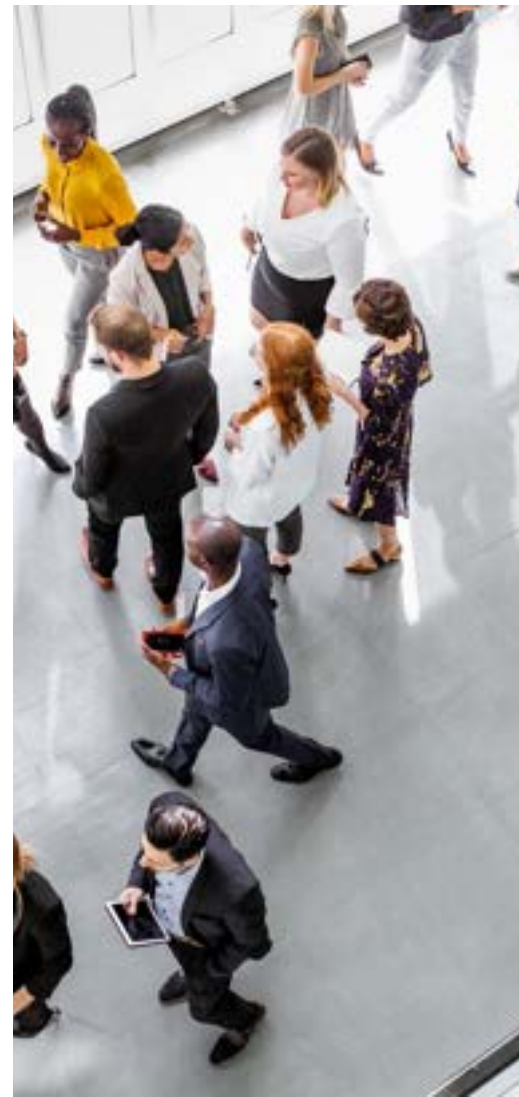


ATLANTIC TRAVEL & TOURS

BUSINESS TRAVEL

INSPIRATIONAL BROCHURE



SPAIN - PORTUGAL

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FROM THE CEO

Dear travelers,

We are thrilled to introduce Atlantic Travel & Tours, a tour operator specializing in tailor-made MICE travel to Spain and Portugal. Our mission is to transform every corporate event, incentive, conference, and meeting into a memorable experience, combining **professionalism, creativity, and attention to detail**.

Thanks to our **many years of experience**, we collaborate with a select network of suppliers—prestigious hotels, state-of-the-art conference centers, reliable transportation companies, and charming accommodations—to offer **flawless logistics solutions tailored to your needs**. Whether you're planning an intercontinental summit, a roadshow, a product launch, or a team building program, our team can manage **every** aspect: from **planning** to **execution**, from **transportation** to **entertainment**, always keeping an eye on your **budget** and business **objectives**.

Choosing Atlantic Travel & Tours means accessing a strategic partner that puts **your satisfaction first**. Our quality of work is driven by **precision, flexibility**, and a **passion** for hospitality. We will be by your side through every phase of the project: **initial brainstorming, logistics, on-site support, final follow-up, and results analysis**.

We look forward to working together to create unique and effective MICE trips. We remain at your complete disposal for an initial meeting, either virtual or in person, to plan your next success together.



Steve Tabacchi

DR. STEVE TABACCHI
CEO - FOUNDER
ATLANTIC TRAVEL & TOURS

WHY TRAVEL TO SPAIN AND PORTUGAL FOR MICE

TWO COUNTRIES, ONE MEDITERRANEAN SOUL BETWEEN ENERGY, CULTURE, AND AN ATLANTIC VISION

The Iberian Peninsula—where light is intense, traditions pulsate, and time stretches—is a MICE destination that invites you to rethink the way we meet, collaborate, and draw inspiration. Spain and Portugal offer a perfect balance of passion and professionalism, innovation and roots, urban culture and spectacular natural spaces. Here, every event becomes a shared story, where well-being, identity, and quality meet with spontaneity and depth.

INCENTIVES AND TEAM BUILDING BETWEEN OCEAN, KNOWLEDGE AND TERRITORY

From the raging oceans of Portugal to the Andalusian sierras, from the vineyards of Rioja to the volcanic seas of the Canary Islands, the Azores, and Madeira, the Iberian Peninsula is a constant invitation to experience. MICE activities range from sailing and surfing experiences, cooking sessions with local chefs, hiking through vineyards or subtropical forests, art and regeneration itineraries in historic courtyards or on oceanfront terraces. Immersive moments like wine ceremonies in Alentejo, creative workshops in the barrios of Barcelona or Lisbon, shared sunsets on Moorish terraces, or retreats to the salt flats of the Balearic Islands strengthen connection and reawaken team identity. The team grows, immerses itself in beauty, and returns home transformed.

AUTHENTIC DESTINATIONS, DEEP-ROOTED HOSPITALITY

- **Spain:** Barcelona and Madrid offer advanced infrastructure and vibrant settings; Bilbao, Valencia, Seville, and Malaga add touches of authenticity, art, and warmth. The Canary Islands, with their volcanic landscapes and everlasting climate, are perfect for active **incentives** and rejuvenating **retreats** amidst lava, ocean, and clear skies.
- **Portugal:** Lisbon and Porto combine urban elegance, history, and innovation with a natural predisposition for conviviality. Alentejo, with its open spaces and slow pace, is ideal for strategic **workshops** and quiet **team building** sessions. The remote and unspoiled Azores are the perfect setting for visionary, experiential, transformational **events** and corporate **retreats**.

SMOOTH CONNECTIONS AND PROFESSIONALLY WARM MICE SERVICES

Served by a comprehensive flight network, with strategic hubs in Madrid, Barcelona, Lisbon, and Porto, Spain and Portugal offer excellent connectivity. Flag carriers Iberia and TAP Air Portugal guarantee comfort and quality for MICE travelers, thanks to carefully curated Business Class, premium options on regional flights, exclusive lounges, and personalized ground services for corporate groups. The trains—including the Spanish AVE and Portuguese Alfa Pendular—connect quickly to major cities, with quiet carriages, Wi-Fi, premium environments, and workspaces perfect for mobile meetings. The professional and dedicated support of local operators allows for timely, creative, and flexible management of any type of event, even in less conventional destinations.





CHARTER FLIGHTS

REASONS TO USE THEM

Charter flights are private or semi-private flights rented specifically for specific needs, such as business trips, corporate events, or group transportation. They are widely used by companies seeking flexibility, time savings, and comfort.

- Flexibility to decide on times and airports (even the less busy ones)
- Save time: No queues, long checks and waits at commercial airports
- Privacy and comfort: Perfect for working or meeting on board
- Access to secondary airports: Often closer to business destinations

Book your charter flight now with our support and experience the difference!



ANCILLARY SERVICES

We can assist with visa arrangements, currency exchange, advance luggage shipment, work materials, and insurance policies for cancellation, lost baggage, and medical care

SPAIN - NORTH

**GALICIA, ASTURIAS,
CANTABRIA, BASQUE
COUNTRY, NAVARRE, LA
RIOJA, ARAGON, CASTILE
AND LEÓN**

From the green mountains of Asturias to the rugged coastline of Galicia, passing through the vineyards of La Rioja, the Pyrenean landscapes of Navarre, and the historic cities of Castile and León, Northern Spain offers landscapes rich in authenticity and charm. An ideal destination for corporate **retreats**, **team-building** programs immersed in nature, cultural **events** in ancient villages, and **incentive** programs built around tradition, gastronomy, and rejuvenating landscapes.





NORTHERN SPAIN - GALICIA

BETWEEN ATLANTIC SPIRITUALITY, DEEP NATURE AND SLOW REBIRTH

Galicia is a land of mist and light, ancient pilgrimage routes and enchanted forests, ocean cliffs and stone villages. A border region and a gateway, it is the ideal location for MICE events seeking inspiration, depth, and connection. From the age-old Camino de Santiago to the silence of the Ribeira Sacra forests, to the sparkling estuaries and Atlantic islands, everything invites slowing down, listening, and connection. Here, spirituality meets sustainability, Galician culture intertwines with sensory landscapes, and business finds a new, authentic, and regenerating rhythm.

ACCESSIBILITY AND HOSPITALITY

Galicia is well connected to the rest of Spain and Europe thanks to the international airports of Santiago de Compostela, A Coruña, and Vigo, served by Iberia and Air Europa. These airports also offer services designed for business travel: comfortable business class cabins, personalized meals, onboard Wi-Fi, and priority boarding. On the ground, dedicated airport lounges, group assistance, and flexible check-in management facilitate arrivals, even for large-scale events. High-speed rail and an efficient road network allow for seamless connections between the coast, the hinterland, and the most picturesque destinations. The region boasts a rich selection of accommodations: from ancient monasteries converted into charming hotels to historic pazos, to modern conference centers surrounded by greenery. Local operators specialized in MICE complete the experience with seamless logistics, tailored hospitality, and cultural storytelling.

EXPERIENCES THAT INSPIRE AND UNITE

In Galicia, every activity is an invitation to slow down and connect: strategy sessions at sunset by the ocean, team coaching workshops along the Camino de Santiago, meditative wine tastings among the vineyards of the Ribeira Sacra. In Lugo, events can be held within perfectly preserved Roman walls, while the Arousa estuary hosts mariculture and sustainability experiences. The Cíes Islands, in the heart of the Atlantic Ocean National Park, offer rare locations for exclusive retreats immersed in nature. Art, memory, and spirituality blend in creative workshops inspired by Celtic legends, while the musical and gastronomic heritage fosters multisensory and identity-building experiences.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** The region awakens with blooms and ancestral rites; it's the ideal time for nature activities and renewal programs.
- **Summer (June–August):** Mild weather, long days, and traditional festivals allow for outdoor **retreats**, evening **events** in pazos, and experiential oceanfront **dining**.
- **Autumn (September–November):** A time of harvest and reflection, perfect for food and wine **events**, introspective **workshops**, and activities in the chestnut woods.
- **Winter (December–February):** A contemplative season for indoor **retreats**, **strategy sessions** in restored monasteries, **storytelling**, and **encounters** in memory-filled villages.



NORTHERN SPAIN - ASTURIAS

BETWEEN WILD NATURE, LIVING TRADITIONS AND AUTHENTIC REGENERATION

Asturias is a land of surprises and rejuvenation, where imposing mountains meet the Cantabrian Sea and villages preserve ancient rituals and intense flavors. This northern Spanish region is ideal for MICE events seeking authenticity, inspiration, and a profound connection with nature. Between the Picos de Europa and the coast of wild beaches, mining villages, cave sanctuaries, beech forests, and trails that speak of resilience alternate. Here, team spirit thrives on slowness, wonder, and conviviality. Perfect for companies looking to bring their team off the beaten track, to a place where simplicity is strength.

ACCESSIBILITY AND HOSPITALITY

Asturias is easily accessible thanks to Asturias-Oviedo Airport (OVD), with flights from major Spanish and European cities, served by Iberia and Air Europa, offering services tailored to the MICE segment: comfortable business class, priority boarding, dedicated lounges, and flexible group booking management. On the ground, the airport offers customized services for corporate events, including private transfers and logistical assistance. The region is well connected by train and highway to cities such as Gijón, Oviedo, Avilés, and Cangas de Onís. Accommodation options range from designer urban hotels to charming rural houses surrounded by nature, historic palaces, and multifunctional conference centers. Local operators specialize in sustainable, experiential, and tailored MICE.

EXPERIENCES THAT INSPIRE AND UNITE

Activities in Asturias are designed to strengthen the group and open new horizons: trekking in the Picos de Europa, traditional cooking workshops with local producers, cider tastings in ancient llagars, and relaxing walks in the Senda del Oso forests. Strategic meetings can be organized in renovated old factories, immersive storytelling sessions in fishing villages, and team building activities in kayaks along the cliffs. In Covadonga, a spiritual and symbolic place, experiences can be enjoyed that combine history, reflection, and identity. For the more energetic, outdoor activities such as caving, canyoning, or surfing in hidden coves transform the group's energy into concrete cohesion.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Ideal for nature hikes and **workshops** in Renaissance-era rural settings. The landscapes explode with blooms and light.
- **Summer (July–August):** Cooler climate compared to the rest of Spain, perfect for mountain **retreats**, seaside **events**, and **dinners** under the stars.
- **Autumn (September–October):** Harvest and cider time, perfect for food and wine **events**, symbolic walks, and **conferences** in the villages.
- **Winter (November–March):** Intimate atmosphere for indoor **retreats**, cultural encounters in Oviedo's theaters, and motivational activities in the wintry calm of the mountains.



NORTHERN SPAIN - CANTABRIA

BETWEEN COSTA VERDE, ROCK ART AND WILD REGENERATION

Cantabria is a region of harmonious contrasts, where the green coast alternates with spectacular mountains, prehistoric caves, and elegant towns. In this authentic corner of northern Spain, time seems to slow down and the space invites reflection. The majestic landscapes, the clean air, and the millennia-old cultural heritage create an ideal setting for unconventional MICE events. From Santander to the Pasiegas Valleys, passing through the Picos de Europa National Park, every place stimulates creativity, cohesion, and innovation. It is a perfect destination for those seeking true inspiration, far from conventional rhythms.

ACCESSIBILITY AND HOSPITALITY

Cantabria is easily accessible via Santander International Airport (SDR), which connects to major Spanish and European cities. Iberia and Air Europa offer premium services dedicated to business travel: private lounges, priority check-in, personalized onboard services, and flexibility for MICE groups. On the ground, the airport offers efficient reception and tailor-made transfers for events, even in mountainous or rural areas. Santander, with its blend of tradition and modernity, offers designer hotels, historic buildings, and conference centers overlooking the sea. Throughout the region, you'll find stately casonas, rural boutique hotels, and eco-luxury lodges perfect for immersive retreats. Local specialized operators offer tailor-made solutions for experiential, sustainable, and emotionally impactful events.

EXPERIENCES THAT INSPIRE AND UNITE

Cantabria is a land of authentic and transformative experiences: excursions in the Picos de Europa, inspirational workshops in the Altamira Caves, strategy sessions in the cloisters of ancient monasteries or in historic villas overlooking the ocean. In Comillas and Santillana del Mar, artistic tours and cultural encounters can be organized in settings steeped in history and beauty. The Pasiegas Valleys, with their pastures and agricultural traditions, lend themselves to rural team building, resilience workshops, and regenerative leadership activities. For the more energetic, surfing in Somo Bay, trekking along the Northern Way, or canyoning in the rivers of the inland mountains are excellent opportunities to work on adaptability and cohesion.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Blooms, soft light, and mild weather make **retreats** and outdoor activities between the coast and mountains perfect.
- **Summer (July–August):** Cool climate, ideal for **events** on the Atlantic coast, cultural festivals, and evening **workshops**.
- **Autumn (September–November):** The season of foliage and transhumance, perfect for themed **incentives**, **team coaching**, and regenerative **meetings**.
- **Winter (December–March):** An ideal time for **conferences**, food and wine experiences, indoor **retreats**, and in-depth training in remote locations.



NORTHERN SPAIN - BASQUE COUNTRY

BETWEEN STRONG IDENTITY, MAGNETIC NATURE AND CULTURAL INNOVATION

The Basque Country is one of Europe's most captivating regions, where ocean and mountain landscapes meet a deep-rooted culture, world-renowned cuisine, and a constant drive for innovation. In this region with a strong identity, every corporate event becomes an immersion in beauty, resilience, and creativity. From Bilbao to San Sebastián, passing through the rugged coastline of Getaria and the green hills of Vitoria-Gasteiz, the human and environmental fabric inspires cohesion, vision, and transformation. It is an ideal destination for MICE experiences with a high emotional, sensorial, and strategic content.

ACCESSIBILITY AND HOSPITALITY

The Basque Country is well connected via the airports of Bilbao (BIO), San Sebastián (EAS), and Vitoria (VIT), with domestic and European flights operated by Iberia, Air Europa, and regional carriers. These airlines offer services suited to the MICE segment: business class, lounge access, customized catering, and flexible group arrangements. On the ground, airport facilities guarantee efficient reception and logistical support upon request. The region boasts a rich accommodation offering: boutique hotels in historic city centers, sea-view conference facilities, renovated caseríos (farmhouses) immersed in nature, and wine resorts with iconic architecture, ideal for retreats and strategic meetings. Specialized local operators offer integrated services for immersive, sustainable, and culturally authentic events.

EXPERIENCES THAT INSPIRE AND UNITE

The Basque Country's experiential landscape is vast and refined. In Bilbao, home to the Guggenheim, you can organize corporate talks on art and architecture, or private visits to museums and creative foundations. In San Sebastián, Michelin-starred dinners and team cooking workshops with Basque chefs celebrate the culture of sharing. In seaside villages like Zumaia or Hondarribia, outdoor activities and local narratives become metaphors for resilience and cohesion. La Rioja Alavesa, with its futuristic wineries, is perfect for workshops on sustainability and slow leadership. Trekking the Northern Way, sailing experiences along the coast, and meetings with local entrepreneurs transform every day into a story of vision and rootedness.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Lush nature, temperate climate and vibrant atmosphere in coastal villages and towns.
- **Summer (June–August):** Outdoor evening **events**, cultural festivals, **incentive** trips on a sailing boat or along the Atlantic cliffs.
- **Autumn (September–November):** Grape harvest in Rioja Alavesa, foliage in the Basque mountains, perfect for creative **workshops** and immersive **retreats**.
- **Winter (December–February):** Ideal for **dining** experiences, **team coaching** in ocean-view facilities, and high-quality indoor courses.



NORTHERN SPAIN - NAVARRE

AMONG MYSTIC WOODS, STRONG TRADITION AND CONTEMPORARY VISION

Navarre is a land of transitions and contrasts, where ancient routes like the Camino de Santiago intertwine with wooded landscapes, Renaissance cities, and tranquil valleys. In this balance between profound nature and powerful cultural identity, every corporate event finds space to regenerate, imagine, and connect. From the monumental beech forests of the Selva de Irati to the historic vitality of Pamplona, to the medieval villages of the Pyrenees, the region lends itself to highly emotional and strategic meetings, ideal for groups seeking meaning, cohesion, and authentic wonder.

ACCESSIBILITY AND HOSPITALITY

Navarre is easily accessible with domestic and international flights to Pamplona Airport (PNA), served by Iberia and Air Europa, with dedicated business services: lounges, fine catering, priority boarding, and flexibility for corporate groups. On the ground, punctual transfers and local operators specializing in MICE guarantee a personalized welcome. The accommodation network is varied and high-quality: historic paradors, boutique hotels in ancient cities, eco-lodges in the Pyrenees, and conference facilities immersed in nature. The cuisine, including Basque, Castilian, and local produce, is an additional highlight for experiences that combine well-being and local flavors.

EXPERIENCES THAT INSPIRE AND UNITE

Navarra offers a rich and authentic landscape of experiences. In Pamplona, with its historic buildings and vibrant squares, corporate talks can be held in Renaissance palaces or through guided urban storytelling tours. In the villages of the Pyrenees, traditional dinners and local cooking workshops celebrate the culture of sharing. Places like Ochagavía or Ujué host outdoor activities and identity-based narratives that become metaphors for resilience and team cohesion. The wine region of Tierra Estella, with its vineyards and rural architecture, is perfect for workshops on sustainability and slow leadership. Trekking through the Irati Forest, e-bike routes between monasteries and castles, and encounters with local artisans turn each day into a story of vision and rootedness.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Blooming landscapes, mild climate, and lively atmospheres in historic towns and hillside trails.
- **Summer (June–August):** Open-air events in abbeys and castles, local festivals, and **incentives** among vineyards and forests.
- **Autumn (September–November):** Grape harvest in Ribera Alta, autumn foliage in the mountains—perfect for creative **workshops** and immersive **retreats**.
- **Winter (December–February):** Ideal for gastronomic experiences, **team coaching** in historic mansions, and high-quality indoor programs.



NORTHERN SPAIN - LA RIOJA

AMONG SENSORY VINEYARDS, ANCIENT SILENCES AND HUMAN-SCALE INNOVATION

La Rioja is a small jewel in northern Spain, where wine culture meets soothing hillsides, medieval monasteries, and villages suspended in time. This authentic and profound region offers an ideal setting for MICE events focused on well-being, creativity, and strategy. Here, among orderly rows of vines and silences steeped in history, the value of listening, fertile slowness, and authentic human connection are rediscovered. It's the perfect destination for those seeking an intimate and memorable alternative to large hubs, with spaces that combine ancient roots with a contemporary spirit.

ACCESSIBILITY AND HOSPITALITY

La Rioja is connected via Logroño-Agoncillo Airport (for domestic flights) and easily accessible from Bilbao, Zaragoza, and Pamplona airports (1.5–2 hours), well served by Iberia and Air Europa. Both airlines offer Business Class services ideal for MICE groups: flexibility, dedicated lounges, quality catering, and personalized assistance. On the ground, logistical support is timely and discreet, with local operators specializing in corporate experiences among vineyards, monasteries, and wineries. Hospitality is offered at designer wine resorts, historic paradors, small rural boutique hotels, and renovated homes with authentic charm.

EXPERIENCES THAT INSPIRE AND UNITE

In La Rioja, every experience is immersive. You can begin with a creative workshop among the vineyards of Haro or Briones, or a strategy session in the cloisters of the Monastery of San Millán de la Cogolla, the cradle of the Spanish language. Team building can include grape harvesting, blending sessions, or sensory workshops with local winemakers. E-bike tours through villages and hills, relaxing walks through the fields at dawn, or a symbolic walk along a stage of the Camino de Santiago complete the experience with moments of introspection and connection. For evening gatherings, signature wineries designed by starchitects (such as Ysios or Marqués de Riscal) become evocative spaces for gala dinners, conferences, or product launches.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Nature awakens among rows of vines and flower-filled villages, ideal for strategic **retreats** and sensory activities.
- **Summer (June–August):** Evening **events** in wineries and gardens, **incentive** trips to wine resorts, excursions in the mountains of Rioja Alta.
- **Autumn (September–November):** Grape harvest, foliage in the vineyards, the perfect atmosphere for food and wine **events** and symbolic itineraries.
- **Winter (December–February):** Intimate and serene moments await with indoor **workshops**, slow experiences, guided tastings, and **retreats** in ancient abbeys.



NORTHERN SPAIN - ARAGON

BETWEEN MONUMENTAL SILENCES, INTIMATE LANDSCAPES AND NEW VISIONS

Aragon is a land of poetic contrasts: from the wild gorges of Aneto to the lunar deserts of Monegros, from the suspended villages of Sobrarbe to the lively squares of Zaragoza. Here, time seems to have a different rhythm, and it is precisely in this slowed-down dimension that new perspectives emerge. It is an ideal destination for MICE events that focus on listening, strategic vision, and team regeneration. Among Mudejar architecture, fortress-monasteries, and vast natural parks, Aragon invites you to step off the beaten track and enjoy transformative experiences in authentic settings.

ACCESSIBILITY AND HOSPITALITY

Aragon is served by Zaragoza Airport, with domestic and European connections via Iberia and Air Europa, both offering premium services designed for MICE: private lounges, flexible group travel, and in-flight comfort. From Zaragoza, high-speed train connections (AVE) also provide rapid access from Madrid and Barcelona. A mix of boutique hotels in villages, historic paradors, converted monasteries, and mountain eco-resorts offer refined, sustainable accommodations perfect for strategic work and team building. Local operators specializing in cultural and outdoor experiences complete the offering with customized logistics and storytelling.

EXPERIENCES THAT INSPIRE AND UNITE

Aragon is a training ground for the mind and spirit. Strategic workshops can be held in the silence of the Cistercian abbeys of the province of Huesca, or in historic homes in Teruel. Team building transforms into high-intensity experiences: hiking in the canyons of the Sierra de Guara, rafting on the Ésera River, or e-bike tours through the medieval villages of the Maestrazgo. For those seeking artistic and contemplative inspiration, there are opportunities for meetings with ceramic artisans in Muel, private concerts in Romanesque cloisters, or creative writing sessions in the semi-abandoned villages of Bajo Aragón, now transformed into cultural residences.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** The perfect season for hiking in the Pyrenees, activities in natural parks, and regenerating **retreats** in monasteries.
- **Summer (July–August):** Ideal for **events** at high altitude or in underground spaces in the Monegros deserts, with nighttime experiences under starry skies.
- **Autumn (September–November):** Warm colors for rural **events**, grape harvest in the Somontano region, experiential **workshops**.
- **Winter (December–March):** Moments of reflection in snow-covered villages, indoor creative **retreats**, and slow activities in historic spas.



NORTHERN SPAIN - CASTILE AND LEÓN

BETWEEN HISTORICAL ECHOES, CREATIVE SILENCES AND STONE HORIZONS

Castile and León is a place that speaks to time and spirit. Vast golden mesetas, cathedral cities, medieval villages, and monasteries that have hosted pilgrims, philosophers, and poets: every stone here holds stories of transformation. It is an ideal region for those seeking to organize MICE events that transcend the conventional: reflective, regenerating, and inspiring. From the peaks of the Sistema Central to the vineyards of the Ribera del Duero, passing through Salamanca and León, an emotional geography unifies culture, nature, and vision. Perfect for strategic meetings, authentic team building, and slow, thoughtful incentives.

ACCESSIBILITY AND HOSPITALITY

The region is easily accessible by AVE trains from Madrid to Valladolid, León, Segovia, and other key cities. The closest international airports are Madrid-Barajas and Valladolid, both served by Iberia and Air Europa, which offer business and premium options designed for MICE groups: flexible fares, priority check-in, personalized catering, and dedicated lounges. The region offers a surprisingly wide range of accommodations: historic paradors, monasteries transformed into charming hotels, ancient wine estates, and converted noble residences offer authentic and functional settings for workshops, conferences, and immersive activities.

EXPERIENCES THAT INSPIRE AND UNITE

Castile and León is a region where experience becomes shared knowledge. Strategic retreats can be organized in the monasteries of Santo Domingo de Silos or San Pedro de Cardeña, surrounded by silence and nature. Team building takes place with symbolic walks along stretches of the Camino de Santiago, tastings in the Ribera del Duero, or ceramics and calligraphy workshops in artistic villages. In Salamanca, a university city and UNESCO World Heritage site, an inspirational conference can be held in ancient academic halls. Meanwhile, in Ávila or Segovia, the historic walls offer spaces for evening performances, experiential dinners, and reflections on the concepts of boundaries and openness.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (April–June):** Mild climate and flower-filled landscapes ideal for walks, nature **workshops**, and **meetings** in the vineyards.
- **Summer (July–August):** Great for highland **retreats** and evening activities in refreshing historic locations.
- **Autumn (September–November):** Harvest and foliage season, perfect for food and wine **events** and moments of shared strategy.
- **Winter (December–February):** Intimate atmospheres for indoor **retreats**, symbolic **meetings** in abbeys, and cultural **workshops**.

SPAIN - CENTER

COMMUNITY OF MADRID, CASTILE-LA MANCHA, EXTREMADURA

The geographic and symbolic heart of Spain combines the dynamism of the capital, Madrid, with the open and tranquil landscapes of Castile-La Mancha and the authentic soul of Extremadura. An ideal mix for **MICE** events that require modern infrastructure, rapid connections, yet inspiring spaces, ancient history, and environments where you can think big.





CENTRAL SPAIN - COMMUNITY OF MADRID

A CREATIVE CROSSROADS BETWEEN CULTURE, NATURE AND IMPACT

The Community of Madrid is much more than a capital: it is a living ecosystem where urban dynamism meets the tranquil landscapes of the Sierra. On one side, the Madrid of great ideas, museums, art, and Michelin-starred cuisine; on the other, historic villages, monasteries immersed in greenery, and mountains that foster vision and authentic connection. It is a perfect destination for corporate events that seek to combine innovation and well-being, strategy and inspiration. Here, every experience transforms into an opportunity for growth, every meeting into a creative space. A vibrant capital, yet also welcoming in silence and excellence.

ACCESSIBILITY AND HOSPITALITY

Madrid is one of Europe's best-connected hubs thanks to Adolfo Suárez Madrid-Barajas International Airport, served by Iberia and Air Europa, both offering services designed for MICE travelers: advanced Business Class, dedicated lounges, tailor-made catering, group booking options, and on-site assistance. The city is also a hub for the High-Speed Rail (AVE) line, connecting Valencia, Barcelona, Seville, and Valladolid in just a few hours. The accommodation offering is among the most comprehensive on the continent: high-end conference hotels, historic buildings converted into event venues, creative spaces, and urban or natural retreats in the Sierra de Guadarrama, less than an hour from the city center.

EXPERIENCES THAT INSPIRE AND UNITE

Diversity is at the heart of Madrid's MICE offering. You can start with strategic sessions on the panoramic rooftops of Gran Vía or immersive co-working in art galleries in the Las Letras neighborhood. Activities then extend beyond: revitalizing team-building sessions along the trails of the Sierra de Guadarrama National Park, workshops in the Royal Monastery of El Escorial, and gastronomic experiences in the vineyards of the Madrid Wine Denomination of Origin. Artistic heritage is an ally for creative and reflective moments: from after-hours visits to the Prado Museum to private performances in the historic courtyards of Alcalá de Henares. The capital itself, with its multicultural fabric, lends itself to high-impact meetings and memorable networking moments.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Ideal for experiencing Madrid outdoors, in parks, palaces, and for **events** held throughout its neighborhoods.
- **Summer (June–August):** Perfect for out-of-town **retreats**, evening **events**, and high-altitude activities in the Sierra.
- **Autumn (September–November):** Ideal season for cultural businesses, festivals, creative **workshops**, and immersive **dinners**.
- **Winter (December–February):** Urban warmth with historic locations, lights, an intimate atmosphere, and indoor inspiration.



CENTRAL SPAIN - CASTILE-LA MANCHA

INFINITE HORIZONS, DEEP IDEAS

A land of windmills, wide skies, and dense silence, Castile-La Mancha is a region that invites you to slow down and reflect. Among the landscapes that inspired Cervantes and intact historic centers like Toledo and Cuenca, here a corporate event becomes an introspective and regenerating journey. The vast plains of La Mancha, the medieval hilltop villages, and the gorges of the Serranía de Cuenca are perfect settings for those seeking authenticity, connection, and a thoughtful break from the noise of business. An off-the-beaten-path destination, yet precisely for this reason, brimming with transformative potential.

ACCESSIBILITY AND HOSPITALITY

The region is easily accessible from Madrid thanks to the high-speed train (AVE), which connects the capital with Toledo, Ciudad Real, Cuenca, and Albacete in less than two hours. The nearest airport is Madrid-Barajas, served by Iberia and Air Europa, both offering business and premium services ideal for MICE: dedicated lounges, group assistance, and flexible solutions for corporate events. Local hospitality is authentic and diverse: historic paradors, period residences, wine resorts among the vineyards of La Mancha, and eco-hotels in the mountains of the province of Guadalajara offer evocative locations, equipped and managed by local professionals.

EXPERIENCES THAT INSPIRE AND UNITE

Castile-La Mancha is the ideal setting for inspirational events and slow team building. In Toledo, a museum-city declared a UNESCO World Heritage Site, workshops can be organized among synagogues, monasteries, and cultural spaces, or experiential nighttime tours within the ancient walls. In Cuenca, a city suspended between canyons, the famous Hanging Houses become creative locations for strategic sessions or private artistic performances. Inland, tours of restored mills and organic wineries foster dialogue and insight. The natural parks of the province of Albacete and the Sierra de Cuenca offer the ideal setting for regenerative retreats and corporate mindfulness programs in settings of great natural power.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Blooming fields and a mild climate make for perfect outdoor activities and immersive **retreats**.
- **Summer (June–August):** Ideal for evening **events** in the villages, sunset tastings, and high-altitude **retreats** in the Serranía.
- **Autumn (September–November):** Harvest time, intense colors, and perfect for food and wine experiences and reflection.
- **Winter (December–February):** Historic cities become intimate and ideal for quality indoor **gatherings** and profound cultural activities.



CENTRAL SPAIN - EXTREMADURA

ACTIVE SILENCE, WILD BEAUTY AND DEEP CULTURE

Extremadura is a land that surprises with its silent strength: wide horizons, intact medieval villages, some of Europe's largest nature reserves, and an extraordinary historical heritage. This region, still largely untouched by mass tourism, offers an ideal setting for corporate events that focus on the essentials: concentration, listening, and creativity. Cities like Mérida and Cáceres, declared UNESCO World Heritage Sites, offer evocative locations for meetings steeped in history, while the landscapes of Monfragüe National Park and the rolling hills dotted with oak trees and Iberian cattle create the perfect backdrop for regenerating experiences and team building activities immersed in nature.

ACCESSIBILITY AND HOSPITALITY

Extremadura is easily reached from Madrid or Seville by car or train (about 2-3 hours). The main cities, Cáceres, Mérida, and Badajoz, are well connected by modern highways and railway lines. Iberia and Air Europa operate business and premium services from Madrid and Seville airports, offering dedicated lounges, priority boarding, and assistance for corporate groups. On the ground, a network of historic paradores, country hotels nestled in the dehesas, and ancient stately homes converted into boutique hotels guarantees an authentic welcome and perfect facilities for meetings, workshops, and retreats. Local operators specialize in cultural itineraries, immersive experiences, and MICE logistics in unconventional settings.

EXPERIENCES THAT INSPIRE AND UNITE

Extremadura offers activities that emphasize understated beauty, slower pace, and lived culture. In Mérida, meetings can be held in the Roman theater or company dinners among the ruins of the ancient Emerita Augusta. In Cáceres, Renaissance palaces become settings for creative workshops and cultural performances. In the dehesas, among centuries-old oak trees and Iberian pig farms, sustainable team-building experiences, PDO jamón tastings, and ethical supply chain workshops are held. Monfragüe Park, a biosphere reserve, is perfect for reflection sessions, strategic birdwatching (with sightings of eagles and griffon vultures), and symbolic nature trails. In Trujillo, home of conquistadors and atmospheric plazas, encounters of vision and identity are celebrated.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Ideal climate, lush nature, and a wide variety of outdoor activities amidst history and landscape.
- **Summer (June–August):** Perfect for evening **events** in historic villages, cultural festivals, and **retreats** in cool, rural homes.
- **Autumn (September–November):** Harvest time and foliage, perfect for food and wine experiences and **gatherings** in the vineyards or olive groves.
- **Winter (December–February):** Ideal for indoor **events** in heritage locations, leadership **retreats**, and introspective journeys.

SPAIN - EAST

CATALONIA, VALENCIAN COMMUNITY, MURCIA, BALEARIC ISLANDS

From the creative dynamism of Barcelona to the sunny coasts of Mediterranean Valencia, from the arid and stunning landscapes of Murcia to the relaxed elegance of the Balearics: Eastern Spain is a fusion of culture, sun, and innovation. Here, MICE events find diverse settings, perfect for any format: from large urban **conventions** to **retreats** in secluded seaside fincas.





EASTERN SPAIN - CATALONIA

MEDITERRANEAN CREATIVITY, URBAN ENERGY AND INSPIRING NATURE

Catalonia is a region that blends an innovative spirit, a strong cultural identity, and landscapes that spark the imagination. From the visionary avenues of Barcelona to the peaks of the Pyrenees, passing through medieval villages and stretches of wild coastline, this region is perfect for corporate events seeking inspiration, impact, and memorability. Here, art coexists with technology, tradition with the future, and Michelin-starred gastronomy with a commitment to sustainability. Catalonia is an ideal choice for MICE experiences that aim for authentic engagement, connection between people, and the enhancement of corporate vision.

ACCESSIBILITY AND HOSPITALITY

Barcelona is a major Mediterranean hub and a natural gateway to Catalonia. El Prat International Airport is served by Iberia and Air Europa, both offering dedicated MICE services: business lounges, priority check-in, group assistance, and personalized catering. High-speed rail connections (AVE) make travel between Barcelona, Tarragona, Girona, and Lleida easy. The hotel offering is among the most diverse in Europe: designer hotels in the city center, masías converted into event spaces, wine resorts in the Penedès region, and mountain lodges nestled in the Pyrenees. Local MICE operators offer technical and creative support for customized events, including in iconic locations such as museums, theaters, wineries, or natural sites.

EXPERIENCES THAT INSPIRE AND UNITE

Catalonia is a natural laboratory for immersive and narrative activities: cooking classes with Michelin-starred chefs in Barcelona, marine team building by kayak or sailboat on the Costa Brava, strategic meetings among the vineyards of Priorat or in the silence of the Pyrenean valleys. In Girona, walking meetings can be organized among historic walls and film locations, while in Tarragona, groups gather for dinner shows in the city's Roman ruins. Excursions in the Aigüestortes National Park, creative walks in Sitges, or art workshops in rural cultural centers create opportunities for listening, recharging, and shared vision. Each experience is constructed as a sensory and relational journey.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** The perfect season for coastal **events**, vineyard **incentives**, and outdoor activities between the sea and the hills.
- **Summer (June–August):** Ideal for evening **events**, mountain **retreats**, and Mediterranean coastal activities.
- **Autumn (September–November):** Harvest time, excellent for food and wine programs, **conferences** and strategy **meetings**.
- **Winter (December–February):** Barcelona remains vibrant and bright, while the Pyrenees offer the perfect setting for intimate, sporting, or inspirational **events**.



EASTERN SPAIN - VALENCIAN COMMUNITY

CREATIVE LIGHT, MEDITERRANEAN INNOVATION, AUTHENTIC RHYTHM

The Valencian Community is a harmonious blend of art cities, coastal landscapes, rural hinterland, and avant-garde culture. Here, the Mediterranean light illuminates events that combine beauty, accessibility, and innovation. Valencia, Alicante, and Castellón are dynamic hubs where technology meets tradition, while the hinterland reveals slow-paced villages, nature reserves, and a genuine food and wine culture. This is a region that speaks to those seeking an advanced MICE experience: sustainable, engaging, multisensory, and deeply rooted.

ACCESSIBILITY AND HOSPITALITY

The Valencian Community is easily accessible thanks to the international airports of Valencia (VLC) and Alicante-Elche (ALC), both well-connected to major European cities. Iberia and Air Europa offer business class services and tailor-made solutions for corporate groups: fast track, dedicated lounges, and flexible booking management. High-speed trains (AVE) quickly connect Valencia and Alicante with Madrid and Barcelona. The region offers a wide variety of event accommodations: from sea-view conference centers to rural fincas, sustainable design hotels, historic buildings, and spa resorts nestled in vineyards. Local MICE operators provide expert support and logistics solutions, even in unconventional locations.

EXPERIENCES THAT INSPIRE AND UNITE

Valencia is the city of light and art: here, meetings are held within the futuristic City of Arts and Sciences, workshops in the Turia Gardens, and team building sessions on a sailboat in the America's Cup port. In the province of Castellón, groups can immerse themselves in the Maestrazgo forests, enjoying olive oil tastings and rural experiences in creative villages. Alicante offers the charm of catamaran excursions to Tabarca, ceramics masterclasses, and business sessions among olive groves and castles. Activities like grape picking, participatory cooking, or canyoning in natural parks become experiences of cohesion, growth, and shared inspiration.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Perfect weather for outdoor experiences, **events** in historic gardens, and activities on sea-view terraces.
- **Summer (June–August):** Cultural evenings in the villages, **incentives** along the coast, **meetings** in cool and little-known mountain locations.
- **Autumn (September–November):** Ideal for **events** including grape harvesting, gastronomy, and wellness in inland spas.
- **Winter (December–February):** An excellent time for **meetings** in the winter light of Valencia and immersive **retreats** among the slow-moving landscapes of the interior.



EASTERN SPAIN - MURCIA

AUTHENTIC MEDITERRANEAN, RURAL INSPIRATION, CREATIVE ENERGY

Murcia is a surprising destination: a land of intense light, profound flavors, landscapes that alternate between sea and mountains, Moorish history, and contemporary creativity. It's not just a place, but a state of mind: warm, authentic, and welcoming. Here, MICE finds an ideal setting for revitalizing and unconventional events. From the salt flats of San Pedro to the Sierra Espuña Natural Park, from Murcia's baroque palaces to the tranquil shores of the Mar Menor, every setting fosters vision, well-being, and connection. For those seeking a genuine and surprisingly functional southern Italy.

ACCESSIBILITY AND HOSPITALITY

The Region of Murcia is well connected via Murcia International Airport (RMU), with direct flights from numerous European cities. Alternatively, Alicante-Elche Airport, just over an hour away, expands flight options. Iberia and Air Europa offer business solutions designed for MICE, with personalized on-board services, dedicated lounges, and group management support. The road network is efficient, and high-speed rail links Murcia with Madrid and Valencia in just a few hours. Accommodation options include seaside resorts, inland spa hotels, restored historic buildings, and renovated farmhouses nestled among citrus groves. Local MICE operators guarantee precise logistics, local expertise, and the ability to adapt even to unconventional locations.

EXPERIENCES THAT INSPIRE AND UNITE

Murcia city offers evocative locations for meetings: baroque convents, modern museums, hidden gardens, and terraces overlooking the cathedral. On the shores of the Mar Menor, you can organize team building activities in kayaks, wellness retreats with mud baths, or beachside dinners surrounded by fishing nets and local music. Inland, among olive and almond groves, peasant cooking workshops, symbolic tours of rock hermitages, and strategic treks in the Sierra Espuña are held. Team building here is based on the rediscovery of natural rhythms, craftsmanship, and human connections. Experiences such as gathering aromatic herbs, creating ceramics, or participating in collective agricultural events become tools for cohesion and profound inspiration.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Ideal time for outdoor activities in nature parks and for food **events** on farms.
- **Summer (June–August):** Perfect for coastal **incentives**, experiential dinners under the stars, and sessions in farmhouses with pools.
- **Autumn (September–November):** Time for harvest, farmers' markets, and immersive **retreats** among villages and hills.
- **Winter (December–February):** Great for slow **events**, creative **workshops**, and strategic moments in the calm light of the hinterland.



EASTERN SPAIN - BALEARIC ISLANDS

AN ARCHIPELAGO OF LIGHT, HISTORY, AND MEDITERRANEAN ENERGY

The Balearic Islands are a mosaic of natural beauty, ancient culture, and modern dynamism, ideal for corporate events seeking inspiration between tradition and innovation. Mallorca, Menorca, Ibiza, and Formentera offer diverse settings: from crystal-clear beaches to medieval villages, from protected nature reserves to urban centers pulsating with creativity and nightlife. Here, MICE transforms into a multisensory experience that fosters collaboration, regeneration, and shared vision. The Balearics are the perfect destination for those seeking a balance between work and relaxation in an authentic and vibrant Mediterranean setting.

ACCESSIBILITY AND HOSPITALITY

The Balearic Islands are connected via the international airports of Palma de Mallorca, Menorca, Ibiza, and Formentera (by boat from Ibiza), with direct flights from major European cities. Iberia and Air Europa offer business class services ideal for MICE, with exclusive lounges and flexible group bookings. Once you land, the efficient transportation network allows you to quickly reach the main destinations. The accommodation options are extensive and high-quality, with luxury resorts, boutique hotels, private villas, and eco-friendly properties, all equipped to host events, meetings, and incentives. The assistance of local MICE operators guarantees customized solutions in unique settings, from Palma's historic center to the hidden coves of Formentera.

EXPERIENCES THAT INSPIRE AND UNITE

The Balearics offer a range of activities perfect for team building and inspiration: from sailing regattas off the coast of Mallorca to cultural excursions through the villages of Menorca, electronic music workshops in Ibiza, and relaxing strolls on the beaches of Formentera. Guided tours of historical sites like Palma Cathedral, the Talayotic necropolises, and artisan markets stimulate curiosity and creativity. Gastronomic experiences are intertwined with tastings of typical products, such as olive oil, Mahón cheese, and local wine, while outdoor activities foster cohesion, from mountain biking in natural parks to sunset walks.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Mild weather and blooms make outdoor activities and creative **workshops** perfect.
- **Summer (June–August):** Ideal season for seaside **incentives**, evening events, and **networking** opportunities in exclusive locations.
- **Autumn (September–November):** An excellent time for food and wine experiences, trekking, and **team building** activities immersed in nature.
- **Winter (December–February):** A quieter season, perfect for strategic **retreats**, business **meetings** in private spaces, and wellness programs.

SPAIN - SOUTHERN

ANDALUSIA

Lands of light, intense colors, and profound cultural heritage. From the courtyards of Córdoba to the beaches of the Costa del Sol, from the Moorish palaces of Seville to the mountainous landscapes of the Alpujarra, an irresistible mix for MICE events seeking inspiration, warmth, and authenticity. It's the ideal choice for emotional programs, engaging group experiences, and **meetings** in captivating settings.





SOUTHERN SPAIN - ANDALUSIA

LAND OF LIGHT, PASSION AND LIVING TRADITION

Andalusia is a region that embodies the vibrant soul of Spain, a crossroads of cultures, colors, and intense atmospheres, ideal for corporate events seeking inspiration between ancient history and contemporary innovation. From the magical streets of Seville and Granada, to the breathtaking landscapes of the Sierra Nevada and the sunny Costa del Sol, this region is a natural stage for MICE, combining passion, creativity, and team spirit. Andalusia offers authentic environments where business intertwines with flamenco, Moorish art, and exquisite gastronomy, making every meeting an unforgettable experience.

ACCESSIBILITY AND HOSPITALITY

Andalusia is served by international airports in Malaga, Seville, and Granada, with direct connections from many European cities. Iberia and Air Europa offer business class services dedicated to MICE, with exclusive lounges, quality catering, and flexibility for corporate groups. The region's modern infrastructure network allows for rapid travel between major cities and destinations of interest. Hospitality is guaranteed by a wide range of accommodations, from historic buildings transformed into charming hotels to luxury coastal resorts, boutique hotels, and state-of-the-art conference centers. Specialized MICE operators ensure flawless organization and tailor-made solutions for every need.

EXPERIENCES THAT INSPIRE AND UNITE

In Andalusia, corporate event activities blend with local culture: flamenco workshops to enhance team building, private visits to the Alhambra in Granada and the Cathedral of Seville, tours of the Jerez vineyards with sherry tastings, cooking classes of traditional dishes like gazpacho or paella, and moments of relaxation in the Arab baths of Cordoba. Nature excursions, from walks in the Sierra de Grazalema Natural Parks to boat trips on the Mediterranean, foster inspiration and unity. Andalusia is a theater of experiences where past and present interact to create paths of shared growth.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** An ideal time for outdoor activities and cultural visits thanks to the mild climate and energetic local festivals.
- **Summer (June–August):** Recommended for coastal **events**, evening **networking** sessions, and **retreats** in luxury locations.
- **Autumn (September–November):** The perfect season for food and wine tours, **conferences**, and **team building** activities immersed in nature and tradition.
- **Winter (December–February):** Mild climate ideal for indoor business **meetings**, wellness programs, and intimate cultural experiences.

SPAIN - SOUTHWEST

CANARY ISLANDS

An archipelago of volcanoes, beaches, and lunar landscapes, with a mild climate year-round, making them a perfect destination for off-season MICE events. They offer a unique blend of wild nature, traditional culture, and modern services, ideal for outdoor **team building**, rejuvenating corporate **retreats**, and **incentive** programs that combine relaxation and adventure in exclusive settings.





SOUTHWEST SPAIN - CANARY ISLANDS

HARMONY OF VOLCANIC NATURE AND SOLAR CULTURES

The Canary Islands are an archipelago combining spectacular volcanic landscapes, golden beaches, and vibrant cultural traditions, representing the perfect destination for MICE events seeking a balance between relaxation, adventure, and creative inspiration. From Tenerife to Gran Canaria, from Lanzarote to Fuerteventura, each island offers unique settings for conferences, incentives, and team building, amidst active volcanoes, nature reserves, and picturesque seaside villages. Here, time seems to slow down, allowing business groups to recharge, spark creativity, and strengthen relationships in a setting that blends nature, history, and innovation.

ACCESSIBILITY AND HOSPITALITY

The Canary Islands are served by several international airports (Tenerife South and North, Gran Canaria, Lanzarote, Fuerteventura) with direct connections from many European cities. Iberia and Air Europa offer business class services dedicated to MICE, ensuring on-board comfort and dedicated services for groups. The archipelago has an efficient internal transport network for rapid travel between the main islands. The range of accommodations ranges from 5-star resorts to boutique eco-hotels, with numerous modern conference centers and exclusive venues for outdoor events. Specialized local operators provide comprehensive support for personalized experiences, from logistics to local storytelling.

EXPERIENCES THAT INSPIRE AND UNITE

The Canary Islands offer a fascinating mix of outdoor and cultural activities: trekking on Teide, Tenerife's iconic volcano, excursions among the dunes of Maspalomas in Gran Canaria, catamaran tours to discover the coast and its caves, local cooking workshops using typical products such as mojo and gofio, visits to nature parks and contemporary art museums. Adventurous team building activities with water sports, kayaking, and snorkeling alternate with relaxing moments in natural hot springs or luxury spas. Each experience is designed to foster collaboration, innovation, and well-being in a setting of rare beauty.

THE IDEAL SEASONS FOR EVERY TYPE OF EVENT

- **Spring (March–May):** Ideal climate for excursions, outdoor activities and cultural **events** with mild temperatures and clear skies.
- **Summer (June–August):** Perfect for coastal **events**, watersports, and evening **networking** at seaside locations.
- **Autumn (September–November):** Ideal season for food and wine activities, **conferences**, and nature tours in protected areas.
- **Winter (December–February):** Mild climate that allows for indoor and outdoor **retreats**, with opportunities to discover local traditions and culture away from the European cold.



SPAIN: WHERE BUSINESS MEETS THE DEEP RHYTHM OF REMOTE LANDS

ITINERARY – INTEGRATED MICE

DAY 1 – SANTANDER: BETWEEN OCEAN WINDS AND SUSPENDED ARCHITECTURE

Arriving in **Santander**, on the northern coast of Cantabria, participants are greeted by an unexpected landscape: soft light, salty air, and an unexpected Nordic sophistication. The day begins with a personalized welcome at the **Botín Center**, an example of futuristic architecture suspended over the water. Participants take part in an initial introductory session in one of the panoramic rooms, where the view of the bay helps them slow down and connect. This is followed by a short guided walk through the gardens designed by **Renzo Piano**, to stimulate reflection and creativity. The evening concludes with a welcome aperitif featuring reimagined tapas, local wines, and stories about the region, creating a first sense of belonging and inspiration.

DAY 2 – CÍES ISLANDS & RÍAS BAIXAS: GREEN SILENCE, ISLANDS, AND AUTHENTIC ENCOUNTERS

At dawn, we set sail on a private catamaran for the **Cíes Islands**, an ecological paradise in the heart of the Atlantic. The experience begins with a walk through dunes and pine forests, while a nature guide illustrates the value of biodiversity. On the white beach of **Rodas**, considered among the most beautiful in the world, an informal co-creation workshop takes place: the sound of the waves accompanies strategic conversations, while ideas are developed between the sand and mobile flipcharts. We return to dry land in the afternoon for a private **Albariño** tasting in a historic bodega among the vineyards of the **Rías Baixas**. In the evening, an immersive dinner in a rural farmhouse: low lighting, Galician slow food cuisine, and storytelling with local producers bring the day to a close with authenticity.

DAY 3 – LEÓN & LAS MÉDULAS: RED EARTH AND DEEP THOUGHT

The third day takes participants inland, experiencing a change of scenery and pace. After a brief visit to **León's** historic center, with its Gothic cathedral and the rarefied air of the plateau, we continue to **Las Médulas**, one of Spain's most surreal landscapes, created by human intervention and nature. Here, a leadership and change experience is held, conducted among the red pinnacles, walking slowly. Each stop offers opportunities for business metaphors, emotional storytelling, and guided writing sessions. Lunch takes place in a tavern overlooking the canyons, featuring local products and open conversations. In the late afternoon, we return for a convivial dinner in a 19th-century farmhouse, transformed into a space for rustic, unfiltered team dinners.

DAY 4 – CÁCERES & MONFRAGÜE: A DIALOGUE BETWEEN CULTURE, SILENCE, AND VISION

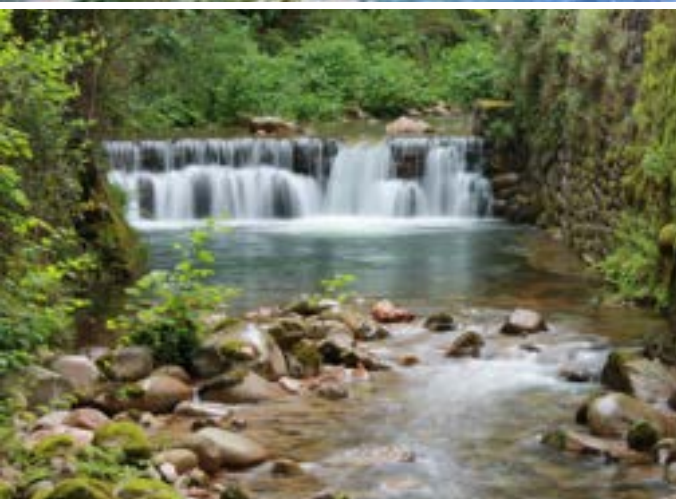
Extremadura unveils its full visual power in **Cáceres**, a UNESCO World Heritage city where every stone tells centuries of history. A theatrical team-building experience takes place among the Renaissance squares, with actors guiding groups to imagine the future through the past. After lunch, the group moves to **Monfragüe National Park** for a forest coaching activity among cork oaks, birds of prey in flight, and slow walks. The silence of the park becomes a tool for listening and mindfulness. At sunset, the group retreats to an eco-lodge nestled in the Mediterranean scrub, where an intimate dinner with local chefs and live acoustic music awaits, perfect for an evening of shared relaxation.

DAY 5 – TRUJILLO: EMOTIONAL CLOSURE AND COLLECTIVE VISION

The journey concludes in **Trujillo**, a monumental and untouched village whose ancient charm offers space for final reflection. On a private terrace overlooking the countryside, participants participate in a facilitated closing session, focusing on restitution, action, and legacy. Each group develops an experiential synthesis to incorporate into their daily work. Lunch is served in an Andalusian patio with shared dishes and peasant cuisine. The journey continues in the afternoon with the feeling of having truly traveled deeply, both geographically and internally.

PORTUGAL

N O R T H E R N R E G I O N



A REGION THAT INSPIRES

Northern Portugal is a land of strong identities and striking contrasts: from the hills of the Douro Valley to historic cities like Porto, Guimarães, and Braga, every corner tells ancient stories and modern visions. It's an ideal destination for MICE events that seek to combine cultural authenticity, creative inspiration, and powerful natural landscapes. Here, the land becomes content, and every experience transforms into a shared narrative.

ACCESSIBILITY AND HOSPITALITY

Easily accessible thanks to Porto International Airport and an efficient rail network, the region offers a wide range of facilities: historic palaces adapted for events, quintas nestled among vineyards, charming hotels, and state-of-the-art conference centers. MICE destinations benefit from a warm welcome and well-established professional services, capable of adapting even to complex and international programs.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Sunset cruises on the Douro with port tastings, guided tours of UNESCO sites like Guimarães, art studios in former factories in Porto, team building in terraced vineyards, immersive dinners in monasteries transformed into event spaces. Each experience strengthens the team, fuels creativity, and creates authentic memories.

SEASONS FOR MICE

- **Spring (March–May): Incentives** among vineyards and nature, experiences linked to cultural heritage
- **Summer (June–August): Team building** along the Douro, evening events in historic locations
- **Autumn (September–November): Immersive workshops** during the grape harvest, **retreats** in panoramic quintas
- **Winter (December–February): Exclusive events** in art cities, MICE programs in boutique hotels

PORTUGAL

CENTRAL REGION



A REGION THAT INSPIRES

Central Portugal is a region of slow-paced harmony and diverse landscapes, ranging from the Serra da Estrela mountains to university cities like Coimbra, medieval villages, and the Atlantic coast. It's a perfect destination for MICE events seeking authenticity, sustainability, and immersion in local culture. In a setting off the beaten track, each program is rooted in the region and offers profound experiences.

ACCESSIBILITY AND HOSPITALITY

Well connected by major railways from Lisbon and Porto, and also served by express roads, the region boasts elegant pousadas, historic homes, conference centers surrounded by greenery, and event spaces in historic city centers. Local establishments and suppliers offer personalized hospitality, organizational expertise, and a strong connection to the community and the region.



EXPERIENCES THAT WILL LEAVE THEIR MARK

Corporate treks in the Serra da Estrela, meetings in medieval castles, visits to historic spas for wellness retreats, ceramics and local cuisine workshops in villages, and dinner events in Coimbra's stately homes. Each activity is designed to foster a connection between people and the environment, stimulating creativity and cohesion.

SEASONS FOR MICE

- **Spring (March–May):** Cultural **incentives** in the villages, **retreats** among blooms and green landscapes
- **Summer (June–August):** **Team building** between the mountains and the ocean, events under the stars
- **Autumn (September–November):** Immersive experiences in vineyards and rural villages
- **Winter (December–February):** Wellness **retreat** in historic spas, training in quiet locations



PORTUGAL

L I S B O N A R E A



A REGION THAT INSPIRES

The Lisbon Metropolitan Area is a harmonious blend of vibrant cities, elegant coastal villages, unspoiled nature, and UNESCO World Heritage Sites. With Lisbon as its beating heart, this region extends to the beaches of Cascais, the romantic palaces of Sintra, and the wine-growing landscapes of Setúbal. It is an excellent MICE destination for events seeking elegance, creativity, and cutting-edge infrastructure, nestled in a captivating setting.

ACCESSIBILITY AND HOSPITALITY

Lisbon International Airport connects the region to the entire world, while surrounding areas are connected by rail, tram, and express highway networks. Accommodation options range from luxury hotels overlooking the ocean to historic homes in natural parks. The area is highly equipped for conferences, product launches, incentive trips, and high-level meetings, with a consolidated and flexible MICE industry.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Sunset cocktails on the cliffs of Cabo da Roca, creative workshops in the palaces of Sintra, team building on a sailboat from Cascais to Sesimbra, dinner events in the wineries of Azeitão, sustainable tours of salt flats and nature reserves. Each proposal strikes a balance between beauty, dynamism, and local identity, adapting to exclusive and customized corporate events.

SEASONS FOR MICE

- **Spring (March–May):** **Product launches** in iconic locations, **incentives** between Sintra and the Atlantic coast
- **Summer (June–August):** Outdoor **events**, **leadership training** in seaside or naturalistic locations
- **Autumn (September–November):** Strategic **retreats** in the vineyards, creative **workshops** between art and nature
- **Winter (December–February):** Urban **meetings** in elegant settings, wellness and gastronomy in the heart of the region

PORTUGAL

S O U T H E R N R E G I O N



A REGION THAT INSPIRES

Between the golden hills of the Alentejo and the spectacular cliffs of the Algarve, southern Portugal invites slowness, contemplation, and authentic connection with the land. Here, MICE programs take on a profound and relaxed dimension, perfect for regenerating incentives, team retreats, and events focused on sustainability and human capital development. The warm light, whitewashed villages, and the silence of nature create an unforgettable setting.

ACCESSIBILITY AND HOSPITALITY

Alentejo is easily accessible by car from Lisbon, while the Algarve has an international airport (Faro) with connections from many European cities. Both regions offer authentic hospitality, with oceanfront resorts, wine hotels, eco-lodges, and event spaces integrated into the landscape. The infrastructure is modern yet respectful of the local area, ideal for meetings, discreet luxury incentives, or immersive formats engaging with the local community.



EXPERIENCES THAT WILL LEAVE THEIR MARK

Tastings at Alentejo wineries, team building along the trails of the Vicenza coast, creative workshops in inland villages, boat trips to the Algarve's sea caves, starlit dinners in the Monchique mountains. The South is the ideal place to slow down, deepen relationships, and create events that combine beauty, well-being, and shared value.



SEASONS FOR MICE

- **Spring (March–May): Incentives** among vineyards and rural landscapes, group activities in nature
- **Summer (June–August): Events** in coastal locations, wellness formats, and **leadership** on the coast
- **Autumn (September–November):** Strategic **retreats**, tastings, and cultural **team building**
- **Winter (December–February):** Gastronomic experiences, corporate **meetings** in intimate and scenic settings

PORTUGAL

W E S T



DESTINATIONS THAT INSPIRE

The islands of Madeira and the Azores represent a natural paradise where time seems to stand still amidst volcanic landscapes, lush gardens, and crystal-clear seas. Ideal for exclusive MICE events, these islands offer a unique setting for rejuvenating incentives, immersive corporate retreats, and team building events centered on adventure and sustainability. Here, every event transforms into a memorable experience of deep connection with nature.

ACCESSIBILITY AND HOSPITALITY

Madeira is accessible by flights from Lisbon and other European cities, while the Azores have regular and convenient connections from continental Europe. Accommodations range from luxury hotels to boutique eco-resorts, with modern conference centers nestled in the lush greenery. Local support is highly professional and flexible, also suitable for international groups seeking authenticity and comfort.

EXPERIENCES THAT WILL LEAVE THEIR MARK

Excursions to volcanic craters, trekking along the trails of the Laurisilva forests, deep-sea sailing to spot whales, local wine tastings in breathtaking settings, traditional cooking workshops, and wellness moments in natural spas. Each activity strengthens team spirit and stimulates creativity and well-being.

SEASONS FOR MICE

- **Spring (March–May):** Nature **incentives**, trekking and outdoor activities in a mild climate
- **Summer (June–August):** Outdoor **leadership programs**, exclusive **events** at luxury resorts
- **Autumn (September–November):** Nature and cultural **team building**, reflection **retreats**
- **Winter (December–February):** Intimate **events**, training and wellness sessions in private locations



AUTHENTIC PORTUGAL: BETWEEN AUTHENTIC CULTURE AND UNSPOILED LANDSCAPES

ITINERARY – INTEGRATED MICE

DAY 1 – PORTO AND THE DOURO VALLEY: AUTHENTICITY AND CULTURAL INSPIRATION

The first day begins with an immersion in the history and winemaking tradition of **Porto**, where a creative workshop in an ancient cellar reveals the secrets of winemaking. Wine tasting on the panoramic terraces of the **Douro Valley** offers moments of connection and inspiration, immersed in spectacular landscapes of terraced vineyards stretching as far as the eye can see. In the afternoon, a boat excursion on the river allows you to fully enjoy the lush nature, creating the perfect opportunity for team-building activities that strengthen bonds and team spirit. Here, authenticity and local culture become the fabric of every experience, fostering creativity and collaboration in a unique setting.

DAY 2 – SERRA DA ESTRELA AND ITS SURROUNDINGS: CONNECTING WITH NATURE AND SUSTAINABILITY

The journey to **Serra da Estrela** leads to a little-explored mountain landscape, where contact with pristine nature takes center stage. Guided walks along hidden paths and breathtaking views offer an opportunity to regenerate mind and body, while visits to small artisanal cheese producers highlight local traditions. This tranquil and authentic setting lends itself to regenerating corporate retreats and leadership sessions immersed in a context of sustainability and well-being. Each activity encourages slowing down, reflection, and the development of shared strategies, far from the chaos of the city.

DAY 3 – SINTRA AND ITS SURROUNDINGS: HISTORY, CHARM, AND INNOVATION

The day begins with an exploration of **Sintra**, an enchanting place filled with historic palaces and secret gardens, where the elegance of the past blends with an atmosphere of mystery and poetry. Creative workshops in historic villas offer spaces for discussion and intellectual stimulation, while networking opportunities take place amid refined settings and breathtaking views. The discreet charm of this destination allows for a seamless transition between work and play. The evening is reserved for an exclusive dinner event in a location surrounded by greenery, where gourmet cuisine and local traditions awaken the senses and strengthen relationships.

DAY 4 – RURAL ALENTEJO: TRADITION AND RELAXATION

Alentejo reveals itself as an oasis of peace and authenticity, with its vast rural spaces, centuries-old olive groves, and farmhouses that tell stories of ancient times. Here, guided tours of small local producers and tastings of typical products create a unique sensory experience, bringing participants closer to the cultural roots of the region. Team-building activities, such as traditional cooking workshops or horseback riding, foster group cohesion and well-being. The slower pace of this day allows you to rediscover the value of simplicity and connection with nature, regenerating body and mind in an extraordinary setting.

DAYS 5 AND 6 – MADEIRA AND THE AZORES: ADVENTURE, SUSTAINABILITY, AND LUXURIOUS RELAXATION

The journey culminates among the volcanic landscapes and lush forests of **Madeira** and the **Azores**, where pristine nature offers experiences of adventure and wonder. Hiking in protected nature reserves, snorkeling among coral reefs, and thrilling whale watching create unique team-building experiences while respecting the environment. A stay at an exclusive oceanfront resort follows, offering complete relaxation, coaching sessions, high-end wellness services, and moments of strategic reflection. The final gala dinner, featuring local culinary delights, caps off the experience, combining luxury and authenticity to leave a lasting impression and inspire new professional collaborations.



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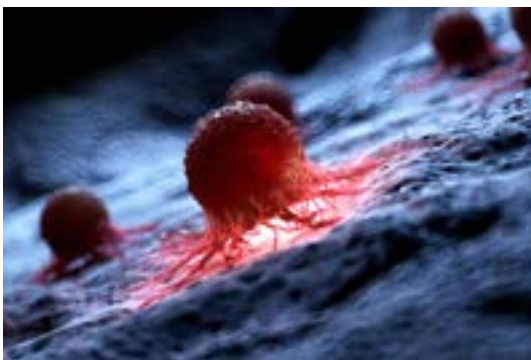
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