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PARADISE

*Meetings, Congresses and Incentives
in Asturias*

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Introduction

#MICE Asturias

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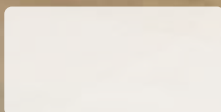
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greenspain
...
The spirit of the North



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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.



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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

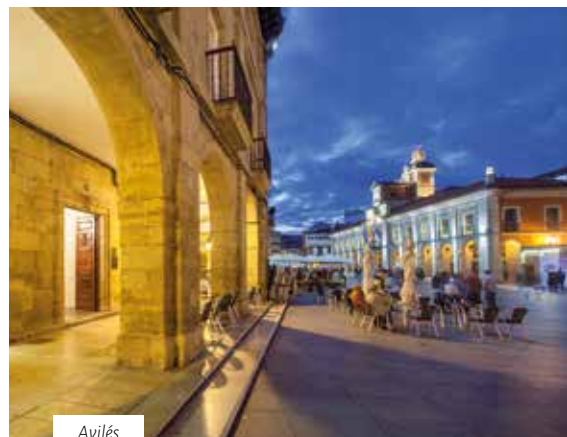
unique venues scattered throughout the region: Indianos houses (built by immigrants who returned from America), palaces, an aquarium, museums and even an old prison converted into a Historical Archive. These large figures are complemented by more than 200 3, 4 and 5-star hotels, with a total of 17,000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

Gijón/Xixón



Cities of Asturias, the round triangle

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.



Avilés

Oviedo/Uviéu





*A destination that will leave
a lasting impression on you*

Banduxu



Cudillero

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.



Niemeyer Centre

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



Hotels

With the best services and unbeatable quality, Asturias has first-class hotel facilities, fully equipped to host any type of event.

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.



12 reasons to choose Asturias

as a destination for incentives and conventions

From the green mountains to the blue sea that bathes them, Asturias offers you unique, distinctive settings and experiences with their own identity for you to organise your incentive trip.

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.



Cabrales cheese maturing cave

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.



Espicha

3 The world of cider

With a visit to a *llagar* (cider production centre) you will get to know all the gastronomic and cultural rituals surrounding our drink par excellence. A good *espicha* - informal meal where cider is the main drink -, a cider and cheese tasting, a cider-pouring course or a visit to the thematic museum could make the perfect ending to your meeting.

4 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.



Blacksmith in Mazonovo

5

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.



Jurassic Museum of Asturias



Canoeing on the Sella

Indianos Archive



6 The *Indianos* footprint

In Asturias you will find a very unique heritage, that of the *Indianos* mansions, buildings belonging to Asturians who one day left their land in search of a better future in America, which will transport you on an exciting journey to another era.

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.



PDO Cangas Wine

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.

Luarca/Lluarca



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.

Panning for gold in the Asturias Gold Museum

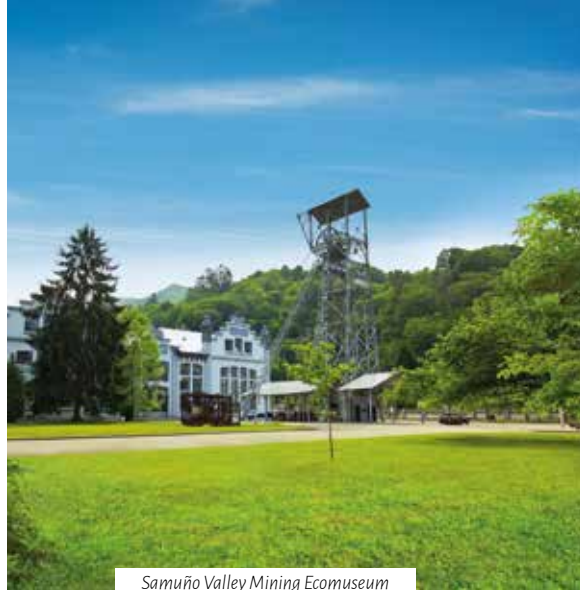


10 Searching for gold

In our rivers you will become a genuine gold panner in search of this precious metal that has crossed our lands since the Bronze Age Castreño culture. In Navelgas, in addition to abundant gold deposits, in its museum, you will discover the techniques necessary to extract the precious gold nuggets from the river.

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.



Samuño Valley Mining Ecomuseum



Santa María del Naranco

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.



The Coastal Way

12

Places with their own identity

Asturias has a number of new and original venues that give congresses a special touch. Palaces, museums, gardens or even an aquarium will give your event its own unique identity.



Unique venues

Museums such as the Mining Museum, the Railway Museum, the Jurassic Museum, the Town of Asturias, the Mining Town of Bustiello or the Fernando Alonso Museum, among others, are highly versatile venues that are transformed into surprising settings to give your event its own identity turn it into a unique and unrepeatable experience.



Secluded palaces and castles of great history and grandeur, located in prime settings, bathed by the sea or sheltered between forests and mountains, provide a perfect combination of tradition and modernity. All of them were built in past centuries but they are equipped with the most advanced facilities and services.



Llagares (cider breweries), which offer the visitor sites and activities that you will only find in our region, where you will get to know the process of production of our regional drink and you will be able to enjoy an *espicha* (informal meal where cider is the main drink), in which you will taste typical Asturian products accompanied, of course, by our cider.



An aquarium, theatres such as the Palacio Valdés or the Jovellanos, a 19th century spa, the Historical Archive of the Principality of Asturias or the Atlantic Botanical Garden are some of the unique venues that the Principality puts at your disposal.



Congress Offices and Business Club

Avilés

Avilés Convention Bureau

Turismo Avilés
Ruiz Gómez, 21 33402 Avilés
T. 985 544 325
www.aviles.es/web/turismo/congresos
turismo@aviles.es

Avilés Club de Empresas

Plaza de Camposagrado, 1
33402 Avilés
T. 985 544 325
www.avilesclubempresas.es
secretario@avilesclubempresas.es

Gijón/Xixón

Gijón Convention Bureau

Recinto Ferial Luis Adaro
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33203 Gijón/Xixón
T. 985 180 153
www.gijoncongresos.com
congresos@gijon.info

Club de Empresas de Turismo de Negocios

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www.asturiascongresos.com
info@asturiascongresos.com

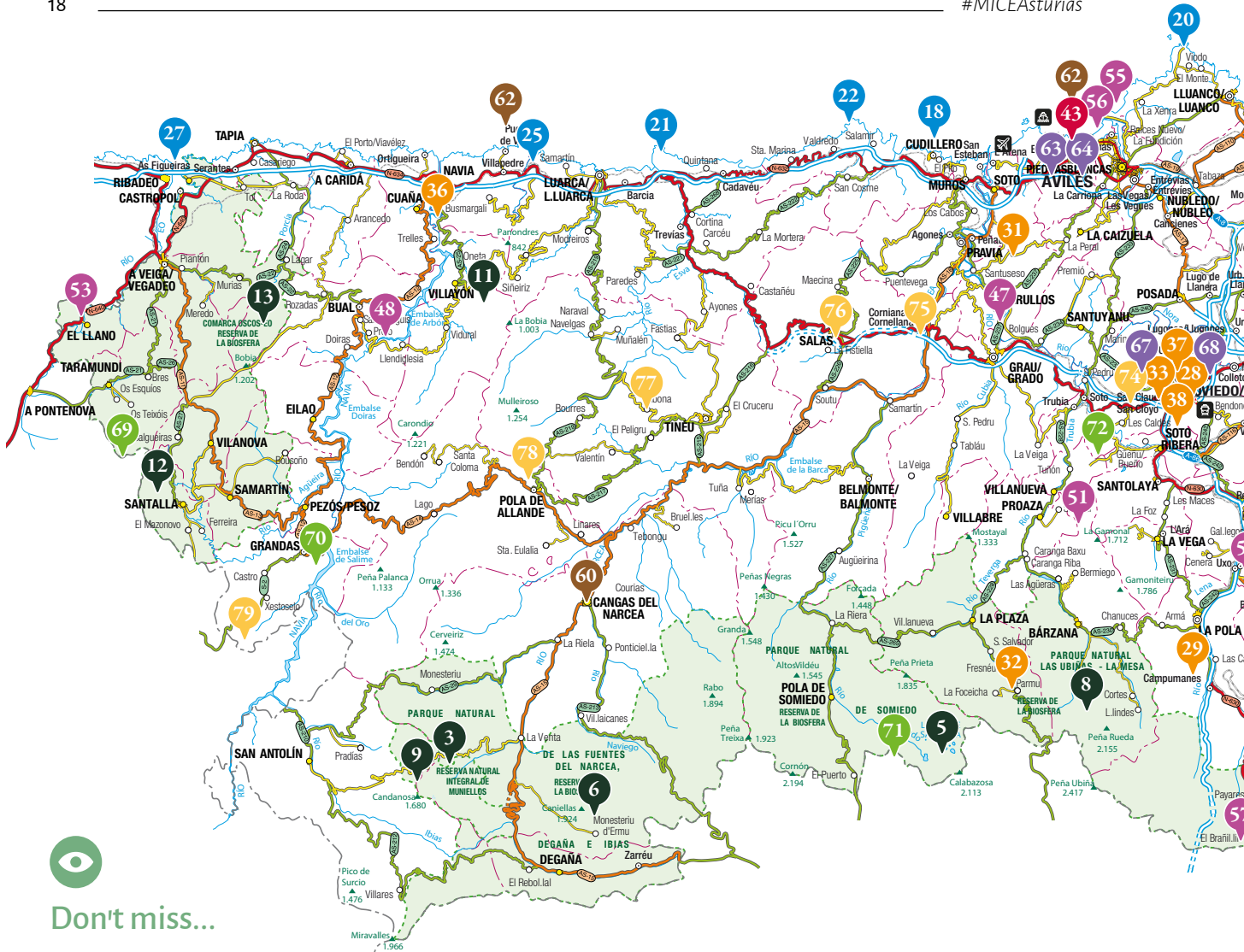
Oviedo/Uviéu

Oviedo Convention Bureau. Oficina Municipal de Congresos

Plaza del Fresno, s/n
33007 Oviedo/Uviéu
T. 985 246 217 / 985 272 111
www.auditorioprincipefelipe.es
congresos@oviedo.es

Club de Empresas Oviedo Congresos

Palacio de Exposiciones y Congresos
C/Arturo Álvarez Buylla
33005 Oviedo/Uviéu
T. 985 982 907
www.oviedocongresos.com
info@oviedocongresos.com



Don't miss...

Explore Paradise

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 (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

39. Mining and Industry Museum of Asturias - MUMI - (L'Entregu/El Entregu-San Martín del Rey Aurelio)

40. Samuño Valley Mining Ecomuseum (Ciañu-Langreo)



- 41. Sotón Pit (Sotrondio-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 (Cabres)
- 50. Picu Urriellu (Cabres)
- 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)
- 60. Wine Museum and wineries of the PDO Cangas wine (Cangas del Narcea)
- 61. Cave-exhibition of the Cabres cheese and Cheese Factories (Cabres)
- 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
- 72. *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 (Tinco)*
- 78. Peñalba Cienfuegos Mansion (Allande)*
- 79. Chao Samartín Castro (Grandas de Salime)

*Outdoor visit

Asturias



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