

MICE

REGION OF MURCIA

MEETINGS,
INCENTIVES,
CONFERENCES
AND EXHIBITIONS



3

CONFERENCE
CENTRES

2

CONFERENCE
OFFICES

2

AIRPORTS
SAN JAVIER AND
ALICANTE

300

DAYS OF
SUNSHINE A YEAR

19

AVERAGE
TEMPERATURE OF
19 DEGREES



MAKES YOU
HAPPY



Costa Cálida

Región de Murcia





REGION OF MURCIA

Also enjoy what you do whether working or not

The Region of Murcia is endless. In just over 11,000 square kilometres there is a world to discover. Its **conferences centres**, specially designed for this purpose and landmark sites with its inherent character, will make your event, incentives meeting or business meeting a truly unforgettable event.

This land combines **nature at its purest, sea, traditions, heritage, gastronomy, leisure ...** in an area where distances do not exist and are no longer important, so that one can go surfing on the beach at dawn before starting a productive workday.

Over 7,000 beds distributed in approximately thirty rooms belonging to the three conference centres in

the region, in addition to the 100 located in 2, 3, 4 and 5 star hotels of the main MICE (Murcia, Cartagena, Aguilas and Lorca) destinations, which encompasses a wide range to choose from both the city as well as the scenario that best suits one's needs and expectations.

This region furthermore has **the best beaches** along 252 kilometres of coastline and at the same time, an **orographical wealth** perfect for hiking, rock climbing, taking long walks along the small and long-distance trails...

Because **working here is also enjoyable**. What are you waiting for to check it out?

Reasons to choose the **Region of Murcia as a MICE destination**

Splendid weather



The privileged climate of the area, with an average temperature of 19° C and 300 days of sunshine a year facilitates oneself **enjoying the streets and squares** in the warm winter sun of this Mediterranean land.

Melting Pot



Ancient civilisations have been and passed through Cartagena, Murcia and Lorca leaving a legacy of incalculable artistic and heritage value. Religious buildings, archaeological sites, monuments, museums ... Far beyond the bigger cities, every village, every corner of the Region of Murcia hides traces of its history which have been recovered and are of recognised importance so as to become acquainted with the **inherent identity** of every site.





22 golf courses to choose from according to preferences



The Region of Murcia has become one of the **favourite destinations** for golf enthusiasts and professional golfers. In a working radius of 35 kilometres one can find **22 high-class golf courses** designed by renowned international players. A unique and unforgettable experience on the Mediterranean.

Nautical Paradise



The mild temperatures and tranquil waters make the Costa Cálida **ideal for engaging in water sports** all year round. The prevailing winds on certain beaches have become a sanctuary for kite lovers and the untouched pristine beaches of Calblanque, welcome those surfers arriving very early at the crack of dawn who greet the day engaging in his/her great passion. The calm waters of the Mar Menor and the sheltered coves of the Mediterranean are the perfect retreat for engaging in paddle surf and kayaking. Charters with or without a skipper to discover the **still wild coast** of this land ... A paradise enjoyable all year round.



Undersea Legacy



Fall in love with the richness of the seabed. The Cabo de Palos-Islands Hormigas Marine Reserve and underwater caves of Cabo Tiñoso (Cape Tiñoso) which are fascinating due to **the clarity of its waters** and its wild flora and fauna. The Costa Cálida, also has the largest number of **historic sunken ships** in the Mediterranean. It is the moment to discover the great stories which are to be told by diving among these ships.

Reasons to choose the **Region of Murcia** as a **MICE destination**

Good-natured happiness



The people of Murcia have an open and welcoming personality who smile at life. The warm evenings are enlivened under the lights of the terraces where tapas are served **in a casual style** in an ambiance which lasts until well into the early hours.

Mediterranean Cuisine



The peculiar geography of the region invites one to try **specialties for all tastes**. The best vegetables of the huerta (garden) are part of the Mediterranean diet which combines tradition with the spoon dishes of one's grandmother and the **avant-garde signature cuisine** but also full of flavour. Fruit candies, candied fruit and honey where the most delicate aromas of these fields are noted. Tocino de cielo egg and syrup pudding), marzipan, Caravaca "yolks", macaroons... pastries and confectionery inherited from time immemorial which continues to delight young and old.



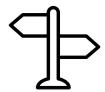


Wine routes of **Bullas, Jumilla and Yecla**



Wine is a way of understanding life. Lovers of its culture will find in the Region of Murcia his/her favourite destination as it has **three denominations of origin**, Bullas, Jumilla and Yecla, where the Monastrell (or Mourvèdre) is the star. Immerse oneself through wineries, wonderful natural landscapes and historical monuments of these locations which entails an **unforgettable experience**.

Active Tourism



The **huge contrast** between the different landscapes of the Region gives rise to endless options. By land, there are over a hundred small and long-distance trails which weaves a comprehensive route network of trails with rich contrasts. The Vía Verde of the Northwest, cycling routes, BBT routes... **Greater scenic waterborne activities** crossing the Segura River in places where its waters flow more calmly or seeking adventure with steeper descents such as the Almadenes Canyon.

As seen from the sky, the Region of Murcia shows all its greatness and splendour in a geography full of contrasts. Noteworthy are the **summits, massifs and mountain ranges** converted into perfect natural watchtowers so as to engage in adventure sports. Paragliding, hang gliding, zip lines (Tyrolean traverse), gliding, parachuting or hot air ballooning. **Endless options** for the most varied tastes.

Caravaca, **Jubilee city**



In 1998, the Holy See granted as regards the devotion to Vera Cruz, the holding of a **Jubilee Year in Perpetuum** every seven years. Since then, Caravaca de la Cruz is considered **one of the five holy cities in the world** and is the destination for pilgrims and travellers seeking an inspiring, different and, above all, enjoyable destination. The next Jubilee Year will be 2017.



Reasons to choose the **Region of Murcia as a MICE destination**

Salus per **aquam** (SPA)



Murcia is a **health region** for centuries. Ancient civilisations settled in these lands for its healing waters. There is no better place to relax one's body and mind. **Thermal water spas, thalassotherapy centres and spas** where one can enjoy the best health and beauty treatments.

Cultural reference



The good weather also helps to one to enjoy oneself in auditoriums of extraordinary beautiful natural spaces, well worth visiting for the setting itself. The Region of Murcia is home to some of the **music festivals of reference** in its areas, such as the **Mar de Músicas** (The Sea of Music) in Cartagena, the **San Javier Jazz Festival**, the **Cante de las Minas de La Unión** (Minas International Flamenco Vocals Festival) or the **SOS 4.8** in Murcia. In addition, an ambitious network of theatres which caters to shows of all kinds and for all tastes.



Trendy shopping



Shopping becomes a real experience. Between visits to the **carefully selected shops in major cities of the region**, one can partake of have an appetiser or coffee in the sunny terraces of the most popular squares in the city. Or make a purchase in the assorted stalls of the **market squares**. For those with less time, the best option is to go shopping at one of the **many shopping centres** which bring together the best franchises and an exciting mix of family entertainment.



The ideal space for conferences, meetings and reunions



7,000 places in **three conference centres** in Murcia (17 auditoriums), Cartagena (9 auditoriums) and Águilas (3 auditoriums) which represent the best scenario for events of all kinds. Moreover, added to the mix are the rooms located in 2, 3, 4 and 5 star hotels which similarly are included in the city of Lorca, as well as places of special importance that the Region of Murcia makes available to companies. This wide range of places, which is capped off with **two conference offices** in Murcia and Cartagena, include **the most innovative technologies** and services necessary for the meeting to be held with complete success.



Welcoming stay



The Region of Murcia has an **extensive and varied selection of hotels**, with large chains which offer all kinds of services, upscale hotels for high profile events, family hotels where a more personalised service is provided, as well as **special charm** state-owned hotels and inns. Hotels **on the sea shore** or in private resorts, accommodation in the largest cities of the region ... Over 50,000 accommodation sites and nearly 16,000 in 3, 4 and 5 star hotels. **Endless options** to choose from.

Incentives, conferences and events

MICE Destinations...

MURCIA

+ Info

Murcia Convention Bureau Tourism

T. +34 968 341 818

www.murciacongresos.com

www.murciaturistica.es

Murcia is an **unconventional, modern and striking** city, a modern and versatile capital, ideal for strolling about and enjoying oneself. It is the seventh Spanish city in terms of population.



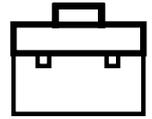
VÍCTOR VILLEGAS AUDITORIUM AND CONFERENCE CENTRE

The Victor Villegas Auditorium and Conference Centre has **17 meeting rooms** with different capacities and configurations, ranging from small spaces for meetings for approximately 20 people and up to 1,766 which the Narciso Yepes Room can hold.

Furthermore, it has over 2,500 m² of surface area divided into different **multipurpose rooms** and a wide range of **professional and technical services** able to meet the needs arising from the organisation of any **meeting, conference, exhibition or social event whatsoever**.

UNIQUE SETTINGS FOR YOUR BUSINESS MEETINGS

Murcia has landmark buildings such as the **Royal Casino**, a mid-nineteenth century building, declared as a site of cultural interest, whose stately salons and courtyards are available to companies in order to organise its promotional events. The **Salzillo Museum**, which houses some of the most emblematic statutes of this brilliant sculptor and the famous Belén Napolitano (Neapolitan Nativity Scene), likewise allowing the holding of meetings.



HOTELS

The city has a **quality, modern and personalised services hotel offering**, with over 4,000 beds in 2, 3 and 4 star hotels which, furthermore, has over 40 rooms based in 3 and 4 star hotels with an approximate capacity for 4,882 people.

TOURIST ATTRACTIONS

The cathedral, a blend of Gothic, Renaissance and Baroque styles it is the jewel of the city. **Avant-garde restaurants and tapas bars** where one can partake of the rich cuisine of Murcia, full of contrasts.

Museums, art galleries, outdoor shows, terraces, **perennial spring evenings**, and at least half an hour away from white sandy beaches, natural parks, golf courses, spas and resorts.



Incentives, conferences and events

MICE Destinations...

CARTAGENA

+ Info

Cartagena Conferences Office

T. +34 968 500 093

www.oficinadecongresoscartagena.es

www.murciaturistica.es

Vestiges of the past and modernity coexist in Cartagena. Phoenician, Iberian and Roman footprints coexist with buildings reinterpreted by architects of international prestige. Bathed by the Mediterranean, Cartagena is **an ideal city for holding conferences, corporate meetings or incentive trips.**



EL BATEL AUDITORIUM AND CONFERENCE CENTRE

The El Batel Auditorium and Conference Centre has a **capacity for 2,800 people** distributed in 9 rooms. The main room, having 1,400 seats. Having 4 simultaneous translation booths, an **excellent technical equipment** and a 240 m² stage, which enables the carrying out of all types of conferences. The B room is a warm and welcoming auditorium for 444 people, with 2 simultaneous translation booths and a 72 m² stage.

Furthermore, El Batel has a large surface area distributed in **seven multifunctional meeting rooms**, a versatile space which can be panelled and configured according to customer needs. On the top floor of the building, there is an exhibition hall, a restaurant and two large terraces facing the promenade and harbour.





TOURIST ATTRACTIONS

In addition to its heritage, headed by the **Teatro Romano** (Roman Theatre), its military past is evident in its museums and buildings. Cartagena offers visitors endless options such as a **visit to ARQUA**, the home of the treasure of La Mercedes, or sailing in catamaran around the bay of its port, which houses large cruise ships, reason why its streets are always bustling and which are the stage for festivals and **cultural initiatives of all kinds**. And there is nothing better than to relax in one of the terraces wherein to partake and savour the local specialties, such as the caldero rice, the michirones or the famous 'Asiático' coffee (coffee condensed milk and brandy, and a splash of 'Licor 43' liqueur, cinnamon and lemon zest).



UNIQUE SETTINGS FOR YOUR BUSINESS MEETINGS

Cartagena offers eye-catching options. In very few cities can **meetings be held in archaeological site**. El Teatro Romano (Roman Theatre), the Augusteum, Fuerte de Navidad (Christmas Fort), Muralla Púnica (Punic Wall) or the Civil War Shelters make available to companies a certain number of its rooms. Or the holding of conferences with the sea as a backdrop. The **National Museum of Underwater Archaeology (ARQUA)** similarly provides a certain number of its rooms to the conference organiser.



HOTELS

Its accommodation network, with over 5,000 beds in **3, 4 and 5 star hotels** which include 23 rooms in 9 of these hotels with a capacity for 1,200 people. Just 10 minutes away from the city, the La Manga Club Resort, together with the **Hotel Principe Felipe**, a five star hotel, has been named for the fifth consecutive year as the Best Resort/Golf in Spain by the prestigious Today's Golfer.

Incentives, conferences and events

MICE Destinations... **ÁGUILAS**

+ Info
Águilas Tourist Office
T. +34 968 493 285
www.aguilas.es
www.murciaturistica.es

Located at the southern tip of the Region of Murcia and connected by highway and motorway an hour away from the capital, lies Águilas, **an open and cosmopolitan city**, planned and built by the architects of Charles III in the eighteenth century, whose tourist resources are based on its climate and sea.

UNIQUE SETTINGS FOR YOUR BUSINESS MEETINGS

Águilas offers a number of **innovative and different spaces** enabling the conferral of that special character to corporate events, endowing them with an inherent identity. Among them, the Cultural Centre and the Casino.

HOTELS

An offering of approximately 1,000 hotel beds in **2, 3 and 4 star hotels**, with 9 meeting rooms and a capacity for approximately 1,600 people, as well as a luxurious two key tourist apartment complex so as to enjoy **the most natural coastline** of the Region.

TOURIST ATTRACTIONS

In Águilas everything contributes to making **the visitor's stay more pleasant**. Its over forty restaurants offer a varied cuisine to satisfy the most discerning palates, always with high quality products.

Here one can **work and play** at the same time as its climate, beaches, seabeds, cultural heritage, **the Aguilón golf course** and places of entertainment, make it possible to combine **work and leisure** in a unique environment.



INFANTA DOÑA ELENA AUDITORIUM AND CONFERENCE CENTRE

The Doña Elena Auditorium and Conference Centre is **built on the promenade** of the Playa de Las Delicias. Its **main hall** for 659 people, is equipped with 8 separate dressing rooms and 2 group dressing rooms, 3 translation booths and room control techniques areas. A **multifunctional room** with a capacity for 300 people which can be adapted for small meetings as well as a multipurpose room with a capacity for 150 people.

Having an exterior stand for **outdoor events**, such as the shaping of the outdoor public space. Furthermore, there are two cafes and a restaurant area with a terrace option for breaks.



MICE Destinations...

LORCA

+ Info

Lorca Tourist Office

T. +34 968 441 914

www.lorcatourismo.es

www.murciaturistica.es

Lorca, the Sun City, is a city of a hundred coat of arms or that of a hundred names. It is undoubtedly the most monumental stop of the Region: **medieval, Renaissance and Baroque**.

UNIQUE SETTINGS FOR YOUR BUSINESS MEETINGS

The Lorca Castle, an emblematic medieval building of the city, known as the **Fortaleza del Sol** (Fortress of the Sun), was restored and its recognised importance so as to host interesting cultural and leisure activities.

It currently offer a room with a capacity for 65 people in one of the **reservoirs** located in this fortress, near the **Torre del Espolón** (Espolón Tower), one of the most representative Christian symbols of the Reconquest in this area.

HOTELS

Over 400 beds in **3 and 4 star hotels** and a **tourist parador** (state-owned hotel). From among all options offering approximately 15 rooms with a total capacity of 2,753 people.



TOURIST ATTRACTIONS

Lorca is known as the **baroque city** due to the significant baroque heritage of its historical centre, one with the highest projection in the region. Similarly noteworthy is the **synagogue** which is still standing in the Jewish Quarter and is the only synagogue which was not converted into a Spanish church.

The **Yeguada de Béjar**, in Lumbreras Port, is a place of unique charm, where one can contemplate the most precious specimens of Spanish pure bloods.

For golf lovers, the **Lorca Resort Golf & Spa** offers exclusive facilities in a luxurious setting.

Moreover, one cannot miss out on visiting the **Museos de Bordados de la Semana Santa** (Easter Embroidery Museum) to become acquainted with the works of art that the embroiderers of the municipality create with their own hands. Similarly, at the **Arts and Crafts Centre** one can see first-hand the embroidery of a jarapa (thick fabric of various compositions) or a more traditional pottery of this land, with temporary exhibitions, live demonstrations and sale of arts and craft products.



Costa
Cálida

Región
de Murcia
Spain

Caravaca de la Cruz
Año Jubilar 2017



Camino de la Cruz
de Caravaca

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