



SPANISH TOURIST OFFICE
NEWSLETTER; AUTUMN/WINTER 2011

CULTURAL TOURISM



Exhibition: Joan Miró. The Ladder of Escape

The Fundació Joan Miró Barcelona presents 'Joan Miró, The Ladder of Escape', one of the largest exhibitions on Joan Miró's work to be organised in Europe in the past twenty years.

The exhibition which opens on 16th October brings together over one hundred and fifty works drawn from public and private collections from around the world, including key paintings such as *The Farm* (1922), the series *Head of a Catalan Peasant* (1924 –1925), *Still Life with Old Shoe* (1937), and the triptych *Blue I, II, III* (1961).

To coincide with the presentation of 'Joan Miró, The Ladder of Escape' in Barcelona, the Fundació Joan Miró has organised an extensive program of activities including seminars, tours and documentaries about the esteemed artist.

www.fundacionmiro-bcn.org

Exhibition: Cristobal Balenciaga: The approach of the genius, the master's technique'
Balenciaga Museum, Getaria, Spain

The brand new Cristobal Balenciaga Museum presents its seminal exhibition 'Cristobal Balenciaga: The approach of the genius, the master's technique'.

The museum, which opened its doors in May 2011 in Getaria, the Basque Country, was conceived to promote, disseminate and strengthen the importance of the life and work of the genius designer, Cristóbal Balenciaga, who hails from the area.

The museum is currently exhibiting a collection of 90 pieces by the genius couturier-creator called 'Cristobal Balenciaga: The approach of the genius, the master's technique.'

The exhibition is divided into Early Years, Day, Cocktail, Evening, Brides and Essential. One of the highlights is the display of dresses he designed before gaining international recognition as a couturier in the 1950s and 60s.

The exhibition is due to run until 31st December 2011

www.cristobalbalenciagamuseoa.com

The Government of Navarra launches new application

The Government of Navarra has launched a new iPad and iPhone application called 'Museums of Navarra' which enables locals and visitors to easily find information on the regions museums and their permanent collections.

Users can access all types of information about Navarra's 13 museums and collections as well as a short description about each collection. The application also gives useful information such as opening hours, directions, and prices.

The application, which is the first of its kind in Spain, can be downloaded from the App Store in Spanish, Euskera, Ingles and French.

<http://itunes.apple.com/us/app/museums-of-navarre/id447845074?mt=8>

ACCOMODATION/ NEWS

Puro Hotel Palma launches new private wing

The cosmopolitan Puro Hotel located in Palma, Mallorca has launched a new private wing boasting 11 suites and available for exclusive hire.

The new wing, which opened in summer 2011, is open throughout the year and connected to the restored 18th century town house hotel.

Ideal for groups of people travelling together, the new wing also boasts a boardroom seating 20 people, a range of outdoor terraces, a roof deck Jacuzzi and the use of Purobeach – the sea-side hangout located on a mini peninsula in the centre of Palma Bay.

www.purohotel.com

Design Hotels presents two new member hotels

Design Hotels, the hotel membership company, is delighted to present two new members that have joined the Design Hotels portfolio.

The Grand Hotel Central, located in the centre of Barcelona's gothic quarter, has once again become a member of Design Hotels after 17 months of independent operations. Grand Hotel Central is a modern, 1920s-inspired hotel with a Michelin-starred chef and a rooftop infinity pool that offers spectacular views over Barcelona's fashionable El Born district.

The Hotel Unico in Madrid is a haven of calm and luxury right in the heart of Madrid's Golden Mile. Leaving behind the bustle of Madrid's Golden Mile and entering this 19th century palace, guests can relax and unwind in the hotel's tranquil garden after a busy day of shopping and sightseeing. The restaurant which has two Michelin stars is rapidly gaining an enviable reputation in the city for its creative Catalan-inspired menu.

These two new hotels take the number of hotels in Design Hotel's Spanish portfolio to 22 one-of-a-kind, hand-picked boutique hotels.

www.designhotels.com

Hotel Barcelo Malaga proudly exhibits its 'Daring Human Slide'

Hotel Barcelo Malaga is proud to unveil its huge Daring Human Slide, which occupies the hotel lobby and brings a touch of uniqueness to the space. The six-metre slide gives the hotel a distinctive look that cannot be found elsewhere in Spain and gives the glamorous lobby a wealth of personality and fun.

Designed by renowned architect Jordi Torres, the slide transforms the lobby from a waiting and passing-through area into an area for those with a childish streak. In actual fact, this hotel, which

leads the market in hosting meetings and conferences, has seen a number of jacket-wearing executives throw themselves down the slide during business events!

Located next to the Adif train station in Malaga, this hotel with an extraordinary lobby is also appealing to art-loving visitors. Riding on the success of the Picasso Museum and the new Carmen Thyssen Museum in Malaga, Hotel Barcelo Malaga is attracting the leisure visitor by combining the interest in the human slide with private tours of museums for hotel guests (available on request at a supplement).

www.barcelomalaga.com

Hospes Infinite Places launch a range of new inspiring tours

Hospes Infinite Places has launched a range of new inspiring tours and interactive programmes created to provide Hospes hotel guests with a truly authentic slice of local Spanish life.

The Fuenso *Discover Averroes* tour in Córdoba, linked to the Hospes Palacio del Bailio, a once 16th century agrarian estate, offers a unique insight into the life and works of renowned Córdoba born philosopher Averroes.

Alternatively the Fuenso *Discover the Art of Ham Cutting* programme is linked to the Seville based property Hospes Las Casas del Rey de Baeza and introduces guests to the art of Iberian ham cutting with award winning ham cutter Juan Antonio Alonso.

www.fuenso.com/ www.hospes.com

TRANSPORT LINKS

AVE increases the speed of Madrid - Barcelona connection

AVE – Spain's high speed train network has announced a significant reduction in the journey time of their Madrid-Barcelona service, cutting the average direct journey time between the two cities to less than two and a half hours.

This high speed journey will cut the service down from the current two hours and 43 minutes, thanks to ERTMS, a new traffic management system. The service which now represents a 45,7% of the market share for transportation between the two cities, is scheduled to increase the speed of the journey from December onwards with no additional cost to the passenger.

<http://www.renfe.com/EN/viajeros/ave/index.html>

New train link between Madrid Barajas Airport and Puerta del Sol

A new direct train link between Madrid Barajas airport (T4) and Puerta del Sol has been inaugurated on 22nd September 2011, offering passengers a direct connection into Madrid city centre in just 24 minutes.

With the launch of the line, the route between Atocha and Chamartín stations to Madrid-Barajas Airport (T4) can be undertaken in 12 and 26 minutes respectively.

http://www.renfe.com/viajeros/cercanias/madrid/mapa_zonas_madrid.html

Iberia to link Manchester and Glasgow to Madrid

Iberia's regional franchise partner, Air Nostrum is expanding its flying programme between the UK and Spain from both Manchester and Glasgow.

From October 31st, Air Nostrum will begin flying between Madrid and Manchester. The Madrid-Manchester route departs from Madrid at 1545 and arrives into Manchester at 1705, and the return leg leaves Manchester at 1735 and lands back in Spain at 2055. This route is in direct competition with Ryanair who already operates flights four-times per week between the two cities.

Additionally, from the 1st November, the airline will operate twice-weekly flights between Madrid and Glasgow throughout the winter. The inbound flight will depart Madrid on Mondays at 1040 and Thursdays at 13.55. The outbound flight will depart Glasgow on Tuesdays at 13.05 and Thursdays at 16.35. These timings allow for perfect connections for the main Spanish airports, especially Bilbao and Valencia, in the light of growing economic activity between Bilbao and Valencia with the United Kingdom.

Flights are available for purchase online at www.iberia.com.

Aena Airports to use electric cars as fleet vehicles

As part of the national plan for energy saving, efficiency and reduction in emissions, a total of 33 electric cars and vans will be used in Madrid-Barajas airport, Barcelona-El Prat airport, Palma de Mallorca airport and Lanzarote airport.

The switch over to greener transport will lead to a reduction of 13,200kg in CO2 emissions and financial savings equating to 13,000 euros. The cars will be used airside as service vehicles and will represent the largest fleet of electric vehicles used by any European airport operator. The vehicles are leased for a period of three years.

More than 1 million euros was invested to bring this project to life. The national plan for energy savings, efficiency and reduction in emissions aims to save 11.5 billion euros and cut harmful gas emissions by 36.5 million tonnes by 2020. The aviation sector alone will be responsible for saving 272 million euros, and a reduction in CO2 emissions by 3.2 million tonnes.

www.aena.es

Jet2.com to Increase Flight Capacity to Spain for summer 2012

Low cost airline, Jet2.com has announced a 26% capacity increase on flights between Spain and the UK for summer 2012. Plans include increased frequencies from Glasgow to Barcelona, Ibiza, Lanzarote, Malaga and Murcia, as well as from East Midlands to Malaga and Murcia and new routes from Edinburgh to Alicante, Manchester to Barcelona and Leeds to Gran Canaria. The first flights will start operating at the beginning of the new summer schedule from March 29th with all of the flight connections operating by 18th May.

To the Balearic Islands alone, Jet2.com already runs 56 flights per week during high season and for 2012 hopes to increase this to 60 flights per week – becoming the leading UK carrier to the Balearics.

www.jet2.com

OTHER NEWS

Spain's national basketball squad get behind 'I Need Spain' campaign



Spain's national basketball team have joined the likes of renowned Spanish chef Ferran Adriá and the Real Madrid squad by getting behind Spain's tourism campaign entitled 'I Need Spain'.

The six players including Pau Gasol from the Los Angeles Lakers, José Calderón from the Toronto Raptors, Ricky Rubio from the Minnesota Timberwolves, Rudy Fernández from the Dallas Mavericks, Serge Ibaka from Oklahoma City Thunder and Juan Carlos Navarro from Regal Barcelona have become official ambassadors of the tourism campaign, helping to highlight a variety of Spanish destinations and national dishes.

The players, all of whom will help promote Spain on an international level, have each contributed their own opinions about their favourite places in Spain, as well as tips and commentary on the best of Spanish gastronomy.

To view, the video, please see <http://www.youtube.com/watch?v=WvuqYt9VUNg>

To download the video, please visit the FTP site <ftp://trcampanaonline2011@193.46.238.92/> and use the password: junio2011xp

Sierra Nevada launches new ski product for winter 2011/2012

Spain's most southerly ski resort Sierra Nevada, situated next to the Moorish city of Granada has announced a range of new developments for winter 2011/2012. These include a brand new half-pipe in the freestyle zone and a range of family initiatives with free passes for children aged five and under and a 30% discount for children aged between 6 and 12 (when accompanied by an adult). Guests to the Sierra Nevada and the surrounding areas will also be able to take advantage of a new Golf & Snow package, a rarity for the

For more information or to attend the official press event on Tuesday 19th October, please email spain@lotus-uk.co.uk. Note places are limited

650km of New Cycle Paths round the Coalfields of Castilla y León

The valleys of Barruelo de Santullán-Balboa, Cistierna-Crémenes, Riollo-Villablino, Cueto-Fabero and Torre del Bierzo are now home to 650 kilometres of new cycle routes which wind through the mining provinces between León and Palencia.

The 650 miles of new trails are divided into five key routes passing by historic mining structures and age-old buildings. The terrain and distance of the cycle routes makes them more suited to experienced cyclists however some of the simpler stages can be tackled without too much over exertion.

The routes are fully sign posted, with information on the level of difficulty, the distance and any potential hazards as well as key areas of interest.

<http://www.marm.es/en/desarrollo-rural/temas/caminos-naturales/>

The Canary Islands get set for 15th Fotosub El Hierro

The Mar de Las Calmas marine reserve in La Restinga will be hosting the Fotosub El Hierro international underwater photography competition from the 17th – 23rd October. The competition, now in its 15th year attracts some of the worlds best underwater photography specialists, with many images captured at night. The competition organisers will also be hosting parallel activities in Restinga while the competition is under way.

<http://www.elhierro.travel/elhierro/index.php?accion=articulo&IdArticulo=451&IdSeccion=155>

Gran Canaria: Atlantic Rally for Cruisers, a spectacular ocean crossing

The annual Atlantic Rally for Cruisers (ARC) transatlantic race departs from La Palmas de Gran Canaria on 20th November. Now established as one of the most important races of its kind, the rally attracts more than 150 vessels from all over the world and for 2011, in excess of 240 yachts have already registered.

The World Cruising Club has arranged social events, seminars and demonstrations for participants at both ends of the race. The ARC is a long rally, but its special charm, attracts both veterans and new sailors. This is a great opportunity for members of the public to view the vessels whilst they are in the port, and support the crews as they depart on a 2,700 nautical mile journey which takes up to 24 days to complete.

www.worldcruising.com / <http://www.worldcruising.com/arc/>

Fuerteventura: Kite Festival, a rainbow in motion

Professional and amateur kite flyers from the world over will be visiting Las Dunas de Corralejo from 10th to 13th November, to attend the 24th Edition of the Kite Festival.

The festival began in 1987 in La Oliva and since earned international acclaim. The marvellous spectacle of light, wind and colour in the skies of Fuerteventura attracts a growing number of international participants and some jaw dropping acrobatic talent.

The Kite Festival starts on Thursday 10th November and lasts all weekend, with different activities open to children and kites distributed by the organisation. The festival ends spectacularly with an original exhibition of illuminated kites at night.

www.canarias.net

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