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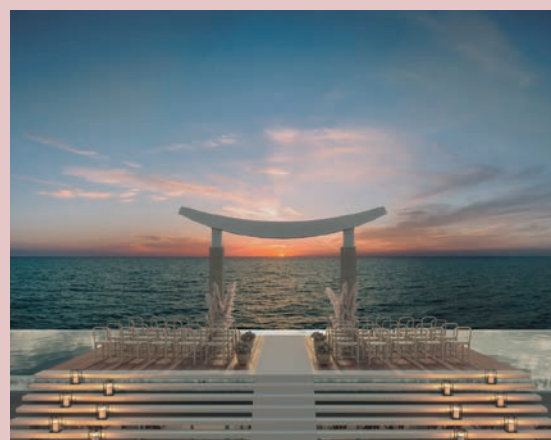
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Editorial

In all scenarios

The coming months will be filled with challenges that the Spanish and British tourism sector will have to face. And the only way to do this is with energy, optimism, and collaboration, on the basis of the mutual trust and loyalty gained from working together in the past for so many years, so many wonderful and unforgettable memories created for travellers, so much enthusiasm, quality assurance and proven safety and security. In 2020, Spain will once again welcome British tourists with open arms and offer them new and innovative reasons to choose it as their destination.

With Brexit just around the corner and after the Thomas Cook crash, institutions and companies from both countries strive to maintain tourism as a top priority in terms of action to be taken and in terms of guaranteeing the continuity of fluid air connections between both countries in coming years. The collapse of the British tour operator has led to a rapid response in Spain to attract the rest of its partners in the UK; and major operators such as Jet2, TUI Group, and easyJet have not wasted any time and have shown their commitment by increasing operations with different Spanish destinations for the upcoming season.

There are reasons for optimism because we have a very creative business sector with a great deal of initiative that offers British tourists new experiences every year. And this showcases the differentiating features of its culture, outdoor sporting activities, gastronomy, wine, and also its excellent facilities for the MICE segment.

The coming years are approaching with a calendar full of exciting events. This year, Andalusia has started to celebrate the 500th Anniversary of the First Trip Around the World, with more than 130 activities that will run until 2022. While, Galicia is warming up for Xacobeo 2021 and has already invested almost 250 million Euros in activities, infrastructures, and improvements to accommodation.

Spain has a lot to offer and will continue to be the British peoples' favourite destination in all possible scenarios.



Air connections between the UK and Spain will soon be back to normal thanks to the commitment of different tourism operators.

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The 2020 horizon is shrouded in unknowns and challenges which will gradually dissipate. The 2019 figures are cause for cautious optimism, as indicated by the increase in last-minute sales of trips to Britain's favourite destination and in the continued enjoyment in the great variety of experiences the country has to offer.

According to the most recent data collected by the **INE (Spanish Institute of Statistics)**, between January and August 2019 Spain once again broke its record number of visitors, receiving 58.2 million, 1.5% more than during the same period the year before as reported by a questionnaire on Frontier Tourist Movement (Frontur). And what is more, tourist expenditure,

which shows how much visitors spend at the destination on food and drink, culture and a myriad of other experiences, more than doubled itself with a 3.2% increase, reaching 64,124 billion Euros. During this period, the British issuing market accounted for 12.7 million visitors, 1.8% less, but their expenditure totalled 12,732 million Euros, 1.3% more. The United Kingdom maintains its position

as the main source of tourists for Spain and especially for its hotels – in August the British market accounted for 25.4% of the total clients in hotel accommodation, with 46.6 million overnight stays. It is worth pointing out that in August, the most important month in the high season, we saw how last-minute sales managed to convince British travellers that once again, they could not

renounce their long-standing and unforgettable holidays in Spain. Hotels registered a 0.7% increase in the number of United Kingdom clients which totalled 1.2 million and 7.3 million overnight stays. These are signs of resilience which show that "Spain will continue to be the British market's favourite destination for decades to come," as claimed recently by the **British government** via its embassy's Economic Affairs Attaché in Spain, **Paul Clark**, during a professional event held in Mallorca. The diplomat, when questioned on the uncertainty created by Brexit, said that Spain's sun, culture and gastronomy, have meant that British tourists were loyal visitors even before it became part of the European Union. This was just days before Thomas Cook collapsed, but the essence

Thomas Cook's demise has prompted many companies in the British market to reinforce and extend their operations in Spain, and this has already made up for most of its market share

of the message has not changed. Two days after the news came out, the UK's ambassador to Spain, **Hugh Elliott**, sent out a message of confidence concerning the prospects of British tourism in the country. "We know that many people in Spain are worried by

this situation and we are aware that these are difficult times," said Elliott, who also stated that the prospects for the following months "are positive and there are various companies and British tour-operators currently growing their operations." And this has indeed been the case. Less than a month later various airlines responded to Spain's call to recover its connections, and now it looks as though the destination will come out stronger than before, and even sooner than expected. "There can be no doubt that we have good reason to be optimistic," the director of the **Spanish Tourism Office in London (OET)** dependent on **TourSpain**, **Javier Piñanes**, said in an interview with Hosteltur. It is true that the seats which corresponded to the first weeks of October practically disappeared



Spain's attractions will ensure it remains a favourite destination for British tourists for many years to come. Photo: VisitValencia.

from the market, but, less than a month after the bankruptcy, a significant part of the capacity lost was recovered in time for this imminent winter season. In fact, in the Canary Islands, the destination

increase air capacity to different Spanish destinations and that they are interested in acquiring Thomas Cook's slots and this "will undoubtedly benefit many of them." Specifically the slots



Chef Ramón Vidal offers a unique culinary experience at the de Piedra Monastery in Aragón.

which was most affected, tourism authorities recently announced that 91% of the seats affected had been recovered. According to our sources, we can also see that the Balearics have recovered a significant amount of seats over recent days, and everything seems to indicate that the same will happen over the next few weeks. Various British reputable tour-operators and airlines have been announcing their intentions to

in highest demand have been the ones in Gatwick and Manchester. In fact, in mid-October, British company Jet2.com announced the purchase of the Manchester and Birmingham slots. As for the 2020 summer season, "we are also feeling optimistic and feel that the gaps left by Thomas Cook will be filled almost entirely by other airlines and tour-operators." And as for Brexit, in June last

year Turespaña wanted to be a step ahead with its campaign "We have Spain in common" which "had the main aim of counteracting the uncertainty generated by Brexit." Now in addition, "to lessen the effects of the Thomas Cook crisis, the Spanish Tourism Office in London is setting up various campaigns, to be launched between now and the end of the year, which will run on social media, online and in some specialised printed media, as well as co-marketing activities with the most relevant tour-operators and airlines in the British market. Its objectives are first and foremost to reinforce promotion, increase connectivity and customer loyalty to the two destinations most affected by the crisis; the Balearics and especially the Canaries where the imminent winter season is so important, without neglecting other destinations affected."

According to the latest data provided by the association of British travel agents ABTA at its annual convention, in 2019 Europe continues to be the first option for British travellers and Spain is still its favourite. In fact Spain accounts for over a third of foreign travel undertaken by United Kingdom residents and is 15% above the second most popular destination, France. The demand for tourist packages decreased slightly this summer after three years of consistent growth. Specifically-speaking Spanish destinations accounted for 35% of the international trips taken over the past year, and 28% is already planning to choose Spain again next season.

However, the uncertainty created by Brexit is still very present. The director of the Spanish Tourism Office in London stated that "Brexit's most relevant effect

in the short-term is essentially a financial one. If the pound continues to lose value against the Euro, we could find ourselves in a situation where potential British tourists have less spending power and this would be reflected in people maybe renouncing their holidays, containing their spending and reducing the lengths of their stays." This is why the Spanish government has centred its promotion efforts on "avoiding misinformation at our main issuing market and making sure British citizens know that Spain is prepared to receive them in the same way it has always done and offer them a varied, sustainable and quality option," explained the president of Turespaña and Secretary of State for Tourism

"Spain maintains its position as the leading destination for 2020 for the British market, continuing a close relationship which even pre-dates its integration into the European Union"

Isabel Oliver during the "We have Spain in common" presentation. And this is why it is so important

that Spain shows its attractions and ability to provide unique experiences to the British tourist. From active, sports and cultural tourism options; to an innovative beach holiday product which features the latest technologies; enjoyable options all year round; and participation in specialised events such as the International Wine Tourism Fair, FINE, which will take place in Valladolid in February 2020 and for which there are already 60 operators specialised in creating wine-related trips confirmed. Innovation is also becoming more and more relevant within the world of gastronomy, with proposals which focus on creating a global experience which includes the five senses and is always very healthy. ■



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Faced with the Thomas Cook crisis, Spain has set up specific urgent measures

THE TARGET:

to guarantee the competitiveness and air connectivity of Spanish tourism destinations

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The particularly challenging environment the tourism sector is faced with at the end of 2019, with Brexit just around the corner and the recent fall of Thomas Cook, has called for rapid action from Spain in securing the competition of its Tourism companies as well as air connectivity. A critical situation, both businesses and tourism destinations will come out of a lot stronger and ready to welcome their adored British tourists.

The fall of one of the British market's most important tourism operators that brings a significant share of customers from the United Kingdom to Spain every year, has called for forceful and quick thinking and action on behalf of the Spanish authorities in order to make sure connections between both countries continue to be as fluid as always, and so that businesses and tourism destinations take advantage of this opportunity to reinvent themselves

and offer an even more technological, personalised and modern look. On October 11, the Spanish cabinet passed a Royal Decree-Law including credit lines of up to 700 million Euros, by which urgent measures are implemented to mitigate the effects of **Thomas Cook's** bankruptcy and to improve the competitiveness of the Spanish tourism sector. The Minister for Tourism, **Reyes Maroto**, has explained that "The Government has



On October 11, during the Council of Ministers, the Spanish Government issued a Decree for Urgent Measures .

worked hard to coordinate the efforts carried out by the public authorities together with the private sector to define a package of measures, detailed in the Decree-Law, with which we intend to minimise, to the greatest degree possible, the effects caused by Thomas Cook's insolvency, but also improve the competitiveness of the tourism sector, key in Spain's economy, and its adjustment to the market's new global trends."

Managed by the Official Institute of Credit (ICO for its initials in Spanish), a specific line of funding of up to 200 million Euros, for businesses directly affected by the collapse of Thomas Cook has been activated under this Decree. And, another 500 million will also be made available for companies to develop projects set to improve their competitiveness, especially those including activities to digitise, innovate



By mid-October, Spain had already recovered 74 per cent of all air connectivity lost after the collapse of Thomas Cook

and modernise services.

Financial support measures include direct grants to the Canary and Balearic Islands amounting to fifteen and eight million Euros respectively, to help them to recover air connectivity and consolidate the diversification of products they have been working exceptionally hard on all these years to bring a wide array of experiences to tourists. Measures also include cuts in Enaire's en-route charges, and this will be applied for all Spanish airports.

Regarding connectivity, it should be noted that the great effort made by companies and the public authorities has been fundamental. In the case of the Canary Islands, with their high season starting now, they have recovered more than ninety per cent of the tourist beds they had lost with the collapse of Thomas Cook. This is thanks to the increase in the number of seats advertised by airlines like **Jet2**, operating fifty new flights to the Canary Islands this winter, resulting in a total 168,000 seats, and the 12,500 sold by **Wizzair** from London Luton. **FTI** has also added another 66,000, while **Norwegian** maintains its connections with Tenerife and Gran Canaria, as does Thomas Cook's subsidiary in the Nordic Countries, **Ving** with 400,000. TUI will also include the Canary and the Balearic Islands in its expansion to different destinations, and this will result in another two million.

During the Spanish Tourism Board's

meeting just days before, Maroto pointed out the need to lower dependence on tour operators, "something we all already knew, and this is why we need to change tourism management models; I am sure we will come out of this a lot stronger."

Less than one month after the tour operator collapsed, Spanish destinations had already recovered 74 per cent of their connectivity. Furthermore, the Government is highly focused on recovering lost jobs and has already contacted different companies to sell Thomas Cook's productive centres in Spain, and to do so, together with the administrative receiver, it has set up job listings.

Ready for Brexit

Concerning Brexit, Reyes Maroto informed about the Government's contingency plan, articulated around citizens and companies in three areas (legislation, logistics and information), subject to the principle of reciprocity and within the European Union framework.

To this respect, she has pointed out that "Preserving tourism and trade flows from the United Kingdom is essential: securing the British market is a priority because we want it to continue being our principal foreign tourism market."

Among the issues being dealt with in this plan, visas, the single European sky, healthcare, customs, pets, university students, and professional qualifications are a top priority. ■



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The Balearic Islands are promoting measures to mitigate the effects of Thomas Cook's crash

As soon as the news was out on Thomas Cook's bankruptcy, the Government of the Balearic Islands acted with determination to do everything it could to minimise the negative effects on the destination, the workers, and the companies affected. To understand the dimension of this collapse and its impact on the Balearic Islands in a social and economic context, it is essential to note that the tourism sector was one of the main pillars the economy depended on to recover from the recession that began in 2008. It is therefore clear that the Balearic Islands' economy is especially sensitive to anything that may affect tourism demand.

Given that the share of the two main tourism markets in the Balearic Islands, Germany and the United Kingdom is around 25 per cent in each case, the fall of Thomas Cook has had an unprecedented impact on economy, affecting much more than just the tourism sector.

The collapse of Thomas Cook means that customers who had booked with the tour operator for the upcoming off-season, between October 2019 and March 2020, will potentially no longer be traveling to the Balearic



Oficinas de Thomas Cook en Palma de Mallorca, donde se han visto afectados por el cierre centenares de trabajadores.



El conseller de Modelo Económico, Turismo y Trabajo de las Islas Baleares, Iago Negueruela se ha reunido con los trabajadores en varias ocasiones.

Islands, and this could represent a drop of up to 300,000 tourist arrivals. Therefore, immediate measures have been imposed to lessen this first consequence and its significant repercussions, especially the impact on employment.

The fact is that this situation has not only led to the loss of 800 jobs in the European group's companies, but it has also affected all the complementary activity related to the tour operator, in scopes such as transport and hotel supplies. Hence, the Regional Government believed that as well as acting to mitigate the enormous debt the tour operator has left with numerous companies on the islands, estimated at around 110 million Euros, it was also important to act rapidly on the social dimension of the problem to guarantee support for those most vulnerable.

After holding a significant number of meetings with delegates from business federations, trade unions, representatives from Thomas Cook itself and different administrations, the Regional Government decided to adopt the following measures:

– **For Thomas Cook employees:** while the company is in a state of insolvency and as long as they are not receiving a salary or unemployment benefits, a subsidy of 500 Euros

a month has been set up for four months. Companies that hire these workers and give them permanent contracts will also receive discounts on payroll taxes.

– **For companies:** those most affected are small and medium-sized businesses that did not have insurance for debt collection. This situation is leading to a lot of them having to close before the end of the season or stop investments in renovations already agreed upon with building companies on the island. They also have to pay suppliers. For these, the Regional Government has taken the following two measures:

First, it has activated an interest-free line of credit of up to ten million Euros.

And, second, it has activated a line of aid of up to three million to cover unpaid bills from Thomas Cook. This will benefit hotels, carriers and distributors.

This direct subsidy will benefit hundreds of companies. It will reach about 150 hotel establishments as well as transport and distribution companies that are really suffering from this problem. Most large companies had their own insurance coverage.

Money from both lines of action, together with the funds expected from

the Spanish Government, will help to keep jobs, avoid establishments having to close before expected and also delays in openings; hotels will be able to pay their suppliers and, they will also be able to undertake some of the renovation work they had planned, with all that this also implies in terms of employment, by making it possible to maintain economic activity during the months of less activity.

All these measures, together with those carried out in collaboration with airlines to guarantee the islands' connectivity, will be up and running during the months to come. The Government is working hard to make sure everything is activated as soon as possible.

The implementation of these actions – both the regional ones and the state ones – will lead to the Balearic Islands being a lot more competitive than other destinations that weren't as fast to develop proposals to protect their workers and their companies.



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Measures which follow the guidelines established by the United Nations

Spanish tourism, committed to the 2030 Agenda

Due to its cross-curricular nature, which favours its repercussion across different fields, tourism is a key activity when it comes to achieving sustainable and inclusive growth. Spanish companies and destinations are developing strategies so that they can comply with the 17 Sustainable Development Goals (SDGs) set out by the United Nations and which make up the new global framework for economic and social development by 2030.

The 2030 Agenda for Sustainable

Development includes measures which affect tourism, such as promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. It encourages the fight against climate change and the conservation and sustainable use of the oceans, seas and marine resources.

The Spanish government, via the Secretary of State for Tourism, has composed a 2030 Sustainable Tourism Strategy to confront the sector's challenges in the mid and

long term, by promoting the three pillars of sustainability: socio-economic, environmental and territorial. Its objective is to lay the foundations for the transformation of tourism towards a sustained and sustainable growth model.

Companies are also working to establish best practises. There is still a lot to do, but awareness is increasing - especially of the need to achieve the aforementioned objectives and to contribute towards creating a more sustainable tourism model, acting on environmental impact by reducing plastics and energy consumption and showing greater concern for their social environment. A philosophy which in many cases has been incorporated into the company's management. ■

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Recovering lost connections

Airlines show strong commitment to the UK market in the wake of Thomas Cook's demise

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The United Kingdom is Spain's leading issuing market for passengers and tourists, and the two countries have the highest number of mutually connected airports in all of Europe. This is why the loss of flight connections has been, perhaps, the most detrimental impact the **Thomas Cook** bankruptcy has had on both countries. The good news is that, according to the experts, the market's dynamics will result in its progressive recovery thanks to competing companies which will absorb the capacities lost.

British airline **Jet2.com** has added an additional 288,000 seats on flights to Tenerife, Lanzarote, Fuerteventura, Gran Canaria, Mallorca, Menorca, Ibiza and Reus from several of its bases in the United Kingdom. It also purchased the Thomas Cook slots at Manchester and Birmingham airports and will create new routes, several of which will be to Spanish destinations such as Barcelona and Murcia.

TUI Airways has added two million additional seats to various destinations which include the Balearics and the Canaries, in the wake of its rival Thomas Cook's collapse. It will also offer more departures from regional British airports such as Manchester, Doncaster, Sheffield, Birmingham, Newcastle and Glasgow.

Spanish airlines

Iberia operates the London Heathrow-Madrid route with 56 flights a week and up to eight per day, covering all time slots (06:55, 08:15, 09:00, 13:20, 14:45, 15:50, 16:55, and 17:00), and these are in addition to another six daily flights between London and Madrid operated by **British Airways**, and another seven between London and Barcelona which both airlines offer under a codeshare agreement.

Iberia is launching a new programme next year called **Stopover Hola Madrid!** which allows Iberia customers with flights from the United Kingdom to one of its long-haul destinations to stop in Madrid for up to six nights at no additional cost to their flight ticket. "This includes an attractive leisure, gastronomy, shopping and cultural offering which can be tailored according to



Jet2.com absorbs the flight capacity left by Thomas Cook.

each passenger's interests. And if the client decides to travel to another destination in Spain, they would benefit from a 25% discount on their flight with the Iberia Group, amongst other benefits." The company has launched a website with all the information on Stopover Hola Madrid for UK clients (<https://www.iberia.com/gb/es/stopover-in-madrid/>)

This winter **Vueling** will operate flights between London Gatwick and Alicante (4 flights a week), Barcelona El Prat (46 per week), Bilbao (7 flights per week) and Oviedo (3 a week). As well as London Heathrow and La Coruña (7 flights a week).

Iberia Express operates four routes which connect the United Kingdom with Madrid from Birmingham, London Gatwick and Manchester airports, all year round, and Edinburgh during the summer season. **Thomas Weimann**, Head of Network Planning & Scheduling at Iberia Express, said: "This winter season we will operate three flights a week on routes from Birmingham and Manchester. The latter will also have one more frequency than the previous season which means our capacity will increase by close to 43% compared to what we were offering during the same period last year. As for the route from London Gatwick, we will operate 14 flights a week this winter season, so two flights a day."

Air Europa operates the route London-Madrid-London twice daily. In 2018 its traffic increased by 7%. The airline will continue with this same operation next year, and it will keep improving its products and in-flight services throughout the year, "through which we offer passengers a unique experience." ■



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Jet2holidays Long-term and loyal support to Spain

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With multiple weekly flights and daily flights operating from nine UK bases, a pioneering move which gives customers total flexibility over how long they holiday for, this expanded programme is a clear demonstration of the company's commitment to its biggest market. The UK's third largest airline and second largest tour operator has always made its strategy clear when it comes to Spain – to develop and grow tourism from the UK to every Spanish destination. That has been the case since the company started operating to Spain in 2003 and is the reason that Jet2holidays is the leading UK tour operator to Spain today.

There has been a lot said about increased demand to other areas of Europe, but unlike some operators Jet2.com and Jet2holidays has remained totally committed to Spain. This year's World Travel Market represents another chance to spell out this commitment.

The company's year-round operation to Spain means it has more seats, more flights, and more 2-5 star hotels and villas on sale than ever, making it the UK's leading tour operator to Spain. To support that huge operation, Jet2.com and Jet2holidays employs more customer helpers at airports and in resorts throughout Spain than any other UK operator. This investment supports the economy

and ensures that the package holiday specialist continues to lead the industry for what it is famous for – delivering a VIP customer experience.

Jet2.com and Jet2holidays has continually invested in this 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 explains why the company has continued to grow, whilst repeatedly winning prestigious awards such as Best Low-Cost Airline – Europe, Best Airline – UK and 9th Best Airline in the World from TripAdvisor, as well as a host of accolades and recognition from companies including the BBC, Travel Weekly, TTG, Feefo, and Which?

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 eight destinations in Spain, allowing customers to check-in their bags at the hotel on the last day of their holiday.

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 in Spain that are full of happy holidaymakers on a package holiday they can trust.

Customers trust Jet2holidays and, critically, so does the industry. Despite its continued growth in Spain, the company has never changed its approach to doing business with hotels and the industry. It continues to invest in its structure so that partners can do business openly and honestly with colleagues in the company's contracting, revenue and product departments. This partnership approach to working with hoteliers and the industry is central to the company's success and it will never change. A lot has happened in the industry recently, but this makes a financially robust and customer-service centric company like Jet2holidays an even more attractive proposition. Recent events have not shifted the company's strategy. Jet2holidays had increased capacity to Spain before the collapse of Thomas Cook, and it increased capacity afterwards. Put simply – Jet2holidays did what it always has done. It continued its strategy, which is one of long-term and loyal support to Spain.

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*£60 deposit per person on bookings made 10 weeks or more before departure.

*1 child place per 2 paying adults, selected holidays only. Limited availability. Correct at time of print, October 2019.

Spanish hotel chains invest heavily in repositioning and modernising their offering

RENEWED HOTELS

which transform destinations

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Spanish hotels have, over recent years, focused on comprehensive renovations which not only increase the quality of their establishments and expand their offering, but also, in many cases, contribute to the transformation of the destination in which they are located, giving it a whole new look which British travellers will love.

A clear example of this is the leadership shown by **Meliá Hotels International** in Magaluf, Mallorca. Its ambitious repositioning project of its hotels in the area has culminated with the opening of Ininside Calviá Beach this summer. With a global investment of 250 million Euros across the company's eleven hotels in this area, the launch of this particular brand is the cherry on the cake of innovative holiday concepts which the chain has introduced at this, one of the British tourists' favourite destinations.

It is also worth noting the efforts of the **Palladium Hotel Group** in Ibiza. They opened Bless Hotel Ibiza this summer, a luxury hotel which is the second establishment by its newest brand, after the opening of Bless Hotel Madrid, a year ago. The company also hopes to invest in the Andalusian coast and in September it opened the new Palladium Costa del Sol, and is preparing to open its Palladium Hotel Menorca in the summer of 2020.

The **NH Hotel Group** has also set its sights on the Costa del Sol, and has

opened the Anantara Villa Padermia in Marbella this season, after integrating with the **Minor Hotel Group**, a clear exponent of luxury. In October it opened the renovated NH Málaga, which now has double the capacity and has thus become a great establishment for the MICE sector in the city. The chain has also opened the NH Collection Valencia Colón, its high-end urban brand, in the city of the same name.

One of the main players within the highest category is the Riu Plaza España in Madrid. Opened this summer, this was a complex project as it occupies an emblematic building in the capital but it has resulted in a spectacular hotel with unbeatable views and aspires to have an impact on the regeneration of the entire area. The **Riu Hotels & Resorts** hotel chain maintains its commitment to the holiday sector and it reopened its

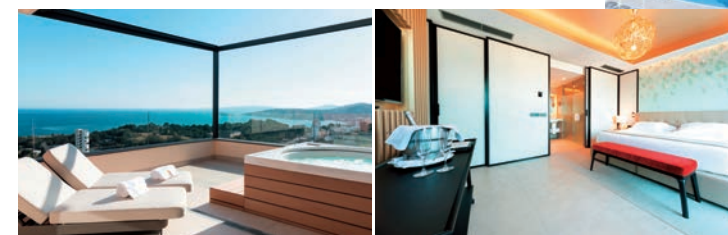
Riu Palace Palmeras at Playa del Inglés (Gran Canaria), completely refurbished thanks to a 22 million Euro investment.

News from **Barceló Hotel Group** is concentrated in the Canary Islands where it has reopened the Barceló Corralejo Bay in Fuerteventura, the first adult-only hotel on the island, the Allegro Isora in Tenerife and hopes to open the 5-star Santa Catalina Royal Hideaway in November. And further south it opened the Occidental Fuengirola in spring. As for **H10 Hotels**, the chain has a new 5-star resort on Playa Paraiso, in Tenerife, the H10 Atlantic Sunset.

Another very interesting location is Playa de Palma, where **Iberostar Hotels & Resort** purchased the 5-star Iberostar Llaut Playa a year ago. The Riu Playa Park also reopened after a complete reconstruction, and started receiving whala!fun guests in April, whose holding

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Spanish hotels modernise themselves with state of the art technology and increased levels of comfort thanks to the investment and initiative of chains which are committed to maximising the experiences they offer



The opening of Ininside Calviá Beach, in Mallorca, this past July, has culminated Meliá's repositioning efforts in the area.

company, **HM Hotels** also recently opened the HM Dunas Blancas. Mallorca was also the destination chosen for the first beach opening of **Room Mate Hotels**, a chain which will manage the Pax Barracuda. The **Fuerte Hotel Group** ventured outside Andalusia with its Amàre Beach Hotel in Ibiza. Other recent projects include the rebranding of the Las Caldas Villa Termal complex, in Asturias, by Mallorcan group **Roxa Hospitality** which incorporated it into **Blau Hotels**, and will soon launch lifestyle brands aimed at relaxation and self-care; or Seventy Barcelona by **Nuñez i Navarro**, which opened in October and is located next to Paseo de Gracia. The Catalan capital also welcomed the arrival of **Nobu Hospitality**, the chain founded by Nobu Matsuhisa, Robert De Niro and Meir Teper, which has opened the Nobu Hotel Barcelona in partnership

with Spanish company **Selenta Group**, offering a new luxury concept and gastronomic experience. Seville has been a hub of activity, with the recent opening of the Hotel Kivir, by **Amadora Hotels**, with views of the Guadalquivir river; and **Sercotel** will be present in the centre of the city with the new Sercotel Plaza del Duque. There are also significant projects from **Hoteles Center**, **Grupo Hotusa**, **Marriott International** and **Radisson Hotel Group**, which is putting the finishing touches to the first ever Radisson Collection in Spain. The most anticipated openings for 2020 include one by **Club Med**, the Club Med Marbella, while the international chain **Hilton Worldwide** defines its commitment to Spain with the arrival of its brand Hampton by Hilton this year in Madrid and its planned arrival in Barcelona by 2021. ■



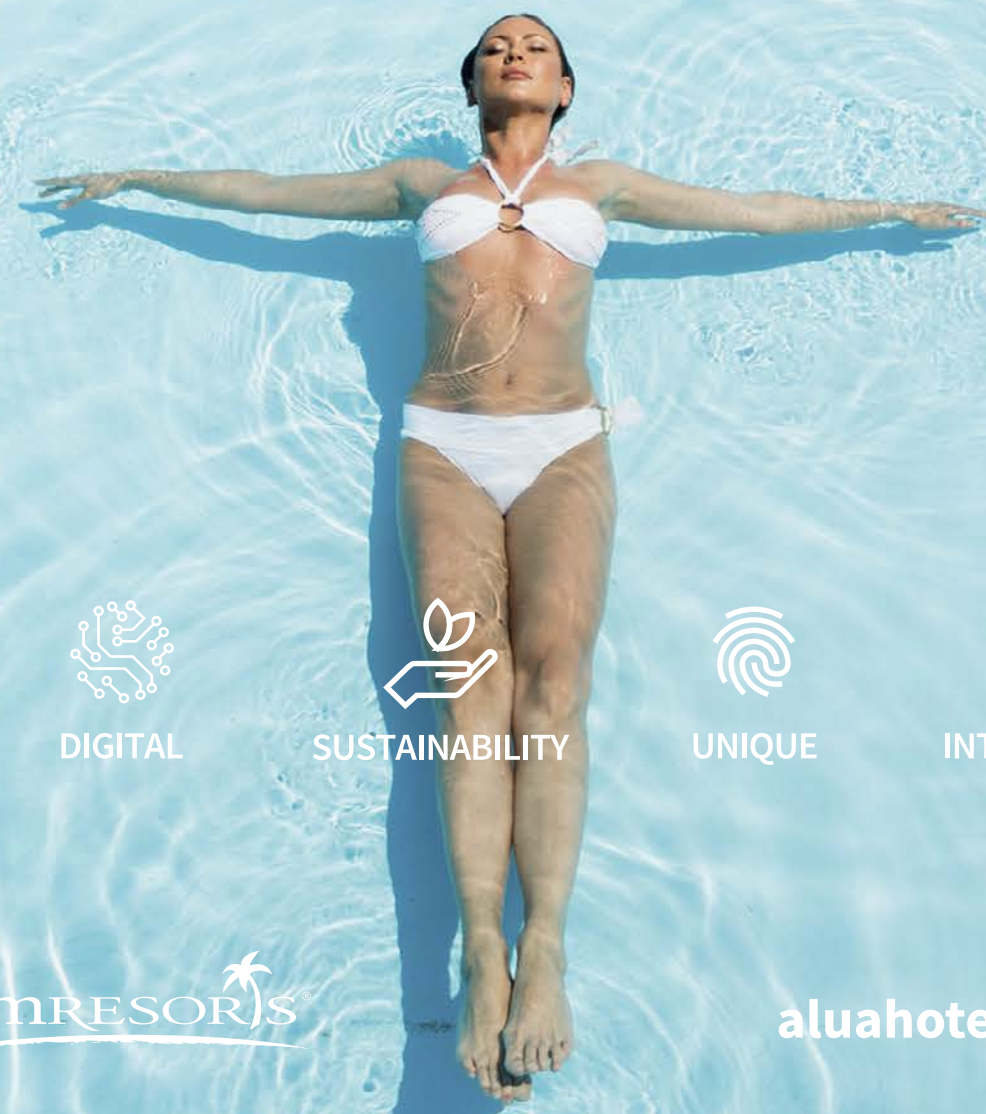
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PR

OPENING OF THE H10 ATLANTIC SUNSET

A five-star hotel in Playa Paraíso, Tenerife



H10 Hotels has opened a new 5-star resort, the H10 Atlantic Sunset, with the best views of the sunset in Tenerife, on a spit of land surrounded by the sea in Playa Paraíso in the south of the island. The hotel has 291 rooms and a wide range of services adapted to all types of guests.

Inspired by the sea

The sea is present throughout the establishment especially in its architecture of sea-inspired white façades and curved shapes, which contrast with the volcanic stone found throughout the complex. The sea can also be enjoyed from its

terraces and swimming pools, all with privileged views. The interior design features a strong Canarian-style influence, with fine materials such as marble, wood and stone and a mixture of modern furniture with antique items. The hotel is divided into a main circular body, where the common areas such as the Front Desk, the lobby, the Dome Bar and main restaurant are located, as well as three buildings that house the rooms and à la carte restaurants. In the Paradise Building, aimed at families with children, there is a Fun Area with a swimming pool equipped with a water park, a Min-



iclub and children's entertainment programme. The El Beso Building, aimed at adult guests, houses the Swim-Up Rooms on the ground floor that have ac-



cess to a pool with a Pool Bar. The Privilege Building is located facing the sea, for guests looking for that extra bit of exclusivity, with superior rooms and an exclusive terrace on the top floor, which features an infinity pool with spectacular views of the Atlantic Ocean. This area of the hotel contains the Privilege lounge with free bar service, newspapers, TV and Internet and the Privilege Restaurant.

Maximum comfort

The H10 Atlantic Sunset has Double, Swim-Up and Family Rooms, Junior Suites, Rooftop Suites, Priv-

bathrobe and slippers, Nespresso coffee machine, in-room safe and fully equipped bathroom with rain shower. The stand-out rooms are the Swim-Up Rooms, with their di-



rect access to a pool from their terrace and the Rooftop Suites, located on the top floor and featuring two levels: the ground floor containing the bedroom and the living room, and the upper floor with a terrace offering exceptional views and private jacuzzi.

Dining options

The H10 Atlantic Sunset features the Central Market buffet restaurant, offering small market-like stalls, plus five à la carte restau-

rants: the Japanese Sakura Tepanyaki Restaurant, the Italian Stromboli Restaurant, a Steak House, the La Boîte Restaurant with show-dinner and the Privilege Restaurant for Privilege guests, a gastronomic space with a menu prepared with high-quality ingredients. The complex also has two Pool Bars, a Mike's Coffee and the Upper Bar.

The hotel also has the Despacio Spa Centre, which features a wet zone, jacuzzi, sauna and Turkish bath and treatment rooms.

The gym is open 24 hours a day and is equipped with modern body-building equipment, stationary and spinning bicycles, elliptical machines and treadmills, among other things. The entire resort offers

complimentary Wi-Fi and parking for its guests. With the opening of the H10 Atlantic Sunset, the company consolidates its presence in Tenerife, where it already has 6 other hotels with a total offer of 2,634 rooms.

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ILUNION Hotels, the only chain that can say: Everyone-Inclusive Hotels



The Communications campaign of ILUNION Hotels shows us that it is the only hotel chain that can assert that its hotels are “Everyone-Inclusive”, since it underscores its vision of being the only chain in the world committed to the workforce integration of people with a disability at its hotels, and committed to making tourism fully accessible to everyone. In specific, one of every two of its employees has a disability. In addition to this, all ILUNION hotels are certified in universal accessibility (UNE 170001-2).

The Communications campaign “Everyone-Inclusive Hotels” has as its starring players the hotel chain’s employees themselves, since it is really they who, with their enthusiasm and their day-to-day effort, make this world more equitable and more accessible for everyone. Four of the more than five hundred workers with a disability tell us their stories in a video full of the emotions and stories of overcoming

obstacles that we experience every day at ILUNION Hotels. In these stories, each of them demonstrates that there are no limits and no preconceptions regarding disability. These four stories were selected after an internal recruitment campaign in which more than one hundred fifty ILUNION Hotels workers took part on a voluntary basis.

All of them have in common what makes ILUNION Hotels possible, namely teamwork and collaboration among colleagues. This reminds us that disability is not a barrier: instead, it offers an advantage in perception of and appreciation for the details that the great majority of us ignore.

As Diana, one of the starring players says: “Here we all work hand in hand: if I need something they help me and vice versa.” This is the main difference with this chain: the people who make up this great team.

The video is a token of thanks for the end customers for playing their

part in integrating people with a disability into the workforce, and it reminds them that by including ILUNION Hotels in their trip they make the message of this campaign a reality. Everyone-Inclusive Hotels. In addition to the video, the chain has drafted a book that includes twenty of the more than one thousand stories that are behind ILUNION Hotels. This book can be found in all rooms of the hotel chain, and its second edition will be available shortly, thanks to the warm welcome that the book has received from all the hotel chain’s customers. Therefore, Sandra, Luis, Rosa and Abel open up their hearts and tell us about their lives both outside of and at the hotel. More than a book of stories, it is a tribute to all of them, to their struggle and to their achievement, but it is also a token of thanks for more than two million customers each year.

The campaign also features an exceptional internal communications campaign, which contributes to make the customer, whatever his point of contact with ILUNION Hotels, discover and get to know the different starring players and their stories. For this purpose, different online and offline pieces have been created, including, of course, the video that can be seen on the screens of the hotels and on Channel o.

For everyone who wants to find out more about this campaign, you can visit the ILUNION Hotels website (www.ilunionhotels.co.uk) and its social networks and discover some of the more than one thousand stories that make this chain unique the world over.

“Life can be incredible and marvelous”

When you include ILUNION Hotels in your travel plans
You make it posible to include everything else.
In our hotels, one out every two workers has
disability. Thank you for making it
possible for us to call our hotels
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PR

As well as opening Palladium Hotel Menorca, the company has also opened a resort with two five-star hotels under the Grand Palladium Hotels & Resorts brand in Sicily

Palladium Hotel Group increases its offering



Chic Cabaret & Restaurant.

Palladium Hotel Group invigorates and adds new properties, on the islands of **Menorca** and **Sicily**, to its catalogue; and also improves the entertainment options at its hotels in **Mexico** and the **Dominican Republic** with a unique dinner show.

Chic Cabaret & Restaurant

The lights start to dim, pulses start to accelerate, and the stage lights

up, ready to satisfy everyone's appetites. A thrilling show and a delicious dinner, **Chic Cabaret & Restaurant**, a delight for the senses. Every night turns into a one-of-a-kind experience that goes far beyond gastronomy, where music, dance and the most succulent flavours come together in a vital and catching celebration.

Throughout this three-hour-long show with around twenty artists on

stage, including singers, dancers and acrobats, the performance traces the history of music, playing all of its most popular styles. And on the tables of this dinner show, a welcome cocktail, a varied gourmet menu, and unlimited premium drinks. An after-party is also organised for a maximum of 200 guests.

Chic Cabaret & Restaurant is on at the **TRS Coral Hotel** (Costa Mujeres), at the **TRS Yucatan Hotel** (Riviera Maya), and from December, it will also be on at the **TRS Turquesa Hotel** (Dominican Republic). **Grand Palladium Hotels & Resorts'** guests can also enjoy this dinner-show but at an extra cost.

Palladium Hotel Menorca

One of the hotel chain's most important novelties is the **Palladium Hotel Menorca**, a recently renovated and idyllic four-star hotel with views over Arenal d'en Castell's bay that will be opening in 2020. Located on the northern part of the island, on top of a hill and 23 kilometres from Mahon's airport, the hotel is in a very

lively and popular area surrounded by restaurants, markets, and shops to wander through. 650 meters from the turquoise-coloured waters and the toasted sands of the Arenal d'en Castell beach, this hotel is the perfect place to relax and discover Menorca's natural surroundings, its exclusive sites, and its secrets.

The hotel has 264 modern rooms with terraces and balconies, an international restaurant with show-cooking, and another option that is its à-la-carte restaurant. It also offers exciting activities and entertainment options for all the family, for couples, and for friends. It has two pools and a Zensations wellness area by Zentropia Palladium Spa & Wellness.

This hotel in Menorca is Palladium Hotels' second in Spain outside of Ibiza, the first being **Palladium Hotel Costa del Sol** that opened its doors this July and will now be taking on its second season from February 2020. The latter has been completely renovated and has 336 rooms and suites inspired by the Mediterranean Sea, with views of the sea and stunning sunsets.

Two five-star hotels in Sicily

Palladium Hotel Group has decided to export its five-star **Grand**



Palladium Hotel Menorca.

Palladium Hotels & Resorts' brand to Italy, disembarking on the island of Sicily with a resort spread over a ten hectare site, with two new hotels, **Grand Palladium Garde Beach Resort & Spa Grand** and **Palladium Sicilia Resort & Spa**, that will both open in 2020.

Whether it be to discover the beauties of Sicily or to relax on the beach, at the pool or in the Zentropia Palladium Spa & Wellness, with both of these establishments, Grand Palladium Hotels & Resorts creates an ideal environment for families, couples and groups, in the purest style of the "Bella vita."



Grand Palladium Sicilia Resort & Spa.

The Resort, on Sicily's north coast, in Campofelice di Roccella, municipality of Palermo, and in a popular holiday destination, has direct access to one of the longest beaches on the island. Both five-star hotels have recently been renovated.

The Grand Palladium Garden Beach Resort & Spa has three different types of rooms with 113 in total, all with terraces and room service, and the Grand Palladium Sicilia Resort & Spa has eight different types of rooms with 356 in total, 102 of which are bungalows.

There are three à-la-carte restaurants and six bars and a varied array of entertainment activities for guests of all ages, both in and out of the resort, as well as exclusive "Dine around," "POP Entertainment" and Zentropia Palladium Spa & Wellness services. There are also several different multipurpose halls and outdoor spaces, perfect for meetings, conferences, gala dinners, cocktail parties, and business events.

INFORMATION:

palladiumhotelgroup.com



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ABBA HOTELS	BERLIN 51-53 ENTRESUELO	BARCELONA	933632330	abba.hoteles@abba-hotels.com	https://www.abba-hotels.com
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ACEVI HOTELS	VILLARROEL, 106	BARCELONA	934520000	info@acevi-hotels.com	www.acevi-hotels.com
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AFINIA HOTELS	RAMBLETA PARE ALEGRE, 98	BARCELONA	927213333	info@afinia-hotels.com	www.afinia-hotels.com
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ATRAM HOTELS	CARFORT, 6, BAOS	BARCELONA	971356935	artem@artem-hotels.com	www.artem-hotels.com
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BEDA HOTELS - EVENT HOTELS	POLIGONO GALIARA CALLE U. Nº3 EDIFICIO IUSA)	NAVARRA	948842010	marketing@beda-hotels.com	www.beda-hotels.com
BEST HOTELS	ANDA, ANTONIO MACHADO, 66, LOCAL 22	MALAGA	977351505	expansion@best-hotels.es	www.best-hotels.es
BEST WESTERN SPAIN HOTELS, S.L.	CLEMENTINA ADOERIU 17, 1ºsª	BARCELONA	660529470	orior.aresc@bestwestern.com	www.bestwestern.es
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BETH HOTELS	VIA AUGUSTA, 167	BARCELONA	936116727	centra@beth-hotels.com	www.beth-hotels.com
BG HOTELS	NEOPATRIA, 3A	MALLOCA	971268706	carolin.reumann@bgh-hotels.com	www.bgh-hotels.com
BLAU HOTELS & RESORTS	MANUEL AZAÑA 38	PALMA DE MALLOCA	971757657	marketing@grupoblauebay.com	www.blauebayresorts.com
BLUEWAY HOTELS	GRAN VIA ASIMA, 6 IQO.	MALLOCA	971430309	info@blueseahotels.es	www.blueseahotels.es
BLUESA HOTELS	GREMI FLUSTERS, 33	PALMA DE MALLOCA	971427110	info@blueseahotels.es	www.blueseahotels.es
BLUESSEN HOTELS & RESORTS	PERU, 6	MADRID	913776420	info@bluesen-hotels.com	www.bluesen-hotels.com
BONDIA HOTELS	ANIMES, 22	BARCELONA	937690300	info@bondia-hotels.com	www.bondia-hotels.com
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BULL HOTELS	ALFREDO L. JONES, 40	LAS PALMAS	928260100	administracion@bull-hotels.com	https://www.bull-hotels.com/
CABOT HOTELS	MATEU ENRIC LLADO, 1 1ºB	PALMA DE MALLOCA	971865364	booking@cabot-hotels.com	www.cabot-hotels.com
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CENTRHOTEL HOTELS	TUSET, 23 - 2º, 7º	BARCELONA	934514446	info@centrhotel.com	www.centrhotel.com
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PR

Los Cabos with RIU Hotels: luxury and fun at an idyllic destination



Riu Palace Baja California.

On El Médano beach, in from of the beautiful Arch of Cabo San Lucas, stands the Riu Palace Baja California, a luxury hotel designed to offer the best of RIU's All-Inclusive 24-hour service, under its sophisticated Adults Only category. The beauty of Los Cabos merges with the sophistication and elegance of this establishment which, after its opening in December

2018, became RIU's twentieth hotel in Mexico. A significant landmark for this chain at this destination which it is so very committed to. The Riu Palace Baja California's structure entailed a complete change in concept for RIU hotels; with its communal areas, restaurants and daytime bars which can be elevated to be able to offer excellent sea views. The hotel boasts a total of

Riu Palace Baja California, recently inaugurated, is a luxurious adult-only hotel which offers a 24-hour all-inclusive service

602 guest rooms, 82 of which have frontal views of the sea and, in this case, also of the Pacific ocean's natural beauty and of the Arch of Cabo San Lucas, a rocky formation considered the symbol of the area. The Riu Palace Baja California, which has 602 rooms, also features four swimming pools, two of which have a water bar. Its wide variety of gastronomy features the main restaurant "Promenade" with its international buffet and show-cooking; as well as five themed restaurants; Indian, Japanese, Italian, Steakhouse and fusion Krystal.

As members of the sophisticated range of Riu Palace Hotels, and as is the case with guests at Riu Palace Cabo San Lucas, guests at Riu Palace Baja California have free access to

all the Riu Party events held at Riu Santa Fe, and access is restricted to those over 18 years of age. These are the only themed parties in the world which are included in an All-Inclusive, thanks to RIU Hotels & Resorts.

These parties take place in an exclusive and closed venue, which features bars and pools and are held four days a week, each with their own theme and unique set-up.

The two daytime parties, which can be enjoyed from 3pm to 7pm are the CocoBongo RiuParty, held every Monday and featuring the best performances by famous club CocoBongo; and the PinkParty, which will show you life in a different colour, one full of rhythm, fun and a whole load of surprises.

On Wednesdays once the sun sets, from 7pm to 11pm RIU clients have an amazing time – the dance floor transforms into a florescent festival, full of colour, rhythm and fun thanks to the Neon Party. And of course the White Party takes place every Saturday, an Ancient Greece theme and all the best hits from the 70s, 80s and 90s.

Pachá offers spectacles of lights and sound at their polished and detailed party performances and fun is



Riu Palace Baja California.

guaranteed at the spectacular water park, Splash Water World – both of which are also located at Hotel Riu Santa Fe and can be accessed by all RIU clients in Los Cabos.

Everything has been thought of so that your holidays with RIU provide luxury, sophistication and a unique and unforgettable experience at an unbeatable destination. Riu Palace Baja California has it all.

INFORMATION:

#RiuParty
www.riu.com

Senator opens its second hotel in the Dominican Republic, the Senator Puerto Plata Spa Resort, and it will be opening its all new Senator Riviera Cancún Spa Resort in Mexico in the next few months

Senator Hotels & Resorts grows its presence in the Caribbean



Senator Puerto Plata Spa Resort.

Senator Hotels & Resorts, a leading hotel chain for its segment in Spain, adds to its presence in the Caribbean, where it first landed in 2018 in the Dominican Republic with Playabachata Resort, and now continues its expansion with the **Senator Puerto Plata Spa**

Resort, a natural paradise located in Bahía de Maimón. The hotel is on a piece of land of over 32 hectares, in between two beaches, one of which is 1 kilometre long and exclusive to the resort.

The hotel Senator Puerto Plata Spa Resort, with its 567 rooms, is right

in front of a coral beach, has stunning views of the mountain and is surrounded by a tropical garden of 45,000 metres squared, with over 300 different varieties of flora. It also offers a wide selection of culinary experiences; everything from a recently renovated buffet restau-



Senator Riviera Cancún Spa Resort.

rant, to three speciality restaurants, a pizzeria, an ice-cream parlour and creperie, a cafeteria and 3 bars, as well as the gourmet restaurant The Pure (opening soon), Bacus Winery and the Cigar & Rum Bar.

The hotel has been completely refurbished to give it a more contemporary style, better facilities and new services. The guest rooms have been updated and equipped with an energy saving device, there is a new children's swimming pool and two jacuzzi areas.

The renovation began with the foyer itself, which has been relocated to the old theatre and equipped with a new ramp which reduces the number of stairs you need to climb to access the lobby and allows guests to enjoy a close-up of the views to the sea and gardens.

But the main novelty is the new Star Spa building with its relaxation area, treatment zones, massage rooms, locker area for women and men and its beauty salon. Its open-air section features a sensation and hypersaline swimming pool, Jacuzzis and sensation showers.

All-inclusive luxury in Cancún

Apart from the new hotel in the Dominican Republic, the holiday chain is preparing for the opening of its first hotel in the Riviera Maya in the next few months. The **Senator Riviera Cancún Spa Resort**, an all-inclusive 5* Premium resort with 1,043 rooms and nine different categories to choose from.

Located in the heart of the Riviera Maya, on a white-sand beach which is 600m long and surrounded by exotic natural mangroves, in the area known as the Golden Mile, the hotel has sunning views of the Caribbean Sea. Aimed at all ages, its facilities offer over 4000m2 of swimming pools with Jacuzzis and gardens. The exclusive Premium All Inclusive gives visitors access to a wide selection of gastronomic experiences, with over 20 restaurants which include the national and international buffet with show cooking, 8 speciality restaurants and 10 snack bars. The gourmet restaurant, with chef Paco Pérez at the helm, boasts 5 Michelin stars and has an additional cost.

The resort also has its own brand new Water Park, Splash Park, two lazy rivers and a wide variety of facilities and entertainment activities, including a bowling alley, a theatre, a Kid's Club, Game Zone (DJ dance floor, Laser Tag, video games) and the sports area with mini-golf, curling sheet, firing range and giant chess board, as well as beach activities and water sports such as Surf Wave and the certified diving centre.

The Senzia Spa & Wellness centre, which extends over 3,500 metres squared, is located on the sixth floor and is equipped with a water circuit, Jacuzzis, cobblestone swimming pool, fruit pool, Indo-Roman bath, Turkish bath, sauna, beauty salon and a select variety of massage therapies in double or single treatment rooms.

INFORMATION:

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BI

Thomas Cook's disappearance will reinforce other operators' commitment

The Balearics show their strength as they face the CHALLENGES OF 2020

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Mallorca, Menorca, Ibiza and Formentera will welcome their beloved British tourists again in 2020, with a top-quality tourist offering and the newest and most inspiring hotels and locations – which are as easy as ever to get to thanks to guaranteed connections, even when faced with the market's recent challenges.

The most recent data analysed by the **Balearic Institute of Statistics (Ibestat)** shows that the Balearic Islands received 12.2 million tourists between January and August 2019, a slight increase of 0.4%. 2.7 million visitors came from the United Kingdom, a figure which is practically the same as during the same period in 2018.

By islands, the total share of visitors was the following: 8.7 million chose Mallorca as their main destination, while 2.3 million chose Ibiza and Formentera, and 1.1 million Menorca. This varied with respect to the same accumulated months of last year by 0.72% in Mallorca, 1.99% in Menorca and -1.54% in Ibiza and Formentera. During the last full year, 2018, the United

Kingdom was the second strongest issuer of tourists for the Balearics with a quota of 22.3%, a position which it maintained in Mallorca with 19.8% and in Menorca with 34.7%. In Ibiza and Formentera however, it was the number one issuer, with 26% of the total visitors. As for tourist spending, the United Kingdom generated 738.8 million Euros in 2018, 11.8% more. This indicates that the variety and continued innovation in the offering continues to give travellers new reasons to invest in some unforgettable holidays.

A great challenge

At the end of this season the Balearics' tourist offering faced a significant and unexpected hurdle suffered by its most important issuing markets, including the British one, and this has had serious repercussions on their tourism



Many of the hotels in the Balearics used to work closely with the tour-operator which has closed and are now facing a change in strategy.



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Balearic companies and institutions have faced the need to act immediately in order to recover a degree of normality after the closure of Thomas Cook

business. The demise of **Thomas Cook**, which was such an important ally of its hotels, resulted in a grave problem which required an immediate solution. Companies and authorities quickly put all their hands on deck to try and reduce the impact on companies and workers and to lay foundations so that connections are recovered for the 2020 season and nothing stands in the way of normal operations.

On the first of October the Balearic government announced that it would set up some direct grants for the sum of up to three million Euros for companies in the region affected by the Thomas Cook bankruptcy. The minister for Economy, Tourism and Employment, **Iago Negueruela**, stated that, this would aid companies' cash flow as agreed to in the meetings with the unions and business associations. It has also launched a zero-interest line of credit of up to 10 million, grants for employees and incentives for those employing them.

Negueruela insisted that these are exceptional measures, and that they are part of a plan of action in reaction to the bankruptcy of the British tour-operator for which the need to guarantee connectivity has been given much importance.

By mid-October around 5,000 of the 33,000 seats to the Balearics lost due to the closure of Thomas Cook had been recovered. Companies and public administration bodies are working

to recover these gradually, as already occurred with the fall of **Monarch**. It is worth noting that **Jet2.com** has included the Balearics in its expansion plans after the collapse of the tour-operator, and that **TUI Group** and **easyJet** have already done so with their provisions for increasing their number of seats for the very same reason.

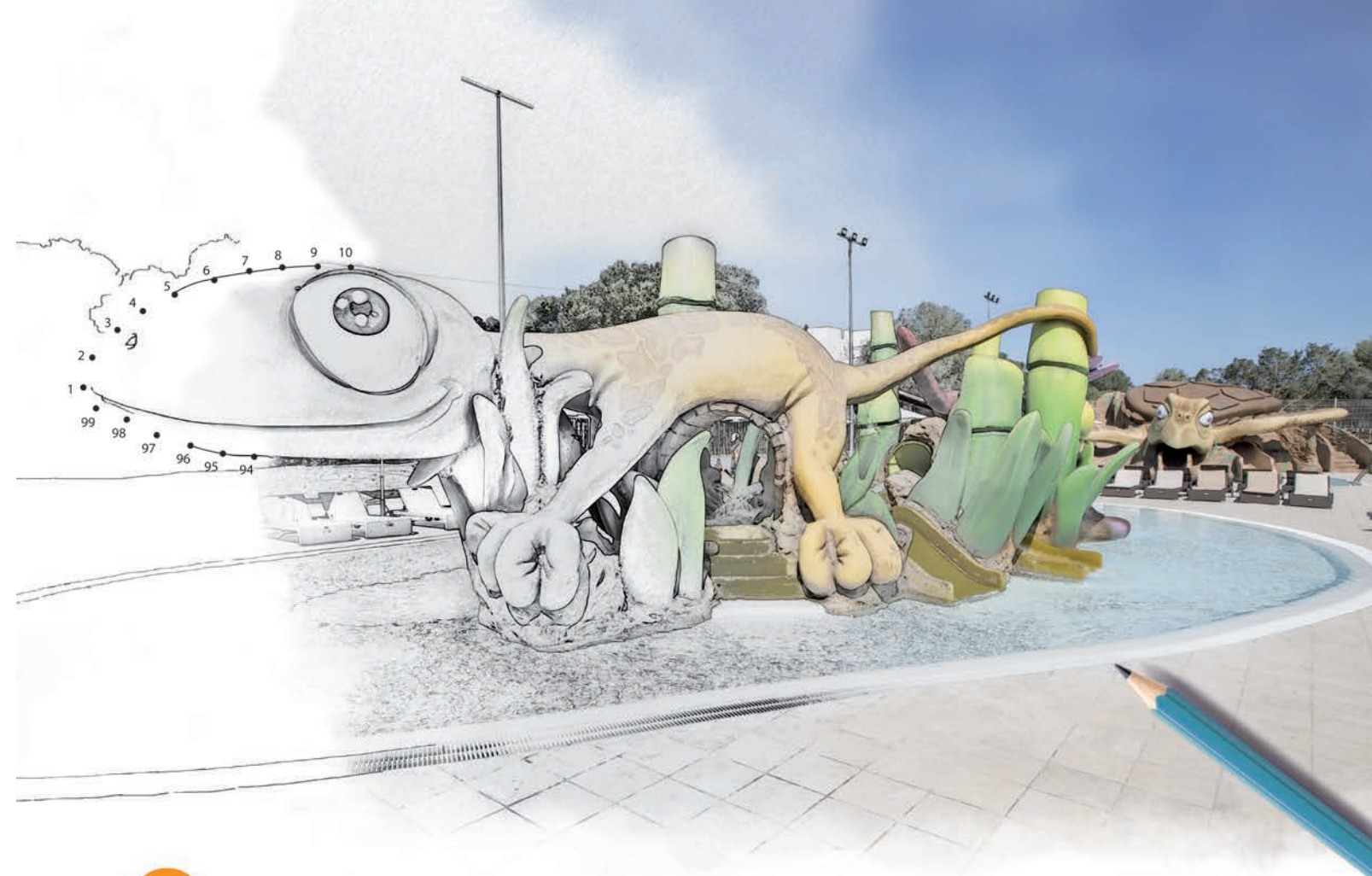
Reinforced promotion

The **Mallorca Council (Consell de Mallorca)** will invest one million Euros in a promotional action plan designed to alleviate the effects of the fall of Thomas Cook on the destination, and reinforce the island's tourist sector. The main activities will take place in priority markets: the United Kingdom, Germany, Nordic countries and the national market, but will also have an impact on Switzerland, Russia, France and Benelux.

The strategy is based on two fundamental lines: marketing and advertising to the value of 150,000 Euros and a co-marketing plan to the value of 700,000 Euros. These marketing efforts will focus on promoting Mallorca as a tourist destination during autumn and winter for the British market and the main domestic issuing markets.

The plan's main objectives are to reinforce the island's key products, such as MICE, active tourism, sports, luxury and senior tourism.

The co-marketing planned for the first



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Palma commits to sustainability by involving visitors and incorporating new tourist attractions, such as traditional retail. Photo: Palma 365/Jaime Juaneda.

“
The WTM meetings with British touroperators and airlines will be aimed at reinforcing connections and maintaining this market's interest in what the islands have to offer

three months of 2020 will feature two types of actions, the first, 600,000 Euros in the priority markets (the United Kingdom, Germany, Nordic countries and the national market) and the second 150,000 for other markets: Switzerland, Russia, France and Benelux. The plan will be carried out in collaboration with the private sector which will provide 50% of the amount to be invested. The **Menorca Council (Consell de Menorca)** states that there will be meetings held in London with the main British companies and operators. In addition, as was the case last year, they will be running promotional efforts before the fair with journalists and agents. Campaigns will be reinforced during the winter, both with tour-operators and via OTAs, with the aim of giving Menorca increased visibility. Specifically, the efforts will take place at the end of the year and the beginning of 2020, which is the period of increased impact on bookings from the United Kingdom. The council said that “everything is being planned and projected in accordance with the sector, with the belief that it is only if we work together that we can be more effective, even

more so at a time as complex as this.” At the **Ibiza Council (Consell de Ibiza)** upon closure of this edition, meetings with tour-operators, airlines and other sector professionals were being scheduled for the WTM with the aim of defining the plans of action which could be initiated to reduce the effects of the collapse, so a clear strategy has not yet been chosen. It is worth pointing out that, according to data from the **Hotel Business Federation of Ibiza and Formentera (FEHIF)**, Thomas Cook has left behind a debt of 8 million Euros to a total of 42 hotels affected. Hotel associations, such as the FEHIF, the Mallorcan **FEHM** and the Menorcan association **Ashome**, have been very involved in making sure the repatriation of the tour-operator's clients proceeded as comfortably and pleasantly as possible for their guests. They were also actively involved in advising their associates on the points to follow in order to recover the debt and face the unexpected sales difficulties.

A boost for sustainability

Meanwhile strategies are very much influenced by the reinforcement of a sustainable tourism model. In the case of the Balearic capital, Palma Town Hall has decided to promote its commitment to sustainability through measures which not only protect the destination but also involve visitors and residents in the conservation of the city for the future. The city will set up systems for environmental protection and waste disposal as well as monitor the flow of tourists offering visitors numerous alternatives. Formentera has set out a plan with the objective of being more sustainable and it will work on four challenges in order to achieve this: working on implementing ‘zero-waste’, improving energy efficiency, reducing the use of contaminating vehicles and regulating the flow of visitors adapting the need to the load Formentera can realistically withstand. ■



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An exquisite gift to the senses is a meal made from local products, like virgin olive oil, 'Oli de Mallorca,' a Designation of Origin product since 2002.

And finish off with a dessert made from Mallorquin almonds, the main ingredient in nougat, almond milk, and ice-cream, served with a traditional sponge cake known as 'gató'.

Go deep into the Tramontana mountain range, a World Heritage Site, and explore the wide array of different and diverse natural landscapes the island offers, created due to its geographical isolation.

Discover the island's endemic fauna and flora, with numerous species that can only be found in Mallorca.

Mallorca has a considerable amount of protected areas and marine reserves that tourists also feel proud of safeguarding, as well as a lot of places for leisure activities and fun, where you will be able to relax and feel a bit closer to life on the island as well as to its history. Some of these events are its popular festivals and its traditional markets, where you will behold the work of its local craftsmen. And, for those who prefer peace and quiet, walks around its beautiful towns or

its cobbled streets are a must. Enjoy a really inspiring cultural experience visiting the monuments of ancient civilizations, one of these being the 'Seu de Mallorca' Cathedral. Here you will be surprised by the spectacular work of contemporary artist Miquel Barceló who decorated the Cathedral's main altar.

Or venture to less known places to connect with unique architecture which can be found in sanctuaries, monasteries, religious retreats, or even in caves – created by nature itself. Walking around Mallorca, you are putting yourself into the shoes of artists who lived and spent long periods of time on the island. Their moods merged with the Balearic Islands' largest island, and here they composed everlasting works of art. Some of these artists include Robert

Graves, Frédéric Chopin, and George Sand.

Experiences and memories that are unique on the island of Mallorca, which can be fulfilled here, and definitely need to be first hand encounters. Don't wait for anyone to tell you about it, come and get the *Mallorca feel*, let it inspire you...



INFORMACIÓN:

www.mallorca.es



Fornalutx.

PR

Outdoors or in first-rate sporting facilities

MENORCA

an island which is perfect for sports

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, 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

Hundred of sportsmen and women from all over the world



The sea is the preferred backdrop and venue for various sporting events which take place during the year.



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

visit Menorca throughout the year in order to take part in exciting trail running, cycling, athletics, swimming and sailing events and the Camí de Cavalls and the stunning sea are 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,

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

21km and 12km. Organised by Biosport Menorca and Elite-chip, 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 the night at the

Bicycle routes and Camí de Cavalls: don't miss out



Menorca is a destination which is particularly attractive to cycling enthusiasts. Its scenic attributes, the variability of its terrain, changing landscapes, gentle but constant inclines and the great number of routes available make the island an outstanding location for cyclists. Although not all the itineraries are signposted, there is a network of cycling routes designed by Menorca's Island Council which is fully signposted. The network is made up of a variety of rural pathways and tracks which make it possible for us to cross the island from one end to the other whilst also admiring surprising natural

locations and elements of great historical value.

The Camí de Cavalls is a historical pathway which is 185km long and extends along the whole of the Menorcan coastline. It could date from as far back as the Middle Ages (14th Century), and it was probably originally intended for defence purposes. The British and French recovered the path in the 18th Century with the intention of using it for military purposes. The current path, which is divided into 20 stages and is marked as GR-223, preserves the original route with very few changes.

end of each stage by purchasing an inclusive package.

Fornells Half Marathon: April 2019, 700 participants (www.mitjaforneills.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.

Regatta 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.

BTT 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 and coastal roads are very inviting both for formal competitions and for 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 visitors looking to get to know the most authentic side of the Mediterranean, its last paradise, and just a short flight away from anywhere in Spain.

Santa Eulària des Riu launches her new guide hotels with charm



Over the centuries, many civilizations have passed through Ibiza and left their mark on the island. This succession of cultural footprints has created a unique essence – one which Santa Eulària des Riu has distilled to perfection.

Among the valued intangibles inherited from her past, traditional Ibicenco architecture holds pride of place. Through the years it has inspired numerous prestigious architects and drawn praise from international quarters.

The width and breadth of her geography encompasses a diverse range of traditional homes built from noble materials native to the island, notably olive and Phoenician juniper as well as stone and lime. The result is an architecture that is pure, simple and functional, a response to the existential needs of a bygone rural community.

A sample of cosy, intimate and exclusive hotels

Yet, these age-old techniques have come down to the present day and continue to be a source of inspira-



tion in both the design of new dwellings and accommodations as well as the renovation of pre-existing farmhouses. Whether these structures lie in the wooded heartland of some hidden landscape, or overlook the sea, or perhaps stand near a remarkable heritage site, the result is the same: a collection of rural hotels and guesthouses that are exclusive, intimate and unique, respectful of their surroundings and environmentally sustainable.

Hotels with Charm endeavours to showcase the most representative of these small establishments in Santa Eulària des Riu. Each entry includes practical information specific to the individualized products and services available, always in accordance with standards of excellence. Also highlighted are the distinctive characteristics that set each hotel apart

from the others. For example, in each of the establishments you will be able to discover different distinctive features of each hotel as historical site, panoramic views, design, romantic, specialized for wedding or gastronomic, or different services transport to airport, parking, beauty and massage, spa, rooms with fireplace, babysitting service, room service, among others. Likewise, you will also find practical information as contact details or social media.

At the end of the catalogue includes a list and a map on which you can see where they are located.

The catalogue includes hotels, hostels and rural hotels where visitors will find their ideal holiday retreat. All of the accommodations cultivate a warm and welcoming atmosphere while delivering a relaxed stay in full contact with nature. Breath-taking views over the seascape or landscape are guaranteed, as is exquisite fine dining based on local surf-and-turf produce.

So, disconnect from the daily grind and enjoy a yoga class, a beauty treatment, a walk along a tranquil footpath or a bike ride through forested trails. This guide is your perfect partner, allowing you to discover the authenticity and rustic singularity offered by these charming hotels, where pure comfort is always paired with the highest standards of service.



INFORMATION

www.visitsantaaulia.com



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Consell  d'Eivissa

Sustainability in the tourism sector as a quality and positioning strategy

Palma, committed to sustainable tourism



Mediterranean, sophisticated, diverse, and with a great deal of character, Palma is one of the city's in Spain to have the greatest potential for tourism. With an excellent climate, high quality and varied attractions, good communications, safety, peace and quiet and high-profile sporting events. Prestigious international publications such as *The Times* have chosen the capital of the Balearic Islands as one of the Best Cities to Live in the World.

But Palma wants to go further and invest in being more than just a tourism destination. The idea is to offer tourists the opportunity to dive deep into a world of experiences where they will discover that the city is a whole lot more than a showcase of monuments, history and culture. And above all, Palma seeks a mutual commitment from residents and

visitors; because there is no use in implementing environmental and tourism policies if they end up being a package of measures that can't manage to get all social actors involved. Therefore, it is essential to understand how tourism sustainability is dealt with so that the city can find a balance between human development and environmental conservation.

Being the capital of the Balearic archipelago, Palma has a crucial role in the management of tourism flows because tourism is its main economic driver and has a significant impact on the environment, economy and society.

Hence, the city is firmly committed to managing tourism in a way that its impact at a social, environmental and economic level will be positive, minimising all negative consequences. And how will it do this? By planning and developing measures directed at protecting the environment, energy transition,



waste management, social involvement in sustainability matters, and the management of tourism's impact on local economy. Some of these measures are the reorganisation of tourist flows in the city centre, the creation of the **Welcome Palma** application with personalised information for cruise tourists and an approach set to microsegment tourists, paying particular attention to cosmopolitan customers who are always looking for new experiences and very interested in urban, culinary and shopping tourism. An offering where quality takes precedence over quantity, boosting out-of-season tourism and the city's position as an exemplary destination in the segment of city breaks 365 days a year.

For all of this, it is necessary for both residents –one of the great attractions that make it unique and authentic– and tourists to engage responsibly and with commitment. Palma is a welcoming and open city where people can enjoy themselves under the premises of everyone living in harmony and respecting the natural environment, as well as guaranteeing the city's resources also for future generations.

Therefore, the Balearic capital's primary goal, to be accomplished by the Palma 365 Tourism Foundation, is to involve everyone for a more humane, sustainable and welcoming city. A Palma for all, and where everyone feels a sense of belonging.

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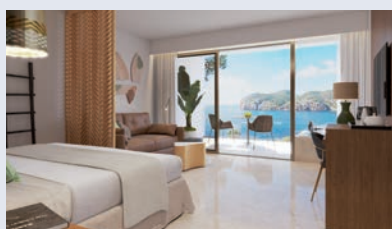


OPENING IN 2019

Zafiro Palace Hotels, a young, luxurious and multi-faceted concept



Aimed at families and thinking of families, Zafiro Palace Hotels is the renewed expression of a professional trajectory which has passed down from generation to generation and which today wants to transmit a new concept of fresh luxury – at the essence of which is sustainability, hospitality and the creation of new experiences. The name Zafiro, is the Spanish word for sapphire, and the chain identifies with the essence of this multi-faceted precious gemstone of an intense blue colour. In fact, the brand carries this into its philosophy, with multiple services which become a treasure for clients looking for a relaxed holiday, discovering the culture of their surroundings whilst being spoilt by the hotel staff who take care of every detail providing the highest levels of well-being. In the same way as the many facets of this precious gemstone it takes its name from, Zafiro Palace offers exceptional service, excellent cuisine and a very warm welcome. A warmth which emanates from the people behind this exciting business project. Zafiro is in fact a family business, directed by the second generation of



New Zafiro Palace Andratx.

the family and it has a clear vision for the future of the business and its third generation. The family management board is directed by sisters Antonia and Maria Plomer, who apart from their extensive experience in hotel management, provide a very personal and special vision to their brand which turns a hotel stay into a unique experience. Zafiro Palace Hotels is aimed at the luxury travel segment, whether it be families or couples, and offers personalised areas, amenities, cultural experiences and a wide variety of entertainment options.

Elegant facilities

The chain's philosophy places the guest firmly at the centre of its focus and management, and this can be felt at its hotels, all of which boast modern facilities, warm and inviting décor and

exceptional gastronomy. A guaranteed recipe for success, especially when combined with the exquisite and very personalised service offered by its staff.

Apart from the high-end gastronomy served at its restaurants, the chain also offers guests a culinary experience which is ultra-all-inclusive, superior and very diverse with a variety of international and Spanish cuisine inspired by local flavours and seasonal fresh produce.

Everything at Zafiro Palace Hotels responds to a concept which gives off timeless elegance, combining natural luxury with sophisticated design to offer its clients a refined experience which is not ostentatious, creating unique and very personal sensations.

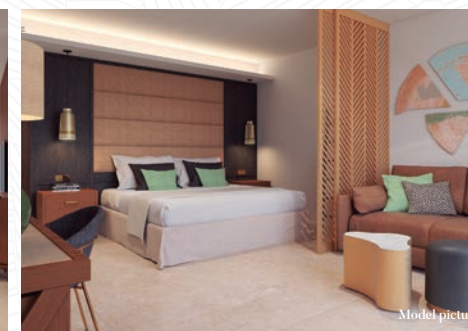
Exciting opening in May 2020

The chain currently boasts twelve hotels in two categories: 10 4-star properties in Mallorca and Menorca and another two 5-star hotels, Zafiro Palace Palmanova and Zafiro Palace Alcúdia. And now it is also planning on opening a third 5-star resort, Zafiro Palace Andratx, in May 2020. With a spectacular location in Camp de Mar, as is expected from this chain, the hotel features sensational swimming pools including swim-up or private pools, restaurants with buffets and delicacies prepared using fresh seasonal produce which are served à la minute, as well as themed à la carte options. The exquisite design and décor, carried out under CEO Antonia Plomer's direction, was inspired by many local Mallorcan cultural details and is very much in harmony with its elegant surroundings a few steps away from the Port of Andratx and its lively maritime social life.

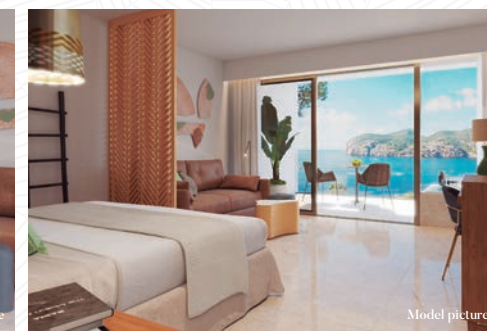
Bookings can be made through the website zafirohotels.com or through your trusted agent.



Model picture



Model picture



Model picture

New opening 2020



Discover our newest gem in Majorca.

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PR

Hipotels Coma Gran, the perfect holiday destination for British families

Through agreements signed with major tour operators, Hipotels Coma Gran Aparthotel is just one of the fantastic establishments this company offers UK tourists in Mallorca, the Canary Islands, and even Mexico.

It is a four-star apartment complex in Sa Coma, Mallorca: less than 100 meters from the beach, right by the promenade and a shopping centre. It has 209 fully-equipped apartments and is specially designed for families to fully enjoy their holidays and great food when booking all-inclusive. Delicious Mediterranean dishes, the best international cuisine and the possibility of trying delightful local proposals.

Endless fun

As well as its excellent catering services, Hipotels Coma Gran especially stands out for its vibrant entertainment offering for guests of all ages. The large pool area with special spaces for both children and adults, one of its top appeals being the splash pool with specta-



cular water attractions, is very spacious and the perfect place to enjoy the sun all day. It also has an inside pool at the spa area and a special one just for babies.

With the happiness of the little ones and the rest and relaxation of their families always in mind, the hotel offers a day-care centre, a children's area with a park, and a

team of entertainers with new and surprising proposals every day.

As well as this magnificent hotel, other of the many properties Hipotels markets for British guests include: Hotel Hipocampo Palace 5*, Hotel Playa de Palma Palace 5*, Hotel Gran Playa de Palma 4*, Hotel Said 4*, Eurotel Punta Rotja 4*, Hotel Cala Millor Park 4*, Hotel Mediterráneo 4*, and Hotel Bahía Grande 4*, on the island of Mallorca; and, Hotel Natura Palace 4* and Hotel La Geria 4*, on the island of Lanzarote. The company also runs the Haven Riviera Cancún 5*GL hotel in Mexico. A wide array to choose from with a guarantee of quality that always comes with Hipotels.



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The Spanish coast offers British tourists a 'beach plus' product

New trends and innovative technological services arrive on the

COAST AND ISLANDS

Diana Ramón Vilarasau
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The sun and the Spanish beaches continue to be the main motivation for most British tourists holidaying in the country; they are attracted by the best climate in Europe and the quality of its beaches, with the highest number of blue flags. The diverse range of activities, a varied and attractive complementary offering and technology do the rest, completing a 'beach plus' menu which is very much in demand for this market.

2018 closed with 82.8 million international tourists, 1.1% more than the year before, according to data collected through the questionnaire Tourist Frontier Movement (Frontur) by the **INE (National Statistics Institute)**. Over 80% of this total visit beach destinations. Specifically, over 67.6 million people visited the most popular communities on the Spanish coast for

their beaches – Catalonia, the Balearics, the Canary Islands, Andalusia and the Valencian Community.

The United Kingdom was still the leading issuing market of tourists to Spain on closure of 2018, with over 18.5 million (1.6% less), and was also leading the ranking of tourist spending with 17,976 Euros (a 2.8% increase) according to Egatur statistics.



The Levante beach in Benidorm, the skyscraper beach, to be a pioneering intelligent beach destination (Photo: Wikimedia Commons/Diego Delso).

Free WiFi on the beach

It is becoming more and more common for there to be free WiFi connection on the beach in Spain, allowing visitors to remain digitally connected. The newest trend in addition to this is the possibility

to request innovative services via an App such as renting taxi-boats by specifying the location of departure and arrival, so that travellers can dispose of 'boats on demand and enjoy routes between islands or coastal locations which are not

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Instagram Leaders



Es Trenc, a famous nudist beach in Mallorca, the island's most-mentioned beach on Instagram (Photo: Turizm Tatil Seyahat).

The holiday rental search engine, Holidu.com, has selected Spain's 50 most famous beaches on Instagram which, in total amounts to 922,000 mentions during this summer alone, a study which, according to the portal's representatives, shows that "increasingly, going on holiday is synonymous with sharing it on social media."

*On the podium stands the famous Mallorcan beach **Es Trenc** (96,780), followed by the Tenerife beach **Playa de las Américas** (88,306) and, in third position, **Barceloneta** beach (73,967).*

connected by land."

This App also lets you check sunbed availability at different beach bars as well as book and pay for them securely "without having to get up early and face heavy morning traffic." Other new services available include; being able to order food from the nearest beach bar and it being delivered directly to you – in some cases the delivery is made using a jet ski such as the service launched by Deliveroo–; being able to check the temperature and status of the sea in real time; and even taking care of your health by using wearables which stick to your skin and tell you how much solar radiation you are absorbing thanks to an NFC communication antenna and a microchip which sends a signal to your phone.

There are also more and more coastal areas using drones which fly over

the beaches to monitor the area in a similar way to a lifeguard which have been programmed to identify possible incidents using sensors and to transport auxiliary equipment such as floats to potential drowning victims before the rescue services arrive on the scene.

Intelligent beaches

The Valencian Community is pioneering a pilot project in Spain, specifically in Benicàssim, Gandia and Benidorm, to launch tests for the first intelligent beaches. As explained by the authorities, these will be spaces which are in tune with innovation and current demand, offering a "more inclusive, integrated, accessible, sustainable and more advanced user services." They will have the double objective of improving services and obtaining information from users.

The municipalities selected will have two sensors located at different beaches to collect data on temperatures, relative humidity and atmospheric pressure. The project will use internet of things technology in a pioneering way to help with the management of beaches on the Valencian coast and these will act as a low-cost prototype, run on renewable energy, have zero need for maintenance and low energy consumption, and will transfer data in a wireless manner offering tourists information which has so far been unavailable.

Security box

The latest in beach services is without a doubt, the intelligent security boxes swimmers can use that can also be booked in advance and paid for using an App. You can store your mobile phone, car keys and wallet in them while you enjoy the beach, thereby avoiding the unpleasant experience of being robbed. A Lithuanian company will launch its project SandyLock in Spain. The lockers are opened and closed using fingerprint sensors. Which means you do not need coins, bracelets or physical keys. The first intelligent lockers will launch on the

beaches of Alicante.

The Lithuanian entrepreneur Ignas Laugalys, who is responsible for the project, explained that, via an App (available on Google Play or the Apple Store), beachgoers enter their data and payment method by credit card; and then select a locker (the boxes available appear in green) and after booking it, must scan their fingerprint on a sensor **on the front of the locker**. The App sends a notification to the user to let them know the system has been activated.

Certified beauty and quality

Apart from the weather and natural beauty, another factor which contributes significantly to the high scores Spanish beaches are awarded is their quality, in fact it is certified by national and international organisms specialised in this subject.

The excellent condition of Spanish

beaches including their safety, environment and services has been internationally recognised by **ADEAC (the Association for Environmental and Consumer Education)** which grants the famous blue flags seen at beaches all over the world, as a sign of their compliance with the international environmental quality criteria established.

This year, with its total of 566 beaches, 98 ports and five sustainable boats to fly the Blue Flag in the summer of 2020, Spain maintains its worldwide leading position, unbeaten since 1987, even though its beaches will receive 25 flags less (-4%) and three less at ports than last summer. The Valencian Community boasts the highest number of Blue Flags (135) and is the community which gains the most, while Andalusia (-18), the Canaries (-7) and Catalonia (-4) are the autonomous communities which have lost the most flags. In short, one in every five Spanish

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beaches will fly the famous blue insignia this summer. The Valencian Community is followed by Galicia (107), Catalonia (97), Andalusia (79), the Balearics (44) and the Canary Islands (43).

This year seven beaches will be flying the flag for the first time in Melilla (the Galapagos and San Lorenzo beaches); Badajoz (pantano de Cheles); La Gomera (La Cueva beach); Castellón (Nules, Marines), the Balearics (Santanyí, S'Amarador beach) and Alicante (L'Espigó beach in Altea).

High Quality Beaches

The quality of Spanish beaches and the tourism sector's facilities is also certified by the ICTE (the Institute for Spanish Tourism Quality).

This year, 281 beaches and 24 marinas will fly the Q Flag, which is granted once the beach or port has passed a comprehensive audit which confirms that

all the international quality requirements established by UNE-ISO 13009 have been met. The number of beaches certified in this way has increased by 13.5% and the number of marinas by 14%.

Almost all the autonomous communities which have a coastline have registered an increase in the number of Q flags. The ranking is very similar to last year's with Andalusia leading the way (108), followed by the Valencian Community (54), the Region of Murcia (40), the Balearics (22), Galicia (21), Catalonia (15), Cantabria (11), Asturias (6), Ceuta (2) and Euskadi and the Canaries close the list with one each.

The audit analyses the public equipment available, cleaning and selective rubbish collection services, security, lifeguard and first aid services, tourist information, access to bathing areas, public toilets and the services provided by leisure establishments. ■

Beach clubs, the best summer 'gastro' plan

Beach clubs are always an attractive option, especially due to their privileged locations right on the beach along the Spanish coast. Many of these clubs are created by hotels and offer a culinary and leisure experience within exclusive spaces which invite guests to unwind and enjoy lunch or dinner, drinks, listen to music and watch the sun set on the horizon. Some even become the best gastronomic option of the summer for many foodies.

One of the most recommended on travel websites as being the most innovative and fun is Nikki Beach, by the international brand present in Miami, Saint Tropez, Marrakech or Dubai, amongst others. The brand has three beach bars in Spain, one in Mallorca, next to ME Mallorca Hotel, in Ibiza and Marbella.

Another meeting point for the chic and famous crowd is the Ushuaia Ibiza Beach Club, on playa D'en Bossa beach in Ibiza. Le Méridien Ra Beach Hotel & Spa, in Tarragona, inspired by the chic atmosphere on the French coast and Matisse. Salt Beach Club, in Barcelona, right on the seafront promenade in Barceloneta, an 'urban beach bar' with a hipster feel to it. Sea Soul Beach Restaurant & Lounge, at the Iberostar Isla Canela Hotel in Huelva, where the Spanish hotel chain offers its take on the beach club concept. The Gran Hotel Sol y Mar, Calpe, located on



Gecko Beach Club in Formentera is a 'luxury beach bar' which is very highly rated.

the seafront of Arenal del Bol beach and in front of the Peñón de Ifach.

Other very popular beach clubs include the Estrella del Mar, Vincci, in Marbella, surrounded by nature and on the front line of the Migjorn beach; the Gecko Beach Club in Formentera; the THB Ocean Beach Ibiza, in front of San Antonio beach, where the pool is decorated with large sunbeds both inside and outside the water and Tangana, at the Tangana bungalow resort, at Valdevaqueros beach in Tarifa.

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SANTA PONSA
CALAS DE MALLORCA
CALA BONA
SA COMA
CALA SAN VICENTE
ALCUDIA

MENORCA
CALA'N FORCAT
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TENERIFE
PUERTO DE SANTIAGO
PUERTO DE LA CRUZ
MADRID
BARAJAS
SAN SEBASTIÁN DE LOS
REYES

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MARBELLA
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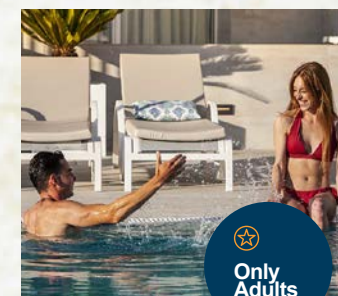
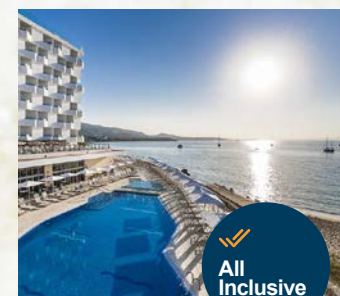
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At the WTM, they hope to regain air connectivity and continue their relationship with the British market as always

THE CANARY ISLANDS,

self-confident before the perfect storm

Vivi Hinojosa
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After years of breaking record after record, the Canary Islands are now facing their most challenging tourism season, where, like in a perfect storm, dozens of negative elements have come together that they now have to face, the latest being the collapse of Thomas Cook. Hence, their goal for the World Travel Market is to recover air connectivity and make sure their relationship with the British market continues to be the same as always, regardless of what happens with Brexit.

The fall of **Thomas Cook** has been the last straw; at the beginning of the year, **Germany** also filed for bankruptcy, the German market weakened, competing destinations recovered, Ryanair closed bases, and all the uncertainties around Brexit are still lingering.

As pointed out by the autonomous authorities, the repatriation of Thomas Cook's 15,000 tourists that were on the

islands when the company went bankrupt, was carried out by the British Government "exemplarily and without any incident." On their part, the same source added that "the Canary Islands' tourism sector showed great professionalism and treated these tourists excellently until they were able to go home."

Thomas Cook UK, had 310,000 tourist beds booked on the islands for the winter season that started on October 27; so,



Gastronomy configures Canarian identity because it has become a "must" when getting to know the Canarian culture and its peoples' way of life. Picture: Webtenerife.

the **Canary Islands' Tourism Board** has made it their "top priority to recover air connectivity in the short term, well aware of the difficulties airline companies have to change their schedules with such short notice and the lack of planes available as a consequence of Boeing's 737 MAX problem, and them having to be kept on the ground."

Together with the private sector, the public authorities have worked hard and have recovered practically 100 per cent of all tourist beds affected. According to the Regional Minister for Tourism, Industry and Commerce, **Yaiza Castilla**, "It is not the Canary Islands as a destination that is in crisis, but its air connectivity." Proof of this is the more than 168,000 additional tourist seats now programmed for the winter season by **Jet2.com** airline, chartering new planes, and another 12,600 booked on **Wizz Air** from its base in London Luton.

Therefore, from October to March of next year, 700,000 tourist beds have now been guaranteed on the Canary Islands, and a successful summer 2020 season is also confirmed. In this sense, the Regional Minister has found it essential to remember that "A common target and joint cooperation with business owners and tourism sector agents was a key factor when facing this delicate and exceptional situation."

“

Together with the private sector, the Canary Islands' Government has worked hard to recover practically 100 per cent of all tourist beds affected by the collapse of Thomas Cook

Diversification of the product

All eight Canary Islands, including **La Graciosa**, continue to work on diversifying their tourism products in sight of expanding their target market, responding differently and as required to the needs and tastes of the different segments of demand. Some of the products to have come out of this diversification are Sports tourism, with golf, cycling and hiking as its stars, Cultural tourism, Culinary tourism, Premium tourism, and Nature tourism. In words of the Regional Minister, "This diversification has made it possible for us to improve the variety of tourism products offered on the Canary Islands and we are also working on other subsectors that could be very attractive to new tourist markets."

Sports tourism

Gran Canaria Tourism Board is working on the island being certified as a sustainable golf destination. **IAGTO (International Association of Golf Tour Operators)** will be advising the board on this matter, and several different annual events will also be held on the island to promote it as a leading destination in this segment.

As emphasised by **Carlos Álamo**, councillor for Tourism at the inter-island council, "Not in vain, all actions included in this Strategic Plan must favour the protection of the natural environment so that the island's natural resources and its landscapes become an attractive alternative that will complement the sun and sand offering, arouse the curiosity of the tourists and serve as a claim for customers to travel to Gran Canaria in search of cultural, culinary and heritage attractions".

But, as part of its bet on Sports tourism, Gran Canaria also wants to offer its visitors other ways in which to enjoy its natural resources, as for example hiking. The top promotional exponent of hiking is the international **Gran Canaria Walking Festival**, this year celebrating its eighth occurrence. Participants follow spectacular routes, full of contrasts,

around protected natural areas, declared **Biosphere Reserves**, and around places where the island's aboriginal past is very present; examples being **Risco Caído and the Sacred Mountains**, a pre-Hispanic archaeological site acknowledged this summer as a UNESCO World Heritage Cultural Landscape.

Culinary and Premium tourism

With diversification as its primary goal, Tenerife is investing in the promotion of its Premium tourism products under the **Tenerife Select** brand, leveraging one of its greatest strengths: it is home to the greatest amount of five-star hotels in Europe. It is also important to note that the UK is the island's top market in this segment.

On the other hand, as highlighted by sources from the inter-island council, gastronomy "configures our Canarian identity because

"*All eight islands, including La Graciosa, continue to work on the diversification of their tourism offering in sight of expanding their target market*

it has become indispensable when learning about the culture and way of life of our people." The result is **Tenerife Gastro Experience**, a promotional item put into action by the **2018-2020 Tourism and Gastronomy Master Plan**. "This plan embodies values that are related to new trends in tourism, such as respect for tradition and culture, healthy living, authenticity, sustainability or experiences." The same source has also stated that "It represents an opportunity to boost and diversify tourism, it promotes local economic development and includes different professional sectors, from farmers to cooks and also those who sell their products at markets." Hence, products such as a fisheries tourism development strategy, wine tourism routes, or plans to boost food and fish markets are promoted under the motto: **An island of flavours.** ■

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Costa Adeje is in the lead when it comes to quality tourism in holiday destinations

Nature rewrites Costa Adeje

During the first four-months of 2019, Costa Adeje ranked top of the list for average income per room in Spanish holiday destinations, and year-on-year employment rose above five points.

When we travel, we create, and thanks to new technologies, the creative possibilities of those who travel are endless, says Adolfo Alonso, head of Tourism and Sports at Adeje's Town Hall. He believes that leisure has more to do with creativity than with lounging or resting.

Trips are impregnated with culture, and culture is capable of mitigating differences and distances, and this, among other facts, makes it possible for tourists and residents to intermingle; after all, cultural tourism is heterogeneous and diverse. The so-called 'orange' tourism or creative tourism is versatile and endless, it does not distinguish whether we are travelling alone or with family and on this kind of tourism we tend to meet more people and enjoy local activities.

We are only tourists or travellers at certain moments in our lives, but we are people all the time, and I believe it is pertinent to appeal to the human sense of things and to its creative and cultural dimension, and to the different proposals and channels for expression that are susceptible of transmitting to our people, the

understanding of humanities' challenges.

This is why, more and more, Costa Adeje is not only thought of as an excellent sun and sand destination for its beaches and its outstanding accommodation, but also, other aspects that make people choose our destination over another, are its cultural and entertainment products in their various facets. Alonso hints that Costa Adeje seeks its continuity in a sensitive and sustainable environment, where tourist activity perpetuates to contribute to socio-economic development and to help preserve our heritage.

Local cultural aspects are significant; they are an incentive for the regeneration and revitalisation of our public spaces; they facilitate territorial planning, the rebalancing of activities, and intercultural dialogue. This is why the annual Happy Streets Costa Adeje programme that was designed during the last Parliamentary term and that has delivered positive results, is going to give us the possibility to carry on working on this interesting project. On the other hand, new liaisons need to be generated among different actors, and bridges need to be built and promoted among creators, the private sector and the public authorities.

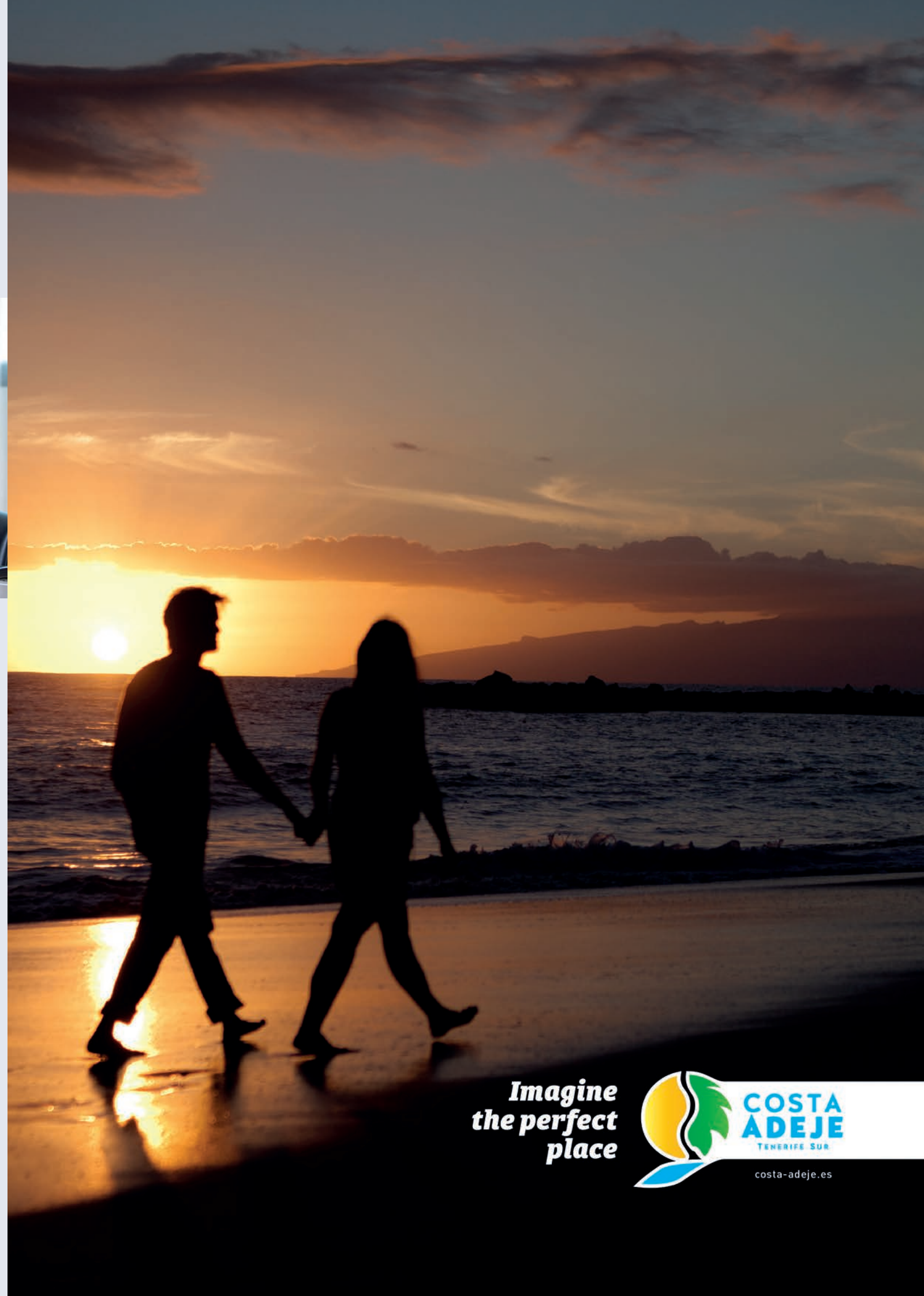
Currently, cultural tourism is a market niche that is being sought after more and more; people spend a lot more money on these kinds of trips than they do on "sun and sand" holiday trips, but must really put a great effort into making people aware of the fact that what we don't know about Climate Change is a lot more than what we do know; and in this respect, we believe that culture



can and must be a suitable instrument to pass on this message; artists are especially susceptible when interpreting the complexity of a new world in critical danger.

Even so, during the first four months of this year, the hotel-bed primary performance indicator climbed to first place on the Spanish ranking list for holiday destinations, points out Alonso, with a quota of 111.4 Euros. He also stated that we need to be prepared for the uncertain future ahead of us given the scenario in Great Britain, Costa Adeje, and the Canary Islands' leading tourism market.

We are an island; we are a coastal tourism destination, not without uncertainties when it comes to competition and the ability to adapt to the new trends of the tourism market. We need to evolve towards forward-thinking tourism management and restructuring, while also being able to continue competing and developing tourism sustainably. In short, it is nature that is asking us to rewrite the story of tourism in Costa Adeje.



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Loro Parque (Puerto de la Cruz, Tenerife)

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. Don't miss the amazing Zen Garden and our recently inaugurated Coral Farm. Plus, you'll learn all about the dolphins, sea lions and killer whales 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.

Purchase your tickets at loroparque.com



Siam Park World Champion 2019 (Costa Adeje, Tenerife)



Chosen as the best water park in the world for the sixth 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. As a novelty, two new attractions: Patong Rapids, with more than 235 meters journey full of curves and jumps, and Coco Beach and Bodhy Trail, 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.

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Poema del Mar (Las Palmas de Gran Canaria)

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

Purchase your tickets at poema-del-mar.com



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This June the **Hotel Botánico & The Oriental Spa Garden** has launched a new weight-loss programme, which offers its' guests an exquisite low-calorie cuisine in an idyllic setting, that will delight the most demanding palates. A combination of taste and aroma which will make you forget that you are on a diet. A careful proposal, developed with the guidance of renowned chefs from the French region of Brittany, which eliminates fats and intelligently distributes the intake of protein and carbohydrates. The primary flavours of the ingredients are enhanced and the freshness of the products is guaranteed. When prepared in the right proportion, each meal gives you a sense of satisfaction without sacrificing on the pleasure of eating. With this proposal, which also includes light physical exercise and treatments in The Oriental Spa Garden, ranked by Condé Nast as the best Spa in Europe and the Mediterranean, it is now easier than ever to recover a slender figure and regain the vitality and energy that will bring you a sense of wellbeing and the balance of body and mind.



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Brunelli's Steakhouse (Puerto de la Cruz, Tenerife)

Four years serving the best meat on this side of the Atlantic

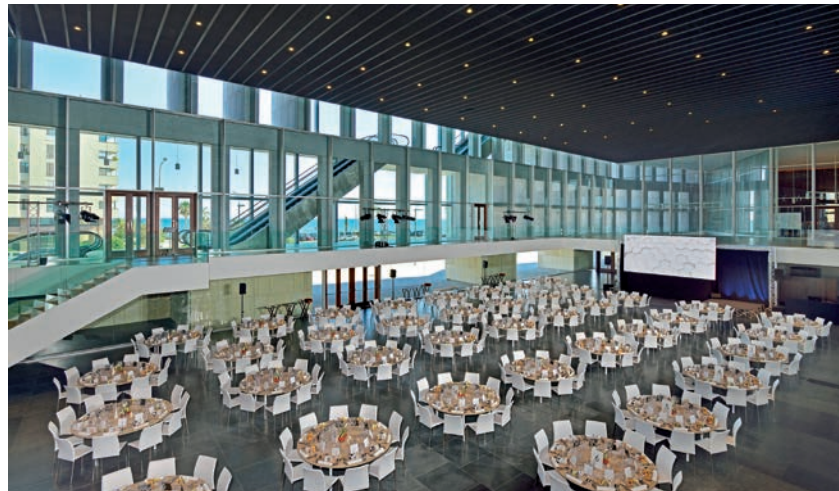


Reservations Brunellis.com
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C/Bencomo, 50, 38400 Puerto de la Cruz, Santa Cruz de Tenerife

Last September, Brunelli's celebrated four years in the business, and it continues to strengthen its position as the best meat restaurant in Tenerife. The Steakhouse offers its customers a great gastronomic ritual thanks to its unique Southbend grill, the only one on the Canary Islands: a convection oven that cooks at 800 degrees and that seals the pores of the meat keeping it tender and succulent while also preserving all its flavour, attaining a unique result: the best meat on this side of the Atlantic. Brunelli's is also a one-of-a-kind enclave that impresses customers with its great window, more than nine-meters wide and three-meters tall, that opens and closes to turn the room into an outdoor terrace with stunning sea views.

Madrid and Barcelona's offering are among the world's best

Spain, the world's third top destination for congresses



Palma Convention Centre's Expo Zone that caters for up to 2,200 people.

According to the listing of major events published by the **International Congress and Convention Association (ICCA)**, with 595 congresses in 2018, Spain is the world's third top destination for congresses and ranks behind the USA and Germany and is ahead of France, the UK, and Italy. In terms of cities, Madrid, climbing four places, is now ranked third on the worldwide list with 165 major events, 7.8 per cent more than the previous year. At the World Travel Awards 2019, Madrid was chosen, for the second consecutive year as "The best MICE destination in Europe". According to "The 2018 MICE Tourism Market Study", in 2018, the city

hosted 23,330 meetings that attracted 1.3 million attendees.

Barcelona comes in at fourth place on ICCA's list, behind Paris, Vienna and Madrid. According to data published by **Barcelona Convention Bureau**, in 2018, with 1,728 meetings that resulted in 2.4 million overnight stays, MICE tourism generated a record 1,900 million Euros in Barcelona and its metropolitan area. For the first time ever, the average stay of people attending MICE events in Barcelona was almost five days.

Spain, with more than forty conference and convention centres and modern trade fair facilities, offers many different versatile and polyvalent venues for meetings set up with the latest technology. Given their important architectural quality, some of the infrastructures are an attraction in themselves, examples being: the Kursal in San Sebastian, venues designed by architects of the likes of **Norman Foster** (in Valencia), **Patxi Mangado** (in Palma), **Santiago Calatrava** (in Oviedo and A Coruña), and so on. Spain also stands out for its unique, unconventional, and alternative venues that go from wineries to castles, museums, or sports centres. Spain is also home to 16,000 hotels, with a wide range of four and five-star properties and a significant number of unique and special ones. The Spanish MICE sector stands out

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for its longstanding experience in the organisation of events. Fifty-six of its MICE destinations have convention bureaux with professionals who provide free of charge advice and information on the different infrastructures and resources available, as well as on the exclusive activities that could be an added value for international attendees.

An authentic destination

From going to Spanish classes to visiting cities from their rooftops, going to tastings at hundred-year-old wineries or going on trips in caves or up mountains, the high capacity of the Spanish tourism industry to generate personalised tourist experiences, marked by authenticity and quality, is another of its strong points as a destination, a value increasingly sought for by event organisers.

As well as major Spanish MICE destinations such as Madrid, Barcelona, and Valencia, with superb infrastructures, an extensive hotel offering, excellent flight connections, and competitive services, there are many other places in the country that are as highly skilled, and these places are as varied as Bilbao, Palma, Málaga, and Zaragoza.

Spain's MICE product is so diverse that it adapts perfectly to the different needs and requirements of event organisers. It has resources and attractions that guarantee good participation rates and cover all of the international attendees' expectations. What's more, all Spanish destinations are well connected to each other, and this allows for the same corporate event or incentive programmes to be organised in more than one MICE destination. ■



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Spain always surprises its visitors, even if they have visited the country before. It also has something for every tourist, whatever their interests or motivations are – whether they are into culture, nature, food and drink or lively night life. Spain never disappoints.

1.- Visit the towers at the Sagrada Familia

Gaudi's great masterpiece, first undertaken by him in 1883, is yet unfinished, but you can take a lift up to visit one of its towers and enjoy some of the most spectacular views of Barcelona from the top. The guided tour also includes the crypt where the artist is buried, the imposing basilica and the museum, founded in 1961, where visitors can find out about the church's history and evolution by looking at original sketches, mock-ups and photographs.

2.- Feel like royalty at the Royal Palace in Madrid

Madrid's Palacio Real, built in the

18th Century by order of Philip V is an authentic palace which has been home to many kings and queens and can now be visited by the public. The visit includes the Halberdier Hall, the Hall of Columns, the Hall of Mirrors and Carlos III's bed chamber, amongst many other points of interest. Whilst wandering the many rooms of the palace, visitors can see paintings by Velázquez, Goya, Rubens, El Greco and Caravaggio; and then visit the adjoining gardens by Sabatini and Campo del Moro.

3.- Visit a natural masterpiece at las Catedrales beach

Las Catedrales beach, declared a natural monument, is one of the most famous

in all of Galicia and one where visitors can explore the many rocky formations created by the wind and water. When the tide goes down, you can take your shoes off and walk into impressive caves and under imposing arches, and when the tide comes in you can visit the area along the cliff-top.

4.- Follow in Don Quijote's footsteps

Four hundred years after the famous novel by Miguel Cervantes was first published, 21st Century tourists can follow in the footsteps of the knight of the woeful countenance who confused fiction with reality. The drive takes you through 13 villages and cities in La Mancha over the course of seven days during which participants will fight against giants that are really windmills, try to win Dulcinea's heart and savour dishes such as the typical scrambled egg and chorizo dish *duelos y quebrantos*.

5.- Photograph the landscapes of the Doñana National Park

This National Park, located in the provinces of Huelva, Cádiz and Seville, and declared a Biosphere Reserve by Unesco in 1980, is home to a wide variety of species of migratory birds, as well as specimens of Iberian lynx, a wild cat species native to the Iberian Peninsula which has become the park's emblem. Its landscapes provide the perfect backdrop for capturing its inhabitants on camera.

6.- Experience flamenco first-hand

In Madrid tourists can enjoy an evening of the best live flamenco and gain first-hand experience of the atmosphere at some of the best *tablaos* in the world. The city is home to infamous establishments of long-standing tradition such as El Corral de la Morería, el Café de Chinitas, Casa Patas, Torres Bermejas, el Corral de la Pacheca or el Cardamomo. Travellers will finally come to understand why it



One of the experiences available to tourists is to climb one of towers at Gaudi's Sagrada Familia and enjoy the stunning views of Barcelona.

has always been said that in order to triumph in this art-form one must go to Madrid – all whilst enjoying an exciting performance which exudes authenticity, passion and feeling.

7.- Witness a Barça-Madrid football match

If it's passion and feeling you are looking for, then look no further than El Clásico. Regardless of whether you

go in Madrid or Barcelona, this match between arch rivals is a spectacular sporting experience for any fan, and is one which is followed closely by half of the world.

8.- Dance until dawn in Ibiza

Never-ending nights, unlimited fun, famous international clubs, a very well-known tolerant attitude... Ibiza has everything needed for a great holiday spent making new friends and dancing non-stop till dawn. There is a reason why its night life is renowned the world over - not just because of its fashionable clubs with world-famous DJs, but also thanks to the many other attractions available once the sun sets; such as street markets, open-air cultural activities, music performances etc.

9.- New Year's Eve at the Puerta del Sol in Madrid

In Spain the 31st of December calls for a huge celebration and parties and fun are guaranteed. There is nowhere more emblematic for celebrating the new year than the Puerta del Sol in Madrid. Join in with the tradition of eating 12 grapes in time with the twelve chimes when the clock strikes midnight, to ensure a lucky and prosperous new year.

10.- Treat yourself to churros and hot chocolate

At the end of that first night of the year, there can be nothing better than a plate of churros served with hot chocolate before heading to bed. It's a speciality which is also popular at breakfast or as a mid-afternoon snack and is also sold by many street vendors in the city. A tradition not to be missed. ■








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Madrid wants to consolidate itself as a city break destination

Madrid presents its cultural, premium and gastronomy offering in London



Madrid's first gastronomy and culture event in 2020 will take place at the end of January with the eleventh edition of the Gastrofestival.

Vivi Hinojosa
vivi.hinojosa@hosteltur.com
@vivi_hinojosa

Madrid returns to the **World Travel Market** to present its cultural, premium and gastronomy offering and to spread awareness about its newest developments and unmissable events for 2020. On this occasion **DMC In Travel**, the public entity responsible for the city's tourist management and promotion is to be accompanied by representatives from **DMC In Travel** and **Hotel Riu Plaza de España**, Riu Hotels & Resorts' first urban establishment in the country, which has already become a tourist attraction in the city.

Thus Madrid hopes to strengthen its status as the perfect destination for city breaks; affordable, easy to access and offering a wide variety

of tourist attractions for travellers from the United Kingdom.

A tourist offering within which its wide variety of gastronomy plays a significant role – as do the many unique experiences on offer in the capital and the options for premium travellers. For example, it is the only city in the world which is surrounded by **Unesco World Heritage Sites**: Alcalá de Henares, Ávila, Cáceres, Córdoba, Cuenca, Mérida, Salamanca, Segovia and Toledo. Its excellent communications network allows visitors to move around these easily and quickly.

In addition, Madrid has applied for the **Paseo El Prado and Retiro Park** to be considered a Cultural Landscape World Heritage Site by Unesco. Unesco technicians have already visited the capital to evaluate it, in preparation for the definitive vote which will take place in June 2020.

Continuing in this cultural vein, visitors can still enjoy a wide-ranging schedule of exhibitions and activities which are taking place at the **del Prado Museum** to celebrate the bicentennial year of its opening, adding further value to Madrid's unique artistic heritage, of which this gallery is one of its greatest examples.

Food and drink also has a starring role to play with its gastronomy and culture festival **Gastrofestival Madrid**, the eleventh edition of which will take place between the end of January and the beginning of February and which is organised by **Madrid Town Hall's Tourism Department and Madrid Fusión**. As at prior editions, the city's restaurants, cocktail bars, cookery schools, markets, gourmet and tableware shops, museums, art galleries and fashion boutiques will present Madrid's gastronomy offering and will pay tribute to artistic disciplines such as painting, literature, music, cinema, theatre, photography, design and fashion.

British Market

The United Kingdom is Madrid's fourth strongest issuing market for international tourism. In 2018 a total of 368,623 British tourists visited the city, and they registered a total of 842,134 overnight stays, occupying third place, behind the United States and Italy. Between January and August 2019 the city has welcomed 240,270 British travellers who have accounted for 550,679 overnight stays. ■



Brexit could present an opportunity for Catalonia

For British tourists, Catalonia will focus on the richness of its culture

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Catalonia is one of the British tourists' favourite destinations for several reasons: good value for money, mild and pleasant weather, excellent beaches, exceptional natural surroundings, and complementary offerings such as culture and cuisine. Barcelona continues to be the British tourists' best known and loved brand, followed by Costa Brava; and Catalonia is gaining pace.

In 2018, even though the number of British visitors dropped by three percent, the UK, with more than two million tourists, remained the second-largest tourism market in Catalonia, behind France; and total spending amounted to more than 1,940 million Euros, representing a 13.6 percent increase in comparison to the previous year, making the British the third-largest spenders in Catalonia, after France and the United States.

The **Catalan Tourist Board** (ACT for its initials in Spanish), points out that, for 2019, uncertainties over Brexit, have not resulted in a significant change in figures. "When it comes to arrivals, figures for this summer have been slightly lower than those of last year, but when taking into account the amount of spending, this has been higher."

Profiles and preferences

The United Kingdom is a very mature market when it comes to Catalonia, and for this reason, the ACT is working on new products that have started to generate considerable interest among British tourists, examples being nature activities and sports tourism, especially road cycling.

On the other hand, British tourists, who mainly travel with their partners or family, are showing a great interest in other destinations and products in Catalonia, especially those related to family tourism, but different to those of sun and sand; and they are now booking city breaks in places other than Barcelona.

In Catalonia, 2020 will be dedicated to sports tourism, and for British tourists' road cycling is very popular, but other team sports such as football and swimming are also in high demand.



Catalonia will focus on the British market, offering different products such as nature activities, among others (Foto: ACT/ ©Daniel Julian).

Brexit, an opportunity

As for Brexit, the Catalan Tourist Board states that, although it is creating a lot of uncertainty, the different potential scenarios that could have an effect on the structure of the market and on tourism flows are being studied, and work is being done so that these scenarios can become opportunities for the sector.

Representatives from ACT have said that "Catalonia is characterised as being known as a 'close' destination, with diverse and high-quality products. Once the new post-Brexit situation is defined, the promotion of quality products such as nature activities, cuisine, wine tourism, and culture must become the transversal axes of our destination's image".

They have also stated that the changes in UK demand after the country leaves the European Union are still unknown. However, ABTA surveys continue to highlight the fact that, for British citizens, holidays are more of a need than a dispensable luxury, and this shows their intention to continue travelling abroad, whatever the consequences of Brexit.

"This could condition aspects such as the number of trips they make a year and the distance and amount of time they travel for. In this sense, major tour operators have already identified a drop in long-haul trips and an increase in trips to places that are closer, faster to get to and cheaper, a fact that could greatly benefit Catalonia given its location and the great diversity of the products it offers this market". ■

LEV

The Valencian Community and the Region of Murcia highlight the value of hospitality

Tourism on the Levante coast offers both quality and diversity

The British market is the leading provider of foreign tourists to the Valencian Community and the Region of Murcia and both territories want to continue being relevant for travellers from the United Kingdom with their diverse and quality offering.

The Valencian Community received three million British tourists in 2018. In other words, one of every three visitors to the area was British. And the community's tourism authorities do not want this to change. Which is why its message at the World Travel Market in London will focus on the values of friendship and hospitality.

The promotional entity **Turismo Comunidad Valenciana** will carry out "a specific campaign which shows that we are still a friendly and safe territory," explained the general tourism director of the Valencian Community, Herick Campos. This initiative will be carried out in coordination with the **Costa Blanca Tourism Board and VisitBenidorm**, as the majority of the British citizens visit Costa Blanca and close to 85% of them visit Benidorm.

A variety of products

The main travel motivation for 94% of these travellers is leisure and this destination has a wide variety of options which responds to their needs. Apart from its wonderful beaches, it is also one of the favourite destinations for sports and more specifically, for golf enthusiasts, thanks to its 35 golf courses,



The Gulliver Park in Valencia, with its monumental sculpture of the giant, has become one of the city's icons.

favourable weather conditions and good flight connections.

For those looking to enjoy being at one with nature, bird-watching is a great option. This destination's competitive advantage is in the fact that it offers a variety of habitats within a relatively small area.

This territory enjoys a close connection with the world of music and festivals are becoming an increasingly important part of its leisure options. In fact, two new brands have been created to promote music's differentiating value; **Mediterranew Musix** and **Mediterranew Fest**. Another of its most emblematic products, gastronomy, has also been given its own brand name: **L'Exquisit Mediterrani**, which is associated with the local Valencian Mediterranean diet.

And the innovation doesn't stop there. Taking into account the fact that the new demand profile is characterised by the search

for experiences, the Valencian Community continues to work on its programme **CreaTurismo** which strives to "create new experiences to continue surprising the tourists who visit us," said the region's Tourism secretary, **Francesc Colomer**.

The region of Murcia

This autonomous community is working to maintain the affluence of British tourism – over 42% of its total quota of international clients – thanks to improved connections resulting from the opening of the region's new international airport. So far the airport is operating 11 direct routes from the United Kingdom for the 2019–2020 season, as detailed by the minister for Tourism, Youth and Sports, **Cristina Sánchez**.

Its tourism offering, apart from coastline and beaches, sports and nature, includes the project 'Live Legacy' as an umbrella project for cultural, gastronomical and religious products. ■

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PR

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.

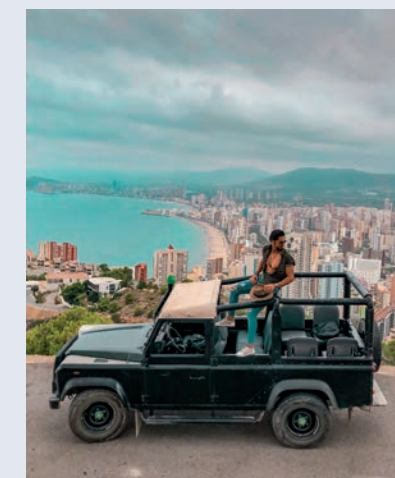
Benidorm offers a wealth of leisure services with all kinds of shops (fashion, footwear, accessories, gifts, crafts); night and day entertainment; sports; local and international gastronomy; five major theme parks, and fun for all ages.

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 sea-front promenade. For more extreme sporting disciplines or those requiring special equipment or training, there are special companies, some of whom organise routes on horseback 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.



INFORMATION:

www.visitbenidorm.co.uk

PR

La Manga Club – Europe's ultimate resort to work, rest and play

Nestling in an exclusive corner of Murcia in south-east Spain, La Manga Club has been setting the pace for European sports and leisure destinations for the last five decades and richly deserves its reputation as the continent's ultimate resort.

A destination for all generations, sports enthusiasts and families, the world's biggest sporting stars have been flocking to the resort since its launch, with the likes of Gary Player, Arnold Palmer, Severiano Ballesteros, Andy Murray and David Beckham just some of the famous names to feature in its illustrious history alongside the likes of global football giants Barcelona, Real Madrid and Liverpool. And La Manga Club continues to go from strength to strength after winning two top accolades at this year's European ceremony of the World Travel Awards – the 'Oscars of the travel industry' – after being named 'Europe's Leading Luxury Resort & Villas 2019' for the third successive year and retaining its title as 'Europe's Leading Sports Resort'.

Set over an area three times the size of Monaco, La Manga Club is defined by its outstanding facilities which include three 18-hole golf courses, a 28-court tennis centre, eight football pitches, first-class cricket facilities, a 2,000m2 spa complex and its own Mediterranean beach cove. There is, quite simply, no place like it in Europe for an unforgettable family holiday, romantic getaway or for a bespoke business event.

At the heart of the resort is the five-star Principe Felipe hotel, with 192 rooms and a wide range of services such as an outdoor pool, gym and playgrounds, while guests can also



relax at the luxury 2,000sqm Wellness Centre including 13 treatment rooms, saunas, steam rooms and Jacuzzis. In addition, self-catering accommodation is available at Las Lomas Village with 200 apartments and townhouses that are ideal for families seeking both comfort and flexibility.

A paradise for sports

Sport sits prominently at the forefront of the five-star experience at La Manga Club. Golf is undoubtedly one of the stars, with three 18-hole golf courses complemented by extensive practice facilities and a spectacular pitch and putt layout designed by Spanish legend Severiano Ballesteros. Tennis also has a significant presence, with a world-class 28-court tennis centre overseen by former world top-ten star Nicolas Pietrangeli, while there are also eight FIFA-sized football pitches, a European Cricket Performance Centre and sporting academies for adults and juniors.

La Manga Club's impressive facilities make the resort a preferred



destination for business events and conferences. Its hotel has an outstanding array of meeting spaces, which combine functionality and exclusivity in an unforgettable business environment, while the sports offering acts as an extra incentive for work and teambuilding events.

And more exciting times ahead lie ahead for the resort after it was recently purchased by Hesperia Hotels & Resorts, one of Spain's most recognised hotel brands, with more than 20 years' experience in hotel management and an important presence in the luxury holiday market.

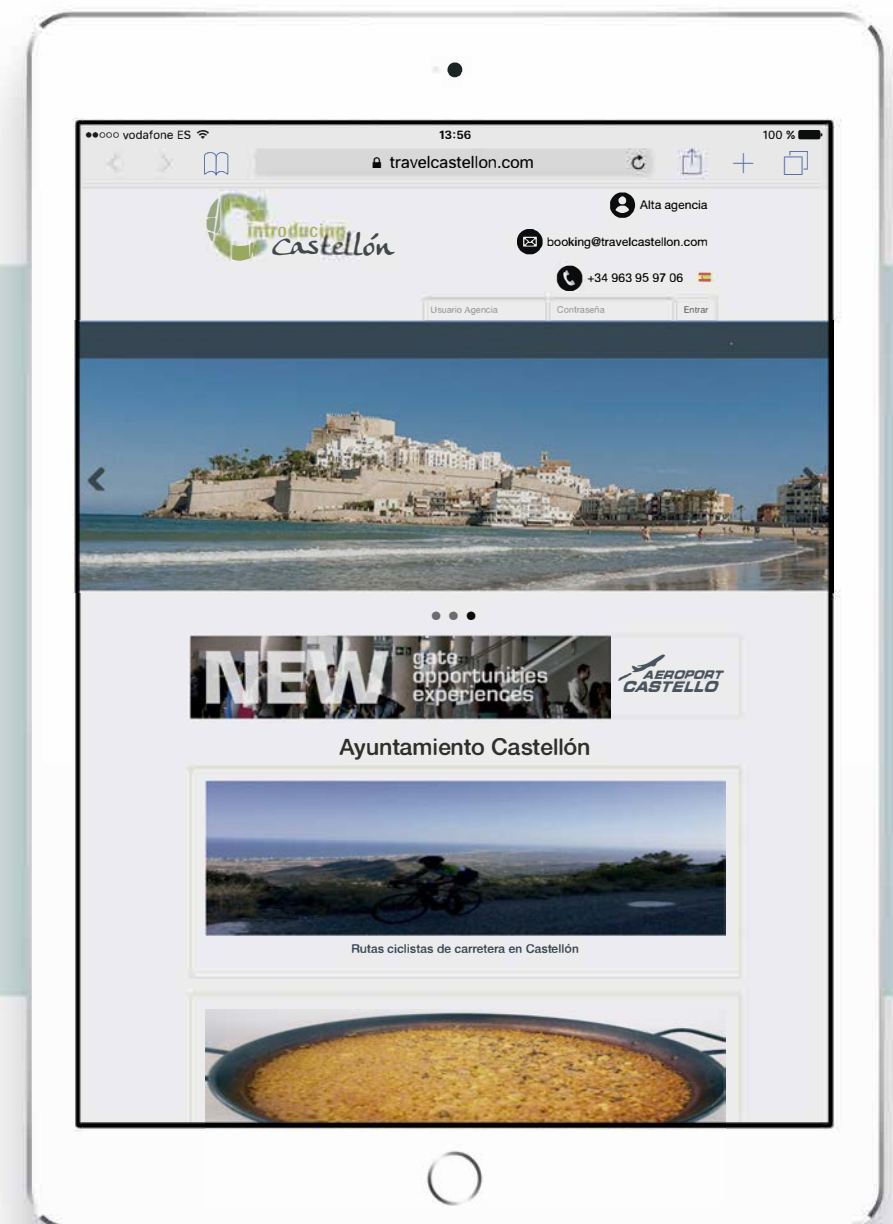
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AND

A safe and experiential destination

Andalusia is relying on solid foundations to remain a leading destination for the Brits

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The region of Andalusia is in luck as in 2019 it fostered the loyalty of British tourists. After a slight drop in the number of visits last year, latest stats published by the Andalusian Regional Government show a 5.5 per cent rise from January to August of this year, with a total 2.4 million passengers arriving from UK airports. Representing around ten per cent of all visitors, the UK is Andalusia's most important foreign market.

Ready for Brexit

The Andalusian Regional Government has set up a comprehensive programme with 112 contingency and preparedness measures to minimise the effects and consequences of Brexit. As explained to Hosteltur by **Juan Marín**, vice-president of the **Andalusian Regional Government**, and Regional Minister for Tourism, Regeneration, Justice, and Local Administration, "We are well aware of the great impact the UK leaving



Cultural heritage is one of the most valued attractions in Andalusia, scoring a 9 out of 10. Picture: Jerez Cathedral.

the EU may have on our citizens, companies, and institutions, so we are already implementing these measure at different levels, with the aim of guaranteeing the best transition process possible". In matters concerning tourism specifically, as the UK is Andalusia's leading foreign tourism market, "The effect this situation may have on the number of arrivals is undeniable." Therefore, "Among the measures

included in the contingency and preparedness programme, we have included six specifically for promotion aimed at guaranteeing the flow of travellers from this market". These measures include communication campaigns especially designed for this market, the signing of co-marketing agreements with British tourism actors, the organisation of sectorial professional meetings, direct and reverse multimarket activities that

we hope will attract the attention of travellers from this country, and also, more participation in the UK's major trade fairs.

As to the wide range of attractions for British citizens in the region, Marín points out "the weather, cuisine, cultural heritage, the diversity of its beaches, the quality and quantity of its golf offering and its interesting great value for money, plus exceptional infrastructures and professional services, as well as authenticity, uniqueness and a great feeling of belonging. To the point that more than 70,000 British people have set up home in Andalusia, the largest concentration in our country together with the Valencian Community".

"Furthermore, a considerable amount of Andalusia's tourism

"Six specific promotional measures set to guarantee the flow of travellers from the UK have been included in the Brexit preparedness and contingency programme" states Marín

products are designed for or adapted almost exclusively to this market. And this, that could be thought of as a weakness faced with Brexit, we

actually see as a strength because thanks precisely to this, out of all the markets that visit our region, these travellers have given us one of the highest scores, almost nine out of ten. This same adaptation process has meant that even in a period when Mediterranean competitors are in full recovery, the number of British arrivals to our region has hardly changed". The loyalty rate surpasses fifty percent, several points above the average.

"We are convinced that this relationship, based on decades of living with tourism and the great efforts put into adapting the region's products to meet the needs and particularities of these travellers will not break so easily, however difficult the Brexit situation, and for which we are ready." ■

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Spain stands out as a golf destination for its excellent offering, the great diversity of its facilities, innovation, and its benevolent climate

Among the best golf courses in Europe



88 per cent of all golf tourists who travel to the Canary Islands come back.

Golf is one of Spain's main attractions. According to data from the Ministry of Culture and Sport, out of the near to 83 million international tourists who visited the country in 2018, 9.8 million did sport, and golf was top of the list; almost 1.2 million foreign tour-

ists travelled to play golf. Spain is the world's second most popular international destination for golf tourism thanks to its 360 golf courses that each have at least nine holes, as well as its twenty-odd rustic courses and its 95 pitch & putts that are continually undergoing

modernisations. Most golf courses are designed by prestigious golfers from all over the world, and most of them also have schools and academies. Spain's privileged climate and its vast experience and professionalism as a tourism destination and as organisers of sporting events also add to this enormous popularity. Furthermore, Spanish golf courses are becoming more and more sustainable, implementing policies ranging from sustainable watering management, less use of chemical and phytosanitary products, and the use of systems to measure their carbon footprint and therefore minimise it as much as possible.

Andalusia is in the lead with more than one hundred golf courses, representing 29 per cent of all those in Spain. They are all very different, and most of them are by the sea. The region stands out for its climate and for its excellent connections from anywhere in Europe.

The Canary Islands play with an advantage, an excellent climate, which means people can play golf 365 days a year. There are 25 golf courses on the islands, and, according to data published by ISTAC (the Canary Islands' Institute of Statistics), in 88.1 per cent of the cases, golf tourists admit it is not their first time on the islands. In Catalonia, opening its first golf course in 1914, there are currently 82 golf courses, 36 of which have 18 holes; the others are pitch & putts, rustic, and Par 3 courses. Most have agreements with hotels and travel agencies, and this makes things easier and lowers prices.

The Valencian Community's 36 golf courses are also very diverse, and this region has a mild climate allowing for all-year-round golf playing. It also has a great tourism offering that positively complements golf holidays, and excellent infrastructures like hotels, restaurants, and specialised shops.

There are 25 golf courses on the Balearic Islands, 24 of which are on the island of Mallorca; here, golfers can play at a different golf course every day without having to travel for more than 20 minutes from one to another. According to a

recent study, the golf courses on Mallorca generate an economic impact of 166.94 million euros.

Amongst the best

Spanish golf courses enjoy international prestige and recognition. A great example being the Costa del Sol having received an award from The Global Golf Tourism Organisation (IAGTO) as the best golf destination in Europe. This Andalusian region boasts almost seventy golf courses.

On its part, at the World Travel Awards 2019, the 330 hectare Las Colinas Golf & Country Club in Alicante, a golf course designed by Cabell B. Robinson, was chosen as the best Villa Resort of the year, and in the World Golf Awards, it also ranks among the Top 100 Golf Resorts in Continental Europe. The PGA Catalunya Resort, an hour north of Barcelona, has also climbed the list to number 6 in the Golf World's Top 100 Golf Courses of Continental Europe 2019. What also stands out is that this golf course has been among the 10 best in Europe for two consecutive decades, a status it has held since its opening in 1999. ■

“

In the Canary Islands, 36.2 per cent of all golf tourists are British, and in Mallorca, this nationality only represents 13.9 per cent



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ANDALUCÍA					
• REAL FEDERACIÓN ANDALUZA DE GOLF	MÁLAGA		952225590	info@rfga.org	www.rfga.org
ATALAYA GOLF & C.C.	MÁLAGA	36	952882812	info@atalaya-golf.com	www.atalaya-golf.com
BAVIERA GOLF	MÁLAGA	18	952555015	info@bavieragolf.com	www.bavieragolf.com
CABOPINO GOLF MARBELLA	MÁLAGA	18	951607004	reservas@cabopinogolfmarbella.com	www.cabopinogolfmarbella.com
CHAPARRAL GOLF	MÁLAGA	18	952587733	reservas@golfelchaparral.com	www.golfelchaparral.com
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ANTEQUERA GOLF	MÁLAGA	18	951060354	reservas.golf@hotelantequera.com	www.golfantequera.com
CERRADO DEL AGUILA GOLF & RESORT	MÁLAGA	9	951703355	golf@cerradodelaguila.com	https://cerradodelaguila.com/
GOLF TORREQUEBRADA	MÁLAGA	18	952442742	comercial@golftorrequebrada.com	www.golftorrequebrada.com
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VALLE ROMANO GOLF & RESORT	MÁLAGA	18	952800600	reservasgolf@valleromano.es	www.valleromano.net
LA RESERVA DE SOTOGRANDE	CADIZ	18	956785252	lareserva.proshop@sotogrande.com	www.lareservadubsotogrande.com
REAL CLUB SEVILLA GOLF	SEVILLA	18	954124301	reservas@sevillagolf.com	www.sevillagolf.com
CLUB DE GOLF LA CANADA	CADIZ	18	956794100	reservas@lacadagolf.com	www.lacadagolf.com
DESERT SPRINGS RESORT & GOLF CLUB	ALMERÍA	18	637861591 / 2	golfreservas@almazora.com	www.desertspringsresort.es
CLUB DE GOLF PLAYA SERENA	ALMERÍA	18	950333055	info@golfplayaserena.com	www.golfplayaserena.com
BELLAVISTA GOLF	HUELVA	18	959319017	bellavista@golfbellavista.com	www.golfbellavista.com
DONA JULIA GOLF CLUB	MÁLAGA	18	952937717	reservas@donajuliagolf.es	www.donajuliagolf.es
CASARES COSTA GOLF	MÁLAGA	9	952937895	info@casarescostagolf.com	www.casarescostagolf.com
VALLE DEL ESTE GOLF	ALMERÍA	18	950398743	resenas.golf@valledeleste.es	www.valledeleste.es
EL CAMPANARIO GOLF	MÁLAGA	9 par 3	952904233	info@elcampanarioresort.com	www.elcampanarioresort.com
GREENLIFE GOLF CLUB, S.L	MÁLAGA	9	952839142	golf@greenlife-golf.com	www.greenlife-golf.com
REAL CLUB DE GOLF SOTOGRANDE	CADIZ	18	956785014	info@golfsotogrande.com	www.golfsotogrande.com
SANTA CLARA GOLF GRANADA	GRANADA	18	858702800	reservas@santaclaragolfgranada.com	www.santaclaragolfgranada.com
SANTA MARIA GOLF CLUB & COUNTRY CLUB	MÁLAGA	18	952831036	caddy-master@santamariagolfclub.com	www.santamariagolfclub.com
VILLANUEVA GOLF	CADIZ	18	956474123	info@villanuevagolf.com	www.villanuevagolf.com
CLUB DE CAMPO DE CORDOBA	CORDOBA	18	957350208	info@golfcordoba.com	www.golfcordoba.com
LA NORIA GOLF & RESORT	MÁLAGA	9	952587653	info@lanoriagolf.net	http://www.lanoriagolf.net
LOS ARQUEROS GOLF & COUNTRY CLUB	MÁLAGA	18	952784600	caddiemaster@losarquerosgolf.com	www.losarquerosgolf.com
MAGNA MARBELLA GOLF	MÁLAGA	9	952929249	info@magnamarbellagolf.com	www.magnamarbellagolf.com
MIGUEL ANGEL JIMENEZ GOLF ACADEMY	MÁLAGA	9 par 3	951909490	info@magolfgolfacademy.com	www.miguelangeljimenezgolfacademy.es
THE SAN ROQUE CLUB	CADIZ	36	956613030	info@santroqueclub.com	www.santroqueclub.com
CALANOVA GOLF CLUB	MÁLAGA	18	951170194	reservas@calanovagolfclub.com	www.calanovagolf.com
ISLA CANELA GOLF	HUELVA	18	959477878	golf@islacanela.es	www.golfislacanela.com
MARINA GOLF MOJACAR	ALMERÍA	18	950133235	info@marinagolf.com; reservas@marinagolf.com	www.marinagolf.com
REAL CLUB VALDERRAMA	CADIZ	27	956791200	greenfees@valderrama.com	www.valderrama.com
GOLF FINCA CORTESIN	CADIZ	18	952937883	nicklausacademy@golfcortesin.es	www.fincacortesin.com
GOLF & COUNTRY CLUB LA DUQUESA	MÁLAGA	18	952890725	info@golliadulesa.com	www.golliadulesa.com
AGUILON GOLF	ALMERÍA	18	950109518	cmaster@aguilongolf.es	www.aguilongolf.es
ALHAURIN GOLF RESORT	MÁLAGA	27	952595800	reservas@alhauringolf.com	www.alhauringolf.com
CLUB DE GOLF ALOHA	HUELVA	18+9 par 3	952907085	reservas@clubdegolfaloha.com	www.clubdegolfaloha.com
CLUB DE GOLF CORTA ATALAYA	HUELVA	9	959590475	info@clubdegolfcortaatalaya.es	
COSTA ESURI H2O GOLF CLUB	HUELVA	18	959328071	reservas@costaesurih2ogolf.com	http://costaesurih2ogolf.com/dev/
CLUB DE GOLF EL COTO	MÁLAGA	9	952804700	coto@golf-andalucia.net	
CLUB DE GOLF LA SIESTA	MÁLAGA	9	952933362	lasiestagolf@gmail.com	https://www.clubdegolfiasiesta.com/
CLUB DE GOLF POZOBLANCO	CORDOBA	9+9 PITCH & PUTT	617497951	golf_pozoblanco@hotmail.com	www.golfpozooblanco.com
DONANA GOLF	HUELVA	18	959441810	info@donanagolf.com	www.dunaseddonanagolfresort.com

GOLF COURSES

Course	Province	Holes	Tel +34	E-mail	Web
IBEROSTAR GOLF NOVO SANCTI PETRI	CADIZ	36	956494005	gspre@iberostar.com	http://www.clubgolfrealnovosanctipetri.com/
LA RESINA GOLF & COUNTRY CLUB	MALAGA	9	951278346	info@laresinagolfclub.com	www.laresinagolfclub.com
LAS MINAS GOLF	SEVILLA	9	955750678	info@lasminasgolf.com	http://www.lasminasgolf.es
MIRAFLORES GOLF	MALAGA	18	952931960	info@mirafloresgolf.es	www.mirafloresgolf.es
PARQUE DEPORTIVO LA GARZA	JAEÑ	9	952931960	info.pdg@andalucia.org	www.lagarzaesdeporte.com
REAL CLUB DE CAMPO DE MALAGA	MALAGA	27	952376677	club@rcm-golf.com	www.rcm-golf.com
REAL CLUB DE GOLF VISTA HERMOSA	CADIZ	9	956875605	comunicación@rcvistahermosa.com	www.vistahermosadubdegolf.com
REAL CLUB PINEDA DE SEVILLA	SEVILLA	18	954611400	informacion@rcpineda.com	www.rcpineda.com
ROTA CLUB DE GOLF	CADIZ	18	691224577	correocompeticion@rotadubgolf.es	http://www.rotadubgolf.es/
ARAGON					
• FEDERACIÓN ARAGONESA DE GOLF	ZARAGOZA		976731374	admin@aragongolf.com	www.aragongolf.com
AUGUSTA GOLF CALATAYUD	ZARAGOZA	18 + 9 P&P	976891900	info@augustagolfcalatayud.com	www.augustagolfcalatayud.com
RANILLAS URBAN CLUB	ZARAGOZA	9	976976804	atencionalcliente@lasranillas.com	www.lasranillas.com
CLUB DE GOLF LA PEÑAZA	ZARAGOZA	18	976342800	administracion@golftapenaza.com	www.golftapenaza.com
GOLF LOS LAGOS	ZARAGOZA	18	976617613	info@golfloslagos.com	www.golfloslagos.com
GOLF DE GUARA	HUESCA	9	974340165	info@golfdeguara.es	www.golfdeguara.es
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	
EXE LAS MARGAS GOLF	HUESCA	18 + 9 par 3	974499400	hgv@lasmargasgolfclub.com	www.margasgolf.com
CANTABRIA					
• FEDERACIÓN DE CANTABRIA	SANTANDER		942239874	info@federacioncantbradegolf.com	www.federacioncantbradegolf.com
GOLF SANTA MARINA	CANTABRIA	18	942710049	info@amigosgolfsantamarina.com	www.golfsantamarina.es
CAMPO DE GOLF ABRA DEL PAS	MIENGO	18	942577597	abrapasreservas@cantur.com	www.golfabradelpas.com
CAMPO DE GOLF NESTARES	CANTABRIA	18	942771127	golfnestares@cantur.com	www.cantur.com
CLUB DE GOLF RAMON SOTA	CANTABRIA	10	942506270	info@golframonsota.es	http://golframonsota.es/
CLUB DE GOLF ROVACIAS	CANTABRIA	9	673058749	rovaciasgolf@abbahoteles.com	rovaciasgolfcomillas.com
REAL GOLF CLUB OVAMBRE	CANTABRIA	9	647335167	info@realgolfclubovambre.es	
CAMPO MUNICIPAL DE GOLF MATALEÑAS	CANTABRIA	9	942203074 / 75	imd-golf@santander.es	www.santanderdeportes.es
CAMPO MUNICIPAL DE GOLF LA JUNQUERA	CANTABRIA	9	942501040/ 31		www.golflajunquera.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		949883210	federacion@fedgolfcm.com	www.fedgolfcm.com
CAMPO MUNICIPAL DE GOLF LA LAGUNILLA	ALBACETE	9	687025965	golflagunilla@elbonillo.es	http://elbonillo.es/
GOLF CIUDAD REAL	CIUDAD REAL	9	926690905	reservas@golfciudadreal.com	www.golfciudadreal.com
PALOMAREJOS GOLF	TOLEDO	18	925721060	tienda@palomarejosgolf.com	www.palomarejosgolf.com
CUENCA GOLF RESORT	CUENCA	18	969267198	reception@cuencagolfclub.es	www.cuencagolfclub.es
GOLF VALDELUZ	GUADALAJARA	18	949100233	informacion@golfvaldeluz.com	www.golfvaldeluz.com
LA CAMINERA GOLF	CIUDAD REAL	36	926344733	direccion@lacaminera.com	www.hotelacaminera.com
CLUB GOLF EL BONILLO	ALBACETE	9	687025965	correo@clubdegolfelbonillo.com	www.clubdegolfelbonillo.com
GOLF LAS PINAILLAS	ALBACETE	18 par 72	967192200	info@clubdegolfaspinailas.com	www.clubdegolfaspinailas.com
CLUB DE GOLF TOMELLOSO	CIUDAD REAL	18	616984073	clubdegolftomelloso@clubdegolftomelloso.com	www.clubdegolftomelloso.com
CLUB DE GOLF MUDELA	CIUDAD REAL	9	630051770	info@mudelagolf.com	www.mudelagolf.com
CLUB DE GOLF CUESTA BLANCA	CUENCA	9	969331304	correo@clubdegolfcuestablanca.es	www.clubdegolfcuestablanca.es
CLUB DE GOLF LA VEREDA	CUENCA	18	969225899		
CLUB DE GOLF LA LAGUNA DEL TITO	CUENCA	9+9	969300968	info@molinoderusgolf.es	
CABANILLAS GOLF	GUADALAJARA	18	949324600		www.cabanillasgolf.es
SEÑORIO DE ILLESCAS CLUB DE GOLF	TOLEDO	9	925518359	info@senoriodellescasgolf.com	http://www.senoriodellescasgolf.com/
TORRIJOS GOLF	TOLEDO	11	925772230	info@torrijosgolf.com	http://torrijosgolf.com/
GOLF CAMPO DE LAYOS	TOLEDO	18	925376745	info@layos-golf.com	www.layos-golf.com
ESCALONA GOLF	TOLEDO	18	925789803	info@escalonagolf.com	www.escalonagolf.com
CASTILLA Y LEÓN					
• FEDERACIÓN DE CASTILLA Y LEÓN	VALLADOLID		983042420	secretaria@golftyl.org	www.golftyl.org
CLUB DE GOLF BIERZO	LEÓN	9	987695129	golfdelbierzo@gmail.com	www.golfbierzo.es
CLUB DE GOLF EL ESPINAR	SEGOVIA	9	921182542	golfsespinar@gmail.com	www.golfsespinar16mbcom.000webstapp.com/
LA FAISANERA GOLF	SEGOVIA	18	921474212	reservas@lafaisanergolf.es	www.lafaisanergolf.es
CLUB DE GOLF SORIA	SORIA	18	975271075	golfsoria@golfsoria.com	www.golfsoria.com
CLUB DE GOLF LERMA	BURGOS	18	947171214	reservas@golferma.com	www.golferma.es
WEGOLF LOWCOST	AVILA	18	920318423	comercial@wegolf.es	www.wegolf.es
VILLAMAYOR ZARAPICOS	SALAMANCA	18	923329100	zarapicos@salamancagolf.com	www.salamancagolf.com
ALDEAMAYOR CLUB DE GOLF	VALLADOLID	18 + 9 PAR 3	983552463	info@aldeamayorclub.com	www.aldeamayorclub.com
GOLF LA DEHESA DE MORON	SORIA	9	975306075	golfdedesademoron@hotmail.com	www.golfdedesademoron.com
CLUB DE GOLF EL MADRAL	ZAMORA	9	650967386	golfmaderal@gmail.com	golfmaderal.com
CAMPO DE GOLF RIOCIEREZO	BURGOS	18	947431095	info@riocerezogolf.com	www.riocerezogolf.com
CAMPO DE GOLF ISLA DOS AGUAS	PALENCIA	9	979721716	cmgisladosaguas@pmdpalencia.com	www.pmdpalencia.com
CLUB DE GOLF NAVALUENGA	AVILA	9	920298040	golfnavaluenga@hotmail.com	https://aytonavaluenga.es/golf/
CLUB DE GOLF NAVAGRULLA	SORIA	9	975376322	navagrullagolf@gmail.com	
CAMPO DE GOLF DE VILLARRIN DE CAMPOS	ZAMORA	9	980580189	golfvillarrin@gmail.com	www.golfvillarrin.com
CLUB DE GOLF SALAS DE LOS INFANTES	BURGOS	9	947380795	golfsaladelosinfantes@yahoo.es	www.golfsalas.blogia.com
SALDAÑA GOLF	BURGOS	18	947404281	saldanagolf@golferma.com	www.golferma.com
CLUB DE CAMPO LA GALERA	VALLADOLID	9	983331977	administracion@lagalera.net	www.lagalera.net
GRIJOTA GOLF	PALENCIA	9	979767361	reception@grijotagolf.es	www.grijotagolf.es
CLUB DE GOLF DE BEJAR	SALAMANCA	9	607717044	info@clubgolfbejar.com	www.clubgolfbejar.com
ASR GOLF CLUB	SEGOVIA	18	921174322	recciongolf@angelesdesanrafael.com	www.angelesdesanrafael.com
CASINO ABULENSE CLUB DE GOLF	AVILA	9	920221412	info@casinoabulense.com	www.casinoabulense.com
CLUB DE GOLF AREVALO	AVILA	9	609335379	golfarevalo@yahoo.es	www.clubdegolfarevalo.com
NATURAVILA GOLF	AVILA	18	920353276	eltresnillo@naturavila.es	www.naturavila-eltresnillo.com
GOLF CANDELEDA	AVILA	9	920380759	golfcandeleda@hotmail.com	www.golfcandeleda.com
CLUB DE GOLF VILLARIAS	BURGOS	9	947573120	info@villariassgolf.com	www.villariassgolf.com
CLUB DE GOLF HIERRO 3	LEÓN	9	600667534	secretaria@hierro3-reinodeleon.es	www.hierro3-reinodeleon.es
CLUB DEP. GOLF LA COTA	LEÓN	9	987701100	lacotasecretaria@yahoo.es	
LEÓN CLUB DE GOLF	LEÓN	18	987303400	posasacr.ocio@sacry.com	www.golfeleon.com
SALAMANCA FORUM GOLF	SALAMANCA	18	923337011	info@salamancaforumgolf.com	www.salamancaforumgolf.com
LA VALMUZA GOLF RESORT	SALAMANCA	18	923049445		www.la-almuza.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 COURSES					
Course	Province	Holes	Tel +34	E-mail	Web
GOLF ENTREPINOS	VALADOLID	18	983590511	golffentrepinos@golffentrepinos.com	www.golffentrepinos.com
CAMPO DE GOLF SOTOVERDE	VALADOLID	18	983452970	info@complejodeportivosotoverde.es	www.complejodeportivosotoverde.es
CLUB DE GOLF LA CERRADA	SORIA	9	975365936	golflacerrada@gmail.com	www.quintanares.es
CATALUNYA					
FEDERACIO CATALANA DE GOLF	BARCELONA		934145262	catgolf@catgolf.com	www.catgolf.com
GOLF LA ROCA	BARCELONA	18	938444886	info@golflaroca.com	www.larocabarcelona.golf
GOLF TORREMIRONA	GIIRONA	18	97253737	info@golftorremirona.com	www.golftorremirona.com
CLUB DE GOLF BARCELONA	BARCELONA	27	93728800	info@golfdelbarcelona.com	www.golfdelbarcelona.com
REAL CLUB DE GOLF EL PRAT	BARCELONA	45	937281000	reservations@rcgep.com / rcgep@rcgep.com	www.realclubdegolfelprat.com
CLUB DE GOLF TERRAMAR	BARCELONA	18	938940580	info@golfterramar.com	www.golfterramar.com
CLUB DE GOLF PERALADA	GIIRONA	18	972538287	casa.club@golfteralada.com	www.golfteralada.com
GOLF MONTANYA	BARCELONA	18	938840170	info@golflmontanya.com	www.golflmontanya.com
CLUB DE GOLF LLAVANERAS	BARCELONA	18	937926050	club@golllavaneras.com	www.golllavaneras.com
CAN CUYAS GOLF	BARCELONA	9	936855566	info@cancuyasgolf.com	www.cancuyasgolf.com
CLUB ESPORTIU GOLF DE CALDES	BARCELONA	9+3	938626265	resenas@golfdecaldes.com	www.golfdecaldes.com
CAMP DE GOLF MUNICIPAL DE MATADEPERA	BARCELONA	9	937300516	mtdp.golf@matadepera.cat	www.golflmatadepera.cat
REAL CLUB DE GOLF DE CERDANA	GIIRONA	27 (18+9)	972141408	info@rcgercdanya.com	www.rcgercdanya.com
CLUB DE GOLF VALLROMANES	BARCELONA	18	935729064	info@golllallromanes.com	www.clubdegolfvallromanes.com
GOLF COSTA DAURADA	TARRAGONA	18 + 18 P&P	977653361	reservas@golfcostadaurada.com	
EMPORDA GOLF FOREST & LINKS	GIIRONA	36	972760450	info@empordagolf.com	www.empordagolf.com
GOLF DE PALS	GIIRONA	18	972667739	info@golflpals.com	www.golflpals.com
GOLF SANT VICENÇ DE MONTALT	BARCELONA	18	937915111	recepccion@golfsantvicens.es; comercial@golfsantvicens.es	www.golfsantvicens.es
CLUB DE GOLF COSTA BRAVA	GIIRONA	27	972837150	reservas@golfcostabrava.com	www.golfcostabrava.com
CLUB GOLF D'ARO MAS NOU	GIIRONA	18 PAR 72 + 9 PAR 3	972816727	info@golfdaro.com	www.golfdaro.com
CLUB DE GOLF BONMONT TERRES NOVES	TARRAGONA	18	977818140	golflbonmont.es	www.bonmont.es
LUMINE MEDITERRANEA BEACH & GOLF COMMUNITY	TARRAGONA	45	977129070	golfl@lumine.com	www.lumine.com
PITCH AND PUTT VENDRELL	TARRAGONA	18	977668031	info@pitchandputtvendrell.es	www.pitchandputtvendrell.es
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
RAIMAT CLUB DE GOLF	LLEIDA	18	973737540	recepccion@raimatgolf.com	www.raimatgolf.com
GOLF MONTBRÚ MOIÀ	BARCELONA	9	937449168	info@golflmoia.com	www.golflmoia.com
GOLF GIIRONA	GIIRONA		972171641	golflgiirona@golflgiirona.com	www.golflgiirona.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		www.golfsantfeliu.com
CLUB DE GOLF CASTELLTERÇOL	BARCELONA	9	938668620		
GOLF SANT JOAN	BARCELONA	18	935442440		www.golfsantjoan.com
P&P OLLER DEL MAS	BARCELONA	18	938352882	golfl@ollerdelmas.com	www.ollerdelmas.com
GOLF LA ROQUETA	BARCELONA	9	938331328	info@golflaroqueta.es	www.golflaroqueta.es
CLUB DE GOLF HCP1	BARCELONA	18 par 3	937913001	info@hcp1.es	www.hcp1.es
GOLF LA GARRIGA BEST 18	BARCELONA	18	938612751		www.lagarrigapar3.com
GOLF PUBLIC TARADELL	BARCELONA	9	938126678	golflpublictaradell@yahoo.es	www.golflpublictaradell.com
PGA GOLF CATALUNYA	GIIRONA	36	972472577	info@pgacatalunya.com	www.pgacatalunya.com
MAS PAGES GOLF	GIIRONA	18	972561001	golfl@maspages.com	www.maspages.com
CLUB DE GOLF CAMPRODON	GIIRONA	9	972130125		www.golflcampodron.es
CLUB DE GOLF RIBERA SALADA	LLEIDA	9	973299282	golflriberasalada@gmail.com	
ARAVELL GOLF	LLEIDA	18	973360066	secretaria@aravellgolfclub.com	www.aravellgolfclub.com
CLUB DE GOLF REUS AIGÜES VERDES	TARRAGONA	18	977752725	recepccion@golflreusalmaymeres.com	www.golflreusalmaymeres.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
GOLF JARDIN DE ARANJUEZ	MADRID	18	911349144	caddiemaster@clubgolfljardinaranjuez.es	www.clubgolfljardinaranjuez.es
REAL SOCIEDAD HIPICA ESPAÑOLA CLUB DE CAMPO	MADRID	36	916571018	deportes@rshccc.es	www.rshccc.es
GOLF LOS RETAMARES	MADRID	18	916202540	emanada@retamaresgolf.com	www.retamaresgolf.com
REAL CLUB DE GOLF LA HERRERIA	MADRID	18	918905111	reservas@golflaherreria.com	www.golflaherreria.com
CLUB DE GOLF ARANJUEZ	MADRID	9	918916698	golfldearanjuez@telefonica.net	www.clubdegolfaranjuez.es
CENTRO NACIONAL DE LA RFEF	MADRID	18	913769060	info@centronacionalgolf.com	www.centronacionalgolf.com
LAS ENCINAS DE BOADILLA	MADRID	9 P&P	916331100	clublasencinas@clublasencinas.com	www.clublasencinas.es
ESCUELA DE LA FEDERACION DE GOLF DE MADRID	MADRID	9 par 3	913768770	ctg_escuela@fedgolfmadrid.com	http://ctg.fedgolfmadrid.com/
CLUB DE CAMPO VILLA DE MADRID	MADRID	18+18+9	915502022	deportes@ccvm.es	http://www.ccvm.es/es
GOLF PARK	MADRID	9 P&P	916614444	info@golflpark.es	www.golflpark.es
GOLF SANTANDER	MADRID	18	912573929 / 30	mastercaddie@golflsantander.es	www.golflsantander.es
CLUB DE GOLF LA DEHESA	MADRID	18	918157022	secretaria@golfladehesa.es	www.golfladehesa.es
EL ROBLEDAL GOLF	MADRID	18	918859659	golfl@elrobledalgolfmadrid.com	www.elrobledalgolfmadrid.com
ENCIN GOLF HOTEL	MADRID	18	918307069	deportes@encingolf.com	www.encingolf.com
CLUB DE GOLF JARAMA RACE	MADRID	18 + 9 par 3	916589121	golfl@race.es	www.complejodeportivo.race.es
CLUB DE GOLF LOMAS-BOSQUE	MADRID	27	916167500	golfl@lomas-bosque.com	www.lomas-bosque.com
LAS REJAS OPEN CLUB	MADRID	9 largos + 9 pares 3	914952850	recepccion@golflasrejasopendub.com	www.lasrejasopendub.com
CAMPO DE GOLF DE SOMOSAGUAS	MADRID	9	913521647	somosaguas@golflafincagroup.com	www.golflsomasaguas.com
CAMPO DE GOLF BASE AEREA DE TORREJON	MADRID	18	916274474	golfltorrejon@hotmail.com	www.ejercitodelaire.mde.es/EA/Golfl_Torrejon/es/
CDM "LA DEHESA" MILITAR GOLF	MADRID	9	915095591	ladehesa@et.mde.es	
CENTRO DEPORTIVO BARBERAN Y COLLAR	MADRID	9	916489527		
CLUB DE GOLF OLIVAR DE LA HINOJOSA	MADRID	18 (par 72)+9 (par 29)	917211989	go@golflolivar.com	www.golflolivar.com
GOLF LA MORALEJA	MADRID	18	916500700	info@golflamoraleja.com	www.golflamoraleja.com
GOLF VILLA DEL ESCORIAL	MADRID	9	918903637		http://golflvillaescorial.jimdo.com/
GREEN PADDOK	MADRID	9	918595107	info@golflgreenpaddock.com	www.greenpaddock.com
NUOVO CLUB DE GOLF DE MADRID	MADRID	18	916300820	ncgm@ncgm.es	www.ncgm.es
CAMPO DE GOLF PALACIO DEL NEGRALEJO	MADRID	9+9	916690422	oficina@golflnegralejo.com	www.golflnegralejo.com
REAL CLUB DE LA PUERTA DE HIERRO	MADRID	36 + 9 par 3	913161745	recepccion@rcphierro.com	www.rcphierro.com
CLUB QUIJORNA	MADRID	36	628643411	www.quijornagolf.es	www.quijornagolf.es
GOLF CANAL	MADRID	9	915357614	comunicacion@golflcanal.com	www.golflcanal.com
EL CAMPO DE TIRO	MADRID	9 par 3	916371566	golflmajadahonda2014@outlook.es	www.campode tiro.es
EL ESTUDIANTE GOLF	MADRID	9	917048194	golfl@clubel estudiante.com	www.clubel estudiante.com
COMUNIDAD FORAL DE NAVARRA					
• FEDERACIÓN NAVARRA DE GOLF	NAVARRA		948210132	fnfgolf@fnavarragolf.com	www.fnavarragolf.com
CLUB DE GOLF CASTILLO DE GORRAIZ	NAVARRA	18	948337073	tienda@golflgorraiz.com	www.golflgorraiz.com
CLUB DE GOLF ULZAMA	NAVARRA	18	948305162	info@golflulzama.com	www.golflulzama.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

GOLF COURSES					
Course	Province	Holes	Tel +34	E-mail	Web
COMUNIDAD VALENCIANA					
• FEDERACION DE GOLF DE LA COMUNIDAD VALENCIANA	VALENCIA		963935403	federacion@golflvcv.com	www.golflvcv.com
BONALBA GOLF RESORT	ALICANTE	18	965955955	golflbonalba@golflbonalba.com	www.golflbonalba.com
ALICANTE GOLF	ALICANTE	18	965152043	clubgolf@alicantegolf.com	www.alicantegolf.com
FONT DEL LLOP GOLF	ALICANTE	18	966126767	info@fdllop.es	www.fdllop.es
CLUB DE GOLF IFACH	ALICANTE	9	966497114	info@golflifach.com	www.golflifach.com
MEDITERRANEO GOLF	CASTELLON	18	964321227	club@ccmediterraneo.com	www.mediterraneo.golf
CLUB DE GOLF ESCORPION	VALENCIA	27+9 P&P	961601211	info@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 + 5 P&P	962857818	proshop@olivanova.com	www.olivanova.com
LAS COLINAS GOLF & COUNTRY CLUB	ALICANTE	18	965324004	reservations@lascalinasgolf.es	www.lascalinasgolf.es
ALTEA CLUB DE GOLF	ALICANTE	9	965848046	info@alteagolflclub.com	www.alteagolflclub.com
ALEND GOLF	ALICANTE	18	965620521	administracion@alendagolf.com	www.alendagolf.com
EL PLANTIO GOLF	ALICANTE	18 PAR 72 + 9 PAR 3	965189115	plantiogolf@hotmail.com	www.elplantio.com
VISTABELLA GOLF	ALICANTE	18	966107846	bookings@vistabellagolf.com	www.vistabellagolf.com
PARADOR EL SALER GOLF	VALENCIA	18	961610384	saler.golf@parador.es	www.parador.es
LA MARQUESA GOLF	ALICANTE	18	966714258	reservas@lamarquesagolf.es	http://www.lamarquesagolf.es/
PANORAMICA GOLF	CASTELLON	18	964493072	golfl@panoramicaclubdegolf.com	www.panoramicaclubdegolf.com
LO ROMERO GOLF	ALICANTE	18	966766887	info@loromero.golf.com	www.loromero.golf.com
MELIA VILLAITANA GOLF LEVANTE Y PONIENTE	ALICANTE	36	966813013		www.meliavillaitanagolf.com
LA SELLA GOLF	ALICANTE	27	966454252	info@lasellagolf.com	www.lasellagolf.com
EQUELITE GOLF VILLENA	ALICANTE	9 P&P	965807092	golfl@equelite.com	www.equelitegolf.com
CLUB DE GOLF COSTA DE AZAHAR	CASTELLON	9	964280979	info@golflcostadeazahar.com	www.golflcostadeazahar.com
CLUB DE GOLF LAS REJAS BENIDORM	ALICANTE	9	966889775	reservasbenidorm@lasrejasgolf.com	www.lasrejasopendub.com
REAL CLUB DE GOLF CAMPOAMOR	ALICANTE	18	965321366	golfl@lomasdecampoamor.es	www.lomasdecampoamor.es
LA FINCA GOLF	ALICANTE	18	966729010	golflafinca@grupopuara.com	www.lafinca.golflresort.com
GOLF VILLAMARTIN	ALICANTE	18	966765170	golflvillamartin@grupopuara.com	www.lafinca.golflresort.com/golfl/golfl-villamartin/
LAS RAMBLAS GOLF	ALICANTE	18 PAR 72	966729055	golflasramblas@grupopuara.com	www.lafinca.golflresort.com/golfl/golfl-as-ramblas/
CLUB DE GOLF JAVEA	ALICANTE	18	965792584	caddies@clubdegolfjavea.es	www.clubdegolfjavea.com
FORESSOS GOLF	VALENCIA	18	961221660	info@foressosgolf.com	www.foressosgolf.com
COFRENTES GOLF	VALENCIA	9 P&P	961894025	reservas@balneario.com	www.balneario.com
CLUB DE GOLF MANISES	VALENCIA	9	961534069	info@clubgolflmanises.es	www.realclubgolflmanises.es
LA GALIANA CAMPO DE GOLF	VALENCIA	18	961103838		www.lagaliganagolf.com
CLUB DE GOLF MASIA DE LAS ESTRELLAS	VALENCIA	9	960442200	info@masiadelasestrellas.com	www.masiadelasestrellas.com
REQUENA GOLF CLUB	VALENCIA	9	667101240	info@golflrequena.com	www.golflrequena.com
EXTREMADURA					
FEDERACION EXTREMEÑA DE GOLF	CACERES		927214379	federacion@fexgolf.es	www.fexgolf.com
GOLF ISLA VALDECANAS	CACERES	18	927610730	valdecanas@vincrhotels.com	http://www.golflvaldecanas.es
DON TELLO CLUB DE GOLF	BADAJOZ	9	628512260	dontello@dontellogolf.com	www.dontellogolf.com
NORBA CLUB DE GOLF	CACERES	18	927231441	info@norbaclub.es	www.norbaclub.es
TALAYUELA GOLF	CACERES	18	927667024	contacto@talayuelagolf.com	www.talayuelagolf.com
GOLF DEL GUADIANA	BADAJOZ	18	924448188		www.golflguadiana.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.avia@norbepa.es	http://www.parraluzgolf.es/
GALICIA					
FEDERACION GALLEGA DE GOLF	A CORUÑA		981919030	fggolf@fggolf.com	www.fggolf.com
REAL CLUB DE GOLF DE LA CORUÑA	A CORUÑA	18	981285200	info@clubgolflcoruna.com	www.clubgolflcoruna.com
REAL MONTEALEGRE CLUB DE GOLF	OURENSE	18 + 9 P&P	988256118	administracion@montealegreclubdegolf.es	www.montealegreclubdegolf.com
BARBANZA GOLF	A CORUÑA	18	673363280	barbanzagolf@gmail.com	www.barbanzagolf.es
CLUB DE GOLF CAMPOMAR	A CORUÑA	9	981453910	gerenciadcampomar@gmail.com	www.clubcampomar.com
HERCULES CLUB DE GOLF	A CORUÑA	18 PAR 72	981642545	info@herculesgolf.com	www.herculesgolf.com
CLUB DE GOLF LUGO	LUGO	9	982176314	golflugo@golflugo.com	www.golflugo.com
REAL AEROCUB DE SANTIAGO	A CORUÑA	18	981888276	recepccion@aerosantiago.es	www.aerosantiago.es
CLUB DE GOLF RIO CABE	LUGO	9	982417289	agrupacionriocabeg@gmail.com	golflriocabeg.es
CAMPO DE GOLF MEIS	PONTEVEDRA	18	986680400	info@campodegolflmeis.com	www.campodegolflmeis.com
GOLF BALNEARIO DE MONDARIZ	PONTEVEDRA	18	986656200	golflmondariz@balneariodemondariz.com	www.balneariodemondariz.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
OCA AUGAS SANTAS	LUGO	18	982456705	golfl@augassantas.es	www.ocahotels.com
CAMPO MUNICIPAL GOLF TORRE DE HERCULES	A CORUÑA	9	981209680	administracion@golflatorre.net	www.centrosupera.com
CLUB DE GOLF PADERNE	A CORUÑA	18	981797109	info@golflpaderne.com	www.golflpaderne.com
CLUB DE GOLF VAL DE ROIS	A CORUÑA	9	981810864	info@golflrois.com	www.golflrois.com
MINO GOLF CLUB	A CORUÑA	18	981195235	info@golflmino.es	www.golflmino.com
PITCH & PUTT TAMBRE	A CORUÑA	9	680763984	tambre@pitchandputtgallcia.com	http://www.santiagoturismo.com/golfl/pitch-putt-tambre
CLUB DE GOLF BALNEARIO DE GUITIRIZ	LUGO	9	982022200		www.balneariodeguitiriz.com
GOLF PILAR SARRIA	LUGO	9	652982456	golflsaria@gmail.com	http://elpilarsarria.com/
CLUB DE GOLF RIA DE VIGO	PONTEVEDRA	18	986327051	info@riadevigogolf.com	www.riadevigogolf.com
ILLES BALEARS					
• FEDERACIÓN BALEAR DE GOLF	MALLORCA		971722753	fbgolf@fbgolf.com	www.fbgolf.com
VALL D'OR GOLF	MALLORCA	18	971837001	valldorgolf@valldorgolf.com	www.valldorgolf.com
CANYAMEL GOLF	MALLORCA	18	971841313	casacub@canyamelgolf.com	www.canyamelgolf.com
GOLF SON PARC MENORCA	MENORCA	18	971188875	info@menorcagolf.es	www.golflsonparcmenorca.com
GOLF DE SON TERMES	MALLORCA	18	971617862	reservas@golflsontermes.com	www.golflsontermes.com
T GOLF & COUNTRY CLUB	MALLORCA	18	971130148	info@t-golflclub	www.t-golflclub
CLUB DE GOLF SON SERVERA	MALLORCA	18	971840096	reservas@golflsonservera.com	www.golflsonservera.com
GOLF MAIORIS	MALLORCA	18	971748315	recepccion@golflmaioris.es	www.golflmaioris.com
CLUB DE GOLF ALCANADA	MALLORCA	18	971549560	info@golfl-alcánada.com	https://www.golfl-alcánada.com
GOLF SON ANTEM EAST / GOLF SON ANTEM WEST	MALLORCA	18+18	971129200	mallorca.golflclub@vacationclub.com	www.sonantemgolf.com
REAL GOLF BENDINAT	MALLORCA	18	971405200	info@realgolflbendinat.com	www.realgolflbendinat.com
SANTA PONSÀ GOLF	MALLORCA	18	971690211	golfl@golfl-santaponsa.com	www.golfl-santaponsa.com
GOLF SON GUAL	MALLORCA	18	971785888	info@son-gual.com	www.son-gual.com
PULA GOLF	MALLORCA	18	971817034	reservas@pulgolfl.com	www.pulgolfl.com
GOLF SON MUNTANER	MALLORCA	18	971783000	golfl.mallorca@arabellagolfl.com	www.arabellagolflmallorca.com
GOLF SON QUINT	MALLORCA	18	971783000	golfl.mallorca@arabellagolfl.com	www.arabellagolflmallorca.com
GOLF SON VIDA	MALLORCA	18	971783000	golfl.mallorca@arabellagolfl.com	www.arabellagolflmallorca.com
GOLF IBIZA	EIVISA	18 + 9	971196052	info@golflbiza.com	http://golflbiza.com/
GOLF SON QUINT PITCH & PUTT	MALLORCA	9	971783000	golfl.mallorca@arabellagolfl.com	www.arabellagolflmallorca.com
GOLF DE ANDRATX	MALLORCA	18	971236280	casacub@canyamelgolf.com	www.golfldeandrax.com
CAPDEPERA GOLF	MALLORCA	18	971818500	info@golflcapdepera.com	www.golflcapdepera.com

GOLF COURSES

Course	Province	Holes	Tel +34	E-mail	Web
GOLF PARK MALLORCA PUNTIRO	MALLORCA	18	971797330	reservas@golfparkmallorca.com	www.golfparkmallorca.com
GOLF POLLENSA	MALLORCA	9	971533216	rec@golfpollensa.com	www.golfpollensa.com
ROTANA GREENS	MALLORCA	9	971845685	info@reservarotana.com	www.reservarotana.com
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	proshoggolf@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@rcgspalmas.com	www.realclubdegolfdelaspalmas.com
JANDIA GOLF CLUB	LAS PALMAS DE GRAN CANARIA	18	928871979	uribe@jandiagolf.com	www.jandiagolf.com
LAS PALMERAS GOLF	LAS PALMAS DE GRAN CANARIA	18 PAR 3	928220044	coordinadora@laspalmerasgolf.es	www.laspalmerasgolf.es
LOPESAN MELONERAS GOLF	LAS PALMAS	18	928145309	melonerasgolf@lopesan.com	www.lopesan.com
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	18	928160034	reservas@anjoca.com	www.fuerteventuragolfclub.com
SALINAS GOLF CLUB	LAS PALMAS DE GRAN CANARIA	18 PAR 70	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	18	928590512	info@costateguisegolf.com	www.lanzarote-golf.com
C.B CAMPO DE GOLF PUERTO DEL CARMEN	LAS PALMAS	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
GOLF LOS PALOS	SANTA CRUZ DE TENERIFE	9	922169080	mail@golflospalos.com	https://golflospalos.com/
ABAMA GOLF	SANTA CRUZ DE TENERIFE	18	922589623	info@abamagolf.com	www.abamagolf.com
AMARILLA GOLF	SANTA CRUZ DE TENERIFE	18	922730319	info@amarillagolf.es	www.amarillagolf.es
GOLF LA ROSALEDA	SANTA CRUZ DE TENERIFE	9	922373000	comercial@golfiarosaleda.es	www.golfiarosaleda.es
GOLF DEL SUR	SANTA CRUZ DE TENERIFE	27	922738170	golfdelsur@golfdelsur.es	www.golfdelsur.es
REAL CLUB DE GOLF DE TENERIFE	SANTA CRUZ DE TENERIFE	18	922636607	reservas@rcgt.es	www.rcgt.es
GOLF LAS AMERICAS	SANTA CRUZ DE TENERIFE	18	922752005	reservas@golf-tenerife.com	www.golf lasamericas.com
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
RIOJA ALTA GOLF CLUB	LA RIOJA	18	941340895	info@riojia.com	www.golfrioja.com
EL CAMPO DE LOGROÑO	LA RIOJA	18 PAR 72 + 9 P&P PAR 27	941511360	golflogrono@fcc.es	www.golflogrono.es
CLUB DE GOLF SOJUELA	LA RIOJA	18	941446710	golf.@sojuelagolf.com	www.sojuelagolf.com
MELILLA					
• FEDERACION MEILLENSE DE GOLF	MELILLA		952116102		
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
IZKI GOLF	ALAVA	18	945378262	recepcion@izkigolf.eus	www.ikigolf.eus
ZUIA CLUB DE GOLF	ALAVA	9	945430922	zuiagolf@zuiagolf.com	www.zuiagolf.com
GOIBURU GOLF CLUB	GUIPUZCOA	9	943300845	club@goibunugolf.com	www.goibunugolfclub.com
GOLF JUNDIZ	ALAVA	9 par 3	945357888	info@golfjundiz.com	www.golfjundiz.com
REAL GOLF CLUB DE ZARAUZ	GUIPUZCOA	9	943830145	info@golftarauz.com	www.golftarauz.com
REAL NUEVO CLUB GOLF DE SAN SEBASTIAN BASOZABAL	GUIPUZCOA	18	943467642	recepcion@golftbasozabal.com	www.golftbasozabal.com
CLUB DEPORTIVO GANGUREN GOLF COURSE	VIZCAYA	18	946565505	info@gangurengolf.com	www.gangurengolf.com
REAL GOLF CLUB SAN SEBASTIAN	GUIPUZCOA	18	943616845	rgcss@golfsansebastian.com	www.golfsansebastian.com
PITCH & PUTT PALACIO URGOITI	VIZCAYA	9	946746868	info@palaciourgotti.com	www.palaciourgotti.com
MEAZTEGI GOLF	VIZCAYA	18 + 9 par 3	946364370	meaztegi@globalgolfnorte.com	www.meaztegi@globalgolfnorte.com
REAL SOCIEDAD DE GOLF DE NEGURI	VIZCAYA	18	944910200	rsn@rsgolfineguri.com	www.rsgolfineguri.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
GOLF MUNICIPAL DE LLANES	ASTURIAS	18	985417230	golf@ayuntamientodellanes.com	www.llanes.es/golf
CLUB DE GOLF LUARCA	ASTURIAS	9 + 18 P&P	680470639	golfluarca@gmail.com	www.luarcagolf.com
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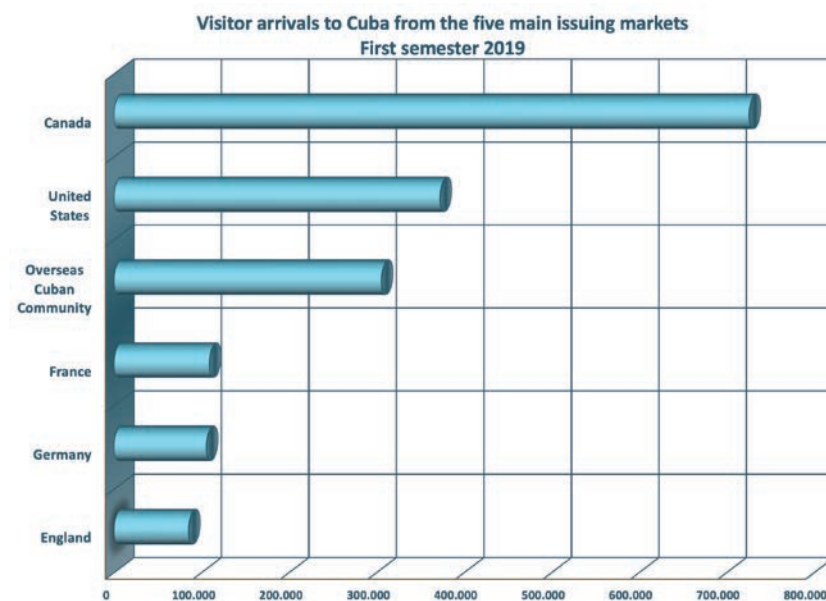


A LOOK AT TOURISM IN CUBA, through its figures

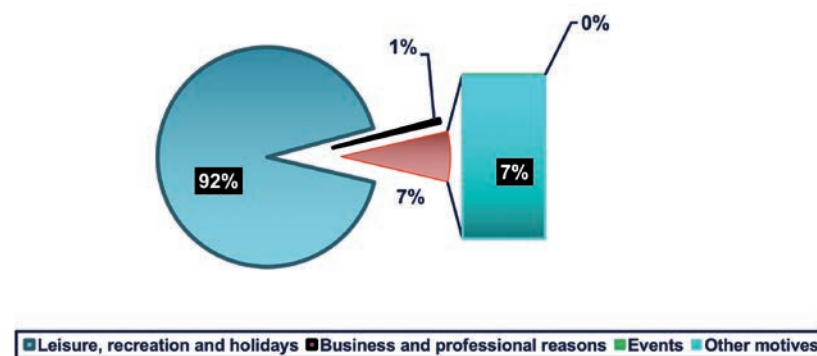
During the first six months of 2019, Cuba received 2,561,719 visitors, 2.4% more than during the same period a year before, according to the most recent data published by the ONEI (the National Office for Statistics and Information).

The ranking of its main issuing markets from January to June 2019 presented positive figures for the following: Canada, the United States, the overseas Cuban community, Russia –recognised in an official communication from the Tourism Ministry as the fastest growing market (13.5%) with further predicted development for future seasons–, The Philippines (34.6%), Chile (26.1%), Columbia (13.2%) and India (30.7%). The following markets experienced a decrease compared to 2018: France, Germany, England, Mexico, Italy, Spain, Argentina, China, Holland and Poland.

However, when it comes to accumulated figures up to July, according to the ONEI, arrivals to Cuba suffered a contraction of 1.1%, with 2,856,761 visitors, which is 32,019 less than over the same period in 2018; in particular, there was a 23.6% reduction during the month of July. At the end of July, Canada was still the main issuing market, followed by the United States, the



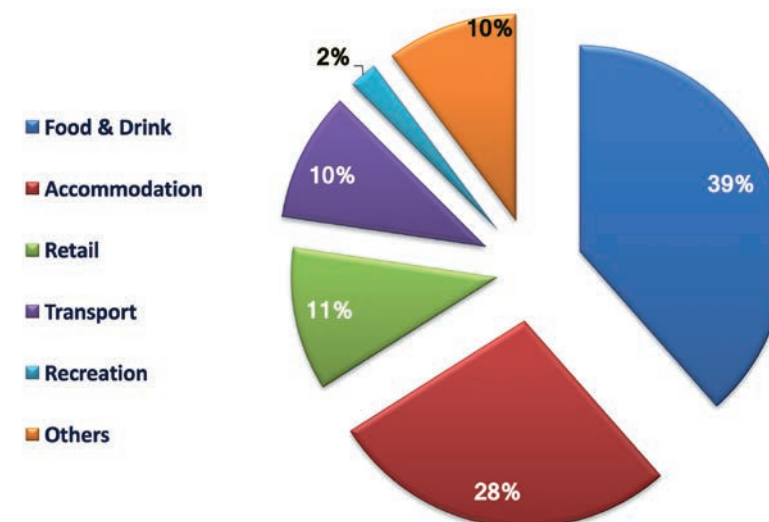
Visitor arrivals to Cuba by reasons for travel
First semester 2019



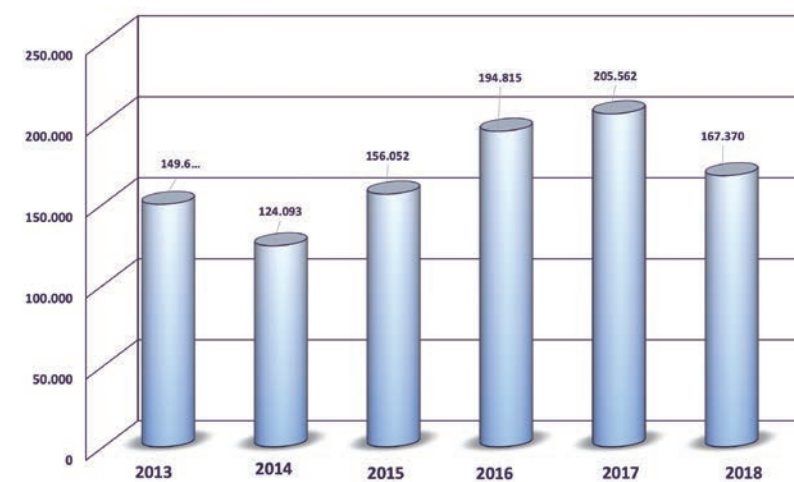
overseas Cuban community, France, Germany, Mexico, England, Russia, Italy and Spain.

The afore-mentioned reduction in the number of travellers can be explained by the worsening of

Income from Cuban tourism entities. First semester 2019



Visitor arrivals to Cuba from the United Kingdom, 2013 - 2018



the United States blockade and the consequent measures taken to disrupt the flow of tourists to the island. For this reason, the estimated figures for closing the year are now at 4.3 million, compared to the initial prevision of 5.1 million. Despite these circumstances, the Caribbean destination reached a total of three million tourists on the 15th of August.

According to the report on visitors by region of origin, carried out by the ONEI, we can see that arrivals from America, Asia and Africa increased over the first six months (by 2.4%, 11.7% and 22.1% respectively); and those from Europe decreased by 9.1%. Figures by geographical regions resulted in the following: North

American provided 42.9%; South America 6.5%; the Caribbean 12.8%; Western Europe 10.5%; Southern Europe 6.6% and others 20.7%.

In a similar way to what we have seen over recent years, the majority of visitors claimed that their visit was for leisure or holiday purposes, 92%. 0.5% said that their visit had been for business or professional purposes, just 0.06% were attending events and 7% claimed other reasons.

The sustained trend detected over recent years showing balanced results in the proportion of visitors' genders is reaffirmed, with 49.4% being men and 50.6% women. As for age ranges, the range 25 to 44 years continues to be the predominant age of the visitors received, 34% of

the total, followed by the age groups 45 to 59 (28%) and 60 plus (23%). Travellers of age 15 to 24 and younger continue to be the minority with 8% and 7% respectively.

At hotels within the Tourism Ministry's system, as stated by the ministry itself, 11,166,691 foreign overnight stays were registered – the equivalent to an increase of +0.3% compared to the first six months of 2018. The average rate of occupancy was 43.6%, calculated according to existing room capacity, and this implied a 6.8% decrease.

The foreign currency income generated by tourism entities – spending carried out by international tourists associated with tourism, on fundamental activities– rose to 1,235,210.0 CUC during the first semester, +0.2% in relation to 2019/2018. The greatest contributor was Food and Drink with 475,421.0 CUC (38.5% of the total), followed by Accommodation, Retail, Transport and Recreation, in that order.

Cuba's british market

Over the period from January to July 2019, the United Kingdom closed with 95,426 tourists, which meant an 79.2% reduction in arrivals compared to those of the same period in 2018. It occupied seventh position in the ranking of the main issuing markets, according to the latest report published by the ONEI on finalising this publication.

Over the previous six years, from 2013 to 2018, Great Britain showed a decrease in its emission of tourists to Cuba in 2014, in relation to the figures registered in 2013. However, over the three years from 2015 to 2017 it registered very positive figures reaching a peak in 2017 with 205,562 visitors and then commencing its decrease, finishing last year with 167,370, a reduction which has not ceased over 2019, as can be seen from the afore-mentioned figures. ■

Segundo Frente A MARVEL IN THE MOUNTAINS



Esp. Aloida Rodríguez Álvarez
Director of CIDTUR/ER FORMATUR

Home to one of the most beautiful landscapes in the largest of the Antilles, and hidden among the mountains in the north of the Santiago de Cuba province, lies the municipality of Segundo Frente Oriental Frank País. Also called the II Frank País Front - in commemoration of the guerilla unit founded in March 1958 by the then commander of the revolutionary army, Commander Raúl Castro Ruz. This place is home to one of the most beautiful memorials to Cuba's most recent history and struggles. The **Mausoleum to the heroes and martyrs of the Frank País Second Eastern Front** is a fitting pedestal to the glories and victories of this unit. To walk along it is to recall the columns of guerilla fighters clearing paths through the mountain range in pursuit of freedom. Here,

the mountain with its colours and allegories bows in respect for the battles which took place and the palm trees guard over the monument to the fallen.

Like a wonder worthy of this historical mountain range, stands the Hotel Segundo Frente, a wonderful building awarded a prize at the International Tourism Fair FITUR 2019 which boasts all the facilities



needed to enjoy Nature Tourism. A member of the Cubanacán Group, this hotel is one of the greatest symbols of Cuban tourism, thanks to its abundant natural surroundings and the warmth and humility of its staff. At its Casa del Campesino, guests can enjoy typical Cuban culture at its finest; Creole cuisine, traditional music and the pleasing aroma of freshly ground coffee.

A great variety of folktales - part of the beautiful Cuban heritage of oral traditions - originate in Segundo Frente. *Los Brujeros Vampiros*, *Muertos Aparecidos*, *La Reina del Cementerio* or *La Muerte anunciada por una Mariposa*, have all been collected together in the excellent book: **Cuban Legends (Leyendas Cubanas)** and are narrated unabashedly by settlers in the area, adding value to the tales with their famous Cuban talent of storytelling.

Another of this area's many attractions is its indigenous fauna. There are 25 species of birds including endemic subspecies, such as kestrels, Cuban parakeets, great lizard cuckoos, hummingbirds or Cuban trogons - Cuba's national bird. The chance to photograph these birds is truly a unique and unforgettable opportunity and is highly valued by photography professionals.

Lush and exuberant vegetation, a pleasant climate all year round and uniquely beautiful locations, invite those who visit this part of Cuba to enjoy the charms of this, *A Marvel in the Mountains*. ■

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A JOURNEY TO THE SOURCE OF CUBAN NATIONALITY

Esp. Aloida Rodríguez Álvarez
Director of CIDTUR/ER FORMATUR

Founded by Diego Velázquez on the 5th of November 1513, Bayamo was the second settlement to be established by the Spanish in our territory. Its name used to be San Salvador de Bayamo and it is one of the most rich and significant cities historically-speaking. Carlos Manuel de Céspedes, father of the nation and first president of the Republic of Cuba, the poet Juan Clemente Zenea and the Major General of the Cuban Army of Independence Francisco Vicente Aguilera were all born in Bayamo. **Our nation's most beautiful and solemn hour**, according to the Cuban National hero, José Martí, was the moment when the Bayamese first sung their anthem, an anthem which has become our own national anthem, composed by Bayamo-born Pedro (Perucho) Figueredo. Martí had the following to say about this song for freedom: *"...so that all lips may sing it and all homes may keep it...so that it may spur on the blood in the veins of the young, the hymn to whose chords... the latent decorum in the chests of men has lifted."* That most-important moment in history which marked the birth of a nation of free men and women, is remembered by all Cubans every 20th of October on the national day of Cuban Culture.

Bayamo is considered the *birthplace of Cuban Nationality* and there are various events which support this statement, the most representative of which occurred on the 12th of January 1869 when Bayamese families decided to set fire to their city, the first capital of the Cuban Republic in Arms, before



handing it over to the enemy.

Cuba's past and present meet in Bayamo, as is often stated by its inhabitants. 19th Century buildings dominate the centre of the city, and even though many of them have already been replaced, many of the city's buildings have been named national monuments. The San Salvador de Bayamo church for example, originally built in 1613 and the Dolores chapel (1740), are a significant indication of the city's remaining colonial architecture. The completion of infrastructure such as the Sur y Norte ring-road (which links the central highway with the roads to Santiago de Cuba, Holguín, La Habana and Manzanillo with the coastal area of the province) and the Plaza de la Patria are important examples of the city's urban development.

The city's *Wax Museum* is the only museum of its kind in the country and indeed in all of the Antilles. It is located on the impressive Paseo de Bayamo boulevard, and is flanked by other, equally attractive, establishments, such as the city's Aquarium. The establishment was first opened as a gallery in July 2004

and became a museum in December 2007. It is a space where roots and identity have been combined and transformed into spectacular waxworks which commemorate and vindicate personalities from Cuban culture, history and daily life. Famous personalities are exhibited harmoniously together. In one corner is Benny Moré, a seated Carlos Puebla is just about to strum his guitar, further along is Sindo Garay with a cigarette in hand, el Bola sits at his piano, Compay Segundo sports his eternal smile, alongside the popular 'Guajiro Natural' Polo Montañéz and the Italian sportsman Fabio Di Celmo. Other attractive places to visit in Bayamo include, La Ventana de Luz Vázquez, where the anthem 'La Bayamesa' was first performed; the museum, home and birthplace of Carlos Manuel de Céspedes, Father of the Nation, where countless personal objects which used to belong to the renowned Cuban patriot are exhibited; or the San Salvador de Bayamo Cathedral, one of the best preserved in Eastern Cuba.

Bayamo is indeed a Journey to the Source of Cuban Nationality. ■

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CUB

CUBA: NEW HORIZONS

Looking forward to its best season yet

Teodoro Cabrera

A recent evaluation of Cuba's economy concluded that even though tourism did not reach the total income expected of it by mid-September, it can still improve its results before the year is up.

In March, when La Habana happily welcomed Prince Charles and the Duchess of Cornwall, international tourism was growing by over 7% and the 5 million-visitor finish line did not seem that difficult to reach. According to a study on hotel demand in the Caribbean carried out by Expedia, during the second three months of the year Cuba was still leading the ranking of destinations with the highest demand for bookings, accounting for 46% of the total number registered.

The situation changed completely the following month. Results from international arrivals during July were lean; and they were barely balanced out by an increase in hotel overnight stays from the internal market – a 15% increase compared to the same period a year before which reached up to 19% at the end of August.

In September the country was obliged to reduce its public transport. Luckily the shortfall in fuel supply due to the application of new elements of the United States blockade was short-lived. At around that time, the bankruptcy of Thomas Cook, an old and respected partner of Cuban tourism, caught 2000 clients off guard at establishments on the island and they all received

the best service and guarantees from their local hosts.

The island did not have to close a single establishment and its hotel development has continued to advance as have preparations for its high season.

Placed in the vortex of a complicated global situation, Cuba is currently experiencing severe pressure. It is only thanks to the solidity of its economy that the country will end the year with a positive GDP and it will maintain all its development

projects, including investments in the Tourism sector and efficient operations.

Meliá has delivered the first signs of what the last trimester in 2019 will look like with the opening of its majestic hotel Internacional de Varadero. The hotel is the Spanish hotel chain's new flagship establishment at the famous beach which, despite the forecasts, is surpassing the results it achieved in 2018 when the country welcomed 4.7 million international visitors.

The hotel has been a huge success and has received wonderful reviews for its service and efficiency, as well as its first-rate cultural programme.

Diversification and new openings

Cuba was one of the associated countries taking part in Russia's largest tourism fair. Russia is a market which has been growing exponentially over the last few months and one where the island promotes its corporate tourism with great results. In fact, Varadero has benefited from the blooming Russian market which, in just a few months, has positioned itself in second place when it comes to hotel occupancy – the Canadian market is the only one with better results. Russian tourism has also grown substantially in the

northern cays and in the beaches in Holguin and, if it were to continue as expected, it could promote the destination's attractions in other markets further-afield.

In fact the Ministry of Tourism maintains an active campaign in all markets in Europe and Asia as well as in South America. After visiting various countries in the Southern Cone and the Pacific Coast the campaign Authentic Cuba will visit various important cities across Colombia.

In November La Habana celebrates 500 years since it was first founded and has an exciting schedule of events planned within the industry. The grand opening of the SO-Sofitel Paseo del Prado in front of de la Punta Castle is expected around those dates and will complete the triad of grand-luxury hotels the capital was eager to boast.

The other two are the Gran Hotel Manzana Kempinski and the Gran Iberostar Packard. The Gran Hotel Manzana Kempinski's alter ego, the country's first luxury resort, with 245 guest rooms and suites and six villas on the water with stunning views to the most beautiful beach in Cayo Guillermo, is also being opened this year. The Gran Iberostar Packard has maintained healthy occupancy rates since its opening, in line with the prestige associated with this Spanish chain in Cuba.

La Habana will be the source of many surprises, as its authorities have decided to celebrate its anniversary with a renewed city and have scheduled a great deal of opening events, one of which is the re-opening of the newly renovated Capitolio Nacional, one of the city's most famous attractions.

Chains such as Meliá and MGM Muthu Hotels have also announced the opening of new beach resorts to take place before the end of the year. The authorities claim that the

country will finish four thousand new guest rooms during 2019, 2081 of which were ready before June.

Open to everyone

With every day that passes Cuba is better prepared to offer a high quality travel experience which meets the expectations of all travellers and offers accommodation of various standards at hotels and private houses. The island continues to promote its peaceful and secure tourism and has highlighted the fact that it is open to all markets.

Although North American cruises have not been able to visit La Habana since June and new obstacles have been placed in the way of US citizens travelling to their neighbouring country, there are still legal cracks which allow US citizens without any family in Cuba to travel to the island. The subject was broached by The New York Times in an article published on the 1st of October entitled "Seven things you need to know about going to Cuba now". The United States newspaper brought the public's attention to a fact many are unaware of: Americans, who cannot travel as simple tourists, can still visit the island under the "support for Cuban people" category. Either independently or on an accompanied tour, the license requires Americans "to spend money at Cuban-owned businesses throughout their trip, something they are certain to do, even without trying" says the article.

In the United States many are those who publicly denounce the regulations imposed against travelling to the Caribbean country claiming it is a violation of the American right to travel freely. There are even proposed bills on the subject awaiting their chance to be passed at the House of Representatives and at Congress. One day common sense will prevail. ■



Meliá Internacional Hotel, Varadero.

CUB

AN ISLAND YET TO BE FULLY DISCOVERED

Active and nature tourism in Cuba

Teodoro Cabrera

Cuba prepares to receive a new kind of tourism, by exploiting its abundant natural resources.

Cuba's wonderful beaches have borne the weight of the growing tourism experienced over recent years and even today large hotel projects at privileged coastal locations stand out amongst the State's investments. One after the other, the large untouched islets to the north of the main island of Cuba are being connected through roads which cross over the sea and are beginning to offer quality services featuring immediate access to some of the best beaches in the Caribbean. Parallel to this, tourist circuits have promoted related services in cities which boast undeniable architectural, historical and cultural attractions and are preparing other options related to golf whilst promoting programmes which foster the values cultivated in diverse artistic manifestations. La Habana, the capital and host to the majority of the island's visitors, is increasing the number of high-end rooms it has available, in line with most recent demand.

However, the sector is also planning to prioritise a type of tourism which can take advantage of the great potential of the society and nature of lesser-known areas in Cuba, and it plans to do so in a sustainable manner.



Mil Cumbres mountain lodge, ideal for hiking and trekking in Sierra del Rosario, Cuba.

In a similar way to other Caribbean islands, Cuba has experienced intense human adjustment and its environment has undergone significant transformation. Despite this, its most extreme landscapes are either still in their original natural state or in a semi-natural state and over the last 50 years the country has been able to reverse deterioration in vast territories of significance in order to preserve environmental equilibrium. Any operations carried out in these areas, such as the recent investments in the northern cays, are planned, supervised and monitored following strict environmental protection regulations.

This does not mean that special tourist products cannot be

integrated within them, products based on agreements between the administrators of protected areas and specialised agencies, and these are generally presented during Turnat (the International Nature Tourism Event) which Cuba has been organising since the year 2000 to promote nature, adventure and rural tourism.

The most recent edition of the event took place from the 23rd to the 28th of September and was attended by 150 foreign delegates including representatives from tour operators and other followers of this type of tourism.

Turnat is a biennial event which chooses a different venue for each edition. This year it featured routes through the Ciénaga de

Zapata National Park in the south of Matanzas province; the fauna refuge Guanaroca-Gavilanes, the El Nicho complex, Cienfuegos bay and the underwater landscapes of the southern coast of the province of the same name. It also visited the Great Natural Park Topes de Collantes, to the north of the city of Trinidad and other attractions in the province of Sancti Spiritus.

facilities will provide access to the areas permitted within some environmentally protected zones, which today cover over 25% of national territory.

Preparations for the XII International Nature Tourism Event (Turnat 2019) showed the enthusiasm of local entities when it comes to promoting their resources and attractions. The Development Model supported by



Villa Pinares de Mayari centres many one-day excursions to mountain environments in the east end of the island.

The programme allowed for options which are supported by the resources and experience of institutions such as the Grupo Empresarial de Flora y Fauna, the company for Popular Camping, Palmares S.A. and the Travel Agency Ecotur to be experienced and included workshops and presentations led by specialists and providers.

Turnat 2019's eight routes are now ready to be commercialised and feature in Ecotur's portfolio which is shared by other Cuban and foreign travel organisers.

The country's development plans up until 2030 include the construction of new nature bases and mountain hotels such as the one opened in July 2018 to the north of Santiago de Cuba. These new accommodation

the new Cuban Constitution has opened up new roads for social, active and nature tourism – it transfers responsibility to the local municipalities when it comes to organising its economy and boosting local development. Thus the hope is that there will be new options which make use of local resources and attractions available via projects linked to tourism across various municipalities in the country.

According to the experts at Ecotur travel agency, the most popular products include the Valley of Viñales, which is of course the best known internationally; as well as El Nicho in Cienfuegos; the Canimar River at the entrance to Varadero in Matanzas; and the Topes de Collantes National Park, to the north of the city

of Trinidad in Sancti Spiritus.

Less popular regions have also already started to show signs of an increase in bookings for ecotourism, such as Baracoa in Guantánamo, where people can visit the Alejandro de Humbolt National Park; and the province of Holguín, where tourists can enjoy routes through exuberant and very diverse natural surroundings. Other areas are gaining followers from the world of bird watching, such as the Maximo river in Camagüey, and Cayo Coco in Ciego de Ávila.

There are now new attractions in Sancti Spiritus, in the ecological reserve Lomas de Banao; the protected area of managed resources Jobo Rosado, and in the Caguanes National Park, a hidden corner of Cuba which is full of natural attractions.

But Cuba is a group of islands which extends over 109,884 kilometres squared, made up of over 1600 islands and cays.

At the far eastern end of the main island of Cuba there are great programmes available for visitors to discover the Desembarco del Granma National Park, which has been declared a World Heritage site by UNESCO, or they can ascend to the country's highest points at the Sierra Maestra National Park, delve into the mountain ranges of the north by visiting the La Mensura-Pilotos National Park, or row upstream on the Toa river. At the other end of the island, the Guanahacabibes Nature Park and the Sierra del Rosario Biosphere Reserve offer accommodation and visitor programmes to get to know the areas. And between one end and the other there are countless bastions of protected nature, pure fresh air and a complete absence of dangerous species.

There can be no doubt that Cuba's nature still has so much to offer. ■

Spot-On tourism for events

Cuba has been working to earn its well-deserved place as one of the world's top tourism destinations for conferences, seminars, conventions, and events. As well as the advantageous conditions of the venues specially designed for events, there are also a lot of hotels with halls that provide specialised services that meet the most varied of customer requirements. The **Gran Caribe Hotel Group** has impressive halls for both small and large social events and meetings as well as highly qualified staff and all kinds of different facilities: executive services, specialised and buffet restaurants, nightclubs, bars, rooms fitted with the best amenities –several specially designed for disabled guests– and technical features such as data shows, screens for projecting, flipcharts, microphones, overhead projectors for slides and transparencies, laptops, printers, and televisions, among other devices. Your deal, work meeting, or social event's success is guaranteed with Gran Caribe.

Havana

Tryp Habana Libre Hotel: located in the heart of La Rampa habanera, this hotel preserves the original grandeur of the fifties. It has 572 rooms with views over the sea and the city; ten meeting rooms, the largest catering for up to 800 people; an Executive Floor and a Business Office with Internet, E-mail, and fax machine.

Hotel Iberostar Habana Riviera: located in an exclusive part of Havana, this hotel has four meeting rooms that can cater for up to 300 people.

From its 352 rooms, one can enjoy views of Havana's amazing pier. And, its Cabaret "Copa Room" puts on one of the most beautiful and sensual artistic productions in the Cuban capital.

Hotel Nacional de Cuba: A 'CLASSIC BY DISTINCTION'; this hotel preserves



Hotel Nacional de Cuba.

all the splendor of its Art Deco and eclectic architecture. Its majestic appearance and modern amenities make it the perfect venue for events and conferences. Its great historical and heritage value have led to this hotel being declared a National Monument of the Republic of Cuba.

Services that are provided with the Executive Office are a bilingual secretary, photocopies, a fax machine, cell phone rental, meeting rooms, audiovisual equipment, international messaging... On this floor, there are 52 rooms with their own private reception service, a place for breakfast, and personalised assistance.

Its ten different sized elegant meeting rooms are ideal for lunches, dinners, receptions, meetings, and congresses.

Hotel Neptuno-Tritón: this hotel's privileged location in Miramar guarantees a speedy trip to the city centre, Havana's Convention Centre, and the international airport. The hotel has three meeting rooms and provides a specialised service for the planning and coordination of events, guaranteeing the successful organisation of any event or conference.

NH Caprí and the cosy **NH Collection Victoria La Habana:** with two meeting rooms, a mini hall in the first, and a boardroom in the second, these hotels share stunning views over the city and are centrally located in the heart of El

Vedado, a perfect neighbourhood for business travellers.

Varadero

Hotel Believe Experience Varadero: this hotel takes on a central position between the modern and the traditional Varadero. It is near to the Golf Club and on the most privileged part of the seafront. Its varied accommodation that includes a hotel, houses and units, and its event hall, that caters for up to 80 people, attract a great number of customers.

Cienfuegos

The Ininside Jagua hotel can be found on a small peninsula on the northern and central part of the Jagua Bay, only three kilometres from the World Heritage City centre. For events, it has two meeting rooms, one that caters for up to 300 people and the other for up to 30.

Jardines del Rey /Cayo Coco

Hotel Pullman Cayo Coco, renowned for its high-quality services and attention, has four meeting rooms catering for up to 160 people.



Hotel Saratoga An icon of elegance and service



Once again, the Hotel Saratoga is an unbeatable option for those looking to enjoy culture, leisure and entertainment in La Habana, thanks to its secure and comfortable facilities. The hotel is an eclectic building, designed in a predominantly neoclassical style and located next to the Paseo del Prado intersection with Calle Dragones, in front of the busiest part of the city.

Renowned for its privacy and classical ambience, this establishment has exceeded the expectations of some very well-known personalities who have visited La Habana over the past three years. Given its location opposite the Capitol, at the so-called Zero-mile, guests here are able to enjoy a perfect route through the historical centre of La Habana Vieja. The hotel features 96 five-star guest rooms: 7 Suites, 49 Junior Suites and 40 DeLuxe Patio, two of which have been adapted for disabled guests. It is also equipped with a gym,

Spa and two meeting rooms. Its interior design combines traditional materials and features such as marble and iron with the latest in modern technology, to ensure the highest levels of comfort for its guests.

This establishment always prioritises customer service and does so thanks to its outstanding team of staff. It invites guests to enjoy its Mirador Bar & Restaurant located in the pool area, la Terraza, which offers light meals from 9am to 6pm and an evening a la carte menu from 6pm to 11pm. Apart from the stunning panoramic views, customers will be able to appreciate the modern redesign of this well-appointed space which has been able to achieve superior levels of comfort, using colours which combine minimalistic elements, but always preserving its traditional features which include wood and some very unique decorative plant features. La Terraza features a 17-metre swimming

pool and views of close to 270° of the bay of La Habana, featuring the San Carlos de la Cabaña Fort, a panorama of different areas of the city, and the bustling park Parque de la Fraternidad, the Partagás tobacco factory, the National Capitol and the Gran Teatro de La Habana.

The most adventurous and discerning of palates will enjoy Anacaona restaurant which can be accessed from both the outside and the inside of the hotel. This restaurant, with its intimate, cosy and elegant atmosphere and adorned with its eclectic mix of styles is now offering diners a new signature menu. Its creators, chefs from Cuba and Spain, have recreated the historical fusion of both culinary cultures by blending daring flavours: sweet, savoury and new textures based on foie – and the result is exquisite. Good presentation is important, but let's not forget what really matters: flavour, and the flavour here has become a new point of reference for gastronomy in the Cuban capital.

The Mezzanine Bar, open 24 hours a day, can accommodate over 40 people and host another 22 in adjoining areas and its services and atmosphere help customers break away from their daily routines and relax. With live music, piano and traditional Cuban music, enjoy the Habanera nights held every Friday. Guests and clients can savour spectacular Cuban cocktails, a wonderful selection of tapas and the varied selection of music will nourish their soul; from traditional, classical to the most modern and innovative.

Experience a new dawn at the Hotel Saratoga.



NEWS TICKER www.hosteltur.com

FROM JANUARY TO AUGUST, VARADERO HAS ATTRACTED A MILLION VISITORS

27 August. – Those responsible for tourism in the Varadero resort have come very close to fulfilling their goal of attracting a million tourists before the end of August. Five days before the end of the year's eighth-month, Ibis Fernández, delegate for the Minister of Tourism in this region, pointed out that figures showed 910,000 foreign travellers, despite the United States' efforts to sabotage Cuba's tourism industry. Among the main issuing markets, the following stand out: Canada, Russia (the fastest growing), Germany, France, the UK, Italy, Spain, Chile and, Argentina, while national tourism continues to grow.

LAWSUIT AGAINST MELIÁ DISMISSED IN SPAIN

2 September. – The Spanish courts dismissed a lawsuit against Meliá Hotels International, the first legal ruling passed by a European court since the activation of the United States' Helms-Burton Title III Act against Cuba. The plaintiffs intended to base their claim on the alleged illegitimate

exploitation of a number of hotels in Cuba, built on land that was nationalised through the approval of Law 890 in 1960, after the Cuban revolution in 1959, and that have been managed by Meliá since the end of the 80's and beginning of the 90's.

CUBA WILL CONTINUE TO INVEST IN TOURISM DESPITE WASHINGTON'S BOYCOTT

11 September. – In 2020, the Cuban government will prioritise investments set to improve its road infrastructure and another 31 crucial ventures focused on the tourism sector, the Mariel Special Development Zone, and other works of social interest. A report drawn up by the Ministry of Tourism for the Cuban Parliament last July, explained that in spite of adjustments due to new restrictions established by the North American government on cruises and other means of transport, – that led to a 20 percent drop in international arrivals – the investment plan for the development of the sector, this year, is more than three billion pesos.

CUBA PROMOTES BUSINESS TOURISM IN RUSSIA

10 September. – Cuba

takes part as an official partner in OTDYKH Leisure 2019, an important trade fair for tourism and travel in Russia. Cuba has been a collaborating country since 2001, and this year, at the event held in Moscow from 10 to 12 September, it will have a larger stand, more exhibitors and will also include an exhibition of traditional music, dance, cuisine, and cocktails. In 2018, Cuba attracted 137 thousand tourists from Russia, and it is now working on increasing business tourism from this country.

INAUGURATION OF THE MELIÁ INTERNATIONAL VARADERO HOTEL

14 September. – Gabriel Escarrer Juliá and Miguel Díaz-Canel Bermúdez presided over the opening of the Meliá Internacional Varadero Hotel, Meliá's new "flagship" in Cuba's largest resort. With its prominent twelve floors, this five-star luxury and all-inclusive 946-room hotel has 10 different types of rooms: classic, classic with a sea view, junior suite with a sea view and also different categories for its 'The Level' service; 'The Level' has been differentiated into 'The Level for Families' and 'The Level Adults Only'.

Breathtaking and classic, on the seafront and one of the best places on the beach, set-up with the latest technology, spacious areas and sustainably focused, this hotel opened part of its facilities in February and has already received excellent reviews given its friendly and efficient service and its vast cultural programme.

ACTUAL RETURNS TO HAVANA

17 September. – The Meliá Cohíba Hotel in Havana hosts the 2nd Congress of the Association for Culture and Tourism in Latin America "ACTUAL" and the 17th occurrence of Meeting Place. These events bring together tourism event and incentive companies; associations, tourism, and cultural companies from around the world; chambers of commerce, travel agencies, tour operators, hotel chains, event organisers, airline companies, and the press; all from America, Europe, and Asia. The event is presided over by Armando Bojórquez, president of ACTUAL and Viajes Bojórquez and Sunil Kumar, and also president of the Universal Federation of Travel Agency Associations (FUAAC) and it was

inaugurated by the Cuban Minister for Tourism, Manuel Marrero Cruz. ACTUAL's first congress held in September 2018, was also held in Havana.

THE 4TH FOREIGN INVESTMENT FORUM IN HAVANA HAS BEEN ANNOUNCED

17 September. – This year, the 4th Investment Forum will be held in Havana on November 6 and 7. The event, promoted by the Ministry for Foreign Trade and Foreign Investment (Mincex), the Chamber of Commerce and ProCuba, will take place during the

37th Havana International Trade Fair (Fihav 2019) that will be held from 4 to 8 November and that will attract companies from all economic sectors in Cuba. The 2019-2020 Business Opportunities' Portfolio, including a vast amount of options for investing in Tourism, will be presented at the forum, and this event will foster bilateral meetings, negotiations, and panels on investments in Cuba.

BLAU HOTELS OPENS ITS SECOND HOTEL IN CUBA

23 September. – The holiday hotel chain 'Blau Hotels for Holidays' has

announced the opening of the Club Arena hotel, owned by the Cubanacán tourism company. As explained by the hotel chain, they intend to adopt the same model of success as their Blau Varadero Hotel, managed on the island since 2005, and make this new hotel as profitable as the latter. The 149-room hotel, located on the Itabo lagoon, in the beach area of the eastern part of Havana, has swimming pools, entertainment for all ages, diving, snorkelling, halls for events, restaurants, and a beach bar. When staying

at this hotel, guests will be able to enjoy the spectacular Santa María del Mar beach while also having the capital's great cultural offering at hand.

MGM MUTHU HOTELS REVEALS THE OPENING OF NEW HOTELS IN CUBA

23 September. – MGM Muthu Hotels has announced that in the coming years, it will be opening two new hotels in Cuba. As reported in Havana, the hotel chain will restore the more than 100-year-old Plaza Hotel and plans to reopen it 2020. MGM Muthu Hotels



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will also take on a new 500-room hotel that is currently being built in the Miramar area, in the western part of Havana. The hotel chain already has four other hotels in Cuba.

ROYAL FLIGHT WILL START FLYING TO HOLGUIN

25 September. – At the request of the tour operator Coral Travel, the Russian airline company Royal Flight will start a new chartered route to Cuba next October. The new route between Moscow and Holguin every ten days Tunat will

be operated by Boeing B 777-300ER aircraft that can seat up to almost 500 passengers. This route comes after a similar one was put into operation last August, flying to Varadero. Since Nordwind Airlines started operations in 2017, Holguin has become one of Russian tourism's favourite destinations. In 2018, this tourist area welcomed more than 12,000 tourists from Russia and this year, by the end of August it totals 10,200 visitors: 46percent more than in the same period of the year before.

CUBA PROMOTES THE CENTRAL-SOUTHERN PART OF THE ISLAND'S NATURAL ATTRACTIONS

25 September. – The 12th occurrence of the most important Nature tourism event in Cuba, Turnat 2019, was inaugurated in Ciénaga de Zapata on the southern part of the island and has scheduled a variety of different activities during the event until 28 September. Eight different routes – five for hiking and nature, one for diving, one for fishing and another one for kayaking – will cover attractions in three of central-southern Cuba's

provinces and according to executives from Ecotur Travel Agency – official host of the event – these specialised circuits, proposed at the event to its participants, will be ready to be put on sale to all those interested from all over the world. This year, the TURNAT event in Cuba will be gathering around 200 professionals and lovers of nature, adventure and rural tourism from countries of the likes of Canada, the United States, France, Italy, Spain, Germany, the UK, Mexico, Panama, Ecuador, and Venezuela, amongst others.



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