



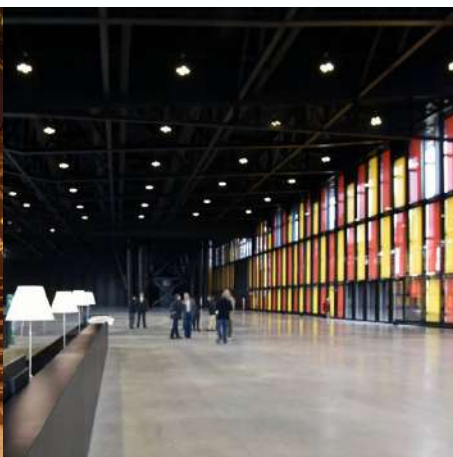
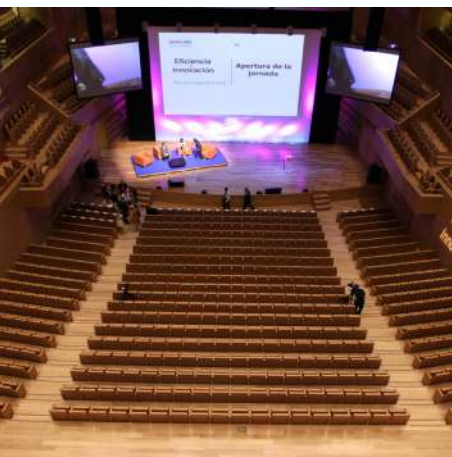
CASTILLA Y LEÓN



MICE  
CASTILLA Y LEÓN

# Castilla y León

Perfect destination for  
Meetings and Congresses



Junta de  
Castilla y León





# ÁVILA



[www.avilaturismo.com](http://www.avilaturismo.com)

## CASTILLA Y LEÓN. QUALITY NEAR YOU

Castilla y León is the ideal destination to hold a convention, a trade fair or to organise an event or a business incentive trip. Not only is it very well-communicated with the rest of Spain thanks to its four airports, extensive railway network with high-speed trains and modern motorway network, but it also has a large number of facilities and installations such as conference centres, auditoriums, conference rooms, theatres, chapels, venues, exhibition centres... as well as external catering services, transport, translators, shows or any other service which, together with its quality hotel and restaurant facilities, is capable of meeting any demand that is required in the best possible conditions.

Moreover, as Castilla y León is a land with a vast cultural, monumental, natural and gastronomic heritage, it is an important incentive to offer congress participants and visitors, as it is possible to combine their working days with complementary activities of interest such as visits to monuments and museums, wine tastings and local food tastings in thousand-year-old wineries, tours of unique natural areas, and so on. The main cities of Castilla y León have public and private infrastructures as well as Convention Bureau offices that provide all the information needed for the organisation of any convention.

## A WIDE RANGE OF OFFERS

Castilla y León has a consolidated structure for hosting major events. Conference centres, auditoriums, unique venues, hotels, monasteries, wineries, universities, rural centres and castles, among others, that make it stand out from other destinations.

[www.turismocastillayleon.com/en/mice](http://www.turismocastillayleon.com/en/mice)



Ávila is a Roman city and also the highest regional capital in the country. It is located in the centre of Spain, just 108 km from Madrid, and next to the World Heritage cities of Salamanca and Segovia, making it an ideal and well-communicated destination for holding events, congresses, meetings and incentives.

Choosing Ávila for the celebration of any type of professional event guarantees a unique and exceptional experience. The city is a faithful heir to its past and was declared a UNESCO World Heritage Site in 1985.

Its heritage, its light, its geographical location, its quality of life and its infrastructures establish Ávila as a modern city of the 21st century.

Ávila is a city of three cultures, where Christians, Muslims and Jews coexisted together during its Medieval period. Its walls, houses, palaces, temples and convents make up its rich artistic heritage, which saw its splendour in the 16th century with Saint Teresa of Jesús, the city's most well-known Saint. Together with its rich gastronomy and leisure facilities, they complete what this incredible city has to offer for the celebration of events, meetings, congresses and incentives.

The rich province of Ávila offers culture, history, gastronomy, services, leisure and nature, which it includes in the organisation of all of its events.

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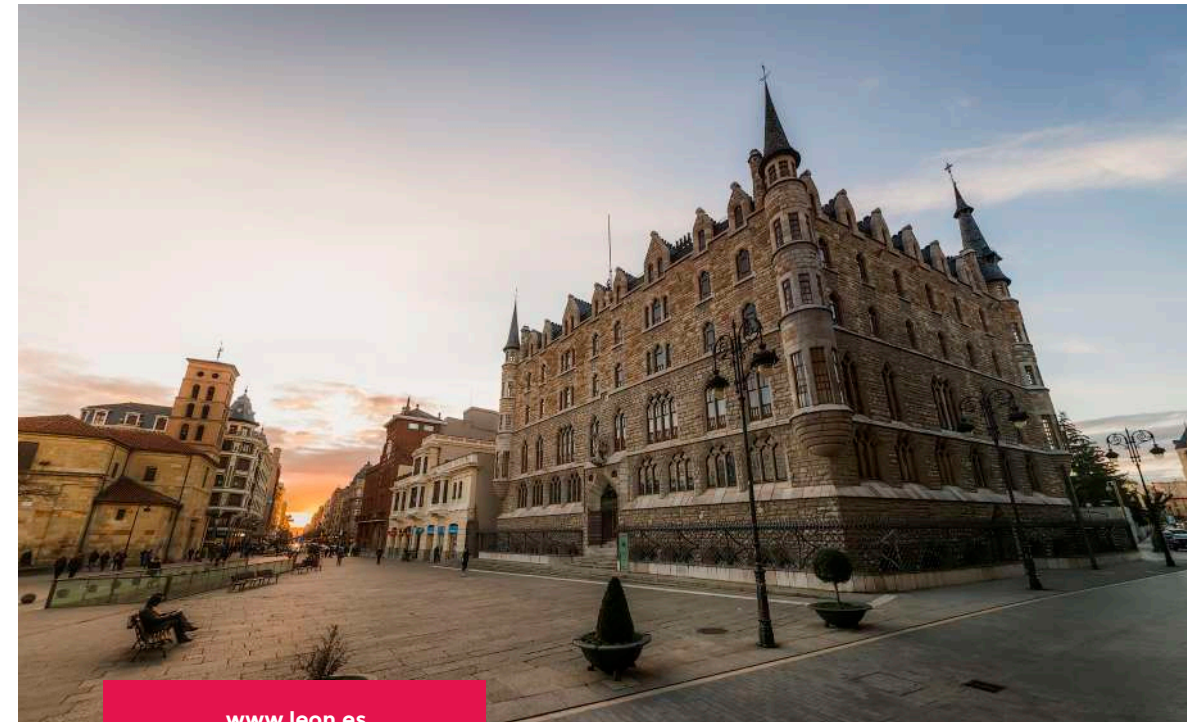


# BURGOS



[www.congresosburgos.com](http://www.congresosburgos.com)

# LEÓN



[www.leon.es](http://www.leon.es)

Its privileged geographical location, its modern facilities, the quality of its hotels, the wide range of cultural attractions and services related to business tourism as well as the hospitality of its people make this city the ideal destination for congresses, conventions, incentive trips and a first-class tourist reference point.

In Burgos you can find everything, from a modern conference centre in its historical centre, such as Fórum Evolución, to unique and surprising venues, such as stately palaces, restored convents or gardens with private indoor and outdoor spaces; all of which can be adapted to the needs of each event, giving them an exclusive character.

Burgos has established itself as a leading city in Spain for its Business Tourism, possessing extensive experience as a venue for all kinds of events and for having hosted several congresses of more than 2,000 people.

Burgos has some of the most unique tourist attractions in Spain. A cultural and artistic heritage headed by three UNESCO World Heritage Sites: its Gothic Cathedral, the French Pilgrim's Route to Santiago and the Atapuerca Archaeological Site.

Burgos enjoys a privileged geographical location as it is the main road junction between the North and South of Spain, and an important route between Portugal and the rest of Europe. In 2022, the High-Speed Train (AVE) will arrive in Burgos. It is a dynamic, industrial and innovative city, which combines its business strength and international cultural profile with a vital, green and sustainable city, as well as being a UNESCO Creative City of Gastronomy and a land of vineyards (D.O. Ribera del Duero and D.O. Arlanza).

Burgos is a city that is constantly evolving, an ideal destination for congresses and events.



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With over two thousand years of history, this city of Roman origin is full of life throughout the whole year. Its location at the crossroads of the French Pilgrim's Route to Santiago and the Vía de la Plata Route has provided the city with a spectacular artistic and cultural heritage, traditional gastronomy, and a people full of character and hospitality.

Monumental landmarks range from its spectacular Cathedral, the Basilica of San Isidoro and its Royal Pantheon to the Plateresque building of the Parador de San Marcos.

León is also one of the Spanish cities with the highest quality of life and an example of sustainable mobility. A destination where a large number of varied events take place; where industries such as cybersecurity, biotechnology, e-commerce and logistics are on the rise.

León has become an excellent choice as a destination for congresses and events due to its strategic location and proximity to Madrid, just 2 hours away by AVE, Spain's high-speed train.

The Conference and Exhibition Centre, which offers more than 10,000 square metres and a contemporary and industrial aesthetic, is the ideal space to hold any large-scale event. But León also boasts grandiose and unique venues to provide any professional meeting with the magnificence and exclusivity it may require, such as Gaudí's Casa Botines, the Sierra Pambley Foundation and other fantastic palaces and mansions.

León complements its MICE offering with all the necessary resources to satisfy the needs of business tourism, such as auxiliary service companies or traditional and modern gastronomy (with two Michelin stars). A unique offer and an infinite number of options for incentives in a province full of resources. León, the city of congresses, has all the necessary elements to become the place where events can be taken to the next level. A destination with its own identity, because... there is only one León.

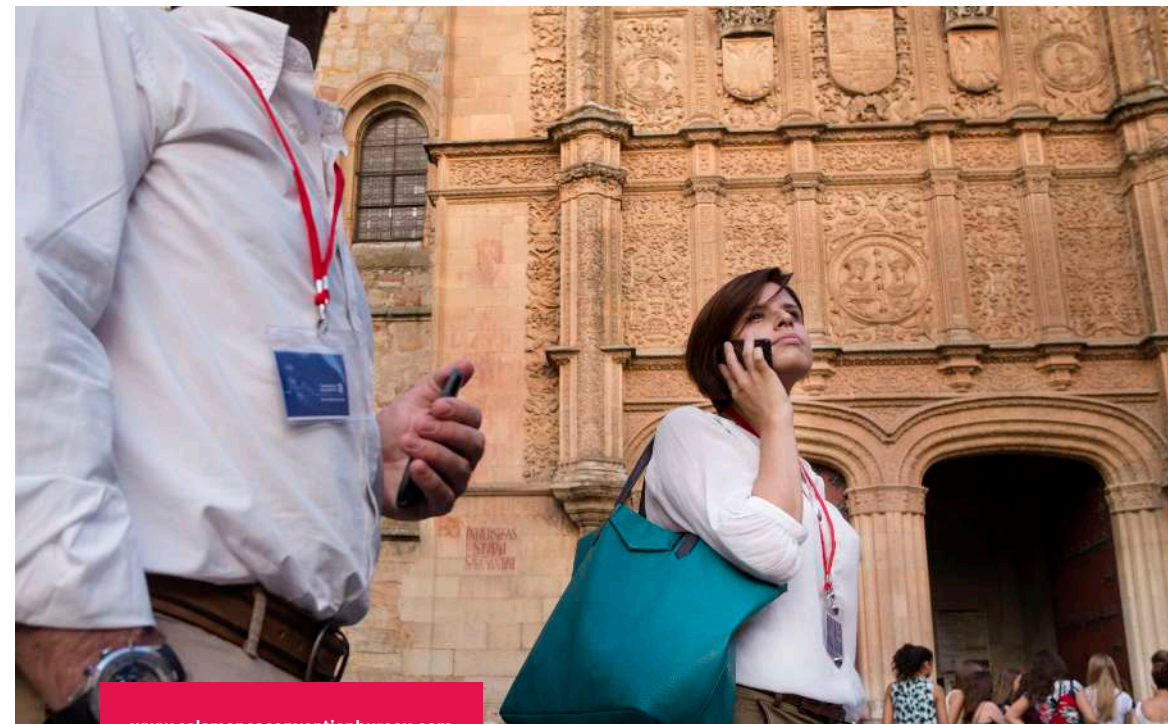


# PALENCIA



[www.turismo.aytopalencia.es](http://www.turismo.aytopalencia.es)

# SALAMANCA



[www.salamancaconventionbureau.com](http://www.salamancaconventionbureau.com)

Palencia is a cosy and welcoming city which offers extensive cultural, leisure and gastronomic offers throughout the year. Located just 47 km from Valladolid airport on the A62 and just one hour and a quarter from Madrid by AVE, the city is ideally located, connected by a modern rail and road network.

You will be surprised by its extraordinary heritage and monuments of great beauty, such as its impressive Gothic cathedral, which has its origins in the 7th century Visigothic Crypt, the Church of San Miguel, with its famous fortified tower, where, according to tradition, Rodrigo Díaz de Vivar "El Cid" and Doña Jimena were married, or the Cristo del Otero (Christ of the Knoll), the tallest in Spain.

Palencia is also a health-conscious city that will invite you to sit back and relax. It is considered one of the greenest cities in Spain, with a multitude of parks, some of which are located along the banks of the river Carrión, where you will be amazed by the bridges that cross it: the Puentecillas bridge, which dates back to Roman times, the Puente Mayor and Puente de Hierro. Discover the Calle Mayor, Palencia's main artery; almost 1 km long, it is ideal for strolling, shopping and observing the variety of buildings of different styles and periods.

The history of Palencia is very much marked by the pre-Roman period. The arrival of the Vacceans to the area, in the 2nd century B.C., gave the city its name, Pallantia, the remains of which can be seen in the Museum of Palencia. However, it was with Alfonso VIII when Palencia enjoyed its period of splendour, with the foundation of the first Spanish university (Studium Generale) at the beginning of the 13th century.

The province of Palencia is also home to a wealth of heritage sites, nature reserves and gastronomic delights that will make your event even more unique.



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Salamanca is located in the west of Spain, in the region of Castilla y León, 214 kilometres from Madrid. The city has incredible connections by road, for both cars or buses, and by train, which will take you to the capital in just 1 hour and 36 minutes with Alvia.

From abroad, the easiest way to get there is by taking a plane to Madrid. Salamanca is also close to Matacán airport, which at certain times of the year offers charter and scheduled flights to various Spanish and European cities.

Business tourism represents an increasingly large potential market in Salamanca. Its size, its convenient accesses, its commitment to modernity, its excellent infrastructures and its modern and varied hotel offer are the best reasons to choose the city when holding a congress, convention or incentive trip.

At present, Salamanca can accommodate up to 6,500 people. Among the venues for events, the Conference and Exhibition Centre of Salamanca, located in the historic centre of the city, has a total of 17 rooms, including the Sala Mayor with a capacity for 1,063 people, the Sala Menor with a capacity for 398 people and an exhibition area of more than 1,000 m<sup>2</sup>. The building has great versatility as its spaces can host from small meetings to large events.

Among the unique spaces for hosting events are the Art Nouveau Art Déco Museum, Casa Lis and the Automotive History Museum.

Salamanca's historical and cultural heritage is complemented by another attraction, its gastronomy, which will provide authentic gastronomic experiences.

The city is an ideal destination for work, but it also offers a wide range of leisure opportunities. If you want to step outside the city, visit the Campo Charro, the Iberian ham factories and try the many nature activities that the countryside has to offer.

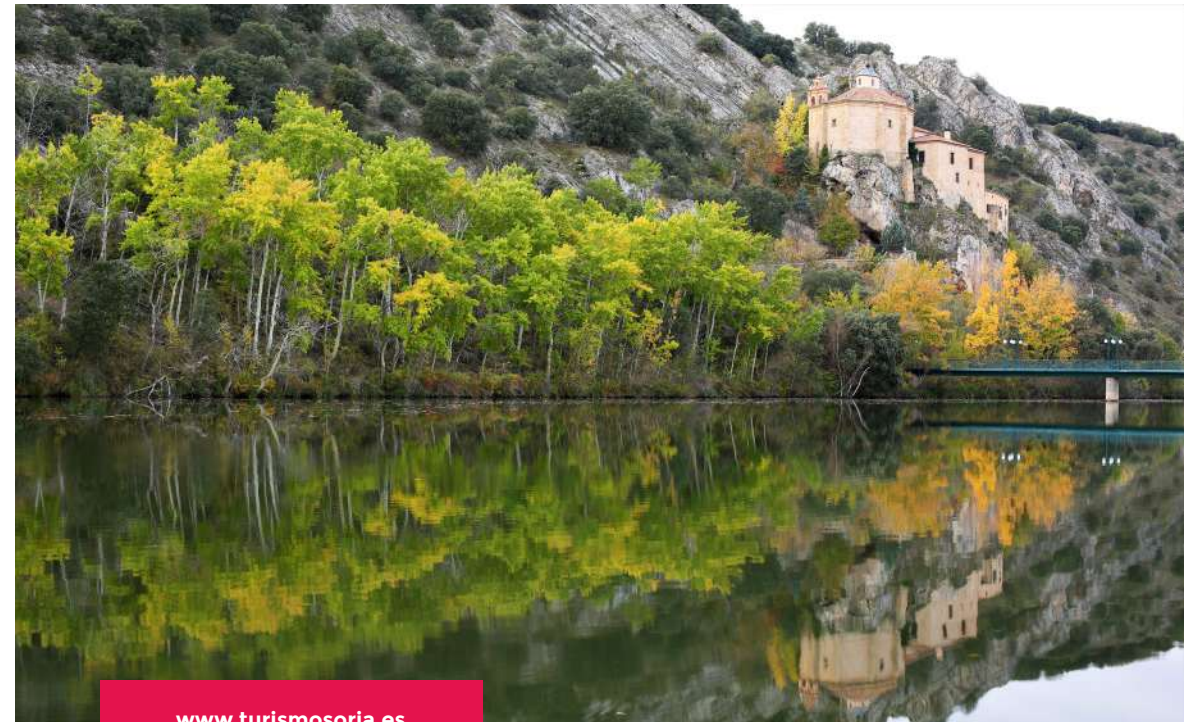


# SEGOVIA



[www.segoviacongresos.turismodesegovia.com](http://www.segoviacongresos.turismodesegovia.com)

# SORIA



[www.turismosoria.es](http://www.turismosoria.es)

Segovia is a city to be discovered at a leisurely pace and a city you'll want to return to again and again. Its artistic and monumental wealth earned it the UNESCO World Heritage designation in 1985. Thanks to this heritage, we can today enjoy incredibly charming venues, palaces, museums and different spaces that will allow you to celebrate your event in a unique and exclusive way at perfectly equipped heritage sites.

Segovia is 108 km from Adolfo Suarez Madrid-Barajas airport and 130 km from Valladolid-Villanubla airport. It will take you around one hour to reach Segovia from both airports.

Segovia currently boasts a hotel industry that combines tradition, modernity and design with a meticulous, professional and friendly service. A wide and varied offer of accommodation and conference halls for every need and budget.

The city has 16 different accommodations ranging from three to five star hotels with a capacity of 1,014 rooms. The vast majority are located in the city centre, within walking distance of meeting and leisure facilities, restaurants and other services. This proximity allows for quick and smooth transfers, which helps with the logistics of any meeting.

Segovia is one of the most important gastronomic destinations in Spain. A good example of this is the 13,405 available seats in the city's bars and restaurants. In addition to suckling pig, lamb, beans from La Granja, Segovian punch and tapas, Segovia has an important and varied offer of avant-garde cuisine.

Segovia and its province have great potential when it comes to organising social programmes that will increase the participation and value of your event. The whole province is a safe bet when it comes to organising outdoor activities or active tourism, as well as all kinds of incentive trips, a wide range of options that will perfectly complement your event and which those attending will find hard to forget.



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Soria is located in a privileged position, between important Spanish cities such as Zaragoza, Valladolid, Logroño, Pamplona and Madrid, to which it is linked by motorway, and which can be reached in just 2 hours.

The city itself is small, making it ideal to discover on foot and for MICE tourism. Clean, safe, hospitable and with culture as its hallmark, it offers unique heritage sites such as the chapel of San Saturio, the church of Santo Domingo or the monastery of San Juan de Duero. Praised by poets such as Machado, Bécquer or Gerardo Diego, its rich gastronomy is famous for its mushrooms, butter and bacon. The Duero river, which flows by the city, provides an exceptional natural environment a stone's throw from the city centre.

Soria counts with a wide range of modern catering establishments and restaurants that can seat over 6,000 people. It also offers complete facilities for conferences and events such as the Palacio de la Audiencia Cultural Centre, the Alameda Cultural Space, the Gaya Nuño Cultural Centre and the Aula Magna Tirso de Molina.

And as an ideal complement to this MICE tourism, the region offers an extensive and varied province full of places to visit. Places such as Almazán, El Burgo de Osma, Berlanga de Duero, Medinaceli, Ágreda, or jewels of our past such as the hermitage of San Baudelio, the monastery of Santa María de Huerta, the castle of Gormaz or the site of Numancia. It also has an enormous diversity of landscapes, from the enormous pine and beech forests of the Sierra de Urbión, to the holly groves of the Highlands, the savin groves of the moors, the holm oak forests of the Moncayo or the vine kingdom of the Ribera del Duero, and natural spaces of great value such as the Laguna Negra or the canyon of the River Lobos.

Myco-gastronomic tourism, the guided routes of the poets or the Celtiberian experience, taking part in the "Soria Gastronomic" Congress, the Enclave de Agua Festival or the Noche de las Ánimas (Night of the Souls) are some of the unique proposals to be carried out in Soria, which is, and always has been, a place for gatherings.



# VALLADOLID



[www.valladolidcongresos.com](http://www.valladolidcongresos.com)

# ZAMORA



[www.turismo-zamora.com](http://www.turismo-zamora.com)

Valladolid is a large city, characterised by its economic dynamism, rich history, important cultural activities, urban expansion and good transport links. Capital of the autonomous community of Castilla y León, it is geographically located in the centre of the northern sub-plateau, just 190 km from Madrid.

Only 55 minutes from Madrid by train, with more than 20 daily train connections with AVE, ALVIA or AVANT services. With direct connections to the interior of Castilla y León, Galicia, Asturias, Cantabria and the Basque Country, as well as to cities such as Alicante, Barcelona, Lisbon and Paris.

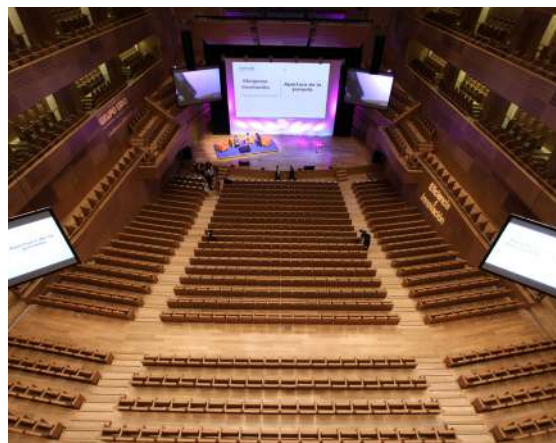
The International Airport, located just 10 km from the capital, offers direct connections to Barcelona, Seville, and the Canary and Balearic Islands.

In Valladolid, there are all kinds of venues. The Miguel Delibes Cultural Centre has an auditorium with a capacity for 1,700 people. The Feria de Valladolid Congress Centre can host everything from major trade fairs to small meetings for up to 600 people. The Conde Ansúrez Congress Centre, the Calderón de la Barca Theatre, and the Laboratorio de las Artes. In addition to these, there is the charming auditorium of the Science Museum and the San Agustín Cultural Centre.

Castles, wineries, monasteries, theatres, auditoriums, all of them perfectly equipped, complete the options offered to host any type of congress.

Valladolid means culture. With its extraordinary wealth of monuments, it is one of the most historically important of Spain's capitals. A welcoming and cosmopolitan city, it is ideal for hosting major events.

Valladolid means Wines. Its gastronomic culture deserves special attention. All of this is accompanied by the excellent wines of the five Denominations of Origin found in the following regions: Ribera de Duero, Cigales, Rueda, Toro and León. Wines that can either be tasted while enjoying a visit to their wineries or that can be seen at the Provincial Wine Museum, located within the ship-shaped castle of Peñafiel.



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Zamora is located in the northwest of the Iberian Peninsula, just 255 km from Madrid. It is very well connected thanks to the high-speed train that connects the two cities in 1 hour and 15 minutes. Its strategic location as a crossroads and the quality of its tourist offer make it a perfect place for the organisation of meetings.

The City Council, the Provincial Council and a group of entrepreneurs offer spaces and services for business meetings, congresses, conventions and incentive trips for up to 300 people. A beautiful city, quiet and pleasant to walk around, with short distances between hotels and convention centres. A safe and welcoming city, Zamora is ready to be enjoyed by its visitors, a place filled with atmosphere and fully up-to-date services, considerable hotel infrastructure and gastronomy based on local products.

This Romanesque city, which boasts over 20 beautiful churches, beats at a different rhythm; slow down, relax and take a stroll through this elegant and modern city. Be seduced by its gastronomy based on local produce, the events that take place in Easter, its small opera festival, the concerts that take place in the city's squares and its museums with their many exceptional pieces. If you fancy escaping from the city, head out to the countryside to enjoy its granite landscapes with wolves, a paradise for birdwatchers. Zamora, a city to be discovered

Zamora and its province offer a wide variety of options for creating a programme to accompany the activities of those attending work events in the city: outings to the Arribes del Duero, 3 wine routes, experiences in artisan cheese factories, themed visits around the city, or a walk along the river Duero with its great ornithological and heritage wealth.

We are looking for MICE professionals who prefer a quieter, more focused environment that offers high-quality cultural events and natural landscapes and whose commitment to the need to take a decisive step towards ecological transition. We are searching for curious people who want to experience the sound of the Duero river while sipping their coffee in a quiet square under the trees... All of this and more can be found in Zamora, a city to be discovered.



CASTILLA Y LEÓN



**MICE**  
CASTILLA Y LEÓN

# Castilla y León

Perfect destination for  
Meetings and Congresses

More information:

[www.turismocastillayleon.com/en/mice](http://www.turismocastillayleon.com/en/mice)

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Texts and Photographs: Conventions Bureaux of Castilla y León