

# PROFESSIONAL DOSSIER 2014

## WORLD HERITAGE CITIES OF SPAIN







## REINVENTED CITIES,

Spain has the privilege of being one of the countries with the greatest number of property inscribed on the World Heritage List of UNESCO.

In this list, the 13 cities of which historical buildings have been declared World Heritage occupy the most important place: Alcalá de Henares, Ávila, Cáceres, Córdoba, Cuenca, Ibiza/Eivissa, Mérida, Salamanca, San Cristobal de la Laguna, Santiago de Compostela, Segovia, Tarragona y Toledo.

In 1993, these cities decided to create the Spanish Group of World Heritage Cities, a not-for-profit association which is organized for the purpose of acting together both in the defense of its historical heritage and in the tourism promotion of its cultural richness.

In view of their wide range of historic-artistic, cultural and gastronomical resources, these cities are viewed as first-class tourist destinations that should not be missed.

Exploring new channels of growth, this Association established in 1993 has set the following objectives:

- \* diversifying the range of tourist products
- \* promoting low-season tourism

- \* decentralising tourist products
- \* And progressing towards levels of increasing quality.

In this context, the incorporation of cultural resources is of great importance, since our country enjoys incomparable historic, artistic and linguistic heritage. Different tourist products have therefore been created on the basis of this concept.

The GCPHE's heritage and tourism capital is very important since it enjoys a wide range of hotels and restaurants, which is constantly growing and receives close to four million guests in its hotel establishments, resulting in more than 7,550,000 overnight stays, as well as almost twenty million annual visitors.

As a whole, these cities feature:

- \* 500 monuments declared Property of Cultural Interest, many of which are open to the public.
- \* Close to 57,000 hotel beds distributed among 702 establishments of different categories.
- \* More than 2,500 restaurants.
- \* 365 meeting and congress venues with a seating capacity of 200,000.



Photo J. M. Navia



## **BEWITCHED CITIES.**

*...To speak about bewitched cities is to speak about intimate labyrinths, caves and abodes, places that, like mirages, do not seem to exist per se and are fueled by the imagination of visitors, by the quality of their desires and visions. Cities that do not belong to anyone, not even to those that founded them; who devour their ancestors and therefore now belong to everyone...*

Gustavo Martín Garzo

“Ciudades Patrimonio de la Humanidad. Trece Joyas de España”  
(World Heritage Cities. Thirteen Spanish Gems)

Published by *La Fábrica*



## TOURISM DEVELOPMENT AND PROMOTION AGREEMENT – TURESPAÑA

In 2002, a Framework Cooperation Agreement for the Tourism Development and Promotion of the “Group of World Heritage Cities of Spain” was signed with the Secretariat General for Tourism, with the following objectives:

- \* Improving the quality of municipal public services that have the greatest impact on tourism, by extending the “Comprehensive Management Model for Quality in Tourist Destinations” to all of the Group’s member cities, as well as supporting the introduction of the “Quality System for Tourist Information Offices” dependent on local councils and incorporating them into the Institute for Spanish Tourism Quality.
- \* Annual Action Plans aimed at promoting the great heterogeneity of aspects linked to the World Heritage Cities’ cultural resources, associated with a line of experiential tourist promotion. The objective is to make this product more versatile to adapt to the tastes and trends of international tourist demand. All of this is aimed at promoting a cultural heritage of great variety and historic-artistic importance.
- \* Advertising initiatives, which have been implemented annually since 2002, centred on international media campaigns (off- and online).

## “WORLD HERITAGE CITIES OF SPAIN” JOINT CAMPAIGN

- \* Attendance at International Tourism Fairs, outside Spain, such as the “Vakantiebeurs de Utrecht”, I.T.B. in Berlin (Germany), the Brussels Holiday Fair and Tokyo’s JATA.
- \* Joint participation with TURESPAÑA in **Spanish Tourist Product Marketing Workshops**, programmed for 2014 in **China**.
- \* **Trade Missions**, programmed with Turespaña, for the Brazilian market.
- \* **Fam trips** have been organised from Germany, France, United Kingdom, Italy, Australia, Czech Republic, Belgium, Ireland, Switzerland, Greece, Slovenia, Canada, Scandinavian countries, Russian, USA, Canada, Argentina, Chile, Mexico, Brazil, Colombia, Puerto Rico, Japan, China, Korea, Singapore, India, the Philippines, Australia and New Zealand.

As part of the Annual Joint Action Plan with Turespaña, in 2013 it is programmed to promote written or audiovisual reports on the part of individual journalists or groups of journalists by organising different fam trips to World Heritage Cities of Spain.

- \* **Intensive sales actions** in European markets.
- \* **Direct marketing**. With the objective of reaching potential consumers of this product, it will be undertaken different online and offline marketing initiatives (brochures, CD-cards, electronic newsletters...).

\* **Group presentations.** Since 2003 the Group has been organising presentations, nationally and internationally, featuring its range of tourism, cultural and congress products, by means of initiatives aimed at professionals from the tourist sector, the media and the public in general.

The following are some of the cities that have successfully hosted such initiatives: Barcelona, Valencia, Madrid, Seville, Zaragoza, London, Frankfurt, Hamburg, New York, Toronto, Lisbon, Chicago, Montreal, Washington, Miami, Atlanta, Tokyo, Vienna, Tokyo, Osaka, Nagoya, Fukuoka, Zurich, Geneva, Brussels, Amsterdam, Boston, Buenos Aires, Córdoba (Argentina), La Plata, Santiago de Chile, Sao Paulo, Salvador de Bahía, New Delhi, Bangalore and Mumbai.

In 2014, this line of work will be continued, having programmed such initiatives in Argentina, Peru, Chile, United States, Brazil, China, Russia and Japan.

All of these initiatives have been possible thanks to collaboration agreements that the Group of World Heritage Cities of Spain has signed with TURESPAÑA annually since 1994, especially those aimed at foreign tourism.

## MARKET RESEARCH

\* **Tourist Observatory.** A tourist information system was set in motion in 2006 in order to periodically analyse the evolution of tourism in all of the World Heritage Cities of Spain, with a view to:

- Obtaining constantly updated and comparative information

regarding consumer needs and preferences.

- Analysing in depth the Group of World Heritage Cities of Spain comparative position in relation to other cultural tourism destinations.
- Defining market segments according to product.
- Promoting knowledge of each market segment's characteristics and priorities.
- Improving knowledge of the travel trade in the different tourist markets.
- Efficiently organising marketing activities.
- Promoting the creation of local tourist observatories.

The following studies have been published to date:

- *The tourist situation of the Spanish Group of World Heritage Cities. Conditions for setting up the Tourism Observatory.*

- *Information bulletins of the Spanish Group of World Heritage Cities' Observatory. 2007, 2008, 2009, 2010 and 2011 consecutively.*

## BRAND IMAGE AND COMMUNICATION: MEDIA CAMPAIGN (ON- AND OFFLINE)

The objective is to strengthen the position of the Group of World Heritage Cities of Spain tourist brand in the national and international market.

\* **International Advertising Campaign.** Promoted and funded by Turespaña.

\* **Collaboration with national media** by means of documentary support and organisation of fairs.



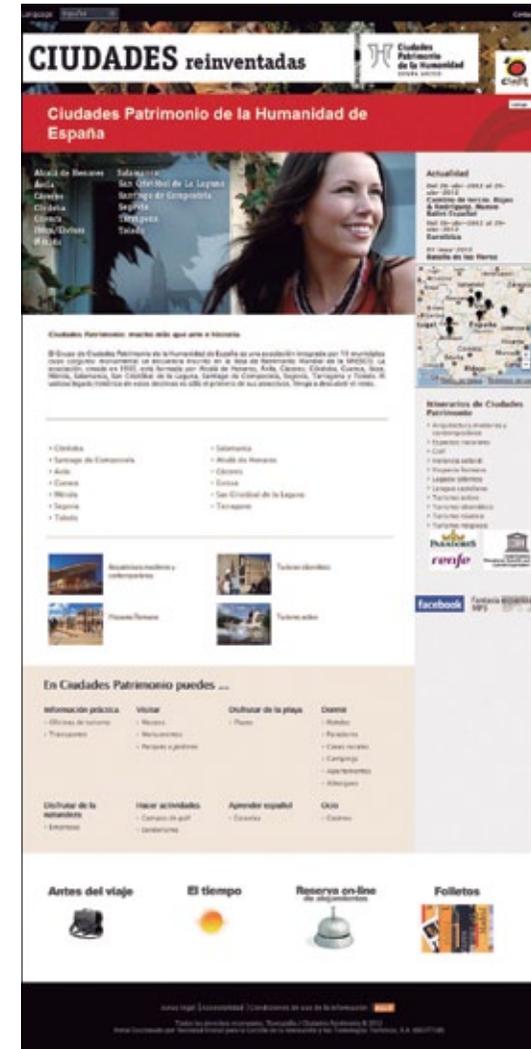


## MARKETING TOOLS

- \* Visual Guide published by Espasa Calpe.
- \* *World Heritage Cities. Thirteen Jewels of Spain* (published by La Fábrica).
- \* Brochures (Spanish, English, French, German, Italian, Japanese and Chinese).
- \* Catalogue of tourist packages (published in Spanish and English).
- \* Website: [www.SpainHeritageCities.com](http://www.SpainHeritageCities.com).
- \* Multimedia presentations.

## COLLABORATION AGREEMENT WITH "PARADORES DE TURISMO"

"Paradores de Turismo" has an important presence in ten members of the Group of World Heritage Cities of Spain (Alcalá de Henares, Ávila, Cáceres, Córdoba, Cuenca, Mérida, Salamanca, Santiago de Compostela, Segovia and Toledo). A new "Parador" is being also being built in the castle of Ibiza/Eivissa.



In view of the aforementioned, the “Paradores” product has special importance and meaning for the Group’s member cities, especially if we take into account the Network’s presence in nearly all of them in the near future.

Both organisms work together by means of:

- Commercialization of inclusive package holidays to promote the establishments of the State network of “Paradores Nacionales” in the World Heritage Cities of Spain and the main tourist and cultural products of the cities.
- Organization of the programmes to promote the commercialization and spread of the complementary offer and the cultural events of these places.
- Design of specific marketing tools to spread and distribute the different products.
- Development of promotional activities.

## **COLLABORATION AGREEMENT WITH RENFE**

The Mayors of the Group of World Heritage Cities of Spain, signed in 2007 a collaboration

agreement with RENFE to promote trips to these destinations on board high-speed and inter-city trains long- and medium-distance trains.

Fam trips are organised co-operatively for specialised press, travel agents and tour operators, as well as special promotion campaigns. The product is marketed by prestigious tour operators. RENFE will also promote special offers on trains arriving in or passing through World Heritage Cities of Spain.

RENFE negotiates agreements with the Balearia shipping company and several airlines in order to extend these promotional initiatives to the insular World Heritage Cities: Ibiza/Eivissa and San Cristóbal de La Laguna.

## **COLLABORATION AGREEMENT WITH “MADRID DESTINO”**

The commitments that have been renewed between the Group of World Heritage Cities of Spain and Madrid (by means of the municipal company “Madrid Destino”) include the

development of joint tourist promotion policies and advertising campaigns, support for the marketing of existing tourist products and the use of new technologies as a promotion channel.

Through this agreement it is planned the development of cooperative promotional campaigns in the United States and Brazil to promote the creation of cultural tourism routes and commercialization activities between the World Heritage Cities of Spain and the City of Madrid -a city determined to identify and increase the number of visitors which is related to those coming from American and Brazilian markets and to the overnight stays.

This campaign will be focused on communication operations, presentations, FAM trips and special actions in the markets of origin and will be addressed to professionals of the sector and to agreements made among other partners to promote its commercialization.

As a monitoring of the jointly developed actions in the last years in the United States and Japan, it is considered vital to continue the target of cooperative actions in strategic markets by



priorizing the American market for 2014 and the reinforcement of joint promoting actions in the Brazilian market.

## HERITAGE CONSERVATION

It is important not only to undertake a good promotion and marketing campaign in order to increase the number of visitors, but it is also necessary to look after our Heritage, so that this number will continue to increase in the future. This objective has led to the creation of **Tourism Excellence and Dynamisation Plans**.

**Tourism Excellence Plans** have been aimed at consolidated tourist destinations, with a view to their restoration, regeneration and maintenance, and **Dynamisation Plans** at the economic activation and development of emerging

destinations. These Plans are a clear example of cooperation among the different administrations, which have contributed equal funding in order to reach the goal of improving the quality and sustainability of tourist destinations.

Practically all of the Group's member cities have developed Excellence and Dynamisation Plans, taking into account most of their objectives: **rehabilitation of historic sites, improvement and repair of Heritage lighting, creation of visitor centres, opening up of walls, tourist signs at historic-artistic sites, control of automated accesses, etc**, without overlooking each of the cities' characteristic idiosyncrasy.

The cost of the Excellence and Dynamisation Plans varies in each city, but the approximate overall quantity has amounted to more than **25 million euros**.





## **THE CITIES, ONE BY ONE**

# ALCALÁ DE HENARES

✿ A UNIQUE EXPERIENCE



Located 30 km from Madrid and 14 km from Madrid's international airport (Barajas), Alcalá de Henares, a World Heritage City since 1998, is now a modern, attractive, dynamic and cultural city, where tourists can enjoy the pleasure of walking, meditating or just strolling around the interesting spots of a unique setting that will take them back centuries in time.

The ancient Complutum, where Miguel de Cervantes was born in 1547, is undoubtedly the cultural capital of the Madrid Region. Its rich Heritage can be added to Alcalá's far-reaching contribution to universal culture, especially in the 16<sup>th</sup> and 17<sup>th</sup> centuries.

The historic city centre, which developed from the Middle Ages onwards, was joined by its University, founded by Cisneros in 1499. This led to the great artistic and cultural explosion that turned Alcalá de Henares into a City of Knowledge.

Alcalá de Henares has the added value of an excellent and intensive range of cultural activities, which makes it a City of Arts and Letters. It also features the best gastronomy, wonderful hotels and a wide range of leisure activities.

Nature lovers can enjoy the surroundings of the Henares River and Los Cerros Nature

Reserve, while there is an important Golf Course, designed by the prestigious firm Von Hagge, Smelek & Baril, for sportspeople.

Alcalá de Henares enhances its cultural significance in 2014 with a programme of events based on Arts and Letters, in which the following stand out:

## ✿ APRIL: CERVANTES' APRIL

Cervantes's April, commencing with "Noche en Blanco" (Sleepless Night) on April 14<sup>th</sup>, offers us intensive cultural programme linked to Letters and the Cervantes Prize. Furthermore, we cannot forget the exceptional Holy Week, a Festival of Regional Tourist Interest.

## ✿ MAY: THE WHITE NIGHT

May 31. A magical night with different significant groups and cultural associations from the city. Theatre, music, expositions, museums, dances, audiovisual presentations, tourist visits, monuments, poetry and Fine Arts give shape to an unavoidable appointment in Alcalá.





✳ **7 TO 12 OCTOBER:**

**CERVANTES MARKET**

The biggest old time market in Europe turns the old part of the city into a few days with the air and shapes of the Spanish Golden Age. Street theatre, music, costumes, and the vital atmosphere of all the city and its people that come back to the past to give homage to Quixote.

✳ **31<sup>ST</sup> OCTOBER AND 1<sup>ST</sup> NOVEMBER:**

**XXX DON JUAN IN ALCALÁ**

Festival of Regional Tourist Interest. The open-air theatre most visited in Spain. This year it celebrates its thirteenth anniversary coming back to the model of Don Juan Itinerante in a unique stage: the streets of a World Heritage City.

✳ **NOVEMBER: CINEMA**

Film Festival. From 8<sup>th</sup> to 16<sup>th</sup> November. The festival has consolidated its prestige until transforming itself in one of the most important national contests and a must for experts and amateurs.



✳ **FROM 12 JUNE TO 6 JULY:**  
**CLASSICS FROM XIV IN ALCALÁ**

Arts and letters are merged with a festival of Performing Arts with the best theatre in order to recover the spirit of the Spanish Golden Age in the city.

✳ **OCTOBER: CERVANTES WEEK**

Festival of Regional Tourist Interest. The

Cervantes Festival in Alcalá de Henares is celebrated around October 9, the date of Cervantes' christening. This festival counts on a large quantity of cultural activities, such as the public reading of *The Quixote*, the Alcalá City Awards, the Old and Used Book Fair, the Cervantes Chico Awards, the Cervantes Market, folks, music, expositions or theatre.

✳ **AYUNTAMIENTO DE ALCALÁ DE HENARES**

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# ÁVILA

\* FAIRYTALE CITY



The city of St. Teresa of Ávila features an emblematic monument that makes it unique: the City Wall, which can be visited from 10 am to 8 pm in summer and from 10 am to 6 pm in winter.

Dramatized night visits are organised during the months of July and August.

[www.muralladeavila.es](http://www.muralladeavila.es)

## \* ROUTES

*"Monumental Route"* offers a tour of the city's most emblematic monuments (cathedral, San Vicente, city wall, house where St. Teresa was born and Monastery of Santo Tomás).

*"Cradle of St. Teresa"*: a journey to the past with the most universal figure of the city: Teresa of Ávila.

*"Romanesque Treasures"*: more than eight churches in the purest Romanesque style make up this route.

*"Dream in Palaces"*: this route features civil architecture from the 14<sup>th</sup> to the 16<sup>th</sup> centuries, in a tour of more than 15 mansions and palaces.

On the other hand, it is worth visiting the Mysticism Interpretation Centre. Starting from the concept that mysticism is a form of universal knowledge and, at the same time, a lifestyle, this Centre (the only one of its kind) aims to accurately reflect the spirit of mysticism.

The following events stand out in the 2014 cultural programme:

## \* HOLY WEEK IN ÁVILA

Recently declared to be of National Tourist Interest, it is characterized by the sobriety and solemnity of the processions.

## \* "LEGENDS OF ÁVILA" GUIDED

**TOURS.** From June to October, Saturdays at 7.30 pm. An itinerary full of surprises, led by a guide and several actors who takes us back in time to revisit Ávila's legends around the old town.

## \* THEATRE ON THE CITY WALLS

From July 5 to August 31. These visits enable us to become better acquainted with the history of the city wall and the city by characters who recount accounts and legends from days gone by. Visits take place on Fridays and Saturday nights.

## \* ÁVILA TAPAS COMPETITION

From 25<sup>th</sup>-29<sup>th</sup> June. Gastronomic





competition which is held every year with the participation of a large number of establishments of the city, offering their clients a wide variety of tapas in which tradition is mixed with modernity, always using local products.

**\* MEDIEVAL FAIR**

The city's medieval fair is held during the weekend of September 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup>. Stalls, desert tents, archers, soldiers and craftsmen hailing from far afield throng the streets and squares of the old town to recreate an age during which the Jews, Arabs and Christians lived alongside each other in the walled city.

**\* GUIDED TOURS**

Annual calendar of themed visits.

**\* TOWARDS THE 5<sup>TH</sup> CENTENARY OF ST. TERESA OF ÁVILA**

Pilgrimages have taken place since 2013 and they will be present during the whole 2014. The different activities related to the 5<sup>th</sup> Centenary will be announced and they will take place from 14 October 2014 to 15 October 2015.



**\* CENTRO DE RECEPCIÓN DE VISITANTES**

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[avila@ciudadespatrimonio.org](mailto:avila@ciudadespatrimonio.org)



# BAEZA

## \* THE RENAISSANCE CITY



Baeza, declared **WORLD HERITAGE SITE** since 2003, is situated in the heart of the province of Jaén at a short distance from Sierras de Cazorla, Segura and Las Villas Natural Park. It is perched on the hill “Cerro del Alcázar”, known for its geographical and defensive area and for being at an important hub and a settlement site throughout history.

The sites found in the “Cerro del Alcázar” make evident the antiquity of the city and justify the urban evolution from Prehistoric, Iberian, Roman and Muslim times. Baeza

was early documented in Roman sources as Beatia. Later, in the VIII century (Muslim time), it became known as Bayyasa, when the urban structure and the outline of the city walls began.

Alfonso VIII occupied the city in 1212 but it was the King Ferdinand III of Castile who finally conquered it in 1227. It was not before the sixteenth century when Baeza reached its architectural and cultural splendor in the light of the Renaissance transmitting its important legacy to the present time: the birth of its

University, the proliferation of new religions and an important social development with the presence of the aristocracy, noblemen, clergymen, saints, intellectuals and artists.

In the nineteenth century, after the French invasion, a new stage for the Baeza education began.

The city has not only its Historic-Artistic Site but also an interesting selection of cultural, leisure and festival activities.

One of its most important activities is the **HOLY WEEK**. This festival was declared of National Tourist Interest at the end of the seventieth and it is characterized by its sobriety and religiousness. In the evening of Holy Tuesday the Polyphonic Choir of Baeza performs at the Cathedral where the audience can enjoy the Miserere, composed by Hilarión Eslava for the temple of Baeza. It also highlights the artistic value of the sculptures, most of them from a Gothic and Renaissance origin.

**THE FEAST OF CORPUS CHRIST** (June) is rooted in Baeza. The whole old part of the city is decorated with altars and car-

pets of flowers, the façades are adorned and the streets are covered with awnings as to give way to the Corpus procession with the exposition of the **MONSTRANSE** (it was created in 1714 by Gaspar Núñez de Castro).

Another important fest is the **“FERIA DE AGOSTO”** (*August Fair*) on account of the Patron Saint of Baeza: Virgin of Alcázar. There are lots of activities: sports events, photography contests, concerts, theatre or the national contest of horse jumping. Moreover, there are other interesting activities: musical concerts, bullfights, summer festivals and the traditional “tapeo” at the evening stands situated in the new fairgrounds of the city. Besides, you can enjoy a more typical “andaluz” style during the Day Fair situated at the Market Square dated from the sixteenth century (Paseo de la Constitución).

**CRUCES DE MAYO:** Each Brotherhood from the city of Baeza builds altars and crosses around the old part of the city (Exaltation of the Holy Cross).

The first Saturday of September is celebrated the **“ROMERÍA DE LA YEDRA” ON**



### ACCOUNT OF THE VIRGIN OF ROSEL.

It is an important tradition and its earliest passion dates from the sixteenth century.

Finally, other mayor celebrations from this city are the **FEST OF SAINT ANDRÉS AND "FIESTAS DEL CONSEJO"**. They are held on November and during those days the neighborhood of San Andrés is decorated with arts and crafts stands and offers activities for children and adults, as well as the traditional bonfire of Saint Andrés.

There are also other interesting activities during the year:

\* **THE MACHADIANA WEEK** (17<sup>th</sup> – 23<sup>rd</sup> February). Tribute to the poet Antonio Machado.

\* **"BAEZA DE TAPAS"** (4<sup>th</sup> – 23<sup>rd</sup> March). Gastronomic contest for the best "tapa".

\* **"BANDS CONTEST OF BAEZA CITY"** (9<sup>th</sup> March 2014)

\* **MUSIC NIGHTS IN SPRING.** (10<sup>th</sup> May – 14<sup>th</sup> June). Musical concerts from different parts of the world.

\* **ANNIVERSARY CELEBRATION OF THE CITY AS WORLD HERITAGE SITE**

**DECLARED** on the 3<sup>rd</sup> July.

\* **"THAT'S HOW MONUMENTS SOUND"** (2<sup>nd</sup> July). Musical tour with chamber music ensembles and music groups by the monumental quarter of Baeza.

\* **"THAT'S HOW MONUMENTS DANCE"** (3<sup>rd</sup> July). Tour by the monumental quarter of Baeza with dance groups from different dance academies of the city.

\* **"SINGING TO CARLOS CANO"** (4<sup>th</sup> July). Tribute to Carlos Cano.

\* 5<sup>th</sup> July, **BRASS BANDS** at *Patio Instituto Sta. Trinidad*.

\* **BAEZA MUSIC BAND CONCERT** (6<sup>th</sup> July) at *Patio Antiguo Cuartel de Sementales*. Concert dedicated to the nomination of the city as World Heritage.

\* **UNIA ESCENA BAEZA** (7<sup>th</sup> – 18<sup>th</sup> July). Two weeks of theatre exhibition with outstanding theatrical national companies transforming city spaces into settings.

\* **SUMMER COURSES BY THE INTERNATIONAL UNIVERSITY OF ANDALUCÍA.** 40 Courses and an interesting cultural programme.

\* **EUROPEAN COMIC FESTIVAL OF**

**ÚBEDA AND BAEZA.** (17<sup>th</sup> – 20<sup>th</sup> October) The European Comic Festival of Úbeda and Baeza is a unique event in which the activities are related to the European production of the Ninth Art.

\* **OTOÑO CULTURAL FLAMENCO.** (October, November). On Fridays, amateurs meet with important artists of flamenco singers and flamenco guitarists.

\* **INTERNATIONAL POETRY PRIZE "ANTONIO MACHADO"**. (From February to November 2014). It is one of the most important annual meetings in the world of literature.

\* **ANTIQUÉ MUSIC FESTIVAL OF ÚBEDA AND BAEZA.** (December). Concerts season celebrated in renaissance areas with original instruments and sounds.

Moreover, Baeza offers to visitors and local people other sites to visit all around the year like the Baeza Museum, the Renaissance Interpretation Centre or the Medieval Interpretation Centre of the Fortified Tower of the Door of Úbeda, sites that recover the documentary and cultural legacy of Baeza.



### \* EXCMO. AYUNTAMIENTO DE BAEZA

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# CÁCERES

❖ MONUMENTAL CITY



A World Heritage City since 1986, Cáceres combines art, history, culture, gastronomy, crafts and modernity.

Declared the Third European Monumental Site, it houses remains from the Roman, Arab, Jewish and Christian cultures. Its museums, interpretation centres, exhibition halls, walls, towers, churches, palaces and Jewish quarters

make it a truly “Charming City,” where visitors can enjoy both its history and festivals, especially Cáceres’ Holy Week, declared to be of International Tourist Interest, or the WOMAD festival, which features art, music and dance.

Cáceres is also a surprising, open, multicultural city, which entertains us with its dynamism. Its cultural programme lasts all year long, being the ideal business and pleasure destination, a city for work and enjoyment, a city that features two congress halls where all kinds of events can be held in a unique setting.

Cáceres is a film city, the setting chosen to recreate great cinematographic stories, among which the following stand out: Ridley Scott’s “1492: Conquest of Paradise”, shot in 1992, “La Celestina” starring Penélope Cruz, in 1996, and Ray Loriga’s “Teresa”, shot in 2006.

Cáceres combines antiquity and modernity; it is a place where monuments of the past coexist harmoniously with new technologies announcing a promising future, because Cáceres is a contemporary city, a city of the 21<sup>st</sup> century that looks to the future without forgetting the past.



## ❖ AYUNTAMIENTO DE CÁCERES

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Cultural program for 2014:

✱ **HOLY WEEK IN CACERES**  
(April 11<sup>th</sup> - 20<sup>th</sup>). Declared a Festival

of International Tourist Interest. Its processions go around the Monumental City, adding the beauty of the parades to the matchless setting.

✱ **SAN JORGE, PATRON SAINT OF CÁCERES** (April 22<sup>nd</sup>, 23<sup>rd</sup>). A parade and a fight between Moors and Christians as well as the burning of an enormous dragon are the main features of this festival which re-enacts the reconquest of the city by King Alfonso IX.

✱ **WOMAD FESTIVAL** (May 8<sup>th</sup> - 11<sup>th</sup>) Promoted by Peter Gabriel, it has been held since 1992. It is internationally renowned as the biggest gathering of music, art and dance in the world.

✱ **"CITY OF CÁCERES" BIRD FESTIVAL** (May 16<sup>th</sup>-18<sup>th</sup>). During this festival, the city lifts its eyes skywards to observe the different types of birds flying by: storks, kestrels, eagles, red kites... Different activities are organised such as: bird-watching routes, children's workshops, photography marathon...

✱ **MONOGRAPHIC AND ANTHOLOGICAL EXHIBITION BY JUAN DE ÁVALOS** (June 5<sup>th</sup>-29<sup>th</sup>). This year, the festival celebrates its 25th edition in which the season premier will take place based on the works of our Spanish Golden Age in different squares of the Monumental City.

✱ **CLASSICAL THEATRE FESTIVAL** (June 5<sup>th</sup> - 29<sup>th</sup>). 25<sup>th</sup> edition with the season premier based on the Works of Art of our Spanish Golden Age in different squares of the Monumental City.

✱ **"FESTIVAL EXTREMÚSICA"** (June 14). This festival, which celebrates its 5<sup>th</sup> edition, will take place in the horse riding centre of Cáceres, where famous national and international artists, such as Rosendo, Albertucho and Sinkope, will be bought together.

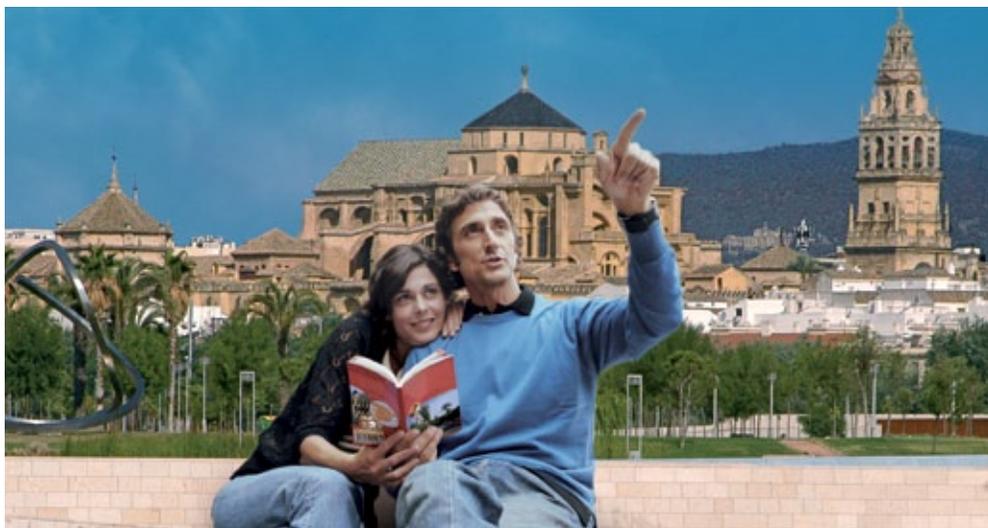
✱ **"FORO SUR" LATIN AMERICAN CONTEMPORARY ART FAIR** (late October). Considered one of Spain's most important art fairs, it is held in the centre of the Monumental City. Its objective is promoting contemporary art, as well as the art market and collecting.

✱ **MEDIEVAL MARKET OF THE THREE CULTURES** (November 13<sup>th</sup> - 16<sup>th</sup>) Evoking times past, Cáceres becomes a huge Medieval Market featuring the three cultures that lived here in times past: Jewish, Islamic and Christian.



# CÓRDOBA

❁ CITY OF ENCOUNTERS



Córdoba is a city with a vast legacy in terms of culture and monuments. Its strategic position near the River Guadalquivir and the legacy of its various villages have made it into a privileged place. Córdoba is located in the heart of Western history: its great Caliphate civilisation right in the heart of the Middle Ages was the most brilliant in Europe at the time and it created a bridge between East and West.

It is one of the Spanish capitals most frequented by tourists, partly due to its magnificent historical and heritage legacy which provided Roman civilization with figures like the philosopher Seneca and the poet Lucan. The Caliphate of Córdoba became the most cultured and brilliant city in Europe during the 10<sup>th</sup> century. It was home to learned men, poets, doctors, philosophers and mystics, some as universally known as the philosopher Averroes and the Jewish doctor Maimónides. Equally important was the heritage accumulated in the city after the Christian conquest. Churches, convents, hospitals, palaces and numerous manor houses surround this unique jewel which is the Mosque-Cathedral and make Córdoba one of the great monumental cities of Europe. UNESCO has recognised Córdoba's universal importance on three occasions, including the Mosque-Cathedral on its list in 1984, extending World Heritage status to the entire Old Town in 1994 and declaring its Fiesta of the Patios as Intangible Cultural Heritage in December 2012.



## ❁ AYUNTAMIENTO DE CÓRDOBA

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Córdoba boasts a wide range of tourist and cultural activities throughout the year; below are some of the most outstanding ones:

❖ **IN SPRING, "CÓRDOBA FESTIVE PATIO"**

-Holy Week: From April 13<sup>th</sup> to 20<sup>th</sup>.

-Montilla-Moriles Wine- Tasting dedicated to the World Heritage Cities of Spain: from April 17<sup>th</sup> to 23<sup>rd</sup>.

-Battle of Flowers: May 1<sup>st</sup>.

-May Crosses Competition: from April 30 to May 4.

-Fiesta and Competition of the Patios: from May 5<sup>th</sup> to 18<sup>th</sup>.

-Railings and Balconies Festival and Competition: from May 5<sup>th</sup>-18<sup>th</sup>.

-"Nuestra Señora de la Salud" Fair: from May 24<sup>th</sup> to 31<sup>st</sup>.

❖ **IN SUMMER, "CÓRDOBA MUSIC UNDER THE STARS"**

-13<sup>th</sup> International Sephardic Music Festival: from June 9<sup>th</sup> to 14<sup>th</sup>.

-8<sup>th</sup> "Noche Blanca del Flamenco" festival: June 21<sup>st</sup>.

-34<sup>rd</sup> International Guitar Festival: the first fortnight in July.

-"Noches de la Axerquía": programme throughout the summer.

❖ **IN AUTUMN, "CULTURAL CÓRDOBA"**

-14<sup>th</sup> CABALCOR Horse Fair: from September 12<sup>th</sup> to 14<sup>th</sup>.

-Sephardic Autumn in Córdoba 2014: from September 12<sup>th</sup> to 14<sup>th</sup>.

-15<sup>th</sup> European Seminar on the Jewish Culture: September 14<sup>th</sup>.

- 700<sup>th</sup> Anniversary of the Synagogue of Córdoba: from September 25<sup>th</sup> till the end of 2015.

- "Cosmopoética": first fortnight in October.

-11<sup>th</sup> African Film Festival of Córdoba: second fortnight in October.

-13<sup>th</sup> Rafael Orozco Piano Festival: in the month of November.

❖ **IN WINTER, "CÓRDOBA CAPTIVATES"**

-3<sup>rd</sup> "Gastronomic Córdoba" Tapas Competition: from November 14<sup>th</sup> to 23<sup>rd</sup>.

-Roman Market: from January 24<sup>th</sup> to 26<sup>th</sup>.

❖ **PERMANENT ACTIVITIES**

-Equestrian Show in the Royal Stables of Córdoba.

- "The Spirit of Córdoba": Night-time visit to the Cathedral, Córdoba's former Mosque.

-Water, light and sound show at the Alcázar de los Reyes Católicos.

- In 2014, Córdoba holds the IberoAmerican Capital of Gastronomy Culture and the European Capital of Sport.



# CUENCA

✿ ALL ART



Due to its privileged location, monuments and urban layout, Cuenca was declared a World Heritage City by UNESCO in 1996.

Cuenca filed its application to be the European Capital of Culture in 2016 and despite the failure of its bid, the project it drew up served to lay the foundations on which to build the cultural promotion of Cuenca in forthcoming years.

Cuenca, apart from being a World Heritage City due to its natural beauty, is probably the most prolific meeting place, bringing together the most important and influential generation of Spanish artists in the second half of the 20<sup>th</sup> century.

✿ **CONTEMPORARY ART:** Internationally renowned museums such as the Spanish Abstract Art Museum, featuring works by the most representative artists of Spain's Abstract Movement; Antonio Pérez Foundation, which combines the historic and the latest; Antonio Saura Foundation, which houses temporary exhibitions.

✿ **ACTIVITIES:** wine-tasting routes, cycling, trekking, active tourism, hunting and fishing, nighttime legends.



## ✿ AYUNTAMIENTO DE CUENCA

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Cultural programme for 2014:

\* **HOLY WEEK. FROM APRIL 13<sup>TH</sup> TO 20<sup>TH</sup>** (Declared of International Tourist Interest). Processions of spectacular beauty, such as that of "El Silencio." The most popular one is that of "Las Turbas," at dawn on Good Friday.

\* **SEMANA DE MÚSICA RELIGIOSA FROM APRIL 13<sup>TH</sup> TO 20<sup>TH</sup>**. Since it began in 1962, the festival has always been characterised by its high degree of music specialisation, its geographical location and the magnificent heritage surrounding it. It is the fourth oldest music festival in Spain and has been a member of the European Festival Association since 1986.

\* **PHOTOESPAÑA. LAST WEEK OF JUNE AND FIRST WEEK OF JULY**  
Cuenca hosts new initiatives from the 15<sup>th</sup> PhotoEspaña Photography and Visual Arts Festival, within the OpenPhoto section.

\* **SUMMER BREAK. LAST WEEK OF JUNE AND FIRST WEEK OF JULY**  
Outdoor cultural activities (Summer Cinemca, Nights of Legend). For the general public and Jazz music as the chosen topic.

\* **SUMMERS IN CUENCA. JULY, AUGUST AND FIRST WEEK OF SEPTEMBER.** Outdoor cultural activities in the old town and neighbourhoods of the city surrounded by the music, theatre and folks.

\* **BITA - INTERNATIONAL BIENNIAL OF THEATRE. FROM OCTOBER 20<sup>TH</sup> TO 26<sup>TH</sup>**. Festival that develops and goes further the ideas of actors as a protagonist of the theatre and how they become a reflection about the role that they play within the drama framework.

\* **TAPAS WEEK**  
FIRST FORTNIGHT IN JULY

\* **SAN MATEO. FROM SEPTEMBER 18<sup>TH</sup> TO 21<sup>ST</sup>**. Another of Cuenca's important festivals. Festive atmosphere featuring numerous groups.

\* **AUTUMN IN "HOCES". FROM SEPTEMBER TO DECEMBER.** Varied cultural programme with a highly stressed quality of its classical music concerts, watercolor workshops, Digital Art Festival DD.QNK, expositions, puppets and the Short Films Festival.

\* **"RUTA DEL PUCHERO."**  
FIRST FORTNIGHT IN NOVEMBER.



# IBIZA / EIVISSA

✿ MEDITERRANEAN LIGHT



Ibiza, an island bathed by the Mediterranean, is only one hour from Madrid and Barcelona and two hours from almost any European capital. World renowned for its waters and warm climate, it also offers the possibility of discovering new sensations, a way of living history, customs and local colour. A genuine sea of sensations combining modernity and history at any time of the year.

Ibiza, biodiversity and culture. Under this title, UNESCO declared four sites as World Heritage on December 4, 1999: the Fortified Upper Town (Dalt Vila, 16th c.), the Phoenician-Punic Cemetery of Puig des Molins, the Phoenician settlement of Sa Caleta (7th c. BC) and Prairies of Oceanic Posidonia (seafloor of the Ses Salines Nature Reserve).

## ✿ ROUTES

- Outdoor museum (Museumisation of Sant Jaume Bulwark and Sant Pere Bulwark). Museums (Eivissa Contemporary Art Museum, Archaeological Museum and Phoenician-Punic Necropolis of Puig des Molins, Diocesan Museum, Puget Museum, Chapterhouse, Madina Yabisa interpretation centre).
- 365 days of culture in the Espacio Cultural of Can Ventosa.
- Shopping in the Port, La Marina and Ibiza Nueva.
- Gastronomy.
- Bicycle touring. Ibiza from the Interior.
- Formentera and S'Espalmador.
- Ibiza, submerged nature (visiting seafloor declared World Heritage by UNESCO).

## ✿ CULTURAL VENUES

**Es Polvorí.** Integrated into the spectacular bulwark of Sant Lucía, in the old town of Dalt



## ✿ AYUNTAMIENTO DE EIVISSA / IBIZA

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Vila, the former magazine has been converted into a exhibition hall featuring renowned artists. Administered by Fundación Balearia, it offers the possibility of organising small concerts, meetings, seminars, etc.

• **Contemporary Art Museum of Eivissa (Ibiza) - MACE.** The museum reopens its doors with a refurbishment of the old building and a spectacular, integrated expansion, enabling complete accessibility to its different exhibition rooms. Archaeological remains from the Punic period, discovered during the aforementioned building work, are on display in the Museum.

The following are some of the most significant cultural events in 2014:

✳ **MEDIEVAL IBIZA (SECOND WEEKEND IN MAY)**

The city is transformed into a medieval city, where visitors become immersed in another era and can participate in a wide range of cultural and festive activities.

✳ **"FIESTAS DE LA TIERRA" (AUGUST 5<sup>TH</sup>, 6<sup>TH</sup> AND 8<sup>TH</sup>).** Tradition, concerts, theatre and official events.

✳ **MUSICAL IBIZA**

**"Ibiza en Do Mayor"** – End of June, beginning of July – Ibiza Town Hall Cloister  
**Annual Concerts:** Choir, Band and Symphony Orchestra. All year long.  
**International Jazz Competition.**

✳ **THEATRICAL IBIZA**

Throughout the year, the Can Ventosa Cultural Centre hosts top-rate plays.

✳ **AUDIO-GUIDES, DRAMATIZED VISITS AND CITY CARD.**

✳ **TALAMANCA.** This beach is a ground-breaker by making its resources available to everyone, not only to those with limited mobility but also to the blind. The beach is equipped with infrastructure that guides users around the beach and the sea by means of sounds and a bracelet. 21<sup>st</sup>-Century Beaches Project.

# MÉRIDA

\* ETERNAL



Capital of the Autonomous Region of Extremadura, it was declared a World Heritage City by UNESCO in 1993. In Mérida the visitor will be able to explore the grandest Roman legacy in the Iberian Peninsula, as well as admire buildings and ruins belonging to Hispano-Visigoth and Islamic times and to Christian kingdoms from the late Middle Ages. However, first and foremost, in addition to this unique collection of archaeology and monuments, there is a selection of first-rate museums whose facilities explain the emergence and evolution of a Roman province during five centuries, as well as how the Visigoth Kingdom took hold here, followed by the elites that took on the Cordovan emirs. Not to be missed is a visit to the Geology Museum, one of the most important mineralogical collections in Spain, resulting from the determination of a renowned geologist from the mid-20<sup>th</sup> century, Vicente Sos Baynat.

In short, the city is a good example of how, looking back from the present, we can approach an explanation of a past which is still living and breathing: attending an event at a Theatre which is over two thousand years old, experiencing the waters in the Roman baths, enjoying a view of the preserved Roman bridge which is the longest in the world and doing it from the parapets of the first Emir's Citadel erected in the Peninsula, all bear this out.



## \* AYUNTAMIENTO DE MÉRIDA

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Cultural program for 2014:

✱ **HOLY WEEK**

Declared to be a Festival of National Tourist Interest. Furthermore, the processions featuring beautiful images have a special attraction: the fact that some of them take place in historic landmarks, as is the case of the spectacular Stations of the Cross set in the Roman Amphitheatre.

✱ **MÉRIDA THEATRE FESTIVAL**

It is held during July and August. An international festival whose performances are held in the Roman Theatre and Amphitheatre and in other singular city monuments.

✱ **EMERITA LVDICA (SEPTEMBER)**

An event featuring the possibility of playing an active part in everyday scenes from the Roman world, getting a taste of its lifestyles, using the original settings that make up the most complete and best preserved monumental ensemble of Hispania: Augusta Emerita.

✱ **UNRELEASED FILM FESTIVAL**

Mérida also features a festival for film buffs, now in its 8<sup>th</sup> year.

✱ **2000<sup>TH</sup> ANNIVERSARY OF EMPEROR AUGUSTUS' DEATH**

This year it is commemorated the 2000th anniversary of Augustus' death, founder of the principal of the Augusta Emerita colony, the most Augustea of the roman cities of Hispania. For this reason, different acts will be celebrated in order to commemorate such an important day.

✱ **CENTENARY OF "TAURINO DE SAL ALBIN" (1914 - 2014).**

The 5<sup>th</sup> July 1914 it was inaugurated the "Plaza de Toros" of Mérida. For this reason, the Town Hall of the City orders to prepare different acts in order to commemorate this significant centenary with the aim of preserving such an important building.



# SALAMANCA

\* MASTERLY



A contemporary and university city that is alive 24 hours a day. Salamanca is always open, willing to welcome visitors and share the riches of its heritage, its culture, its youthful atmosphere and its gastronomy.

Salamanca is a **living and dynamic City**, with a lot of cultural activities in which diversity, plurality, quality and openness to new values are the main features of the city's cultural programme, which combines the classical with new ways of artistic and cultural expression.

True to its image and tradition, Salamanca, City of World Heritage, will continue offering in 2014 different cultural events. The city offers cultural activities during the whole year in the Liceo Theatre, Scenic Art Center and Music, Center of Contemporary Art Da2 and in different exhibition halls.

## \* **SUMMERS IN SALAMANCA**

Summers in Salamanca make up an important part of the city's programme. The cultural offer during the summer season is the *Plazas y Patios*, an activity that



provides magic, theatre, music and cinema to the squares and yards of this city. The Jazz concerts or the Etnic Music Festival **"ETNOHERMÁNTICA"** (celebrated at the beginning of September) is one of the biggest attractions related to the music. The dramatization in the Cueva and the theatrical representations in particular places of the city form part of the "Plazas y Patios" Festival. There are also audiovisual projections which also form part of this appealing summer programme.

✳ **THE INTERNATIONAL CASTILE AND LEÓN ART FESTIVAL (FACYL)**, will arrive in 2014 to its 10<sup>th</sup> edition. An important appointment and international projection for vanguardist premier and the last worldwide tendencies that will take place in June.

✳ Discovering new heritage sites, the least known and those that are normally to the public, is the objective of **THE KEYS TO THE CITY** outstanding programme

and the **SALAMANCA WALKS GUIDED TOURS**. Dramatized visits for discovering in a different way, unique spots.

✳ **SEPTEMBER FESTIVALS**. Days for fun, concerts, entertainment and the taurine week. In these days it is also celebrated the International Street Art Festival, which enjoy great support from the public.

✳ A tour around the city now features a new tourist attraction, namely going up to the top two privileged city viewpoints: the Cathedral's Medieval Towers by means of "Ieronimus" and the "Clerecía" Towers with "Scala Coeli", "Nouveau and Art Decó Museum", "Casa Lis" and "Museo de la Automoción".

✳ Salamanca's **HOLY WEEK**, declared of International Tourist Interest, deserves special interest. Highly popular among city because it has the added appeal of taking place in the city's historic quarter.



#### ✳ **TURISMO DE SALAMANCA**

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# SAN CRISTÓBAL DE LA LAGUNA

## \* BEAUTY, HISTORY AND SPIRIT



San Cristóbal de La Laguna is one of the Atlantic's gems. This five-hundred-year old city, which was the most important in the Canary Islands and the capital of the island of Tenerife for more than 300 years, was conceived and designed for peace, without walls and at the vanguard of the new ideas of 1500.

Its intact layout, the preservation of more than 600 Mudejar buildings and its being a living

28 SAN CRISTÓBAL DE LA LAGUNA: BEAUTY, HISTORY AND SPIRIT DE LA LAGUNA SAN CRISTÓBAL BEAUTY, HISTORY AND SPIRIT example of the encounter between European and American cultures, as well as a direct precedent of the towns that were thereafter founded in the New World, have made it the Canary Islands' first World Heritage City.

The pedestrianisation of the main old town streets, the restoration of countless monuments and buildings, and the rebirth of the hotel, restaurant and leisure sector have made turned La Laguna into the place to be in the Canary Islands and headquarter of the first university of the archipelago. Its wide range of traditional shops, leisure activities and restaurants, the Monte de las Mercedes or the maritime solace of Bajamar or Punta del Hidalgo, give this municipality an unbeatable quality of life.

### \* HOLY WEEK IN LA LAGUNA (APRIL).

With the arrival of Holy Week, the city becomes shrouded in the silence and solemnity required by this religious feast. La Laguna is the island's religious capital and its matchless historic city centre

receives and enhances the outstanding processional statues, accompanied by numerous brotherhoods and fraternities. One of the most important is the Procession of Silence, which accompanies the "Santísimo Cristo Difunto" statue on Good Friday.

### \* CORPUS CHRISTI (JUNE).

According to some researchers, La Laguna's Corpus Christi feast is the island's oldest celebration, dating from 1497, after the conquest. Every year, carpet makers, families, associations, schools and social clubs decorate the city streets with elaborate carpets made of flower petals, coloured marble dust and heather. The year 2007 was the centenary of the first flower carpets made in the city.

### \* "ROMERÍA DE SAN BENITO ABAD" (JULY).

The "Romería de San Benito Abad" is held every second Sunday in July in memory of the patron saint of La Laguna's farmers (since 1534). This is the time of "romerías" or pilgrimages and La Laguna's is considered the Regional "Romería," having



been declared to be of National Tourist Interest. During the itinerary, the “romeros” or pilgrims, dressed in traditional costumes and singing Canary folksongs while travelling in wagons, offer onlookers typical local produce, such as boiled eggs, roasted cornmeal or baked potatoes.

❁ **HEARTS OF TEJINA (AUGUST).**

Declared a Festival of Cultural Interest and Festival of Tourist Interest of the Canary Island in the year 2000, every August 24th, the Hearts of Tejina fill the streets with colour in one of the municipality’s most traditional towns. It is a date eagerly anticipated by residents, the local holiday in honour of St. Bartholomew. One of the highlights is the particular “rivalry” between the town’s three original neighbourhoods when it comes to raising and hanging, in the church square, these spectacular standards made of fruit and bread, which can weigh up to 800 kilos.

❁ **“FIESTAS DEL CRISTO”**

**(SEPTEMBER).** The month of September is marked in red in the calendar of La Laguna, since the city gets ready to host the feast

in honour of the “Santísimo Cristo,” whose main day is the 14<sup>th</sup>, when this venerated image returns, at night, to its Sanctuary accompanied by thousands of admirers. This is followed by one of the most important fireworks displays in the Canary Islands. Moreover, the feast continues throughout the month thanks to different festive, cultural and sports events.

❁ **“LIBREA DE VALLE DE GUERRA” (OCTOBER).**

On the first Saturday in October, the coastal town of Valle de Guerra gets ready to hold a tradition with more than four centuries of history. Inspired by the Battle of Lepanto, which took place in 1571 between the fleet of the Turkish Empire and the Christian fleet of the Holy League, “Librea de Valle de Guerra” re-enacts different episodes of this historical event, such as the parade of the Virgin’s ships and the navy battle. It was declared a Festival of Cultural Interest in 2007.

❁ **WHITE NIGHT (NOVEMBER).**

During the last four years, the month of November in La Laguna is synonymous

with White Night: a leisure, cultural and shopping extravaganza during which the old town becomes, for one day, a grand outdoor stage, marking the beginning of the Christmas season with the traditional Christmas tree lighting. Beginning in the morning, the old town streets start filling with residents from all over Tenerife, although it is at night-time when more than 100,000 people gather to enjoy a unique night.

❁ **ANNIVERSARY OF THE DECLARATION OF SAN CRISTÓBAL DE LA LAGUNA AS A WORLD HERITAGE CITY (DECEMBER).**

December 2, 1999, the day of the Declaration of San Cristóbal de La Laguna as a World Heritage City, is undoubtedly one of the most important dates in the municipality’s recent history. Since then, the city commemorates this day with cultural and educational events that highlight the old town’s valuable heritage, raising public awareness regarding its importance and conservation by means of open days, conferences and exhibitions.



San Cristóbal de La Laguna

❁ **AYUNTAMIENTO DE SAN CRISTÓBAL DE LA LAGUNA**

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# SANTIAGO DE COMPOSTELA

\* UNIVERSAL  
HOLY CITY



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It was declared a World Heritage City by UNESCO in 1985. It is, above all, an extraordinary ensemble of monuments centred on the Apostle James' tomb, and the destination of all routes included in Christendom's greatest pilgrimage since the 10<sup>th</sup> century. The Way of St. James was declared World Heritage in 1993.

The most important events in the 2014 cultural programme:

\* **THE 8<sup>TH</sup> CENTENARY OF THE PILGRIMAGE OF SAINT FRANCIS OF ASSISI TO SANTIAGO:** Declared to be of Public Interest. [www.franciscanos.es](http://www.franciscanos.es)

\* **CARNAVAL (MARCH 1<sup>ST</sup> – 5<sup>TH</sup>).**

Among the numerous festivities in Santiago, "Xenerais da Ulla" stands out due to its singularity. This tradition dates from the 19<sup>th</sup> century and features brightly dressed characters on horseback. It is based on the conflicts that took place in the area during that century: the invasion of Napoleon's army, the revolution of 1856 and the Carlist wars.



\* **APRIL 11<sup>TH</sup> - 20<sup>TH</sup>: HOLY WEEK**

Processions in the old town ([www.semanasantasantiago.com](http://www.semanasantasantiago.com)) and Contemplative Music Festival.

\* **BOOK FAIR (APRIL-MAY)**. Every year Alameda Park hosts the Book Fair, with a programme of cultural activities for ages, and the Antique and Second-Hand Book Fair, which is now in its 33<sup>th</sup> Edition.

\* **MAY: "CURTOCIRCUÍTO" INTERNATIONAL SHORT FILM FESTIVAL**. The competition screens and awards prizes in its official work to short films in the "International," "Spain," "Galicia" and "Explora" categories. The programme also includes the International Short Film Market, the "Compostela Plató" scriptwriting competition, masterclasses, concerts and meetings, as well as street screenings during the summer and autumn. [www.curtocircuito.org](http://www.curtocircuito.org)

\* **ASCENSION FESTIVAL (MAY 28<sup>TH</sup> - JUNE 1<sup>ST</sup>)**. One of the city's most important festivities, featuring different children's and sports activities, outdoor concerts, orchestras in Alameda Park, theatre and street entertainment.

\* **JULY: "VIA STELLAE" CLASSICAL MUSIC FESTIVAL**, which stands out due to the exceptional quality of its programme and its recognition in Europe's specialised media. [www.viastellae.es](http://www.viastellae.es)

\* **SECOND FORTNIGHT IN JULY: "APÓSTOL" FESTIVAL**. The festivities devoted to the Apostle, the patron saint of Galicia and Spain, are declared to be of "International Tourist Interest": all kinds of concerts, dance, theatre, parades and street bands centred on the two most important days, July 24<sup>th</sup> and 25<sup>th</sup>. In the evening of July 24<sup>th</sup> there is the "Fuegos del Apóstol," an impressive audio-visual and fireworks display. On July 25<sup>th</sup>, the king or a representative of the Royal Household makes the traditional offering to the Apostle in the Cathedral. During this mass, the famous "botafumeiro" (a giant censer) swings through the Cathedral, perfuming the interior and shrouding it in a mystic halo.

\* **MUSIC IN COMPOSTELA (AUGUST)** Since 1957, this event provides training in Spanish music for professional performers and students from all over the world. A

variety of concerts in unique venues (outdoor and indoor), in the old town.

\* **SEPTEMBER-OCTOBER: LIED FESTIVAL**

\* **WOMEX (22<sup>ND</sup> - 26<sup>TH</sup> OCTOBER)**. The World Music Expo is one of the most important events of international networking for the music industry. This includes Festival, Congress, Film Season

\* **OCTOBER-MAY: SEASON OF CONCERTS IN THE AUDITORIO DE GALICIA**. The Real Filharmonía de Galicia orchestra, accompanied by prestigious international soloists.

\* **SANTIAGO É-TAPAS. (7<sup>TH</sup>-24<sup>TH</sup> NOVEMBER)**. Gastronomic event.

\* **NOVEMBER: CINEUROPA**  
<http://cineuropa.compostelacultura.org/programa>

\* **DECEMBER-JANUARY: "TODO LÍRICA" FESTIVAL**

\* **DECEMBER: CHRISTMAS MARKET, ICE RINK AND "OPEN NIGHTS."**



# SEGOVIA

✿ A TRIP FULL  
OF EXPERIENCES



Segovia is synonymous with Aqueduct. Its first-century Roman Aqueduct, with a length of 15 km, is also an identifying symbol and emblem of the city, as well as a sufficient reason for every traveller to visit it.

But Segovia is a lot more. The nearby mountains provide it with a singular setting, which can be glimpsed behind the profile of its numerous Romanesque church towers and its elegant Cathedral.

Unforgettable in the curious eyes of the tourist are the silhouette of the Alcázar and Cathedral

viewed from the valleys embracing the walled city, which encloses the testimony of a rich legacy resulting from the coexistence of Christians, Jews and Muslims.

Visitors will find, every step along the way in Segovia's streets, an excuse for stopping to look as well as fine restaurant where they can savour the rich local gastronomy.

Segovia also boasts a range of cultural and tourist activities all year round, with a wide selection of products available to visitors, so they can plan their stay and adapt it to their preferences.

## ✿ SEGOVIA BOOKING CENTRE

Find all the tourist products and services that the city of Segovia can offer. Moreover, if you have little time to arrange your own trip and you prefer to choose a tourist package among different products, you can find all the information at:

[www.reservasdesegovia.com](http://www.reservasdesegovia.com)

If you do not have much time to prepare your trip and you prefer to choose a tourist package from amongst a selected range of products customised to suit specific publics, you have found the perfect ally in :

[www.segovia-booking.com](http://www.segovia-booking.com)



## ✿ CENTRO DE RECEPCIÓN DE VISITANTES

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See:

[www.reservasdesegovia.com](http://www.reservasdesegovia.com)  
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#### Main Festivals:

❖ **MAY: THE INTERNATIONAL FESTIVAL OF TITIRIMUNDI** brings together the most prestigious companies from around the world. The festival has gone beyond the family public and is already an unmissable event for lovers of this art. [www.titirimundi.com](http://www.titirimundi.com)

❖ **JUNE:** Over 20 Spanish and foreign groups which bring together over 200 musicians on 6 stages at **FOLK SEGOVIA**, the roots music festival that makes the city the capital of folk music. [www.folksegovia.es](http://www.folksegovia.es)

❖ **JULY: "LA ESTEVA" INTERNATIONAL FOLK FESTIVAL.** This festival is held in early July and in a unique setting, Plaza del Azoguejo. It has been filling this square with traditional dances and rhythms for more than 20 years, thanks to the "La Esteva" Dance Group Cultural Association. Spanish and foreign groups show that music and dance do not need languages and undoubtedly create bonds of union among different peoples.

❖ **JULY:** The different sections of the **FESTIVAL DE SEGOVIA** suits all tastes and sensibilities. Quality and variety are the trademark of this festival that brings together the most distinguished musicians, singers and dancers of the international panorama [www.festivaldesegovia.org](http://www.festivaldesegovia.org)

#### ❖ **JULY: ORAL NARRATORS FESTIVAL**

This festival, a pioneer of its type, brings together over a week the best storytellers in Spanish. Every night a narrator fills the beautiful courtyard of the House of Abraham Senear with the magic of the word laid bare, and the courtyard of the House-Museum of Antonio Machado with the voice of poetry.

#### ❖ **SEPTEMBER: HAY FESTIVAL.**

Writers from round the world, many of whom have taken part before in sister festivals in Hay on Wye, Gales (United Kingdom), Cartagena (Colombia), Zacatecas (Mexico) and others are there for our delectation in Segovia. [www.hayfestival.com](http://www.hayfestival.com)

#### ❖ **NOVEMBER: CITY OF SEGOVIA FESTIVAL OF EUROPEAN CINEMA**

**MUCES.** This cinematographic exhibition enables the general public to get to know quality European cinema and makes the city a meeting point for professionals of this art. [www.muces.es](http://www.muces.es)

❖ **NOVEMBER: SEGOJAZZ.** Over a weekend the best jazz performers flood Segovia with their notes, from traditional jazz to more experimental.



# TARRAGONA

\* 2,200 YEARS  
OF HISTORY



In 218 BC, the Romans established a military garrison on a hill near the coast. A few years later, this camp gave rise to the Roman city of Tàrraco, a city that grew under the auspices of Caesar, Augustus and Vespasian to become, at the beginning of the 2<sup>nd</sup> century, the most important provincial capital of Roman Hispania and the entire Empire. Fourteen monuments with World Heritage status remain from that legacy.

But Tarragona is more than its Roman past. With over 15 km of beaches with fine golden sand, it is a city that has managed to preserve and cultivate its Mediterranean essence, combining the present and the rich heritage arising from more than 2,200 years of history. The Roman, medieval, modernist and contemporary cities coexist in a single space, turning Tarragona into an outdoor museum where you can easily find a Roman monument alongside a modernist monument by Jujol (a disciple of Gaudí). A city whose traditions, gastronomy, historic riches and residents make visitors want to stay. Tarragona is a city that has been distinguished by UNESCO on three occasions: its Roman archaeological ensemble in the year 2000, and the “castells” (human towers) and Mediterranean diet in 2010 as Intangible Cultural Heritage.



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Cultural programme for 2014:

\* **CARNIVAL (FROM FEBRUARY 24<sup>TH</sup> TO MARCH 4<sup>TH</sup>)**. A wide range of street bands, parades and competitions.

\* **HOLY WEEK (FROM APRIL 13<sup>TH</sup> TO 21<sup>ST</sup>)**. Traditional Festival of National Interest. The Good Friday procession stands out. [www.ssantatarragona.org](http://www.ssantatarragona.org)

\* **TARRAGONA FAMILY WEEK (APRIL 14<sup>TH</sup> TO 17<sup>TH</sup>)**. Visit the place with the family get promotions: discounts on accommodation, restaurants, shops, free entrance to monuments, workshops, etc.

\* **"DIADA DE SANT JORDI" (APRIL 23<sup>RD</sup>)**. Patron saint of Catalonia. La Rambla is filled with roses, books, music and exhibitions.

\* **"D-TAPES" (APRIL 25<sup>TH</sup> TO MAY 11<sup>TH</sup>)**. During two weeks, Tarragona becomes the Catalan city of tapas. [www.dtapes.com](http://www.dtapes.com)

\* **16<sup>TH</sup> "TÀRRACO VIVA" (FROM MAY 5<sup>TH</sup> TO 25<sup>TH</sup>)**. International cultural festival devoted to and specialising in the promotion of Roman history. [www.tarracoviva.com](http://www.tarracoviva.com)

\* **TARRAGONA ALIVE HISTORY (FROM MARCH 31<sup>ST</sup> TO 1<sup>ST</sup> NOVEMBER)**. Historical reconstruction of the roman past of the city.

\* **MINIPOP FESTIVAL (FROM JUNE 6<sup>TH</sup> TO 8<sup>TH</sup>)**. Recreative workshops, pop music concert for children.

\* **TARRAGONA CIUDAD DE CASTELLS (FROM JUNE 24<sup>TH</sup> TO OCTOBER 5<sup>TH</sup>)**. Declared of UNESCO' S World Heritage. A unique experience, a vivid culture.

\* **INTERNATIONAL FIREWORKS CONTEST (FROM JULY 2<sup>ND</sup> TO 5)**. One of the most important events of the Mediterranean. You can enjoy dinner while watching the fireworks.

\* **"SANT JOAN" (THE NIGHT OF JUNE 23<sup>RD</sup>-24<sup>TH</sup>)**. The flame of El Canigó is used to light the bonfires. A night of outdoor partying.

\* **ETC (SUMMER, TARRAGONA, CULTURE). "TARRAGONA ORGAN FESTIVAL" (JULY - AUGUST)** "Music in the Courtyards," "Kesse Festival" (series of world music concerts) and "Outdoor Dancing Festival."

\* **"SANT MAGÍ" (AUGUST 15<sup>TH</sup> TO 19<sup>TH</sup>)**. Local festival, featuring traditional water-related events. Music, processions and human towers.

\* **"SANTA TECLA" (SEPTEMBER 14<sup>TH</sup> TO 24<sup>TH</sup>)**. A local holiday in Tarragona and a Festival of State and National Tourist Interest, in which the "Cortejo Popular" procession, "devils," "castells" (human towers), music, folklore and theatre stand out. [www.santateclatarragona.cat](http://www.santateclatarragona.cat)

\* **CONCURSO DE CASTELLS (HUMAN TOWERS) (OCTOBER 4<sup>TH</sup> AND 5<sup>TH</sup>)**. The main "colles castelleres" from Catalunya in Tàrraco Arema Plaza (old Plaza de Toros).

\* **SCAN PHOTOGRAPHY INTERNATIONAL FESTIVAL (NOVEMBER)**

\* **REC. CINEMA FESTIVAL (DECEMBER)**



Photos Rafael López-Monné



# TOLEDO

✿ IMPERIAL



Toledo, which was declared a World Heritage Site in 1986; is a dynamic city that is constantly growing, and is both a university town and the capital of the Castilla - La Mancha region.

Known as the "City of the Three Cultures," Toledo is a model for religious and racial tolerance, where its many, diverse cultures have lived together in

harmony for centuries. But this many-faceted city was also the imperial capital of Carlos V, home to El Greco, city of convents, home to myths and legends, capital of Visigoth Spain, the Seat of the Archbishop of Spain, the starting-point for the "Route of Don Quixote," and a lively marketplace for craftsmen which is world-renowned for its wines and cuisine.

The following are some of the most significant cultural events in 2014:

✿ **THE COMMEMORATION OF THE 4<sup>TH</sup> CENTENARY OF THE DEATH OF EL GRECO** will be a landmark for the history of both the painter and the town of Toledo; the gathering of works by the artist programmed for 2014 will get together most of his artistic production, coming from all parts of the world. There will be three big exhibitions showing works by the artist, which are the centre of the wide programme of El Greco Year, set mainly in Toledo. For more information: [www.elgreco2014.com](http://www.elgreco2014.com)

✿ **"ENCOUNTERS IN TOLEDO'S JEWISH QUARTER"**. "Encounters" will be held during five weekends, coinciding with Jewish festivities: Purim, Sukot, European Seminar on Jewish Culture and Hanukah... with interesting activities for all kinds of public: exhibitions, concerts, films, children's workshops, conferences, guided tours, Sephardic train, Sephardic menus and confectionery... which will make Toledo a unique experience, highlighting its Sephardic heritage and legacy throughout the centuries.

✿ **TOLEDO HOLY WEEK**

(APRIL 13<sup>TH</sup> TO 20<sup>TH</sup>). Festival declared to be of National Tourist Interest. A very interesting feature is the "Free Guided Tours Toledo Holy Week: Step by Step," organised by the Toledo Tourist Board.

✿ **"TOLEDO NIGHT" (24<sup>TH</sup> MAY 2014)**. Theatres, concerts, exhibitions, music, activities with creative and audiovisual artists, all these form part of this cultural programme that last 24 hours with activities in the old part of town transforming the night into a magical one.

✿ **MUSIC IN LA VEGA PARK (MAY AND JUNE)**. During the months of May and June, every Saturday afternoon, you can enjoy the traditional music of the brass band of Toledo in the traditional Vega Park.

✿ **MUSIC INTERNATIONAL FESTIVAL (MAY AND JUNE)**. An event with a programme based on the quality and support on creation and contemporary music.

✿ **CORPUS CHRISTI WEEK IN TOLEDO (JUNE 16<sup>TH</sup> TO 22<sup>ND</sup> 2014)**. A festival declared to be of International Tourist Interest. A sensorial mix of experiences: Grand Solemn Procession . "Free Guided



Tours of Toledo's Courtyards during Corpus," organised by Toledo's Municipal Tourist Board. Access to private courtyards that are closed the rest of the year.

\* **"LUZ GRECO" SOUND AND LIGHT FESTIVAL (JULY 11<sup>TH</sup> TO 20<sup>TH</sup>).** A majestic display of light and sound that fills Toledo nights during the month of July, with

monumental heritage providing the backdrop for displaying this brilliant artist's work.

\* **MEETING AT THE "TOLEDO ÁRABE" (FROM JULY 1<sup>ST</sup> TO 6<sup>TH</sup>).** Cultural programme based on the traditions and Arab legacy in the city. Concerts, dance, gastronomy, children's activities, exhibitions, tours and theater make up this Toledo Arabic week.

\* **SUMMER MUSIC (JULY, AUGUST AND PART OF SEPTEMBER).** A musical programme that pretends to live up Toledos' afternoons and evenings during the weekends with jazz, rock and soul concerts at the most emblematic squares of the city.

\* **POETRY FESTIVAL "VOIX VIVES, DE MEDITERRÁNEO EN MEDITERRÁNEO" (FROM SEPTEMBER 5<sup>TH</sup> TO 7<sup>TH</sup>).** More than 50 well-known poets and artists, musicians, storytellers, and performances from 20 countries and in 9 different languages.

\* **11<sup>TH</sup> INTERNATIONAL ORGAN FESTIVAL (NOVEMBER).** In the Church of Santo Tomé Church, a reference point for religious music as a tool for bringing man closer to God.

\* **17<sup>TH</sup> INTERNATIONAL JAZZ FESTIVAL (SEPTEMBER 12<sup>TH</sup>-25<sup>TH</sup>).** Jazz concerts in Plaza del Ayuntamiento, as well as in old town venues and terraces.

\* **9<sup>TH</sup> ENCOUNTER WITH ISLAMIC TOLEDO (NOVEMBER 4<sup>TH</sup>-10<sup>TH</sup>)**

A week of cultural activities centred on the Islamic culture's legacy in Toledo: music, conferences, workshops, exhibitions and guided tours.



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# ÚBEDA

## ❖ THE ANDALUSIAN RENAISSANCE



This city of Jaén set on the highest part of the Guadalquivir River is a place full of history in the midst of a sea of olive trees. Its privileged location was the reason for the main civilizations to leave remnants in it. The crossroads between the Centre of the country and Andalucía, as well as the obliged way to arrive from the Levante, have

made this place one of the intermediate cities most important of Andalucía.

During the sixteenth and seventeenth century, Úbeda lived its most glorious days hand in hand with celebrities such as Francisco de los Cobos (politician) and Andrés de Vandelvira (arquitect). Without them, it would have been impossible to call Úbe-

da the Town of Andalusian Renaissance endorsed by UNESCO in 2003 as a World Heritage Site.

Visitors are pleasingly surprised due to the beauty and artistic quality of its architecture, town planning and landscape. Úbeda is a city to discover through peaceful walks by its hidden streets, monumental squares, pottery or foundry workshops where wisdom from centuries is revealed on unique and exclusive pieces of work. Moreover, visitors can stroll unhurriedly and get into pubs, bars and restaurants where they can enjoy the local gastronomy that cannot be perceived without the typical olive oil, or they can stroll unhurriedly and rest in delightful hotels with excellent attention and meticulous details.

In short, Úbeda is the perfect destiny for all your senses and it will last as a unique experience for the lovers of art, cultural, gastronomy and the genuine.

### FESTIVAL AND CULTURAL OFFER:

As a cultural province, Úbeda has a large cultural programme that is developed throughout the year. The convention hall "Hospital de Santiago" will host most of these ceremonies, although they will also

be performed in temples, palaces, streets and squares.

We would highlight the following events:

### ❖ From January to March: **GASTRONOMIC DAY IN THE RENAISSANCE.**

During these months, the most famous restaurants of the city prepare menus based on food from the Renaissance period and local food.

❖ **HOLY WEEK.** Declared as Tourist Interest, the Holy Week is in Úbeda a very famous festivity. Processions from different Brotherhoods (some of them dating from the sixteenth and seventeenth century) show incomparable solemnity and brilliance.

### ❖ From May to June: **INTERNATIONAL FESTIVAL OF MUSIC AND DANCE "CIUDAD DE ÚBEDA".**

A high quality concerts programme during every weekend as well as other activities like the Music Fair with different concerts in the squares in the old part of town and emblematic sites such as "Archivo Municipal" or "Sinagoga del Agua".

❖ **In June,** around Saint John Bonfires, it is the **STORY-TELLING FESTIVAL "EN ÚBEDA SE CUENTA..."**. It is one of the





most prestigious festivals of Spain with performances appropriate for all ages.

\* **“ÁMONOS PAL FLAMENCO”** (during the year): This festival involves the participation of distinguished artists from national Flamenco, the best of the dance, the ver-



ses and fusion flamenco in the incomparable “Auditorio del Hospital de Santiago”.

\* From 28<sup>th</sup> September to 4<sup>th</sup> October: **SAN MIGUEL FAIR AND FESTIVAL**. According to the tradition, this festivity started on the 29<sup>th</sup> September 1233 when the king

Ferdinand III of Castile conquered the city. Visitors can enjoy bullfights, theatre and concerts among other cultural activities.

\* From October to December: **AUTUMN THEATRE EXHIBITION**. Theatre for the family, street, classical, contemporary or humor theatre. An emphasis on an important cultural activity with exceptional quality.

\* Second week of November: **SAN JUAN WEEK**. Organized by the Monastery of Padres Carmelitas Descalzos in commemoration to the death of Saint John of the Cross in Úbeda. Among other activities, there are talks about the Saint given by the most important national and international specialists on this issue.

\* November to December: **ÚBEDA AND BAEZA EARLY MUSIC FESTIVAL**. A unique festival of these characteristics held in Andalucía. Its aim is to contribute to the recovery of the musical heritage from Andalucía celebrating its concerts in the historical monuments of both cities.

\* In November: **NATIONAL CONTEST OF HISTORICAL NOVEL “CIUDAD DE ÚBEDA”**. Different activities related to literature and the Award for Historical Novel “Ciudad de Úbeda”.



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