

Introduction Asturias sMeetiEDITING: SOCIEDAD PÚBLICA DE GESTIÓN Y PROMOCIÓN TURÍSTICA Y CULTURAL DEL PRINCIPADO DE ASTURIAS, SAU Design: Arrontes y Barrera Estudio de Publicidad Layout: Paco Currás Diseñadores Maps: Da Vinci Estudio Gráfico Texts: CADE Comunicación Photography: Front cover: Amar Hernández. Inside pages: Alfonso Polvorinos, Amar Hernández, Arnaud Späni, José Pérez Ornia, José Ramón Navarro, Juan de Tury, Juanjo Arrojo, Luis Argüelles, Marcos Morilla, Noé Baranda, Pelayo Lacazette, Image bank Centro Niemeyer, Image bank Ayuntamiento de Oviedo, Cámara de Avilés, Gijón Turismo (Alberto Otero Fotografía, Arnaud Späni, Benedicto Santos, Ramón Collado, Acuario de Gijón and Image bank SEFH), Fundación para la Conservación del Quebrantahuesos and own file. Printing: Sgraf Artes Gráficas SL - Jul. 23 © CONSEJERÍA DE CULTURA, POLÍTICA LLINGÜÍSTICA Y TURISMO DEL PRINCIPADO DE ASTURIAS asturiasmeetingland.com



Thinking of organising your next congress, meeting or incentive trip?

Asturias is a region of contrasts. From north to south and from east to west, Asturias combines modernity, avant-garde, tradition and dynamism in a mix of attractions and unique resources that make it the perfect host.

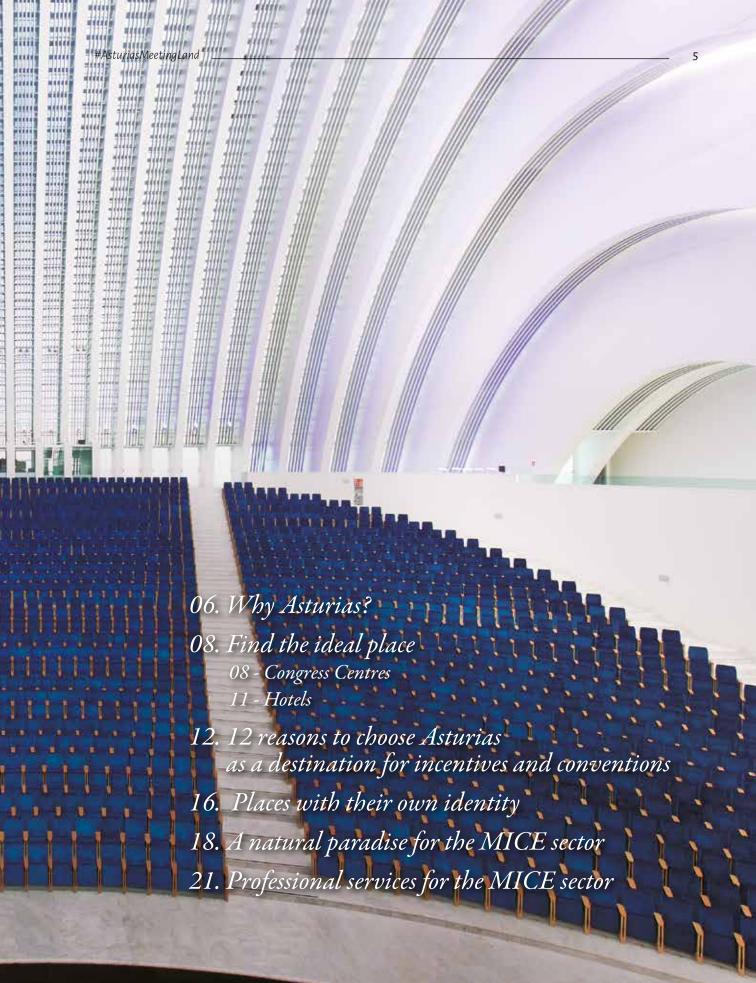
With more than 200,000 square metres of congress venues and 17,000 beds in 5, 4 and 3 star hotels, offering a wide range of services and comforts to ensure a pleasant stay. Asturias is a unique destination for holding all kinds of events, congresses and meetings, a destination that offers all the facilities and comforts you can imagine.

The region offers you unique and authentic settings, from a magnificent 16th century palace to the most modern conference centres, designed by internationally renowned architects. Places that guarantee the success of any event.

Because of its small size and proximity to urban centres, visitors will find it easy to discover all the treasures of this region. Art, landscape, cuisine, culture, customs and history surrounded by beautiful scenery and unique locations.







6 ______ #AsturiasMeetingLand

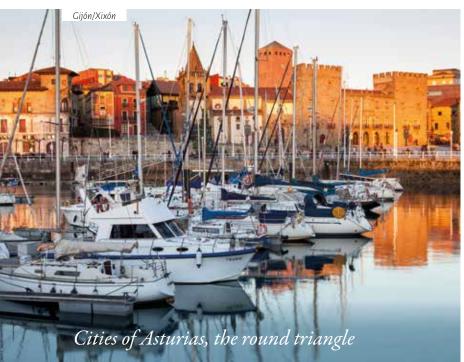


Why Asturias?

A quality offer

Asturias has two large conference centres with 4,500 seats and around twenty halls, two Exhibition Centres with more than 170,000 square metres of floor space. In addition to these facilities, there is a large auditorium of more than 18,000 m2 and a capacity for 3,000 people, as well as two cultural centres that host all kinds of events in their more than 40,000 m2. The originality of your congress will be ensured by any of the

unique venues scattered throughout the region: Indianos houses (built by immigrants who returned from America), palaces, an aquarium, museums and even an old prison converted into a Historical Archive. These large figures are complemented by more than 200 3, 4 and 5-star hotels, with a total of 17,000 beds and more than 350 rooms offering all the necessary equipment to hold your event with guaranteed success.

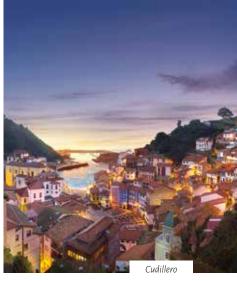


Avilés, Gijón/Xixón and Oviedo/Uviéu make up a unique and common urban area, with a varied and modern range of infrastructures and services less than 20 minutes from each other and with excellent connections. Together they make up a first-rate cultural, tourist and commercial area with numerous leisure attractions. Three quiet, elegant, pedestrianized towns, full of charm and with their own lifestyle. Avilés, with its historic centre full of treasures waiting to be discovered, Gijón/Xixón, a city overlooking the sea with an important Roman heritage, and Oviedo/Uviéu, a World Heritage Site boasting jewels of pre-Romanesque art. In short, cities to visit, discover and enjoy with their friendly and hospitable people.









Sea and mountains come together to form a breathtaking landscape, with peaks of over 2,000 metres and more than 300 kilometres of coastline forming a unique setting. More than a third of the region is protected and these protected areas along with 7 Biosphere Reserves make up a unique setting less than an hour from any of the region's main cities: Avilés, Gijón/Xixón and Oviedo/Uviéu.



Facilities and new landmarks of cultural universality

Within a radius of 30 kilometres are located the three main cities that are home to three great landmarks: in the heart of the Avilés estuary is the Niemeyer Centre, surprising both for its architecture and its location; in Gijón/Xixón we find the Laboral City of Culture, a colossal building

declared a Site of Cultural Interest; and in Oviedo/Uviéu the City of Oviedo Exhibition and Conference Centre designed by Santiago Calatrava, which opens the door to a wide range of possibilities for the organization of your event.



Specialized and Welcoming

Asturias also has a great variety of professionals in diverse fields: more than 30,000 professionals in the health and social field, more than 50,000 in the industrial field, almost 25,000 in the educational field, 95,000 professionals in commerce and the hotel industry, 16,000 in the scientific and technical field, almost 8,000 experts in information and communications, etc. who, together with the warm, friendly and hospitable nature that characterises the people of this region, are a driving force for holding meetings on a variety of subjects.



Find the ideal place

Asturias is particularly suitable as a destination for Congresses, Incentives and Meetings, both for the quality of its facilities and unique venues, and for the professionals involved in the organization of this type of event. There is also a wide and well-coordinated range of tourist services, as well as a large and well-connected urban area made up of the three cities in the region - Oviedo/Uviéu, Gijón/Xixón and Avilés -, cities specially designed for walking round and enjoying, with an extensive cultural offer, excellent cuisine and a wide variety of leisure activities.

Congress centres

Avilés

LA MAGDALENA EXHIBITION AND CONGRESS PAVILION

With a capacity for 750 people, this neat-looking venue has been designed to meet any need. With an auditorium for 500 people and meeting and exhibition halls, the venue is characterised by its great versatility, complemented by an exhibition area of more than 8,000 m². www.ifecav.es





NIEMEYER CENTRE

A design offer as a gift by the great Brazilian architect, Oscar Niemeyer, it is a unique venue in Spain. Its multipurpose and functional architecture makes it a great world landmark with more than 40,000 square metres of floor space and a varied range of rooms, one of them with a capacity of around 1,000 people. A large venue that can host all kinds of events... www.niemeyercenter.org



Gijón/Xixón



LABORAL, CITY OF CULTURE

Culture, art, education and creation converge in this majestic twentieth-century building. Its large congress areas, with almost twenty halls and a capacity to accommodate 1,250 people in its main hall, stand out for their spectacular theatre, a church with the largest elliptical dome in Europe and its large central square of 8,300 m².

www.laboralciudaddelacultura.com

LUIS ADARO EXHIBITION CENTRE

The Gijón Exhibition Centre is amazing. Pavilions of different sizes (up to 5,400m2) with their own architectural style, open onto the streets of a 160,000 m2 space with landscaped areas. Rather than a trade fair area, the venue is more of a congress campus, an autonomous city where you can actually observe and enjoy the change of seasons reflected in its trees. www.camaragijon.es



GIJÓN CONGRESS CENTRE

Different is the adjective that defines it: because of the landscaped areas that surround it, because of the light that characterizes most of its areas, because of its dedication to and flexibility with its clients, because of its commitment to sustainability, because of its location, just a stone's throw from San Lorenzo Bay and surrounded by hotels, and because of its capacity to host any event involving 50 to 7,000 participants. www.camaragijon.es



Oviedo/Uviéu





CITY OF OVIEDO EXHIBITION AND CONFERENCE CENTRE

Designed by the winner of the Prince of Asturias Award for the Arts, Santiago Calatrava, this spectacularly structured building is equipped with a large auditorium with a capacity for more than 2,000 people, a multi-purpose room and 12 conference rooms. The venue is complemented by an exhibition area of almost 3,000 m². www.oviedo.es



PRÍNCIPE FELIPE CONFERENCE CENTRE AUDITORIUM

This neoclassical building rises above the old water tower, whose original architecture was respected, with the arches and vaults of the old cistern, which dates from 1846. The Auditorium allows all kinds of events to be held with four large areas and seven rooms with widely varying seating capacities, with a capacity of more than 2,000 people in the largest room. www.auditorioprincipefelipe.es



The urban Asturias has modern and varied hotel facilities, with more than 80 three to five-star hotels among the three cities. The proximity and good connections between them mean that large-format congresses can be accommodated regardless of the venue chosen, with a total of almost 5,000 rooms and 10.000 beds.

The ten hotels located in Avilés and its region have 1,000 beds and 500 rooms, as well as event rooms with a maximum theatre seating capacity for more than 1,000 people.





Gijón/Xixón, meanwhile, has just over thirty hotels, almost 4,000 beds, 2,000 rooms and halls with a maximum theatre seating capacity of 500 people and up to 1,500 for cocktails.

Oviedo/Uviéu has almost 40 hotels, with around 5,000 beds, more than 2,000 rooms and halls with a maximum capacity of 1,000 and 1,700 people in theatre and cocktail format, respectively.

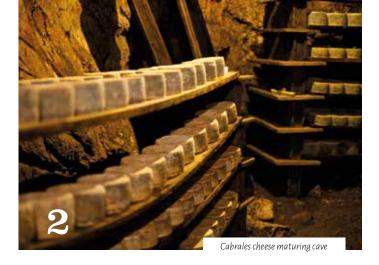
But if what you want is to leave the city to hold your event you have a wide variety of charming hotels to choose from. Indian mansions, an old farmhouse or a rectory, surrounded by nature, in the mountains, on the coast... In Asturias you will find a large selection of hotels in secluded surroundings, which will captivate you with the peace and quiet of a traditional and unique ethnographic atmosphere.





1 Following the footsteps of the brown bear

Unique specimens of this species are protected in the Asturian mountains. Under the guidance of nature observation professionals and the Bear Foundation, you will be able to visit the habitat of this animal, which has its refuge in unique places such as the Somiedo and Las Fuentes del Narcea, Degaña and Ibias Biosphere Reserves.



The Country of 50 cheeses

The mouth-watering Asturian larder includes up to 50 types of cheese which represents 300 varieties in total that make up an unequalled regional range. Visit an Asturian cheese factory to learn about the production process and taste different cheeses.



The last ferreiros (blacksmiths) in the West

Water and fire have left an important legacy in western Asturias. In a landscape scattered with breathtaking forests, quiet valleys and villages with traditional architecture, the last iron artists still survive. Any of them will help you discover, through his iron forges, the traditional knife-making process that still continues today.



The Jurassic Coast and the Descent of the Sella

Following in the footsteps and skeletal remains of the Jurassic dinosaurs, you will be transported to picturesque places such as the town of Llastres or the Jurassic Museum of Asturias. An experience that you can complete by canoeing down the river Sella, the most internationally famous of all those that flow through the Principality.







8

High mountain vineyards

For those who like good wine, Asturias is also a land of high mountain vineyards with protected wineries. By visiting any of these or the thematic museum in Cangas del Narcea, you will be able to discover the secrets of this wine that dates back to Roman times.



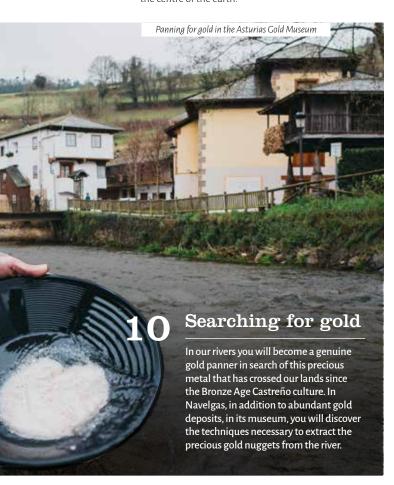
7 The flavour of the Cantabrian Sea

With more than 200 beaches and 401 kilometres of coastline, in Asturias you will discover the charm of its picturesque fishing villages full of charisma and flavour, with their incredible *bufones* (holes in the rock of the over the sea through which you hear the breath of sea) and their unique landscape as signs of identity. A visit to one of its *rulas* (fish markets) or a stroll through its narrow streets to discover their unique nooks and crannies are some of the options offered by the Cantabrian Sea.



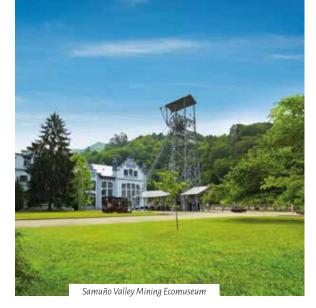
9 Journey to the centre of the earth

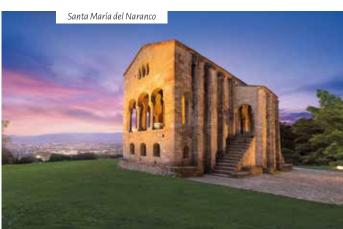
Asturias invites you to take a unique journey through its mines and galleries to learn about the history of coal, a resource deeply rooted in the region. The thematic museums, Mining and Industry Museum, Iron and Steel Museum, Arnao Mine Museum, Samuño Valley Mining Ecomuseum or Pozo Sotón will take you on a journey to the centre of the earth.



The origin of the Way to Santiago

Caminante no hay camino, se hace camino al andar (Walker, there is no road, you make the road as you walk)... The verses of Antonio Machado will accompany you on this journey through the origins of the Pilgrim's Way to Santiago that departs from the Asturian capital following in the footsteps of Alfonso II El Casto (the Chaste) towards the tomb of the Apostle Santiago. A pilgrimage in which you will discover authentic architectural jewels, hidden places and important religious and cultural remains. The sections of the Original Way to Santiago, the Coastal Route to Santiago and the connections between the two close the list of Asturian cultural phenomena declared World Heritage.





11 A Unique Art

Asturias has a great historical legacy that is reflected in a very rich cultural heritage. Asturian Pre-Romanesque Art has a very special place in this heritage. A unique art, closely linked to the first Christian kingdom of the Iberian Peninsula, of which there are still numerous examples and which, together with Paleolithic Rock Art, has been distinguished by UNESCO as World Heritage.







Unique venues

Museums such as the Mining Museum, the Railway Museum, the Jurassic Museum, the Museum of the Asturian People, the Mining Town of Bustiello and the Fernando Alonso Museum, among other unique spaces, are venues with great versatility that can be transformed into surprising settings to give your event a nuance and its own identity in order to make it a special and unforgettable experience.



Hidden palaces and castles with a rich history and stately elegance, located in exquisite enclaves, bathed by the sea or sheltered among forests and mountains, combine tradition and modernity to perfection. Legendary sites such as the Palace of Meres, the Palace of Villabona, the Castle of San Cucao and the Palace of the Marquis of Casa Estrada were built in past centuries but are equipped with the most advanced facilities and services.





Llagares, which offer visitors spaces and activities that you will only find in our region, where you can learn about the process of making our traditional drink and enjoy an 'espicha'—an informal meal based around cider—to taste typical Asturian products accompanied, of course, by our cider.



An aquarium, theatres such as the Palacio Valdés and the Jovellanos, a 19th century spa, the Historical Archive of Asturias, the Centro de Arte Rupestre Tito Bustillo (Cave Art Centre), the Atlantic Botanical Garden and the Casino of Asturias are just some of the unique places that the Principality has to offer.

Urban and rural environments, historical and contemporary settings, an eclectic destination full of avant-garde and innovative options, such as the Niemeyer Centre and Circus, and emblematic places with deep historical and artistic roots, such as Ruaquince and Laboral City of Culture, which are guaranteed to leave their mark on any meeting or congress.





"Asturias en_clave de sostenibilidd"

This is a pioneering MICE and CSR tourism programme that offers sustainable activities for companies and congresses based on immersive experiences in nature developed in collaboration with the Asturias Bear Foundation, the Bearded Vulture Foundation and the Brown Bear Foundation.

A set of unique proposals whose objective is to promote the sustainability of corporate tourism in a territory with 65 Protected Natural Spaces and 7 Biosphere Reserves, 13% of the total number of those declared by UNESCO.



How does the programme work?

Through Asturias at the Heart of Sustainability, companies and agencies in the MICE sector organising a congress, meeting or incentive trip in Asturias can add activities linked to the natural world and its conservation. To this end, the programme offers a catalogue of ecotourism experiences with four options related to the recovery of species in protected spaces.

Small groups (5 to 15 people)

Half-day and full-day experiences

Activities guided by specialists from the foundations

In addition to contributing to the financing of the preservation and awareness-raising work of the collaborating organisations, the programme offers companies the possibility of extending their commitment through the sponsorship of CSR actions or agreements with the protective foundations.

How are these activities booked?

To access the experiences, it is necessary to contact the organising bodies to define the dates and characteristics of the activities.

Fundación Oso de Asturias The Asturias Bear Foundation

info@osodeasturias.es T. +34 985 963 060 osodeasturias.es Fundación Oso Pardo The Brown Bear Foundation

fop@fundacionosopardo.org T. +34 942 234 900 fundacionosopardo.org Fundación para la Conservación del Quebrantahuesos The Foundation for the Conservation of the Bearded Vulture

fcq@quebrantahuesos.org T. +34 985 844 293 quebrantahuesos.org



Catalogue of Experiences

1 On the Trail of the Brown Bear in Asturias

Location

Somiedo Nature Reserve / Fuentes del Narcea, Degaña and Ibias Nature Reserve

Organised by:

Fundación Oso Pardo

An activity to follow the trail of the Cantabrian brown bear in Somiedo Nature Reserve, the first one with this protection in Asturias; and Fuentes del Narcea, Degaña and Ibias Nature Reserve, covering an area of 555 km2. A journey into the heart of the bear's habitat in a guided awareness-raising experience that incorporates the provision of optical equipment for bear spotting.

20 _____ #AsturiasMeetingLand

Recovering the Brown Bear: a Real Case Study

Location:

Las Ubiñas-La Mesa Nature Reserve

Organised by:

Fundación Oso de Asturias

An experience involving awareness-raising and observation of the Cantabrian brown bear based on the successful recovery programme in Las Ubiñas-La Mesa Nature Reserve. The itinerary includes a visit to the Casa del Oso visitor centre and a walk along the Senda del Oso, one of the most beautiful routes in Asturias, whose enclosures are home to Paca and Molina.





The Brown Bear at Las Ubiñas-La Mesa Nature Reserve

Location:

Las Ubiñas-La Mesa Nature Reserve

Organised by:

Fundación Oso de Asturias

An immersion in the habitat of the Cantabrian brown bear in Las Ubiñas-La Mesa Nature Reserve to discover the natural values of the territory and how they influence the life and conservation of a species that was on the verge of extinction in the 20th century. From spring to early autumn, the experience includes scouting the environment for sightings of the species.



The Bearded Vulture in the Picos de Europa National Park

Location:

Picos de Europa National Park

Organised by:

Fundación para la Conservación del Quebrantahuesos

There is an important bearded vulture recovery project in the Picos de Europa National Park. The activity features a mountain tour in 4x4 vehicles in an adventure to raise awareness of the dangers that threaten the survival of bearded vultures, and includes watching them in the wild in the largest limestone formation in Atlantic Europe.



Asturias has Congress Offices in its main urban destinations and a Business Club to provide support at all levels to congress organisers and event agencies in the organisation of meetings in the region.

Its range of services provides advice and information on specialised solutions, facilitating the planning, logistics and promotion of professional meetings.

Thanks to its experience and knowledge, companies in the MICE sector can access personalised services, connecting with suppliers, spaces and resources to guarantee the success of events and congresses held in Asturias.

Congress Offices and Business Clubs

Avilés

Oficina de Congresos de Avilés

aviléscongresos@avilescongresos.es T. +34 699 280 852 avilescongresos.es

Avilés Club de Empresas

comunicacion@avilesclubempresas.es T. +34 985 544 111 avilesclubempresas.es

Gijón/Xixón

Oficina de Congresos de Gijón

congresos@gijon.es T. +34 985 180 153 gijoncongresos.com

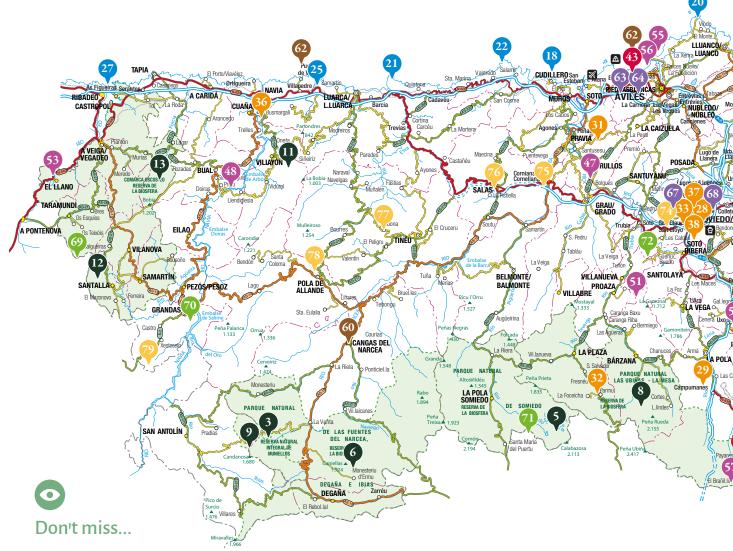
Oviedo/Uviéu

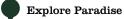
Oviedo Convention Bureau

congresos@oviedo.es T. +34 985 272 111 visitoviedo.info/congresos

Club de Empresas Oviedo Congresos

secretaria@oviedocongresos.com T. +34 666 458 604 oviedocongresos.com **22** ______ #AsturiasMeetingLand





- 1. Fitu Lookout (Parres)
- 2. Pozo de la Oración Lookout (Cabrales)
- 3. Puerto del Connio Lookout (Cangas del Narcea)
- 4. Covadonga Lakes Picos de Europa National Park
- 5. Somiedo Lakes- Somiedo Nature Park
- 6. Nature Parks of Fuentes del Narcea, Degaña and Ibias
- 7. Redes Nature Park
- 8. Las Ubiñas La Mesa Nature Park
- 9. Muniellos Forest Nature Reserve (Cangas del Narcea and Ibias)
- 10. Ponga Nature Park
- 11. Oneta Waterfall Trail (Villayón)
- 12. Seimeira Waterfall Trail (Vinayon)

 12. Seimeira Waterfall Trail (Santa Eulalia de Oscos)
- 13. Cioyo Waterfall Trail (Castropol)
- 14. Xúrbeo Waterfall Trail (Aller)

Immerse yourself in the coast

- 15. Pría Blowholes (Llanes)
- 16. Arenillas Blowholes (Llanes)
- 17. Santiuste Blowhole (Llanes y Ribadedeva)
- 18. Cudillero Port
- 19. Gulpiyuri Beach (Llanes)
- 20. Peñes (Gozón)
- 21. Busto Cape (Valdés)

- 22. Vidio Cape (Cudillero)
- 23. Lastres Cape (Colunga)
- 24. The Dinosaur Coast and the Jurassic Museum of Asturias (Colunga)
- 25. Barayo Partial Nature Reserve (Valdés)
- 26. Villaviciosa Partial Nature Reserve
- 27. Eo Estuary Partial Nature Reserve

Absorb the Asturian culture

- 28. Asturian Pre-Romanesque (Oviedo)
- 29. Asturian Pre-Romanesque (Lena)
- 30. Cave Art: Tito Bustillo Cave and Art Centre (Ribadesella)
- 31. Cave Art: La Peña Cave (Candamo)
- 32. Teverga Prehistory Park
- 33. The Museum of Fine Arts of Asturias (Oviedo)
- 34. The Museum of the Asturian People (Gijón)
- 35. The Royal Site of Covadonga (Cangas de Onís)
- 36. Coaña and Navia Castros
- 37. The Archaeological Museum of Asturias (Oviedo)
- 38. "Princess of Asturias" Awards (Oviedo)*

Look around

- Mining and Industry Museum of Asturias MUMI (L'Entregu/El Entrego-San Martín del Rey Aurelio)
- 40. Samuño Valley Mining Ecomuseum (Ciañu-Langreo)



- 41. Sotón Pit (San Martín del rey Aurelio)
- 42. Mining town of Bustiello (Mieres)
- 43. Arnao Mine Museum (Castrillón)
- 44. Railway Museum of Asturias (Gijón)
- 45. Steelworks Museum of Asturias-MUSI-(Langreo)

Get active in Asturias

- 46. Descents in canoe or pirogue down the Sella River
- 47. Descents in canoe or pirogue down the Nalón River
- 48. Descents in canoe or pirogue down the Navia River
- 49. Cares Trail (Cabrales)
- 50. Picu Urriellu (Cabrales)
- 51. Bear's Trail (Santo Adriano, Proaza, Teverga and Quirós)
- 52. Turón Greenway (Mieres)
- 53. Eo Greenway (San Tirso de Abres)
- 54. Surf in Gijón
- 55. Surf in Xagó (Gozón)
- 56. Surf in Salinas (Castrillón)
- 57. Winter Resorts: Valgrande- Pajares (Lena)
- 58. Winter Resorts: Fuentes de Invierno (Aller)

Think with your stomach

- 59. Cider Museum (Nava)
- Wine Museum and wineries of the PDO Cangas wine (Cangas del Narcea)
- Cave-exhibition of the Cabrales cheese and Cheese Factories (Cabrales)
- 62. Live auction in a fish market (Avilés, Llastres, Puerto de Vega)



Let your urban heart beat

- 63. Avilés and its reinforced street: Galiana
- 64. Niemeyer Centre in Avilés
- 65. The fishing neighbourhood of Gijón/Xixón: Cimavilla
- 66. Laboral, City of Culture (Gijón)
- 67. The Holy Chamber and Cathedral (Oviedo)
- 68. Fontán Market (Oviedo)



Breathe Asturias

- 69. Os Teixóis Ethnographic Site (Taramundi)
- 70. Grandas de Salime Ethnographic Museum
- 71. A walk through the Somiedo Brañas with their emblematic *teitos*, thatched roof cottages
- Hórreos (raised granaries) in Güeñu/Bueño (Ribera de Arriba)
- 73. The Plains of Picos de Europa



Take a walk into the past

- 74. El Salvador statue in the Cathedral of Oviedo
- 75. Monastery of San Salvador de Cornellana (Salas)*
- 76. Santa María La Mayor Collegiate Church (Salas)*
- 77. Monastery of Santa María la Real de Obona (Tineo)*
- 78. Peñalba Cienfuegos Mansion (Allande)*
- 79. Chao Samartín Castro (Grandas de Salime)
- *Outdoor visit

Asturias



Follow us on:



facebook.com/AsturiasNaturalParadise



@TurismoAsturias



@TurismoAsturias



@turismoasturias



youtube.com/asturias



Now at *asturiastourism.co.uk* search, select and reserve your accommodation

Tel: +34 985 185 860

#NaturalParadise #ComeHometoParadise





