









Table of contents

Why choose Andalusia?	5
Almería	12
Cadiz	22
Cordoba	32
Granada	42
Huelva	52
Jaen	62
Malaga	72
Seville	82
Exhibition and Congress Centre / Trade Fair Grounds	92
Directory	94







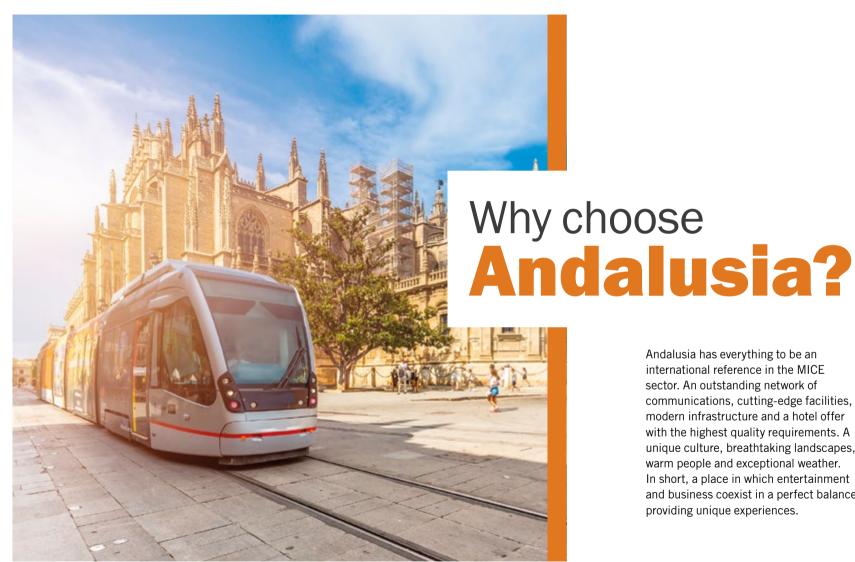
Credits

Edit: Junta de Andalucía. Consejería de Turismo, Regeneración, Justicia y Administración Local. Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A. C/ Compañía, 40 - 29008 Málaga. www.andalucia.org

Technical assistance: Descubre Comunicación SLU. Coordination: Rosa Llacer. Authors: Estefanía Fernández. Design, layout and cartography: Antonio Montilla, Irene Calvo, Piotr Stefaniak. Photos: images used under licence from shutterstock, except contributions from the following institutions and professionals: Aixa Dreams DMC & MICE v Clavel v Flamenco Performances (cover page): Cartuia Center (cover page. 85); Diputación de Jaén (Área de Promoción y Turismo) (64, 65, 68, 69, 71); Empresa Municipal Almería Turística- Convention Bureau del Avuntamiento de Almería (15, 16, 18, 19): Granada Convention Bureau (7, 44, 45, 48); Hacienda 'La Soledad' (86); Málaga Convention Bureau (72, 76, 77); Mercado Gourmet Cordobés, SL "Mercado Victoria" (41); Palacio de Congresos Torremolinos (7); Patronato Provincial de Turismo de Cádiz (portada, 22, 25, 26, 27, 28, 29, 30, 31); Patronato Provincial de Turismo de Córdoba (cover page, 32, 34, 35, 37, 38, 40); Patronato Provincial de Turismo de Huelva (52, 55, 59, 61): Sevilla Congress & Convention Bureau (86); Turismo de la Costa del Sol (75). Translation: Morote Traducciones. This publication is available for consultation and Joan in the Centro de Documentación y Publicaciones de la Conseiería de Turismo. Regeneración. Justicia y Administración Local de la Junta de Andalucía. There is also a web version available at http://www.andalucia. org/es/publicaciones and a digital version at http://regalos. andalucia. org (you need to register to download the pdf file). @Junta de Andalucía. Consejería de Turismo, Regeneración, Justicia y Administración Local, Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A. Legal deposit: SE 2067-2019. TDP-19126. Print: Gráficas La Paz. This dossier was finished in November, 2019.







Andalusia has everything to be an international reference in the MICE sector. An outstanding network of communications, cutting-edge facilities, modern infrastructure and a hotel offer with the highest quality requirements. A unique culture, breathtaking landscapes, warm people and exceptional weather. In short, a place in which entertainment and business coexist in a perfect balance, providing unique experiences.



For its connectivity

It has an incredible transport network by air, land and sea. Its high-speed train line (AVE) is one of the most expansive in the world. There are five international airports and 7 ports that attract approximately 700 ships and more than 800,000 people each year.







For its climate



It is one of Europe's warmest regions. More than 3,000 hours of sunshine per year and an average yearly temperature of about 16°C make Andalusia a highly sought-after destination for tourists and congresses.





For its wide selection of **accommodations**

There are infinite possibilities for all needs and tastes, with excellent value for money. Choose between avant-garde city hotels or more monumental ones; in addition to luxury beachfront resorts, parador hotels and charming hostelries.

For its top-notch facilities



It is one of the most competitive congress destinations internationally. Whether it is for large congresses or more intimate meetings, Andalusia offers endless choices, from modern congress centres to unique spaces that will provide your events with a touch of originality. And, of course, always with the help of the most qualified professionals.







A monumental legacy with invaluable world heritage that includes numerous unique routes in which art and nature go hand-in-hand. Andalusia is the birthplace great artists and writers such as Velazquez, Lorca, Alberti and Picasso. It's home to some of the best museums in Spain, among others, the Fine Arts Museum of Seville, the Picasso Museum or the Museum of Malaga. Furthermore, it's the site of prestigious cultural contests.





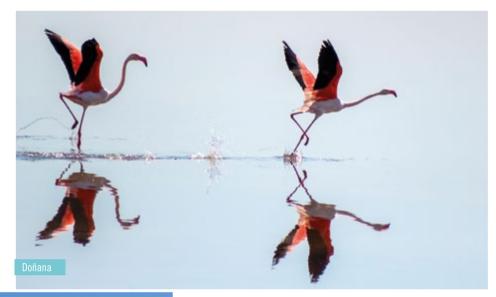






For its **natural** heritage

We invite you to discover Andalusia's tremendous natural wealth. From the marshlands in Doñana (the largest ecological reserve in Europe) to the high peaks of Sierra Nevada, admiring the Spanish fir of the Sierra de Grazalema or the precious seabed of Cabo de Gata.







For being a nautical paradise

The mild temperatures and the peacefulness of the waters on the Andalusian coastline have made it the perfect place to enjoy watersports, whether on its more than 500 km of beaches or leaving from one of its marinas.



For being a leader in active tourism

The enormous contrast between the different Andalusian landscapes gives way to infinite possibilities for enjoying active leisure. You can hike and cycle, climb to the peaks, paraglide from the sky or fly in a hot air balloon. To the adventurer's liking.





For being a leading worldwide **golf destination**

There are over one hundred golf courses in Andalusia where top-level tournaments have been held. Their diversity is not only rooted in the number of holes, but also in their design and location. Thanks to the great Andalusian weather, you can practice your swing all year round by the sea, in the mountains and even in the desert.







For its gastronomy

Enjoy a delicious and healthy cuisine, deeply rooted in tradition and high-quality products, but one that has recently placed a decisive wager on innovation, by the hand of creative Andalusian chefs honoured by the prestigious Michelin Guide. Don't forget the tapas... Exquisite, miniature cuisine to the delight of the even the most demanding taste buds.

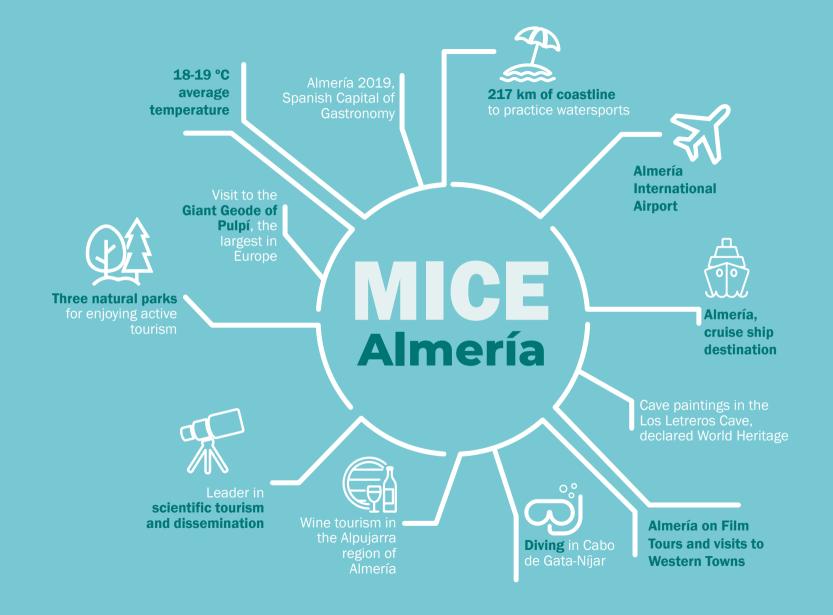
For its **festivals** and traditions

Take part in carnivals of great ethnographic wealth, make a pilgrimage in massive religious pilgrimages, have fun in the fairs, marvel at the patios full of flowers and feel the emotion of Holy Week. Unique celebrations that perfectly reflect the openness and cheerfulness of the Andalusian people, and in which three of their distinguishing features are present: flamenco, the equestrian world and the bull.





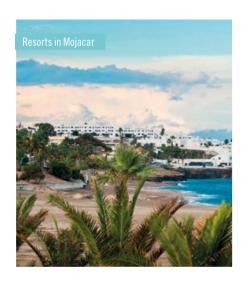
The province of Almería has established itself as a business destination, not only offering great facilities but a remarkable tourist offer as well.



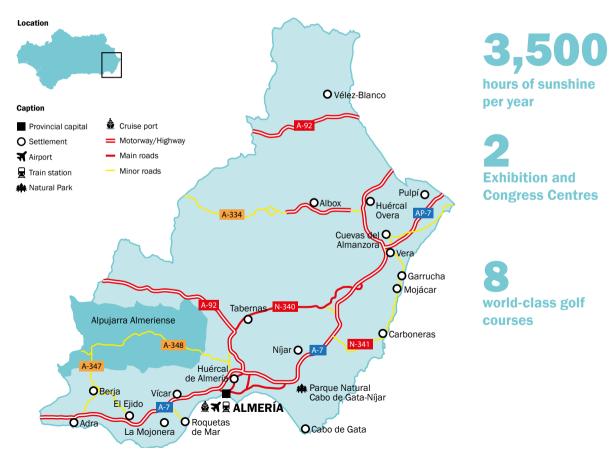


Choose your accommodation

The variety and value for money are two pillars of the accommodations offering in the province of Almería. Resorts with golf courses, monumental buildings, small charming hotels and the Parador in Mojacar are supplemented by apartment properties located in the countryside. After a business day, comfort and rest are guaranteed.



Map of **connections**







Exhibition and Congress Centres and unique venues

Almería offers numerous scenarios to the MICE segment for holding their events for meetings that require a greater capacity, there are the Roquetas de Mar and Cabo de Gata Ciudad de Almería **Exhibition and Congress Centres**. Alongside these large congress centres there is a broad network of **alternative and unique spaces** such as **auditoriums**, **theatres**, **museums** and even some **Arab wells** for holding congresses, workshops, conferences and product presentations.







From the Palaeolithic era to **iron** architecture

The monumental legacy of Almeria brings together interesting routes and itineraries that incoming agencies provide as a complementary offering. In the capital, the Alcazaba, the Cathedral-Fort, the Civil War shelters and the colossal English Cable (masterpiece of industrial engineering) are all must-sees. In the interior, the cave paintings in the Los Letreros Cave stand out, as well as the various castles such as the Vélez Blanco Castle, which houses a beautiful Renaissance palace in its interior.











Beaches for everyone

With 217 km of coastline, the Coast of Almería is one of the most complete in Spain. Perfectly equipped urban beaches go hand in hand with untouched coves nestled in natural areas such as the Cabo de Gata-Níjar Natural Park. Los Genoveses Beach, Los Muertos Beach in Carboneras, Ensenada de Monsul Beach or El Playazo Beach, in Vera, are selected as some of the best in the country year after year by prestigious specialised magazines. They are ideal for practicing watersports.

Almería has **science**

The Calar Alto Astronomical Observatory, the Almería Solar Platform, the Macael marble quarries and the greenhouses bring together a groundbreaking scientific tourism offer that is quite attractive for the MICE sector. Diverse guided tours offer scientists and professionals the opportunity to explore the night sky in the Sierra de los Filabres, to admire the craftsmanship of the stonemasons or to see first-hand where the fruits and vegetables consumed in Spain everyday are grown.







Cabo de Gata, nature and the sea

This is one of the province's most untouched areas. It has hidden coves, volcanic caves with crystal-clear water, breath-taking spots such as the **Reef de las Sirenas** and all kinds of small fishing villages. As it is an exceptional place for **active tourism**, there are many companies that organise both group and individual activities such as: kayaking routes, boat excursions, diving and snorkelling, climbing and via ferrata, canyoning and hiking.



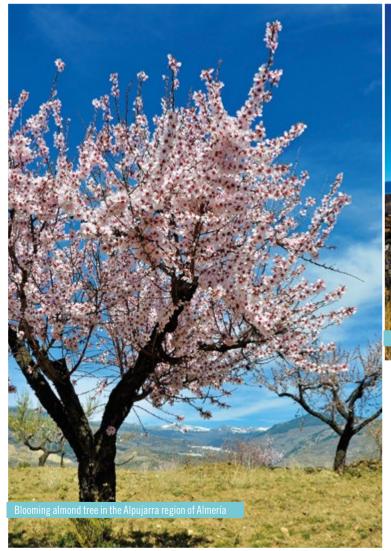


Almería 2019, **Spanish Capital of Gastronomy**

Almerian cuisine has its own character. It is nourished by the garden and the sea. Innovative and creative, but never forgetting their **traditional recipes**. It has exceptionally high-quality raw materials, including the **red prawns from Garrucha**, **Tomatoes from La Cañada** (with PGI), fresh fish and vegetables, olive oil, **Serón Ham** (with PGI) or **Vinos de la Tierra** (with PGI). All this may be savoured in a wide variety of settings, from the province's Michelin-starred restaurants to bars where the best tapas are within everyone's budget. After a long work day, is there anything better than enjoying all the flavours of Almería?









The Alpujarra region of Almería

Blooming almond trees, Moorish style villages, slate-roof topped homes with small chimneys poking out, snow covered landscapes... These are the silhouettes that characterise this Almerian region which is a favourite for **gastronomic tourism**, much sought after by the MICE sector. There are available visits to oil mills, wineries and artisanal cheesemakers.







Gadir millennium

Culturally, Cadiz is quite the discovery: the Phoenician Gadir, the **oldest city in the West**. You can enjoy it even more through theatrical tours.

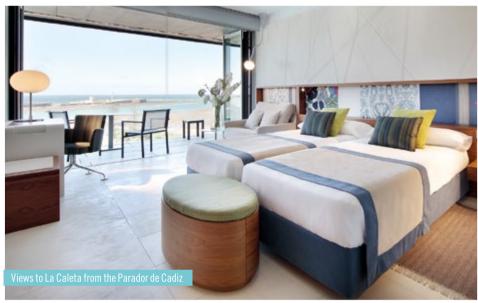
Other must-see visits in the province include the elegant **city of Jerez** and the **Baelo Claudia** archaeological site, which is the Iberian Peninsula's best example of Roman urban planning.



Map of **connections**









Accommodations that **make the difference**

The hotel offering is varied and guests can choose between luxurious resorts for playing golf and relaxing in the spa; hotels nestled in incredibly beautiful natural surroundings; refurbished old estates and farmhouses or beautiful buildings that were once monasteries, palaces or convents and that have recovered all the magnificence of traditional Andalusian architecture for tourism. They have spaces suitable for business tourism and meetings and offer a full range of services.

Very special venues

This province's calling card is the close to a **hundred establishments** with the facilities for meetings. Companies are seeking to surprise and achieve a greater impact in convention centres and facilities housed in 4- and 5-star hotels, **unique spaces** such as museums, bastions, castles or **historic buildings** of great artistic value, together with Cadiz's Conference Centre.











Michelin-star **cuisine**

The typical fried fish, seafood stews, cheeses and products with **Designation of Origin** ('Sierra de Cádiz' oil, 'Melva de Andalucía' y 'Caballa de Andalucía', 'Jerez-Xérès-Sherry' wines and vinegars, 'Manzanilla-Sanlúcar de Barrameda', 'Vinos de la Tierra' from Cadiz and 'Brandy de Jerez') enrich the cuisine from Cadiz that has also become **innovative and avant-garde** thanks to chefs such as Ángel León, known as "the chef of the sea" and Juan Luis Fernández, who have both been awarded with Michelin stars.

The global temple of **motorcycle** racing

A circuit **open all year round** to race on, where the best of the bests does, in the **Spanish Motorcycle Grand Prix in Jerez.** Circuits in 4x4, driving courses, go-karting, rallies, unforgettable incentives, emotions and sensations, from the VIP rooms to the curves of the track.



Land and sea activities

To witness first-hand the process of cutting and filleting an Almadraba tuna, understanding the art of fishing in the saltwater tidal pools in the Bay of Cadiz or delving into the world of breeding fighting bulls are some incentive programmes that go hand in hand with this region's identity.

There is nothing like sitting by the bay, savouring the **fresh fish** that jumps from the line to be cooked between embers and glasswort, that blanket of flowers that colour the fields lining the salt flats pink.

Among the most unique activities, discover how they work the almadraba, the ancient and artisanal art of fishing, culminating with the **bluefin tuna** catch that arrives in Cadiz in late spring.

Watching the process of cutting and fileting the tuna and experiencing catching one of our ocean's greatest legends with the tuna fishermen themselves. On the Almadraba Tuna Tour you'll witness a clash of the titans, weighing up to 400 kg, just a few metres away from you.









Breeding fighting bulls in the countryside, in their natural state. Highlights include estates belonging to the Fermín Bohórquez or Domecq family, such as Los Alburejos and its A Campo Abierto show.

The **equestrian tradition** has deep roots and is an important pillar in the complementary offering for the MICE sector. The exhibitions offered by both the **Royal Andalusian School of Equestrian Art** and the Yeguada de la Cartuja - Hierro del Bocado stud farm stand out, both in Jerez de la Frontera and with meeting facilities.





Beaches and watersports

The region has **83 beaches**, their natural state being a big draw. There are **untouched coves and sandy beaches** between cliffs and strikingly beautiful scenery in Conil, Zahara de los Atunes (Barbate), Palmar de Vejer and Valdevaqueros in Tarifa, the capital of kitesurfing. They are the ideal backdrop for practicing all kinds of **watersports** and are also the starting point for dolphin, whale and bird watching boat trips in the Strait.









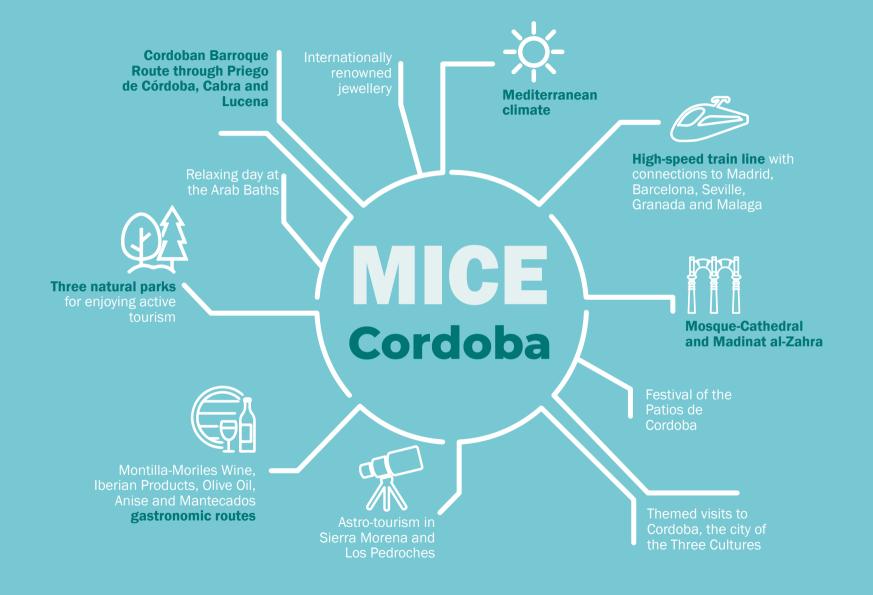
At its best

The province is home to **six natural parks of great ecological value** and diversity: Doñana, Sierra de Grazalema, Los Alcornocales, La Breña and Las Marismas del Barbate, from the Strait and the Bay of Cadiz. In these surroundings, specialised companies organise incentive programmes to enjoy **birdwatching and botany**, to practise **climbing**, **canyoning**, **mountain climbing**, **cycle touring**, **caving**, **hang gliding** or **paragliding**.

The Carnival

It's **Cadiz's most popular festival**, and can be enjoyed all year round with tours, workshops and shows. After going to one of these it is easy to understand why the Cadiz Carnival was declared to be of International Tourist Interest. The **Gran Teatro Falla** and the streets are the heart of the joy experienced all year round, and especially every February.







Accommodations for all tastes

There is a complete hotel offer with **spaces suitable for business tourism** and facilities that are perfectly equipped and adapted to the needs of professionals in the sector.



Map of **connections**



World Heritage sites

2 Starlight Reserves

The Cordoba Congress Centre has

3,500_{m²} of exhibition space

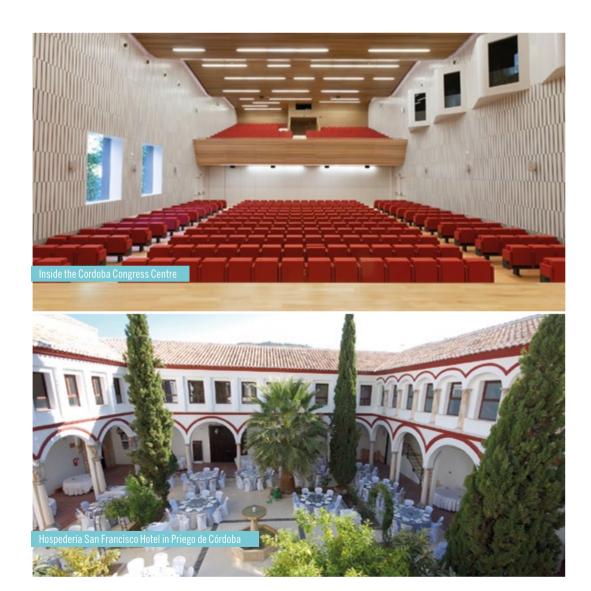


High-end **conferences**

The Cordoban capital has a beautiful setting for holding the most high-end events. This would be the **Cordoba Congress Centre**, located in the former Hospital of San Sebastián, a building with great historical value and an **auditorium for more than 700 people**. It's in an ideal location, in the heart of the Old Jewish Quarter and in front of the Mosque Cathedral, in one of Spain's most important artistic environments.

Special Venues

The province is home to numerous **unique spaces**, of incredible architectural and scenic beauty, in which it is possible to organise all kinds of meetings and congresses. They are exclusive buildings that provide events with a unique atmosphere: **palaces**, **medieval castles**, **wineries**, **theatres**, **museums**, **gourmet markets**, **traditional country houses** and **cottages**...Furthermore many of these have a **complementary offer** packed with surprising activities such as tastings, equestrian exhibitions or flamenco shows, among others.







Cordoba, the city of the **Three Cultures**

A wide range of leisure activities for the MICE sector come together around the monumental legacy of the Cordoban capital, with the second largest historic quarter in Europe. There are guided routes that allow you to get to know the footprints of Roman Corduba, to take in the Old Jewish Quarter and the massive Mosque-Cathedral (both declared World Heritage), to visit the Viana Palace's patios being from the zarzuela, to enjoy "Magic Nights in the Alcázar de Cordoba" or to follow in the steps of the popular and masterful Manolete. The Barroque Route and the Route of the Cordoban Castles stand out in the province.





Madinat al-Zahra

In 2018, UNESCO declared **Madinat** al-Zahra World Heritage. This lavish palatial city was ordered to be built by Khalif **Abd al-Rahman III** at the feet of Sierra Morena and using the most valuable materials of the time. The most important spaces, such as the **Salón Rico** are shown to visitors on various guided group tours.











Shopping

Craftsmanship has a long-standing tradition in the province of Cordoba, especially jewellery which has an identity of its own. Original pieces with exclusive designs made by the best master craftsmen can be purchased. Cordovan leather, embossed leather, traditional ceramic objects, filigree and avantgarde jewellery are other highquality examples of these crafts.

Equestrian tradition

Horses are a deeply rooted element of Cordoban culture and are thus included in the tourist attractions for meeting planners. There are many stud farms, country estates and ranches that organise equestrian, ranch and country experiences. The Equestrian Show Pasión y duende del Caballo Andaluz also stands out. It is put on in the Royal Stables which were ordered to be built by Philip II in order to create and breed Pure Spanish horses.







Natural destination

The region of Cordoba is also a natural destination thanks to its three parks: **Cardeña-Montoro** and **Hornachuelos**, both in **Sierra Morena** and the **Sierras Subbéticas** at the other end of the province. Numerous activities can be enjoyed here, including **green ways hiking**, caving, climbing, sport fishing, hunting tourism, rafting and bird-watching, among others.

Admiring **the universe**

The skies over **Sierra Morena and Los Pedroches** provide optimal conditions for **astronomical observation**. They were declared **Starlight Reserves** and have become a meeting place for **astronomical tourism** enthusiasts, with various specialist companies that organise all types of scientific outreach group activities.







Gastronomy with Designation of Origin

Mountains and the countryside provide Cordoban cuisine with exceptional raw materials, such as Los Pedroches Designation of Origin Iberian ham, Montilla-Moriles DO wine and vinegar, and four Extra Virgin Olive Oils (EVOOs) with Baena, Lucena, Montoro-Adamuz and Priego de Córdoba DOs. We mustn't forget the anise and mantecados from Rute or garlic from Montalbán. These products give names to interesting gastronomic tours with museum, winery and oil mill visits. Salmorejo cordobés, flamenquín with serrano ham and fried eggplant with honey are must try dishes.







Sleep in a cave house

In this province, MICE clients have a varied **accommodation** offer that includes **cave houses**. They offer all the amenities of high-quality tourist accommodations with the special feature of having a **steady temperature** (18-22°C) all year round. These troglodyte structures are nestled in the Sacromonte neighbourhood and in the Northern Granada Valleys, where they are surrounded by breathtakingly beautiful geological landscapes.



Map of connections



320 days of sunshine per year on the Costa Tropical

In 40 km you can get from the snow to the beach, or to the desert area of Gorafe and its Geopark

The Granada
Congress and
Exhibition Centre
can accommodate

4,500

participants



Surprise people with your **event**

The **cultural and monumental wealth of the province of Granada** promotes the existence of multiple unique spaces for **holding the most exclusive MICE events**. Bullfighting rings, museums, old palaces, castles, theatres, health resorts, restaurants, ranches, country estates surrounded by vineyards, farms, Andalusian *cármenes* (villas) with beautiful gardens, caves and even marinas are all part of this network of striking spots.

Along with these unique venues, the modern **Granada Congress and Exhibition Centre** stands out, located at the heart of the capital city's historic centre with a capacity of 4,500 people and more than 4,000 reasonably priced hotel rooms nearby with top-notch services.









The Alhambra, the Generalife and the Albaicín, World Heritage

Numerous tourism agencies organise exclusive **private guided visits and tours** to discover the Alhambra, an architectural treasure that features all kinds of art from the last Muslim period in Spain. It is declared **World Heritage**, along with the Generalife Gardens and the Albaicín neighbourhood, where the **Mirador de San Nicolás** lookout point, with stunning views of this palatial city, is located.











Flamenco vibes in Sacromonte

Granada is one of Spain's main references in **flamenco**, and the Sacromonte neighbourhood is one of its birthplaces. This gypsy quarter is the epicentre of 'jondura' and 'duende' and the **source of the zambra**, a celebration of song and dance dating back to the 16th century. Every night, magnificent flamenco shows can be enjoyed over dinner in the tablaos, or flamenco venues, of the Sacromonte caves.

La Alpujarra, hidden paradise

Dozens of small **white villages** perched on the mountainsides, with narrow cobblestone streets, shape this privileged region sitting on the southern slope of Sierra Nevada. It's the perfect place for rest and relaxation, as well as for enjoying adventure activities like hang-gliding, climbing and mountain climbing. The **Barranco de Poqueira** gorge, offering one of the most spectacular views in the entire province, is located there.





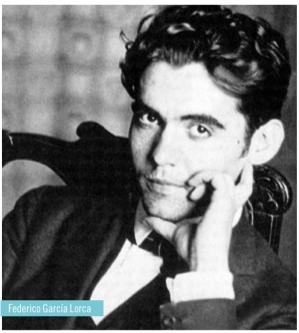


Culinary excellence

In Granada you can enjoy a **varied gastronomy** as a result of its unique climate and terrain. The regional chefs have **exceptionally good raw materials**. Star products include the famous asparagus from Huétor Tájar, segureño lamb and Trevélez ham (all three recognised with their own PGI); fresh fish and tropical fruit like the custard apple from the Granada-Malaga Costa Tropical (DO), cheese from the Zalabí Valley, EVOOs with DO (Montes de Granada and Poniente de Granada), DO wines Vinos de Calidad de Granada, wines Vinos de la Tierra with PGI and the prestigious Riofrío organic caviar or honey Miel de Granada (DO). You can also taste this vast culinary offering in the most **diverse settings**, from boisterous tapas bars and sun-soaked terraces to gourmet markets and prestigious restaurants.







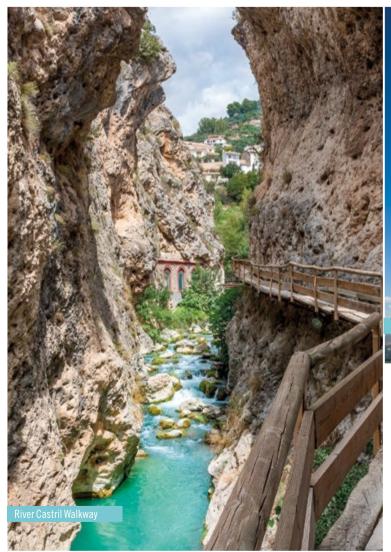
Skiing in Sierra Nevada... and so much more

Europe's southernmost ski resort offers various **custom-designed group activities** all year round. Ski competitions at all levels, excursions with snowshoes, astro-tourism, mountain biking, nighttime routes on snow groomers, mountain routes to watch the snowmelt, trekking, orienteering circuits... A wide variety to choose from.

Universo Lorca

The brilliant **poet from Granada**, author of works such as *Romancero Gitano (Gypsy Ballads)* or *Poeta en Nueva York (Poet in New York)*, is the star of Universo Lorca, a very appealing tourism initiative that's a complementary offer for the MICE sector. There are multiple companies that organise everything from **guided routes** to **dramatised visits** and even **literary scavenger hunts** through places where Lorca lived and that inspired his work.







Nature and active tourism

Sierra Nevada, Biosphere Reserve and national and natural park, tops the region of Granada's invaluable natural heritage, which has another four natural parks (Sierra de Castril, Sierra de Baza, Sierra de Huétor and Sierras de Tejeda). They are the perfect places for enjoying both active tourism activities and natural and scenic observation.



The province of Huelva has a comprehensive congress and meeting infrastructure, a hotel offer tailored to the MICE sector and limitless possibilities of things to do during free time, from living nature in Doñana and the light from its beaches, to its unique gastronomy.





Film landscapes

Huelva is a **mosaic of breath-taking landscapes**. The dunes on its beaches give way to the green plains of the marshland. Streams and springs nourish the riverside and gallery forests that grow in the mountains. The Riotinto Mining Basin, at the heart of the region, is like a **movie set** that visitors can enjoy on a pleasant tourist train ride.



Map of **connections**

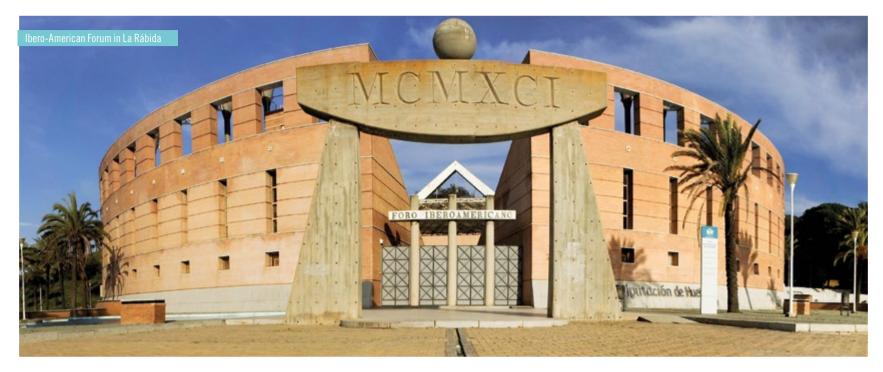


1/3
of the region is
protected natural
area

18°C average annual temperature

world-class golf courses



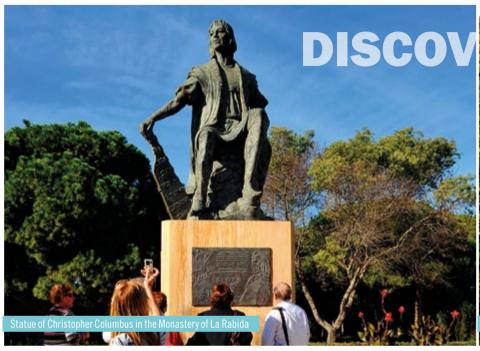


The perfect place for your event

The province of Huelva has congress and exhibition centres with the facilities needed to welcome all types of professional events, especially those requiring a greater capacity. The most notable are the **Casa Colón Conference Centre** in Huelva, the Islantilla Conference Centre or the **Ibero-American Forum in La Rábida**, with a capacity of 2,600 people outdoors. The meeting planners and Professional

Congress Organisers (PCOs) also have various unique spaces for holding their events. At the heart of the County of Huelva, nestled among the mountains and the countryside are **castles, country houses and cottages** that also offer additional activities related to both the region's bullfighting and equestrian tradition and its gastronomy: shows, wine tastings, capeas (mock bullfights with young bulls)...







Columbian places

Around the villages of Moguer, Palos de la Frontera and La Rábida the Columbian places Route comes to life, which is directly linked to the Discovery of America. It's an appealing tourist product for companies specialising in incentive programmes and MICE complementary offers.

The **English Legacy**

The **British presence in the region** can still be seen today in the affluent bourgeois buildings and incredible examples of industrial architecture. In Huelva city there are guided visits with routes including the must-see **Casa Colón** (the old Hotel Colón and later the headquarters of the Riotinto Company), the **working-class neighbourhood Barrio de la Reina Victoria**, the train station or the **Riotinto and Tharsis docks**, with their old mineral loading bays.





Doñana

Nature in its purest state - one of Huelva's greatest assets. The epitome of this is **Doñana**. It's considered the largest ecological reserve in Europe and was declared **World Heritage** as an exceptional example of Mediterranean wetlands where diverse ecosystems live in harmony. **Home to the Iberian lynx** and a winter haven for thousands of birds, there are numerous active and environmental tourism companies that carry out their group activities: **guided tours on 4x4** and specialised **bird-watching routes**.











Located in the northern part of the province, here we can find **mountain villages** crowned with towering castles, chestnut tree covered landscapes and surprising places such as the **Gruta de las Maravillas grotto in Aracena**. It also includes the **Sierra de Aracena and Picos de Aroche Natural Park**, the ideal getaway for lovers of hiking, bird-watching and mycological tourism. There are tourist train routes through the village of Aracena.











A taste of its own

Its gastronomy is renowned internationally, and is certainly not lacking ambassadors: Jabugo PDO ham, white prawns, cuttlefish, Iberian meats, strawberries, mushrooms from the mountains, Escacena del Campo chickpeas (has Protected Geographical Indication), preserves under the Caballa y Melva de Andalucía PGI and Condado de Huelva PDO wines and vinegars. They are the stars of tables in Huelva and of the offer from gastro-tourism specialist companies that organise all kinds of innovative experiences: visits to wineries, ham curing facilities and preserves, premium tastings with wine tastings and pairings, creative agrifood workshops...





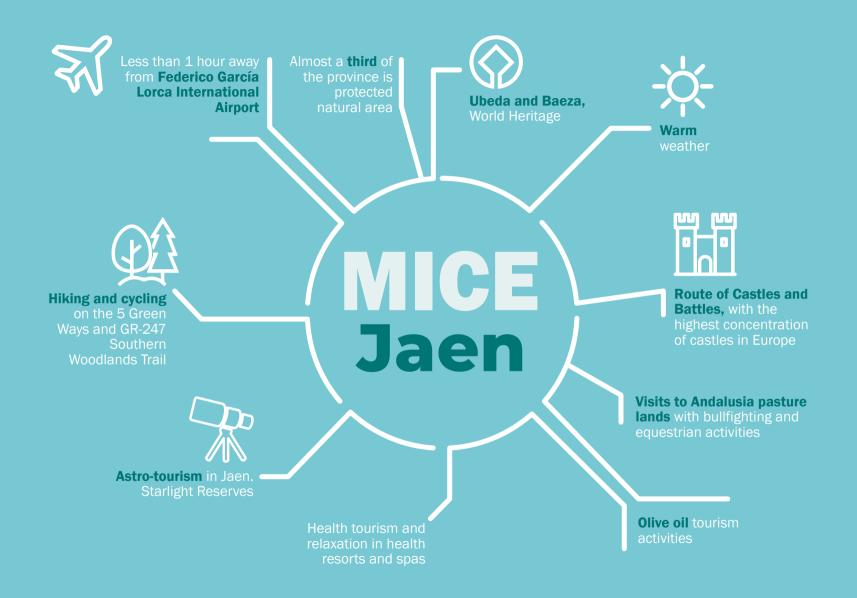
Huelva's beaches, infinite light

The Costa de la Luz in Huelva is one of the least urbanized Spanish destinations in the first kilometre of coast, with 122 km of endless gold sand beaches and calm waters accompanied by an always green forest. This setting simply cannot be beat, and the possibilities for enjoying the outdoors are endless. Boat trips set out from Huelva's marinas and yacht clubs that are organised by specialist companies that also offer other sporting activities such as diving, surfing, windsurfing and fishing. These can all be done throughout the entire year thanks to the mild weather conditions.

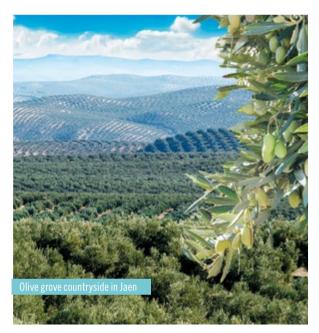








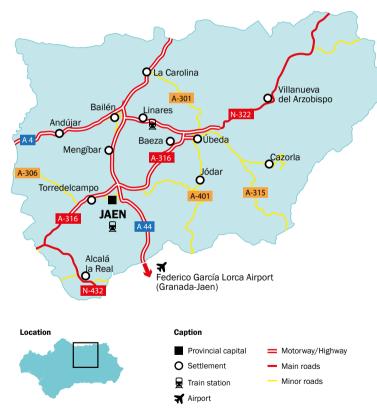




Inland paradise

Lose yourself in a region full of contrast; rugged mountains, expansive countryside of olive groves, stunning natural areas, colossal castles and a sole mining area where you can find some of the only examples of industrial archaeology in the world. Quite the gift for the senses, this rich and varied landscape does not go unnoticed.

Map of **connections**



30,000 m² of exhibition space at the

space at the
Provincial Fairs and
Congress Grounds of
Jaen

natural parks of exceptional ecological importance

545
settlements of lberian culture

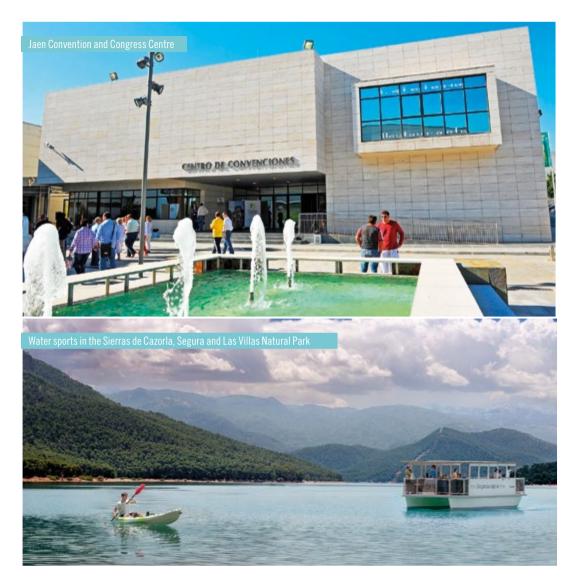


The place for important meetings

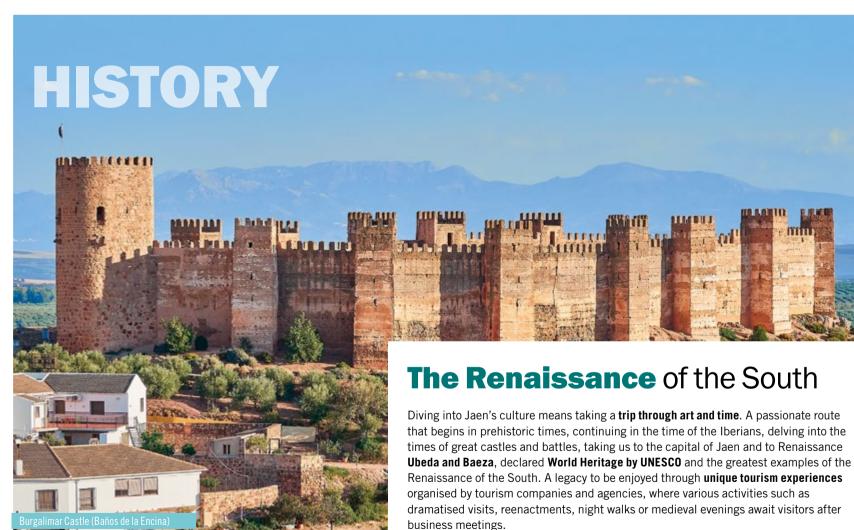
Jaen has the ideal infrastructure for **holding events**, **meetings and congresses**. In addition to the cutting-edge congress centres of Jaen city and the larger towns, there are **historically and artistically unique spaces** that also offer the possibility to bring together professional meetings, rest and leisure and entertainment activities. Renaissance palaces, medieval castles, theatres, museums, country estates and oil mills, bullfighting rings, modern health resorts and hotels with spas in the country side...a multitude of settings to choose from.

Full of incentives

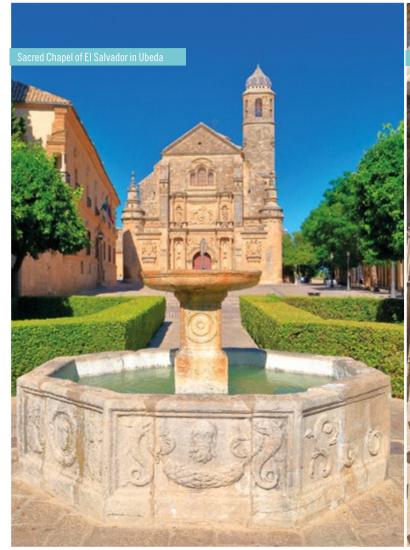
The province of Jaen has one of the region's most **complete and varied** complementary offers. It combines culture, nature, traditions, adventure and even relaxation, offering unique experiences. There are many companies and PCOs that organise everything from a **medieval dinner** in a castle or a **visit to a bullfight cattle farm**, to a day of **photo hunting** through a natural park, a relaxing **massage session** in a spa or an **extra virgin olive oil tasting** in an oil mill.



















Olive oil tourism

Jaen, the world's leading producer of extra virgin olive oil, is the perfect setting to enjoy olive oil tourism. Specialist companies invite you to feel the whole culture of the olive grove at its purest through a wide variety of activities: see the country estates and oil mills where the process of extracting the oil is carried out, become a picker for a day, visit a themed museum or interpretation centre, do an extra virgin olive oil tasting and enjoy the best food. Also, some exclusive products related to olive trees are available for purchase, from creams and soaps to artisanal pieces made from their wood.



Jaen takes care of you

The province is the answer to the growing demand for health tourism and rest linked to the MICE sector. Thermal spas, modern hotels with spas and health resorts with mineral-medicinal waters offer experiences focused on physical and mental wellness. calmness and relaxation after an intense business day: oleotherapy, laughter therapy workshops, meditation, yoga...

Bullfighting tradition

You can get up close to the passionate world of the fighting bull in the Andalusian pasture lands, its natural environment. There are group visits arranged to see numerous estates where these fighting bulls roam free. You can take classes on horseback riding and the first notions of toreo de salón (an indoor simulation of a bullfight), participate in a capea, enjoy horse shows and stay at the estate itself.





Nature and adventure

Jaen is a great, green lung. It is the Spanish province with the largest expanse of protected areas, with four natural parks where exceptional fauna and one-of-a-kind flora on the Iberian Peninsula grow. The Sierras de Cazorla, Segura and Las Villas Natural Park is the largest natural park in Spain and the source of the Guadalquivir River. Along with the **Despeñaperros**, Sierra de Andújar and Sierra Mágina natural parks, Jaen is a paradise for active tourism lovers. There are specialist companies that provide services for the most adventurous clients, offering activities, such as excursions in 4x4, climbing, hiking, caving, cycling, routes on horseback, paragliding, hang gliding, birdwatching routes and wildlife observation. All types of water sports can be practiced in the province as well, from kayaking and canyoning in the Guadalquivir River to swimming and kitesurfing in its many reservoirs.





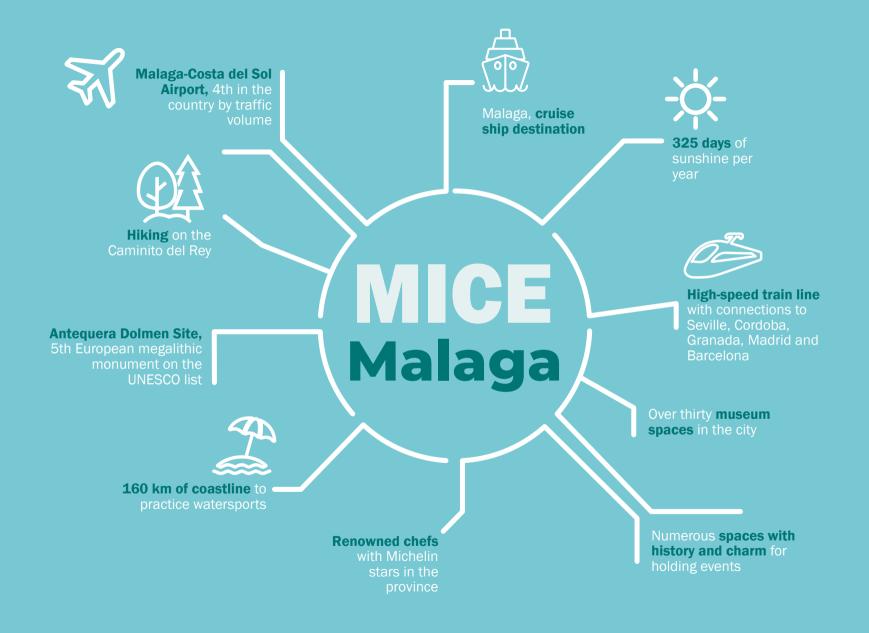




Savour it

Extra virgin olive oil (EV00) is the foundation of Jaen's gastronomy and the province has three Designations of Origin: Sierra de Segura, Sierra de Cazorla and Sierra Mágina. It flavours everything, from typical dishes such as pipirrana (salad with tomatoes, peppers, onion and hardboiled egg), pickled partridge, Baezana or Gachamiga (dough with flour, water and oil) cod, to dishes from avant-garde restaurants that are included in the main prestigious food guide books. There's nothing better than Vinos de la Tierra (with PGI) to pair with these dishes. Tapeo, going for tapas, is the hallmark of the province and has its greatest expression in cities like Jaen and Linares. Another unique feature is that in the entire province of Jaen, tapas are included in the price of drinks







Excellent **connections**

Its communications are one of the province's strong points as a MICE destination. The **airport** has direct connections to more than 135 of the world's major cities. The **AVE high-speed train** connects it to Cordoba, Seville, Granada, Madrid and Barcelona. And the **Port of Malaga**, one of Europe's most important for cruise tourism, having welcomed almost 5 million passengers in the past 10 years.



Map of **connections**



the province

More than

congress

centres in

More than 70 world-class golf courses

natural parks for enjoying active tourism













Malaga-Costa del Sol, a unique destination

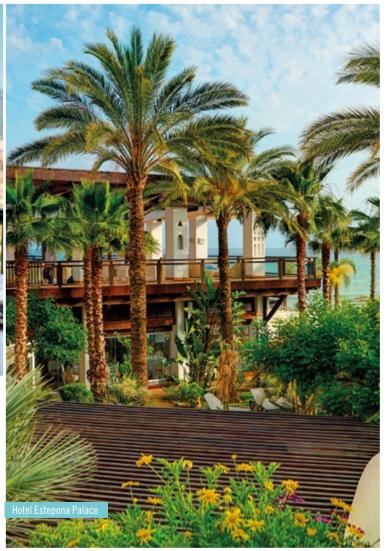
The province of Malaga and the Costa del Sol are the perfect hosts for holding large events of any kind thanks to the highly equipped facilities. There are **five exhibition and congress centres** in **Malaga**, **Marbella**, **Estepona**, **Torremolinos** and **Ronda**. There are also numerous spaces that are perfect for meetings and incentive trips: museums, theatres, old palaces and manor houses, castles, wineries, typical farmhouses, restaurants, golf courses, botanical gardens, bull rings and yacht clubs.





High quality accommodations

It has a large capacity hotel offering, with a value for money that's hard to beat, suitable spaces and a **wide range of services**. The majority of hotels in the province are more than three stars and it is home to **75% of Andalusia's 5-star hotels**.







Malaga, a great city

Malaga city is one of today's cultural destinations with the most international exposure. It has an extraordinary museum offering, with close to 40 spaces as important as the Pompidou Centre Malaga, the new Museum of Malaga, the Carmen Thyssen Museum, the collection from the Russian Museum or the one bearing the name of the most universal neighbour, Pablo Picasso, that has its own tourist routes. Furthermore, the city offers a monumental heritage that you can't miss; from the Cathedral to the Roman theatre, to the impressive Alcazaba and the Gibralfaro Castle.







Inland tourism

The interior of the province is a perfect mix of art, landscapes and traditions. People cannot stop visiting the monumental cities of **Ronda**, suspended high over the breath-taking El Tajo Gorge, and **Antequera**, with its dolmens that have been declared World Heritage. We can also take in the **Balcony of Europe** or the quaintness of **Frigiliana**'s streets. All these are some of the routes and activities that companies and agencies include in their incentive programmes for the MICE sector.

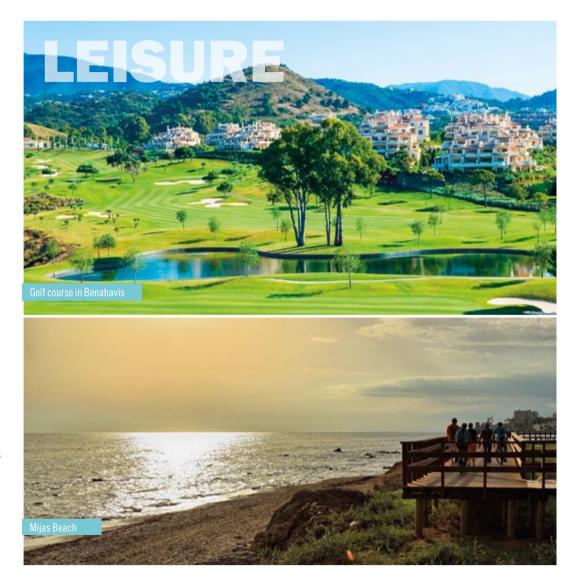


The Golf Coast

Malaga has garnered international fame and this nickname for its variety of **world-class golf courses**. There are more than 70 masterminded by renowned designers like Robert Trent Jones, and they have hosted some of the most well-known **international tournaments** such as the Ryder Cup, the Volvo Masters or the World Cup. Golf can be played all year round thanks to the province's climate, making it one of the pillars of the supplementary offering for the MICE sector.

Sun and sand

The so-called **Costa del Sol** is a 160 km stretch of Mediterranean coastline with calm, clear and warm waters, extending from **Nerja to Manilva**. There are beaches for everyone: urban and cosmopolitan, from livelier beaches to secluded coves such as the **Maro Cliffs**, where one can relax after intense business meetings. They are the ideal setting, together with **11 marinas**, for practicing all kinds of watersports activities: waterskiing, diving, trips along the coast in sailboats, motorboats or catamarans.







routes, paragliding, routes on 4x4 or caving in caves such as the Nerja Caves.







From espetos to avant-garde cuisine

Malagan cuisine is as delicious as it is varied, nourished by high quality **local products** recognised with various **Designations of Origin**: Antequera Extra Virgin Olive Oil (EVOO), Aloreña de Málaga Olives, Custard Apple from the Granada-Malaga Tropical Coast, Raisins from Malaga and wines from Malaga and the Sierras de Malaga. From these raw materials, **traditional dishes** such as sardine espetos (skewers cooked over an open fire), varied fried fish and seafood or ajoblanco (chilled white garlic soup) come to life. However, it is also an **innovative and avant-garde cuisine**, thanks to the work of chefs such as **Dani García**, **José Carlos García** or **Diego Gallego**, recognised by the prestigious Michelin Guide, who are the best example of the high levels of excellence offered by the local gastronomy. Furthermore, very appealing gastronomic routes for the MICE sector have come together around Malagan wines, with wine tasting courses, tastings, walks through vineyards and even wine therapy treatments.

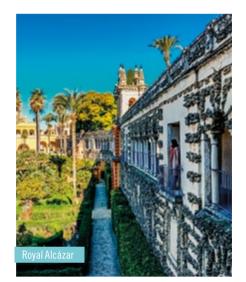
Luxury and **shopping**

The Malagan province is one of the world's leading destinations for **shopping tourism**, thanks to the amount and variety of centres, large areas and existing businesses. **Puerto Banús**, synonymous with **luxury and exclusivity**, is home to the biggest names in fashion and jewellery, as well as high-end entertainment options and restaurants.





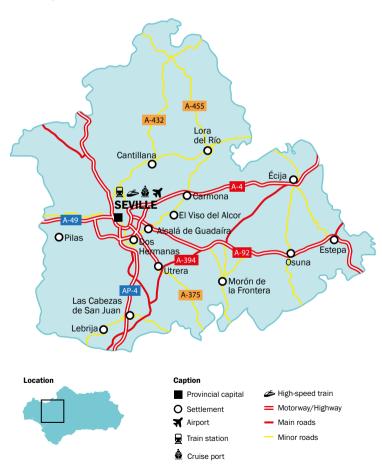




Seville on film

For years, the province has been the backdrop for numerous **films and series**. National productions such as "La isla minima" and "Carmen", and internationally acclaimed films such as "Lawrence of Arabia", "The Dictator", "Star Wars" and the hit series "Game of Thrones" have been shot here. All of these locations are part of **guided routes and tours** included by specialist companies in their complementary offers for delighting their film-loving business travellers.

Map of **connections**



18 °C average annual temperature

2 natural parks for enjoying active tourism

The FIBES
Auditorium has a capacity of

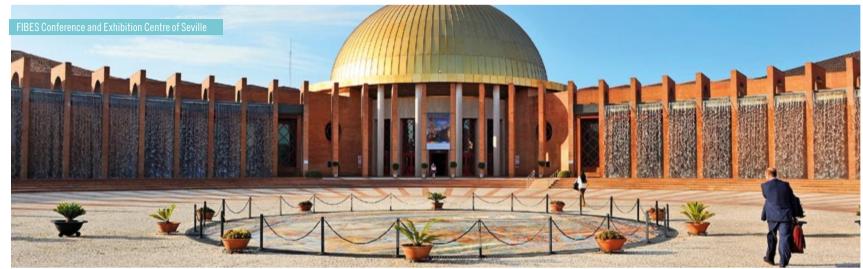
3,200

pax.

2,047 pax. in Cartuja

pax. in Cartuja
Center, a new events
and entertainment
centre





An **established** destination

Seville has one of the largest and most modern meeting and exhibition centres in Europe, the **FIBES Conference and Exhibition Centre of Seville**, with a grand auditorium and facilities that can welcome congresses and events with over 6,000 people. Furthermore, the city is also home to the modern and versatile **Cartuja Center** for putting on all types of shows.







Unique places

Various different spaces to hold business meetings come together in the province, the only thing they have in common being their uniqueness: palace houses, castles, farms, country estates, Arab baths, museums, theatres, restaurants, wineries, ancient monasteries, remodelled docks on the banks of the Guadalquivir... It's excellent, high quality and diverse accommodations offer is another key element for being competitive in the tourism sector.









Cultural agenda

Seville offers a vivid cultural life all year round, with activities for everyone. It hosts prestigious festivals and events such as the European Film Festival of Seville or the Biennial of Flamenco Art, with performances from the city's most famous figures of flamenco singing, dancing and guitar. It is also home to theatres such as the Maestranza - a grand Andalusian opera stage -, the Lope de Vega and the Teatro Central, with a programme filled with all of the performing arts and musical disciplines.



A **monumental** province

It's wealth of heritage is one of the pillars of Seville's complementary offer for the MICE sector. In Seville capital, visits to the Cathedral and the Giralda, the Royal Alcázar and the Archive of the Indies are not to be missed; continuing through the typical Santa Cruz neighbourhood and ending in the absolutely spectacular Plaza de España or exploring the scenery that inspired the great masters of the opera. There are cultural tourism companies that organise personalised dramatised night routes and themed tours to take on foot, by carriage or by boat on the Guadalquivir River, ending in a typical flamenco tablao.

There are also other cultural routes that pass through the region, demonstrating its rich **archaeological and artistic legacy**: Artealia and its monumental countryside, the Roman Baetica with the Itálica Archaeological Site, the Vía de la Plata, the Route of the Castles or the Route of the Tempranillo mythical bandit of Sierra Morena.

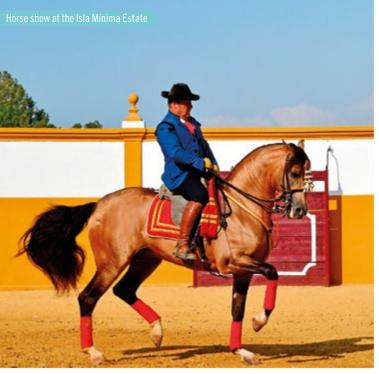












Bulls and horses

The world of the fighting bulls and the **equestrian tradition** have deep roots in this region. There are specialised agencies that offer **routes on horseback**, visits to stud farms and fighting bull livestock farms, shows, exhibitions and country lunches on the province's farms and country estates.







In the heart of **nature**

Seville's natural spaces and landscapes are perfect for enjoying ecotourism and nature observation. The **Sierra Norte** has stunning scenery, such as the **Huéznar Waterfalls** and **Cerro del Hierro**, while **Doñana** is a worldwide reference when it comes to ornithological tourism. Active tourism companies develop their activity here, offering tourism experiences related to photography, hiking, climbing, 4x4 routes, cycling, equestrian routes, kayaking, hot air ballooning and fishing.









Flavourful routes

Seville's recipe book is a long and imaginative one. Iberian products and mushrooms are taken from the mountains, the marshlands provide precious rice and the countryside contributes EVOO with **DO Estepa**, with which all dishes are prepared - no exceptions. There's no better way to approach this culinary universe than to try small portions of Seville's cuisine in the form of tapas, on any terrace, in any bar, restaurant or gourmet market, taking advantage of the beautiful weather.

Furthermore, there are companies that organise visits to wineries, rice farms, ham curing facilities, artisanal cheesemakers, oil mills and museums that make up part of the tourist-gastronomic routes that traverse the entire province and demonstrate the quality of products such as the olive Aceituna Sevillana (with PGI), wines Vinos de la Tierra from Los Palacios and Sierra Norte de Sevilla (both with PGI) and Vinos de Calidad from Lebrija (PGI) or the oil cakes Tortas de Aceite from Castilleja de la Cuesta recognised as Traditional Specialties Guaranteed. Therefore, we can choose between the Oil and Table Olive Route, the Rice Route, the Iberian Route and the Wines and Liqueurs Route, among others.







Exhibition and Congress Centre / Trade Fair Grounds

ALMERÍA -

Cabo de Gata Ciudad de Almería Exhibition and Congress Centre

□950 281 449

Aguadulce Congress Centre (Roquetas de Mar)

☐ 950 181 700 www.almeriaferiasycongresos.com

CADIZ -

3 Cadiz Congress Centre

☐ 956 291 017

www.palaciocongresos-cadiz.com

Trade Fair Institution of Cadiz IFECA (Jerez de la Frontera)

☐ 956 180 723 www.ifecajerez.com

Cortes de La Real Isla de León Congress Centre (San Fernando)

956 003 901 - 956 003 902

CORDOBA _____

6 Cordoba Congress and Exhibitions Centre

☐ 957 490 296 www.palaciodecongresosdecordoba.es

GRANADA -

7 Granada Congress Centre

8 Armilla Trade Fair (FERMASA)

HUELVA ___

9 Casa de Colón-Huelva Congress Centre

1959 210 181

10 | Ibero-American Forum in La Rábida | 959 530 263 - 959 350 311

959 530 265

JAEN.

111 Jaen Congress Centre. IFEJA

Santiago Hospital-Ubeda Congress Centre

953 750 440

MALAGA -

13 Trade Fair and Congress Centre of Malaga

Marbella Trade Fair and Congress Centre

☐ 952 828 244 www.marbellacongresos.com

Estepona Conference Centre and Exhibition Hall

□952 803 512

Costa del Sol Congress and Exhibition Centre (IFECOSOL-Torremolinos)

Ronda Congress Centre

SEVILLE ____

FIBES Seville, Conference and Exhibition Centre



Directory

Servicio Provincial de Turismo – Diputación Provincial de Almería

Q Calle Navarro Rodrigo, 17

☐ Tel. 950 211 841

www.turismoalmeria.com

Convention Bureau del Ayuntamiento de Almería

• Alcalde Muñoz, 12

☐ Tel. 950 281 449

■ turismoalmeria@aytoalmeria.es

Patronato Provincial de Turismo de Cádiz & Convention Bureau

♀ Plaza de Madrid s/n. Estadio Carranza. Fondo Sur. 4ª Planta.

☐ Tel. 956 807 061

info@cadizturismo.com

output

o

www.cadizturismo.com

Patronato Provincial de Turismo de Córdoba

♀ Calle Imágenes, 15, 1ª planta

☐ Tel: 957 491 677

www.cordobaturismo.es

Instituto Municipal de Turismo de Córdoba (IMTUR)

♀ Área de Congresos - Córdoba

☐ Tel. +34 957 201 774

congresos@turismodecordoba.org

www.turismodecordoba.org

Patronato Provincial de Turismo de Granada

• Cárcel baja, 3

☐ Tel. 958 247 146

www.turgranada.es

Granada Convention Bureau

Virgen Blanca, 9

☐ Tel. 958 535 761

granadacb@granada.org

www.granadaconventionbureau.org

Patronato Provincial de Turismo de Huelva

♀ C/ Fernando el Católico 14, 2ª planta

☐ Tel. 959 257 467

■ turismo@diphuelva.org

www.turismohuelva.org

Diputación Provincial de Jaén – Área de Promoción y Turismo

Plaza San Francisco, 2

☐ Tel. 953 248 000

■ turismo@dipujaen.es

www.jaenparaisointerior.es

Costa del Sol Convention Bureau

Plaza de la Marina, 4

☐ Tel. 952 126 272

www.visitacostadelsol.com/convention-bureau

Málaga Convention Bureau

Paseo Antonio Machado, 12 - torre B, 5ª Planta

☐ Tel. 951 927 678 – 951 927 685

≥ convention.bureau@malaga.eu

www.malagaturismo.com

Diputación de Sevilla. PRODETUR

• Leonardo da Vinci, 16 (Isla de la Cartuja)

■ direccion@prodetur.es

⊘ www.turismosevilla.org

Sevilla Congress & Convention Bureau

Plaza del Triunfo, 1

☐ Tel. +34 954 500 583

info@sevillacb.com

output

Description:

Info@sevillacb.com

output

Description:

www.sevillacb.com

Turismo de Sevilla

Paseo Marqués del Contadero

☐ Tel. 955 471 232

visitasevilla@visitasevilla.es

www.visitasevilla.es







www.andalucia.org

JUNTA DE ANDALUCÍA

Consejería de Turismo, Regeneración, Justicia y Administración Local. Empresa Pública para la Gestión del Turismo y del Deporte en Andalucía, S.A. Calle Compañía, 40. 29008 Málaga. Tel.: (+34) 951 299 300.





