated by well-known international chains such as Meliá International, Iberostar Hotels and Resorts, H10, Blue Diamond, Valentín, Kempinski Hotels, BanyanTree Hotels and Resorts, Sercotel, MGM Muthu Hotels and Accor.

In addition, Gaviota operates 4000 of

of a second grand luxury hotel in La Habana: the Iberostar Grand Packard, with 321 rooms, which doubles the number of rooms available in this segment initiated in Cuba with the Grand Hotel Manzana Kempinski, which has been very well received by visitors to the capital.

The first Star Prestige by Iberostar



Las Salinas Plaza & Spa.

Hotels & Resorts hotel in Cuba will open in Holguín, with 638 rooms. Newly opened in Cayo Santa María, is the Angsana Cayo Santa María Hotel, with its 252 rooms and the Hotel Paradisus Los Cayos, a luxury five-star hotel with 802 rooms. Also recently inaugurated is the Grand Muthu Cayo Guillermo, in Jardines del Rey, with 500 rooms and excellent beach facilities.

And lastly, Cayo Cruz will be launched as a tourist destination this year. In northern Camagüey, home to one of the largest and most beautiful beaches in the Caribbean, this location will soon also be home to hotels Ocean Arenas Blancas, with 546 rooms, and Quebrada, with 60.



INFORMATION

www.gaviotahotels.com
gaviota@gaviota.cu

Dream and enjoy

No Limits.

CUB

Escape for the perfect break with Gran Caribe!



Mirador del Valle.

Just 15 minutes away from the centre of La Habana, via the Via Blanca road up to the 30-kilometre mark, at the beaches of Playas del Este, Gran Caribe presents some great places to stay which are sure to keep you coming back time and time again: the *Villa Mirador del Valle* complex (featuring *Hotel Atlántico-Villa los Pinos-Villa Mirador del Valle*).

Excellent houses, many of which have their own private pool and up to six rooms. Comfortable rooms, all of which are air-conditioned and excellent value for money.

The proposals available to you include the option of preparing your own daily programme, as the houses are fitted out with all the equipment necessary to make you feel at home.

The *Villa Mirador del Valle* itself provides you with all the facilities you need to complement your stay. In particular, you can opt for the variety of culinary options available at El Ranchón, which boasts a huge selection and features its own pool, making for unforgettable



Piscina Ranchón, Mirador del Valle.

days out.

Ideal for a short break with friends, to celebrate your graduation, anniversaries, group parties or just to enjoy a family holiday. Featuring everything you need in close proximity to the city and in an intimate and cosy atmosphere surrounded by nature.

Also in Playas del Este, are another two establishments which are part of the same tourist complex...

Hotel Atlántico***

Right on the beach front, this hotel preserves its original charming 50s architecture. A great combination of gastronomy, sports and entertainment,

enough to satisfy all types of guests. Ideal for those thinking of combining a pleasant stay at Santa Maria beach with some time spent in the exciting city of La Habana, which is less than 30 minutes away. This hotel boasts 92 air-conditioned and refurbished rooms, all with balcony and views of the garden or sea; four restaurants, two bars, a games and entertainment room, water sports, swimming pool, a multi-purpose theatre and other services.

Villa Los Pinos***

25 comfortable and spacious chalets - 19 of which include a pool- featuring 2, 3 and 4 rooms and fully equipped with a microwave, electric cooker, blender, coffee machine and hair dryer. Located on the front line of Santa Maria del Mar beach, just 20 minutes from the capital, the structure and functionality of this resort, together with its calm surroundings, sea breeze and personalised service make this villa an ideal destination for family holidays and long stays. This complex features a bar and restaurant with an a la carte menu, a pizzeria, a cafeteria and other facilities.



INFORMATION:

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Hotel Atlántico
Avenida de las Terrazas No. 21, Santa María del Mar, Playas del Este
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Villa Los Pinos
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Gran Caribe Hotels





Hotel Saratoga Right in the heart of Havana



Known for its privacy and elegance, Hotel Saratoga offers guests 'front row seats' to enjoy Havana's culture, pleasures and entertainment, from the safety and comfort of its facilities.

It is a sturdy eclectic building, with the neoclassical style predominating, located at the intersection of Paseo del Prado and Dragones Road; right by the busiest and liveliest area in the city.

The hotel has 96 five-star rooms: seven suites, forty-nine junior suites, forty De Luxe Patio rooms and two special ones for people with reduced mobility. It also has a gym, a SPA and two meeting rooms. WIFI is offered throughout the hotel's common areas and in all rooms. Its interior design combines traditional features and materials such as marble and iron with the modernist of technologies, for the utmost comfort of its guests.

The hotel has inherited its name, location and suggestive personality from an earlier building and maintains the original façade and



the spirit present in its design. Back in 1935 it was already considered to be one of the best hotels in Havana given the wonders of its cuisine and the great show performed on its exclusive terrace-lookout, where great icons of popular music made their mark.

Today, the terrace-lookout has a seventeen-meter-long swimming pool with almost 270° views over the Bay of Havana and the Fortress of San Carlos de la Cabaña; a wide panoramic view of the city's faraway areas with the bustling Fraternidad

This November, on the eve of Havana's 499th anniversary, the hotel will celebrate thirteen years of its reopening and it will inaugurate a new conception of its food services. Its Anacaona restaurant-bar proposes a new Author Menu and its Havanera evenings. The creators, Cuban and Spanish chefs, have recreated a historical fusion between both cultures and have made it a real privilege to taste the mixture of sweet and savoury flavours with new foie-based textures.



Park, the Partagás tobacco factory, the National Capitol and Havana's Great Theatre almost at the forefront. The Mirador Saratoga Restaurant-Bar is on the terrace and caters for up to forty people inside and another twenty-four outside and serves light meals from 9am to 6pm and dinners from a menu specialising Mediterranean cuisine from 6pm to 11pm.

Meanwhile, the Mezzanine bar, cigar bar, open 24 hours a day, offers a selection of the best brand-name Havana Cigars such as Montecristo, Partagas and Hoyo de Monterrey. Announced the start of its Habanera Nights. In the evening, guests can enjoy Cuban cocktails, a selection of tapas and different types of music from the first half of the twentieth century, animated with symbols of Cuban culture, such as fans and guayaberas.

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Be Live expands its presence in Cuba

Be Live Hotels, the hotel chain which is part of the Spanish Group Globalia, continues its expansion in Cuba.



Be Live Adults Only Los Cactus.

This year marks 25 years since Globalia Group first entered in Cuba and, it now actively participates in the tourism development on the island via its companies: *Air Europa*, *Be Live Hotels*, *Travelplan*, *Viajes Halcon*, *Viajes Ecuador*, *Welcomebeds* and *Welcome Incoming Services*.

Be Live Hotels operates seven hotels in Cuba with a total of 1502 rooms, 1284 of these are in Varadero beach, 268 at **Be Live Experience Turquesa**, 148 at **Be Live Experience Las Morlas**, 365 at **Be Live Experience Varadero**, and, from the 1st of June 503 rooms were added, 233 at **Be Live Experience Tuxpan** and 270 at **Be Live Adults Only Los Cactus**. There are 218 rooms located in Havana, 168 at **Be Live Havana City Copacabana** and 50 at **Chateau Miramar by Be Live**.

“Cuba is a very special destination(...) Its natural wealth, marvelous beaches, the outstanding cultural level of its people and its security, as well as many other factors, make it one of the world’s leading destinations” said Javier Fernandez, General Director of

Be Live Hotels Cuba.

Be Live Hotels is considering expansion projects in the near future. If everything goes as

we keep a balanced mixture which allows us to optimise our sales. We currently offer special packages for different segments such as Adults Only, Better Together for families, Falling in Love for weddings and honeymoons, and Feel The Difference which is a very special package for high-end clients. All these products evolve according to our clients’ needs as and when we detect them in the market and we are always actively improving and diversifying all our products, services and facilities.

Our chain also operates in the holiday tourism industry in other locations in this region. We have over three thousand rooms at six owned hotels in the Dominican Republic and, recently, in Cancun we have launched a new brand: Melody Maker.

The main characteristic and value which we want to give to our products is the people. In the tourism world people make all the difference, that’s why we are very proud of all our working teams. Their hard work and dedication in all our hotels allows us to continue growing, with quality management systems which guarantee high levels of satisfaction to our guests.



Be Live Experience Varadero.

planned, in three years or more we will be able to double the amount of rooms we operate in the island. We are close to reach an agreement for a joint venture for a 5-star grand-luxury hotel in Havana.

The main markets we currently operate are Canada, Germany, Italy, France, Spain and Latin America. There is a huge growth of the On Line sales in recent years, we work with the main accounts worldwide, but we also maintain good relationship with medium-size and small tour operators and specialised agencies. We open our niche market to all potentially interesting markets and

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Gobierno Provincial
de La Habana



The Convent of San Francisco de Asís, jewel of Cuban colonial architecture. According to the historians, it is among the first three religious buildings of the Villa de San Cristóbal de La Habana. Its monumentality is real; its history, wonderful.

La Habana
REAL Y MARAVILLOSA



Cubanacan's new proposals in Santiago de Cuba

The Cubanacan Group opens the 2018-2019 season with new proposals in Eastern Cuba, specifically in the province of Santiago de Cuba, in its capital of the same name as well as in other nearby emerging tourism attractions.

Santiago de Cuba, one of the main tourism destinations in the Eastern part of the island, offers a product that combines city tourism with culture, heritage, nature, sailing and the beach; ideal for those who prefer to spend their holidays enjoying different kinds of tourism. Not far from the province's capital, Cubanacan inaugurated its four-star Segundo Frente hotel, nestled deep in the middle of a stunning mountainous environment, in the Sierra Cristal mountain range, ideal for hiking, long walks and horse riding. Also located in an area closely linked to history, specifically to the 1959 Battle for Victory, it is near to the monument that safeguards the remains of the fallen combatants killed during the Second Eastern Front "Frank País"; to the Museum that tells the story of this period and to the grave of the dancer Antonio Gades.

The conventional-style Segundo Frente hotel has fifty-two rooms, a Buffet Restaurant, Snack Bar, Lobby Bar, Night Club and Cava. Every room has a balcony, air-conditioning and heating, a mini-bar, telephone, satellite TV, WIFI, safety box and hair dryer.

At the iconic town of El Cobre, where one can find the Sanctuary of Our Lady of Charity -Santuario de Nuestra Señora de la Virgen de la Caridad- the par excellence pilgrimage site for both Cubans and foreigners, Cubanacan recently



Segundo Frente Hotel.

opened the doors of its Los Peregrinos three-star hotel with eight fully furnished rooms; and soon it will also inaugurate its four-star El Cobre hotel, initially with eighteen rooms, a restaurant, café and lobby bar.

In the very heart of the city of Santiago, Cubanacan already manages the four-star San Basilio hotel and the Versailles and Punta Gorda three-star hotels, which belong to the Group. Hotels run by foreign companies are the five-star Meliá Santiago hotel and the Casa Granda, Imperial and San Félix four-star hotels, managed by Iberostar

Santiago de Cuba, famous for its history, friendly people and Carnival, offers visitors a wide range of different places of interest, such as museums, its Enramada and Padre Pico streets, a seaside promenade, Céspedes park, Diego Velázquez's old house, the Cathedral, the Moncada Barracks and the Santa Ifigenia Cemetery; and on the outskirts, an aquarium for dolphins, La Gran Piedra (The Big



Brisas Sierra Mar Hotel.

Rock) and the World Heritage Sites of Morro Castle and the ruins of the first French coffee plantations. For those who choose beach tourism, Cubanacan runs the Carisol Los Corales three-star Hotel, in Baconao, and the four-star Hotel Sierra Mar-Los Galeones. Both hotels all all-inclusive and located in a pleasant geographical setting where 'nature meets the sea'.

Easily accessible from the Central Highway and the National Motorway, Santiago can also be reached by travelling to the Antonio Maceo International Airport and the Punta Gorda International Marina, point of entry into the country by sea.



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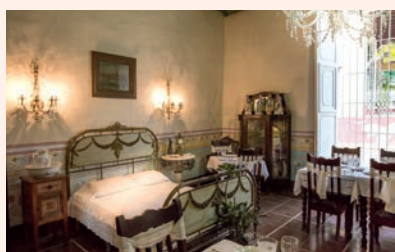




The unique SOL ANANDA awaits



SOL ANANDA Restaurant, located in front of the Plaza Mayor in Trinidad, in the heart of the historic centre, was founded on the 29th of January 2011, after the building it occupies had been fully repaired and refurbished.



The property was built in 1750, and as such is one of the oldest in the city. Its founder and first owner was one of the most illustrious people in the area at the time. He was a pioneer of the sugar industry and head of the first militias which protected Trinidad from frequent pirate attacks in the early 1700s. In fact, he even became Mayor of the town for some years after stepping in to replace a corrupt predecessor. As we have mentioned, the house underwent an extensive and very detailed restoration, so detailed in fact that it was awarded the 'LE GESTE D'OR' prize organised by the Cultural Heritage Salon at the Louvre

Museum on the 20th of October 2015. What stood out the most, according to the awards committee, was the fact that the restoration efforts had not only been so in keeping with the principles of this discipline but also (and this is what makes this property stand out) the fact that house's atmosphere and décor had been scrupulously maintained. In other words, as you can see from the photos, the restaurant was literally inserted into the property, amongst all the house's original furniture and the original layout and set-up has not changed in the slightest. Many customers say that it's like being invited to someone's private home for a meal, such is the homely feeling inspired by this establishment's décor and atmosphere – with its beds, wardrobes, lounge, dining room and all the spaces which recall what day to day living in this home must have been like.

From a culinary point of view, the kitchen has developed some dishes which showcase the great climatic and geographical potential of this urban location. Trinidad is located on one side of a mountain located on the southern periphery of the Escambray mountain range. It faces

the mountains to the north and the Caribbean to the south – as well as the Valle de los Ingenios, location of the many comings and goings of agriculture, cattle and tobacco farming and the sugar industry. This territorial diversity makes this a city with its own micro-climates and diverse conditions when it comes to the farming of different produce.



Our cuisine which we mainly refer to as 'fusion cuisine' is strongly influenced and permeated by these afore-mentioned circumstances. This is why we are able to refer to what we have to offer as unique – we combine many different ways of doing things with typical ingredients which are in line with Trinidad's particular context and conditions.

We look forward to welcoming you!

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CUBA GIVES THE GREEN LIGHT TO LICENSES FOR PRIVATE HOLIDAY ACCOMMODATIONS.

June 10.- From December 7, new regulations will give way to new licenses for independent owners of holiday accommodations and will allow people to rent houses and rooms to other "legal entities". These new regulations update the legislation concerning self-employment that has now been permitted in Cuba for the last seven years and will also set into motion the process for the granting of twenty-seven licenses that were put on hold last year. Last May there were 591,456 self-employed workers in Cuba, which represents thirteen percent of the country's labour force.

NH PRESENTS ITS FIRST COLLECTION HOTEL IN CUBA

July 22.- Representatives from NH Hotel Group held a briefing with Cuba's accredited press, travel agencies and Tour Operators to talk to them about the features of their Collection brand, now present at the NH Collection Victoria Hotel, their new purchase located on Avenue 19 between L and M, in Havana; this meeting was organised to coincide with the celebration of

establishment's 90th anniversary. Cuban researcher Ciro Bianchi gave a special speech and drew attention to some of the hotel's historical and cultural distinctive features.

HAVANA DISTINGUISHED AS A CRUISE DESTINATION

August 2.- As part of a contest that gives awards to the best cruise destinations in eighteen different world regions, Cruise Critic, top website for cruise reviews on the internet, has chosen Havana as the best destination and port in the Western Caribbean and Riviera Maya Destinations. The site also applauded Havana as the busiest port in the Western Caribbean and Riviera Maya Destinations. As stated by Manuel Marrero, Cuban Minister for Tourism, new and exclusive cruises are going to be brought to Cuba this year and the number of travellers is expected to exceed 700 thousand.

THE WARNING LEVEL ON TRIPS TO CUBA DROPS

August 23.- The U.S. Department of State unexpectedly reduced the risk level put in place last January for its citizens travelling to Cuba. The neighbouring

island is now considered to be at level 2 on the Travel Advisory scale that determines the level of danger U.S. citizens could be at when travelling to certain destinations. This measure is the acknowledgement of what was already a fact for all Cubans, specialised organisations and the over four million tourists who visit the island every year: Cuba is an extremely safe country.

COPA AIRLINES OPENS A NEW OFFICE IN SANTA CLARA

August 29.- Copa Airlines announced the opening of a new office in the city of Santa Clara, capital of the province of Villa Clara in the centre of Cuba. This new office is part of the company's strategy to strengthen its presence in the region by offering routes that, since June 2018, include new flights to the cities of Willemstad (Curaçao), Mendoza (Argentina), Montego Bay (Jamaica) and Tampa (USA), now with daily flights from Panama.

IBERIA WILL INCLUDE A PREMIUM ECONOMY CLASS ON ITS FLIGHTS TO CUBA

September 6.- In a statement made by the Spanish airline Iberia, currently operating in Havana, the company

announced that in April 2019 it would start to operate its Premium Economy class on flights to the Cuban capital. It also highlighted the fact that the aircraft to be used during the 2019 summer season on flights connecting Havana and Madrid will be its A330-300s, with 29 seats in Business class, 21 in Premium Economy class and 242 in Economy class. The Spanish airline will offer an extra four thousand seats on this route, totalling 124,584 for the summer season of next year.

IBEROSTAR OPENS A NEW LUXURY HOTEL IN HAVANA

September 10.- In full swing, the new Iberostar Grand Packard hotel opened its doors on Monday, weeks before the scheduled date. The new luxury hotel will be Iberostar Hotels and Resorts' best example of quality and exclusivity on the archipelago. Classified as a Grand Luxury urban hotel, it combines the building's great architectural value, reviving its original façade with innovative and exclusive features, with 321 rooms and luxury services, outstanding facilities for business events and the most spectacular views of the capital including The Malecón, Havana Bay and Morro Castle (the castle of the Three Wise Men).

MICE BUSINESS BOOSTS CUBA AS A DESTINATION

September 19. – During the first day of MITM Americas, the most important MICE trade fair in the Americas and the Caribbean, officials from the Cuban Ministry of Tourism confirmed their interest in boosting tourism for meetings and incentives in the country. This trade fair was organised at Havana's Meliá Cohíba hotel from the 18 to 21 September and as reported by the organisers, more than four thousand meetings were held generating new business worth an

estimated two hundred million Euros, in the medium and long term.

MELIÁ ANNOUNCES NEW OPENINGS IN CUBA

September 20. – Meliá Hotels International's corporate division in Cuba has reported that the modern Paradisus Los Cayos eco resort, which is being built on the islets north of the central province of Villa Clara, will open its doors in December. The five-star facilities will have 802 Junior Suites and Suites, eight restaurants, five snack bars and fifteen bars. The press release also confirms the

opening of the majestic Meliá Internacional for the end of the year; an exclusively designed hotel with 946 rooms that inherits its name from a late 1950's building that was located on one of the best parts of the beach in the Varadero resort and that was demolished two years ago due to environmental issues.

DÍAZ-CANEL IN TALKS WITH THE US TRAVEL INDUSTRY

28 September. – Cuban President, Miguel Díaz-Canel Bermúdez, told representatives from Northern American tourism and travel

companies that despite current setbacks in bilateral relations, his country insists on the willingness to engage in dialogue on the basis of respect. During his participation in the UN's General Assembly in New York, the Caribbean leader highlighted the great potential of growth for travel companies working to connect Cuba and the United States and the need to lift all constraints that prevent Americans for visiting their neighbouring nation freely. The country, he said, is open to travel agencies and to the development of tourism.



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