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# WELCOME TO SEVILLE

Joy. Maybe “Joy” is the word that best sums up the essence of Seville. A city of nearly 3000 years of history which makes visitors fall in love with their inhabitants’ lifestyle, its welcoming and hospitable people who enjoy and share every moment. And its magical streets from where the special spirit of Seville emerges, corners full of history enriched by all the ancient civilizations that once inhabited the city, leaving a trace that Sevillians don’t want to lose.

A legacy that throughout the centuries has shaped the cultural, monumental and artistic heritage

that today we can admire in its streets, its museums, its festivals and its gastronomy.

The weather is one of the most valued attractiveness of the city with around 300 sunny annual days, an extension of the warmth of its people that makes it possible to witness the passionate daily life of Seville every day in every street. Holy Week and Feria de Abril, two of the most important festivals, both reflect the passion like opposite poles, joy and suffering experienced

with equal intensity. The Flamenco, which was declared as an intangible heritage of humanity by UNESCO, is present with every step in the city where it was born. Its unparalleled gastronomy, a reference worldwide that visitors can find in the form of the already well-known "Tapas", another example of how in Seville everything is shared in good company.

Seville is, in short, a city that stays active throughout the year, with continuous culture, music, sports and leisure activities inviting you to visit them at any time, and discover for first hand the real attraction that the city holds: in Seville we love people.





## INTRODUCTION

Seville's touristic offer is based on its monumental heritage, culture and gastronomy. Seville shows itself to the world as a singular territory able to provide unforgettable experiences.

Centuries of History have left one of the world most remarkable cultural legacies. Seville is a huge living museum where all the styles converge. Out of the endless list of monuments of Seville, are worth mentioned: The Cathedral and the Giralda, Real Alcázar (Royal Alcazar), the Archivo de Indias (Archive of the Indies), all of them declared World Heritage Sites;

Barrio de Santa Cruz (Santa Cruz Old Town), the Torre del Oro (The Golden Tower), the Town Hall, the Maestranza Bullfighting Bullring, the Plaza de España, the Archaeological Museum, the Arts and Popular Costumes Museum, and, of course, the Fine Arts Museum (Spain's second art gallery). Moreover, the visitor may enjoy the great value heritage kept inside many churches and convents in the city.

Other attractions are available to the new coming visitor: the Pabellón de la Navegación (Navigation Pavilion), built for the Universal Exposition of 1992, meeting point with History, where the visitor will find out about the experiences of men and women who crossed the Oceans looking for a better future. Also, the San Jorge

Castle, the Inquisition old site in Seville, which has been restored into a place of reflection on tolerance. Metropol Parasol, designed by the German architect Jürgen Mayer, an important piece of modern art; Antiquarium, a museum where the archaeological remains found during the construction of the Metropol Parasol are shown, specially, of Roman times.



Regarding the gastronomy, this sector had an important launch over the last years, both on the traditional cooking and the cutting edge cooking, this last one always based on the main local products in our province, such as rice, olive oil, cheese, mushrooms, sweets, and, of course, fine wines.

Other representative aspect of our province is a long trading tradition, developed and maintained for centuries. Not in vain, the city has a continuously expanding and appealing conference and conventions centers (hotels, conference venue, palace-houses, cortijos, country houses, ranches...) In addition to this entire offer, there is a complete infrastructure and communication network and high quality tourist services that make this city a competitive and modern destination.

Sevilla has a powerful cultural life. Every two years in fall the Bional de Flamenco takes place. It is the world's most important festival of this kind. For more than a month, this festival fills with the best flamenco every corner and stage of Seville, which is cradle of this art.



# GASTRONOMY

Gastronomy in Seville is as rich as diverse: old recipes that has been passing through generations, mixing traditional and modern cooking; delicious dishes can be found in every town of the province, in which outstanding wines are produced in their wineries. These elements raise Seville gastronomy up to the first level.

In Seville there are excellent national and international food restaurants, but it is the "tapeo" the real brand mark of Seville's gastronomy. If the visitor wants to really get to know this brand mark, he or she will need to taste the wide variety of tapas available in bars and taverns. Fried fish, here known as "pescaíto frito", is almost an obligation, specially anchovies, puntillitas, and marinated dogfish.

The "Tapeo" is not limited to eating and drinking, but it is more of a social activity, which protocol has been strictly described by the experts: you need to harmonize the different flavors into an intensity scale and during a certain period of time.

Currently, there is a new project in motion, "Saborea Sevilla", within the initiative "Saborea España", which has two goals: The marketing of gastronomic products and experiences in all member destinations, as well as



## SEVILLE, THE WORLD CAPITAL OF THE "TAPA"



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

national and international promotion of the Spanish gastronomy as an essential part of our culture and indispensable tool for Spain as a tourist leader destination. 42 restaurants and food companies are currently part of the Saborea Sevilla Network. Also, 14 gastronomic packs are available for all of those who wish to get a gourmet getaway in Seville.

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

## FLAMENCO

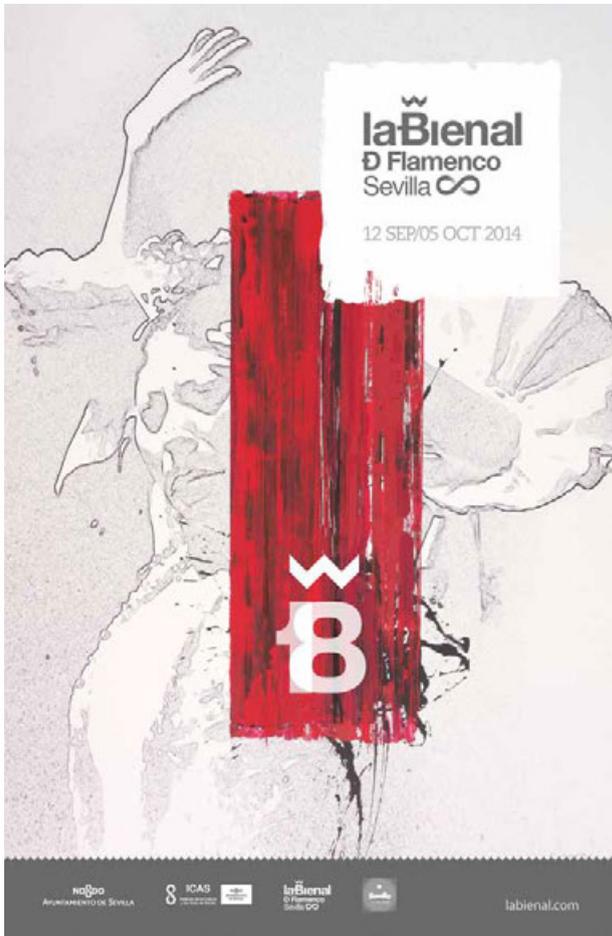
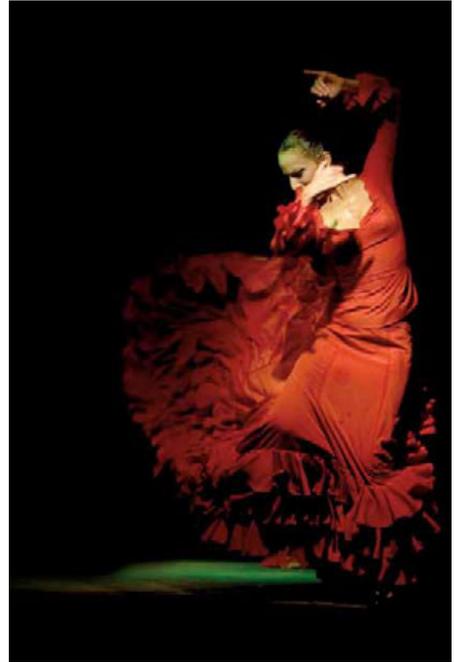
Flamenco is the most pure expression of the Andalusian soul. Its origins, still unknown, are related to the gypsies' arrival to Seville and Cadiz fields in the 15th century. Among other theories, it is believed that they came from a North Indian region called Sid, actually part of Pakistan, from where they run from some war conflicts or maybe foreign invasions.

In the middle of the 19th century, it became popular through the cafes known as "cafés cantantes". The first one opened in Seville around 1885. Since then, flamenco is a complex concept, with several variables and difficult to attach to a unique social or ethnic group. In Seville, visitors can enjoy daily flamenco



shows thanks to the direct heirs of the “cafés cantantes”: the “tablaos flamencos”. There are shows in the different old neighborhoods and in small town festivals.

Among all the festivals, it is remarkable the prestigious Bienal del Arte Flamenco, celebrated every two years, that gather the most important figures of flamenco singing, dance and guitar playing.



This event has been on for over 25 years, making this culture internationally known within the Seville society and serving as a prime showcase for the flamenco in the World.

**Next edition will be in 2016.**

laBienal  
del Arte Flamenco  
Sevilla ∞

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

# FESTIVITIES

Spring is part of the skin of this city. A flow of emotions sailing from the grief of the Holy Week to the typical joy of the Feria de Abril. During the Holy Week, the citizens of Seville walk the streets to revive the Passion of Christ.

The center of the city is full with incense, candles, religious processions and music to embellish a monumental and landscape heritage created to surprise the visitor at every corner. The apogee of this Week is known as la Madrugá: the endless night from the Holy Thursday until the dawn of the Holy



## HOLY WEEK:

**26th March to 5th April 2015**

HOW SEVILLE LIVES  
"THE PASSION OF CHRIST"



Friday, when the most popular and old brotherhoods or *cofradías* are to be seen.

Once the Holy Week is over, the construction of a brief city begins: a city made of the famous canvas pavilions, or *casetas*, sand streets and colorful *farolillo* lights. A city to hold the *Feria de Abril*.

The visit to this enclosed city, also known as "real de la feria", during the middle hours of the day is perfect to enjoy the horses pass, both free and in carriages. At night, with all the lights on, the *casetas* let their music scape, along with the smell of "pescaito frito" and the joy of their people. Meanwhile, fans of bullfighting will be watching the bullfights performed in the bullring



**April Fair:  
21st to  
26th April  
2015**



of the city, known as Plaza de Toros de la Real Maestranza de Caballería de Sevilla.

In the middle of **May** (25th May 2015), the city of Seville and the close town Aljarafe become important passing and leaving points for all those pilgrims starting the pilgrimage known as Camino del Rocío. Part of the long way of the Romería del Rocío passes through the lands and roads of Seville. In fact, some of its most singular moments are held in the province of Seville, such as the crossing of the Guadiamar River through the Vado del Quema; or the presentation of the brotherhood standards, or *simpecados*, in the





Church of Santa María Magdalena of Villamanrique. One month later, the streets of Seville get filled with rosemary and thyme and the citizens go back to the streets for a new religious festival: **Corpus Christi (June 4th, 2015)**.

This baroque display has not changed much since the 17th century and it is one of the most traditional festivities every year in Seville. Some other local festivities take place on **May 30th, Day of San Fernando**, the city patron saint, in memorial of the Saint King who conquered the city; and also, **August 15th, Day of the Virgen de los Reyes**, patron saint of the Seville archdiocese, when the statute of this Virgin, who belonged to San Fernando, is taken to the street in procession. In summer the old towns and neighborhoods enjoy their own festivals. It is worth mention the "vela" de Santa Ana, held at the end of July in the old town called Triana, at the other side of the river.

The last week of September several bullfights take place during the Feria de San Miguel. On **December 8th** there is a local feast in honor to the **Immaculate Conception of Mary**, reflection of the faith Seville profess to this dogma. That evening and during the following seven days, the dancing children known as "Seises" dance and sing inside the Seville Cathedral wearing blue and white, especially for the occasion. On the eve, at midnight, the students' tunas sing to the Virgin in the Plaza del Triunfo.

# SPRING

The best moment to visit Seville

Corpus Christi Procession





SEMANA ● ●  
SANTA ● ● ●  
FERIA DE ● ●  
ABRIL ● ● ●  
EL ROCIO ●  
CORPUS ● ●  
CHRISTI ● ●  
SAN FER- ● ●  
NANDO ● ●



## CHRISTMAS IN SEVILLE

Christmas is one of the most loving seasons in Seville and has an especial touristic interest. The streets and squares change along with the light and the scents and people feel the city in a different way. You start feeling Christmas around from December 8th, with the celebration of the Vigil in honor to the Immaculate Conception.

During Christmas time, the streets are joyful and busy. There are carols contests and Christmas concerts, streets carol bands, different activities for children and adults at

the most centric squares, such as Plaza Nueva, Plaza San Francisco, Plaza del Duque, Plaza de la Alameda and Plaza de la Encarnación. Besides, the city offers an interesting list of cultural activities for all ages, like flamenco, theatre plays, opera, dance, exhibitions...



A special atmosphere can be felt in the streets: the stores have their Christmas decoration, the sidewalks are lighted with colorful lights, and the atmosphere is filled with roasted chestnuts scent. In the Christmas Craft Market the visitors may purchase a wide variety of goods and craftwork. Seville embraces a long nativity scenes art tradition. Through the route of the nativity scenes we shall discover great nativity scenes set inside convents, churches, brotherhood houses, institutions and stores, where they are shown for everybody's enjoyment. The "Feria del Belén" takes also place during these festivities, a unique nativity scenes market, where exclusively handmade elements for the scenes are to be sold. On New Year's Eve there is a

## THREE KINGS PARADE

### The biggest Christmas celebration in Seville

wide range of dinner parties and "cotillones" organized by the different hotels of Seville. The Feast of the Three Kings and their parade are both very popular in Seville. It is a long expected and joyfully celebrated day, both by children and by adults.

All this and a whole lot more are waiting for you to enjoy a Merry Christmas with us. We can't wait to see you!



## LENT IN SEVILLE

Lent is a perfect time to visit Seville. Winter fades away and spring is blooming. Orange blossoms open to the sun beams and during this time of reawakening the events agenda of the city is filled with activities that will provide the visitor with a good taste of the upcoming Greater Week in Seville.

Even though Holy Week is lived throughout the whole year inside the confraternities, during Lent the city gives off a scent of some kind of special emotion. It's the time to visit the churches to admire the gold and silversmithing works and the several hundred-year-old carvings made by famous makers of religious images, such as Juan de Mesa, Martínez Montañés or Pedro Roldán. There are 69 confraternities (Hermandades) with more than 100 pasos, the floats

that are being prepared for their parade during Holy Week.

Holy Week Pregón takes place every Sunday before Palm Sunday in the Maestranza Theatre. This traditional “announcement” raises great expectation among the Sevillanos because it officially announces the beginning of the most awaited week of the year. To complete the religious agenda, many Confraternities have their own pregón and other religious traditions: icons hand-kissing (besamanos), Paschal Triduum, the Five-Day Devotion quinaros, etc.

It’s not odd to run into a rehearsal of a team of costaleros (the people, normally men, who carry the wooden floats). These teams or cuadrillas are conducted by a capataz (lit. a foreman) who supervises the igualá, that is, the process of leveling the costaleros so that everybody carries the same weight under the paso and, of course, so that the float is balanced. You’ll probably hear bands rehearsing here and there; they have been rehearsing their repertoire of marches all year long with sacrifice and excitement to have everything ready for Holy Week. During Lent they perform several concerts that you attend to and enjoy.

The gastronomy during Lent is originated in the Lenten fasting habits, when tasteful dishes were



prepared using legumes, vegetables and fish, which, as time passed, have become part of the city’s gastronomic heritage. Numerous establishments adapt their menus to the special period of Lent. You can’t miss the chance of having a taste of these foods, of feeling the confraternal vibes of these places that will make your ideal introduction to Holy Week. There you will hear about the news, the flowers that will decorate the floats, the rehearsals, the marches and, above all, the weather, one of the most discussed topics during Holy Week.



# CONGRESS AND CONVENTIONS



**The Palacio de Exposiciones y Congresos, FIBES**, is the Seville Congress and Exhibitions Center which has just begun a new period of expansion with the new Congress Palace. It is now a wide, light, versatile, ecological and modern designed social gathering place.

This emblematic building was designed by architect Guillermo Vázquez Consuegra. It is a three modules building. First of all, a 3.000 m<sup>2</sup> indoor walkway, connecting the old and the new building. Secondly, a multi-purpose building with a 2.000 m<sup>2</sup> catering area, a 2.500 m<sup>2</sup>

exhibition space and an over 700 m<sup>2</sup> check in zone. And finally, an auditorium for up to 3.557 delegates, with a 670 m<sup>2</sup> stage and a 23 m opening. All to provide a wide range of possibilities for meetings and conventions, music productions and large-scale shows.

Among the features that make this new facility one of the most competitive buildings among the national and international conference centers it is worth emphasizing the Meeting Rooms. Only inside the walkway are located 13 rooms and 2 multi-purpose rooms, besides some exhibition rooms,

both indoor and outdoor. Inside the multi-purpose building there are 20 versatile rooms equipped with the latest technology and mobile partitions which provide higher versatility and a wide range of options for the client. It also includes four offices, locker room, information and accreditation desk, atrium, exhibition hall, etc.

The great auditorium is one of the main advantages of the Nuevo Palacio de Congresos de Sevilla, now the biggest covered space in Spain and one of the biggest in the World.

Thanks to this venue, Seville will keep holding great conferences and conventions and at the same time, will explore a new market on big shows and cultural productions. With a 1.950 seats main stall, plus the seats available on the different stalls and levels, this auditorium provides every possible configuration: 390, 453, 843, 1.950 and 3.557 at full capacity. It also incorporates

several mobile partitions to allow several simultaneous events. Three different floors to allocate the interpreters booths, the cafeteria, the wardrobe, three VIP rooms, the Press Room, the TV Room, the Multimedia Room, the Rehearsal Room and the Dressing Rooms. Everything to deliver the finest conference, convention or meeting, but also these facilities are



ideal to hold massive cultural events, such as concerts, theatre shows, recitals, opera, ballet, dance and much more.

Another new stunning feature to note is the wide 6.000 m<sup>2</sup> Outdoor Square, which will be easily suitable to hold outdoor events thanks to the warm Seville weather, offering the visitor an



unbeatable location. There is also an underground five floors parking with space for 850 vehicles. This building has become a landmark for Seville thanks to its shape and design. Besides, one of the main new features is the building Sustainability and Energy Efficiency which has been achieved by combining the following aspects:

- Develop green spaces.
- Right orientation and insulation, considering the natural light when designing the space.
- Conserving natural resources: water, light, wind.
- In certain cases, like the underground parking, mechanical ventilation has been replaced by natural ventilation reducing energy cost.

This new venue has already a full calendar of high standard medical meetings and conferences for the next months. Moreover, numerous promotional trade activities had already taken place.

With all this, FIBES becomes a great conference venue which incorporates 90.000 m<sup>2</sup> space for conferences and meetings, more than 40.000 m<sup>2</sup> for exhibitions, 5 auditoriums up for 350 to 3.200 delegates and 71 meeting rooms up for 350 to 3.200 delegates.

The Palacio de Exposiciones y Congresos de Sevilla becomes a key and essential stop along the Great Cities of the World and one of the most competitive capital sites for international large events.

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

## METROPOL PARASOL



It is a wooden framework with a concrete nucleus situated at the central Encarnación Square. Its dimensions are 150 x 70 meters and it is 28 meters high. The author was the German architect Jürgen Mayer. The Metropol-Parasol contains a food market, shops, a podium for concerts and events; on the roof there is a viewing gallery and a winding, undulating walkway. In its basement there is the museum "Antiquarium", where the archeological ruins found during the works, from the Roman period, are shown.

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



# FAMILY ADVENTURES

If you come to Seville with children, the city will help you enjoy your family time with cultural and leisure activities that will positively leave the kids happily exhausted.

There are numberless places to visit and activities to engage in: you can play "I spy with my little eye..." in the Fine Arts Museum, go kayaking in the historic Guadalquivir river, have loads of fun in the theme attraction park "Isla Mágica", immerse yourself in the world of pirates in the "Pabellón de la Navegación", walk the city guided by Kings or have a

**AVENTURAS  
EN  
FAMILIA!**  
DESCUBRE SEVILLA CON LOS GIRÁLDEZ

delightful time watching a children's theater play. These are some of the many appeals that Seville brings for families with kids.

The weather doesn't really matter in Seville, there's always something to do.

The adventurous Giráldez family presents you four tours to learn the



city through odd stories and hidden secrets, through the greenest and funniest places, through legends and traditions. And to prove your knowledge of the city, you'll have to complete a series of amusing tasks.

In addition to all this, the Giráldez family invites you to participate in their facebook profile by commenting your family experiences in Seville and sharing some of the photos suggested during the four routes. ([www.facebook.com/familiagiraldez](http://www.facebook.com/familiagiraldez))



[www.facebook.com/FamiliaGiraldez](http://www.facebook.com/FamiliaGiraldez)

# SEVILLE: CITY OF THE OPERA

Seville, as a city, appears in more than a hundred operas. Some of them are global models that brought the name of Seville beyond its borders thanks to opera composers such as Mozart, Beethoven or Bizet. They confer international renown on Seville, which is one of the more constantly referenced Old Europe cities within the opera repertory.

To fully understand the beginning of the Seville myth in operas, as well as the first steps of the city on the lyric scores, we need to go back to the 16th and 17th centuries, when Seville was already internationally known and valued worldwide by artists and authors.

The natural charm of Seville's streets, squares and buildings, along with what the Spanish Golden Age authors wrote about it, make the city an exotic, inspiring setting for the storyline of great, worldwide famous, romantic operas during the 18th and 19th centuries. "Carmen", "The Barber of Seville", "Don Giovanni", "La Favourita", "Fidelio", "The marriage of Figaro", "La forza del destino"... are only a few operas inspired on Seville locations, some real, some fictional, that the visitor may track following the routes of "Seville, city of opera".



Sevilla  
ciudad de  
Ópera



# THE MAESTRANZA THEATRE (guided visit)

Teatro de la Maestranza (The Maestranza Theatre) is Seville's Opera House; Seville being the city which has inspired the largest number of operas in the world throughout history. This is a modern theater, inaugurated in 1991, and features top state-of-the-art theater machinery, at the same level as the best theaters in Europe. It is located in the heart of the historical area.

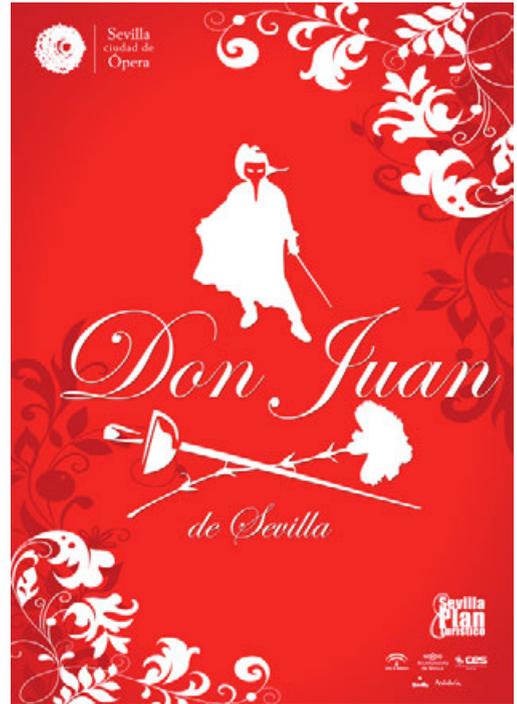
Besides, you can not only enjoy the magnificent programmes this theatre offers, with a wide range of classical music concerts, opera, flamenco, zarzuela, etc, but also you can participate in guided visits to get to know the fascinating inside of this building, of international prestige, and then live a cultural experience by enjoying its exhibiting and audio-visual contents.



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

# LEGEND OF DON JUAN

In the beginning of November Seville celebrates several activities related to the character of Don Juan. Different theatre companies perform Zorrillas play, in adults and children versions. There are disguise contests, some Don Giovanni opera performances, and a special gastronomic offer in bars and restaurants inspired on this myth.



# SEVILLE OF THE LEVIES

Seville is a member of the Red de Juderías de España, a nonprofit association whose first aim is to protect the urban, architectural, historical and cultural heritage of the Jewish legacy. Seville's Jewish community was a large population during the time of the Visigoths, once destroyed the Caliphate, many prominent families of Córdoba came to Seville looking for refuge in the early eleventh century, living that way its heyday. The neighborhood which was home to Seville's Jewish community, known as Jewish Quarter or Judería, covered a large area of

the city, mainly in the Santa Cruz and San Bartolomé area, which were one of the largest and certainly the most laborious of all. At that time, Seville not only stood out as a result of its trade links, which flourished due to the importance of its river, but also thanks to its medical schools, its great philosophical and artistic



[www.redjuderias.org](http://www.redjuderias.org)

movements. In order to show this historical legacy, we have created the product "La Sevilla de los Levíes".

## MUDEJAR ROUTE

Mudejar art is one of the most representative art styles of Seville and Andalucía since it is a link connecting Muslim and Gothic art together.

Among many others, the best example is the Royal Alcázar, core sample of Mudejar civil architecture.



The Spanish word "mudéjar" comes from the Arabic word "muddayán", name given during the Middle Ages in Spain to all those Jews allowed to remain in our land and practice their religion and their customs.

However, during the 19th century this word was used to name all those artistic and cultural expressions with a certain Muslim origin. The first Mudejar art in Seville began when Ferdinand III and his Christian army conquered Seville from the Almohad king in 1248 and it comes to the present day in different ways. Tracks of Mudejar art are to be found all over the city, but they are especially bound to the North East zone, where most Jews concentrated, which is also the less restored zone of Seville.

Good examples are the Iglesia de San Gil, the Iglesia de Santa Marina, the Iglesia de San Marcos,



the Palacio de los Marqueses de la Algaba, the Iglesia de Omnium Sactorum, and many others.

The Center of Seville Mudéjar was opened in the Palacio de los Marqueses de la Algaba to show the perfect cultural coexistence. With more than 111 pieces from different museums, such as mudéjar jars, stamps and valuable ancient household utensils from the same period. Arrocabe linen, Arabic decoration of wooden ceilings, tiles, window grilles, gravestones, cardina and Renaissance capitals.



# TOURIST CARDS

## RENFE SPAIN PASS

Renfe Spain Pass Is a travelcard including 4 to 12 trips by AVE, AVLD and Medium Distance trains. It is valid for a month period, in close price. It can be purchased on the Internet, from travel agencies and train stations, both in Spain and abroad, maximum 6 months in advance. You can book every train journey chosen by different channels.



Additional products are included within this Pass, such as museum tickets, discounts and city cards.



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

This system gives the traveller great flexibility, since there is no need to choose in advance neither the journeys nor the exact days to travel through Spain. It is a functional and easy product that can be purchased by the same way than an AVE ticket and the traveller decide which way to book the ticket journey. This reduces waiting time and has no additional cost.

## FIDELIO CARD

**Sevilla Fidelio.** You have a new friend who will show you the most especial corners of Seville as only a real lover of the city would know. This friend's name is Sevilla Fidelio, a new tourist card that enables a wide range of promotions and advantages for the true Seville lovers.

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





## Are you faithful? Seville is And coming back has its advantages

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AT SEVILLE AND START YOUR TRIP THE BEST WAY  
THERE IS.

FILL OUT THE FORM YOU WILL FIND ON THE PANFLET  
(YOU CAN DOWNLOAD IT HERE)

1

PRESENT IT IN A TOURIST OFFICE OF SEVILLE

2

**Oficina de Información Turística**

Plaza del Triunfo, 1  
41004 · Sevilla · Tel.: +34 954 210 005  
infoturismo@prodetur.es

**Punto de Información Turística Costurero de la Reina**

Paseo de las Delicias, 9  
41001 · Sevilla · Tel.: +34 954 234 465  
costureroelareina@sevilla.org

**Castillo de San Jorge**

Plaza del Altozano, 5/N  
41010 · Sevilla · Tel.: +34 954 332 240  
castillodesanjorge@sevilla.org

PICK UP YOUR CARD

3

USE IT IN EVERY ESTABLISHMENT WHERE YOU CAN SEE  
OUR EMBLEM

4



# SHOPPING TOURISM

Seville has a multiple commercial offer, in regards to crafts as well as clothing shops, fur, gifts, etc. This is the case of the mantillas, embroidery, lace and saddler and leather work of great quality that forms the basis of the Sevillian typical tradition. The Manila shawl handmade embroidered using the same designs of years ago when it came from the Philippine capital, which gives its name. It is used not only during the Seville April Fair but as a pledge for occasions when you have to go specially dressed.

Possibly the crafts linked to Holy Week are the most peculiar, thanks to which still maintaining some traditional artisan crafts like embroidery in gold, metalwork, woodwork, imagery or chandlery, something unthinkable in the modern world.

In addition to the artisan work that characterizes our city, Seville has become a major fashion center in recent years, having local fashion designers of the standing of *Victorio and Lucchino*, to which were joined boutiques of recognized firms as *Adolfo Dominguez*, *Roberto Verino*,



Loewe and a countless shops located in the most modern shopping centers throughout the city.

The shopping streets of Seville are full of animation everywhere you look. In the historic center, shops are situated between the vicinity of "La Campana" and the pedestrian streets *Tetuan* and *Sierpes* where the shops of traditional products – ceramic, guitars, flamenco dresses, fans, mantillas and Manila shawls – live together with modern shops with the latest fashions for all ages, music, jewelry, etc. Without forgetting department stores where you can buy everything. The *Nervion*

neighborhood, near Santa Justa Station, has large shops where you can find national and international fashion brands.

Across the river we find Triana and Los Remedios. The first mentioned, the quintessential neighborhood of pottery, is concentrated around Alfarería Street, where we can find from pieces with motifs of Islamic origin to baroque drawings from the eighteenth century. In Los Remedios numerous boutiques and fashion houses are located.



## SEVILLA BY BIKE

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The network of bike lanes of Seville has been considered one of the best in Spain, according to a study by the Association of Consumers and Users, who describes it as one of the safest of the 11 cities that have been evaluated.

The network consists of 140 kilometers of lane. Some of its advantages are that it connects the downtown with most of the different neighborhoods of the city, being easily identifiable by the cyclists, pedestrians and drivers.

Seville is a perfect city for cycling, thanks to the good weather and for being a fairly flat city. Cycling is ideal, both for sightseeing and for daily life. In Seville there are numerous private bike rental companies also rent public service Sevici.

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



# LANGUAGE TOURISM

Thanks to the warmth and hospitality of Seville citizens, the city is an ideal place to improve your Spanish. Spanish language students will enjoy the historical and cultural heritage in Seville and also the weather, which allows outdoor activities most of the year. The student will be able to taste the delicious Seville gastronomy in the endless bars and restaurants. There are plenty of exhibitions, concerts, and theatre performances, both classic and cut-edging, available to fulfill the student thirst of culture. Seville has a wide range of language institutes, plus the language courses available at the city major universities.



the new infrastructure, created both near and inside Seville. Near Seville, there is now a dock for large ships in Isla Mínima which is used as entrance to the Doñana marshes. Meanwhile, in Seville, within the developing plan to integrate the inner harbor left bank to the Port activity, there are three different projects. The first one, the already running Muelle de las Delicias, which has a mooring capacity for 615 meters long and

# CRUISE TOURISM

Seville is strongly developing its own cruise tourism. Work is been done to enhance the "Destination Seville From Seville" product, given the added value and the comfort of enjoying Seville from its own port, leaving aside trips organized in farther moorings. Besides, this project search to make the most of



seven meters draft cruises ships, as well as a leisure and catering area. The second one was the recently put into operation of the new floodgate, which has 434 meters long and a 35 meters beam, allowing the access to 40.000 DWT and 290 meters long ships.

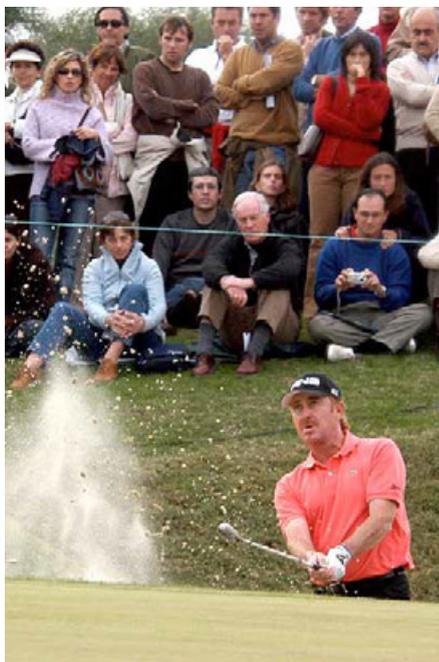
Finally, the third project would be to dredge the Guadalquivir River, conceding access to 8,50 meters draft ships.

## SPORTS EVENTS

Because of its privileged weather as its geography, without forgetting the lifestyle, all the open spaces and the warmth of its citizens, if you want to enjoy the sport, Seville is your city.

### GOLF

In many destinations Golf has become a keystone in the tourism industry. The fantastic weather, and the quantity and quality of our golf courses, are an attraction for tourists visiting Seville. You can find extraordinary golf





courses designed by leading golf professionals, as Gary Player, Jose Maria Olazabal or Rodrigo and Felipe Medina Benjumea, among others, offering different routes with a wide variety of holes and fairways , so that from amateurs to professionals can enjoy this sport.

The golf courses available are:

- **Real Club de Golf de Sevilla.** Alcalá de Guadaíra. [www.sevillagolf.com](http://www.sevillagolf.com)
- **Club Zaudín Golf.** Tomares. [www.clubzaudingolf.com](http://www.clubzaudingolf.com)
- **Club Hato Verde.** Las Pajanosas. [www.clubhatoverde.com](http://www.clubhatoverde.com)
- **Las Minas Golf.** Aznalcázar. [www.lasminasgolf.com](http://www.lasminasgolf.com)

- **Escuela Pública de Golf La Cartuja.** Isla de la Cartuja, Sevilla. [www.andalucia.sevilla/campo-degolf-la-cartuja](http://www.andalucia.sevilla/campo-degolf-la-cartuja)

- **Real Club Pineda.** Sevilla. [www.rcpineda.com](http://www.rcpineda.com)



# XXXI MARATHON

Once more, welcome to one of the most important marathons that takes place in Spain, the Seville International Marathon, which will be celebrated on 22nd February.

In this marathon, participants can enjoy one of the fastest and flattest routes in Europe, with little unevenness, this features and the excellent weather in Seville at this time of year, make this marathon race the ideal way to improve your personal best. Beyond that, a new circuit has been designed with 42,195 m long, which pass by the most emblematic and characteristic monuments of Seville, such as the Giralda, Plaza de España or The Maestranza bullring, a real pleasure to behold.



## NEXT EDITIONS:

Año 2016: 28 febrero

Año 2017: 26 febrero

Año 2018: 25 febrero

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



# HEALTH TOURISM

Health tourism is movement of patients from one country to another seeking for treatment involving medical workers, regardless of whether it is for hospital attention, for nursing care or for a health resort service.

The elements considered in the choice of a destination by a health tourist do not only regard economic criteria, but also quality and coverage of the health system, accessibility to treatments, waiting lists, infrastructure and technology, patient monitoring and postoperative assistance, connectivity and geographical proximity, bureaucratic requirements, legislation, cultural factors, privacy or anonymity, the climate and the touristic offer linked to the travel, among other factors.

Spain is an excellent scenario for the development of such type of tourism and so is Seville.

Therefore, the Tourism Board 'Turismo de Sevilla' develops a new tourist product denominated "HEALTH TOURISM IN SEVILLE".

The segment of population to which the product is targeted is a public with a high purchasing power that would



guarantee a significant increase in the occupancy rate and a considerable rise in the level of consumption.

The potential and competitiveness that the city of Seville presents in this sector is a proved fact, given the level of health investment achieved during the last few years, the quality and international prestige of doctors and health professionals and the firm intention of the City Hall towards the external promotion of this product.

"Consortio Turismo de Sevilla" has encouraged the creation of a private business cluster, composed mainly of hotel chains and private hospitals and clinics of the city, which, with the support of the Instituto Andaluz de Tecnología (IAT, Andalusian Institute of Technology) and the consultant company Consultania, they all develop a strategic plan to position the city as an excellent tourist destination for "Health Tourism".

## NEW OPENINGS

### REAL ALCÁZAR NIGHT TOURS

Visitors will be directly involved into the history of the Royal Alcazar of Seville, through the most important people who lived in the palace. The night visit allows you to discover a new magical Alcázar. Visits only available during spring and summer season.

Cathedral, Alcázar and Archivo de Indias: HERITAGE OF HUMANITY

[www.alcazarsevilla.org](http://www.alcazarsevilla.org)

## CATHEDRAL ROOFS TOUR

This remarkable tour begins at the entrance door of “La Campanilla”, named after the bell that was used to warn the workers who were working on their construction. Then the guide takes the group to the roof of the cathedral through a spiral staircase, from where visitors can delight in watching gargoyles, its buttress, flying buttresses, and the domed chapels. Besides, the clear views of the street Avenida de la Constitución and the whole city of Seville.

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





## THE TOWN HALL

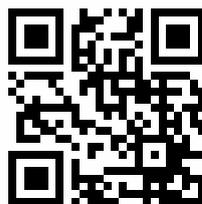
You can visit the Seville's Town Hall and witness the wealthy historical and artistic heritage of the building, the building is consider like a museum, with informational signs about main rooms and other properties that shelter, and a guided tours service or audio guides for most of our foreign visitors, up to seven languages.

Get your tickets in

[bit.ly/TicketsAyto](https://bit.ly/TicketsAyto)



Have you seen our video?



Download the song  
for your mobile

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



## ISLA MÁGICA REOPENS WITH "AGUA MÁGICA" AS NEW FACILITIES.



The theme park of Seville has already started its new season. All performances of the park have been renovated, but the big news this year is Agua Mágica, which will become the beach of Seville. The opening of these facilities is scheduled for this summer. It is a space of 20,000 square meters with water attractions such as slides or a large wave pool.

The offer consists of 26 attractions either mechanical or water, dimension 4, a 3D cinema with visual effects beyond the screen, games, restaurants with a varied cuisine to everyone's taste; Altogether 76 entertainment facilities to enjoy a day of family fun.



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

# LONJA DEL BARRANCO MARKET.

Junto al Puente de Triana y a la orilla del río Guadalquivir, dos de los lugares más emblemáticos de Sevilla, se encuentra Lonja del Barranco. Un espacio gastronómico perfecto para consumir experiencias y emociones.

Dividido en dos plantas, Lonja del Barranco se distribuye en un espacio con más de 1200 m<sup>2</sup> y con 20 puestos de hostelería únicos y de gran reputación, convirtiéndose en un lugar que se consolida como uno de los referentes en la oferta gastronómica sevillana y española.



## TRIANA

This typical old town has completed a full tourism development, along with the current Castillo de San Jorge, creating a craftwork center named Centro Cerámica Triana, where to exhibit the Triana tradition on ceramic and to show the history, customs and culture attached to this quarter. There will be also routes to allow visitors to know everything this part of the city has to offer.



# UPCOMING PROJECTS

## TOURIST INFORMATION CENTER Marqués de Contadero

This one-stop full information point will become one of the biggest tourist attractions in Seville since the visitor will receive full information about the city and its possibilities.



## SEVILLE IN THE TIME OF THE FIRST CIRCUMNAVIGATION OF THE GLOBE

The Guadalquivir River was the starting point of one of the most important naval quests in History: The First Circumnavigation of the Globe, an expedition planned by Fernando de Magallanes and carried out by Juan Sebastián Elcano in 1519, leaving from las Mulas dock. This new tourist product aims to show the Seville from that period.



La **Sevilla**  
de la primera vuelta  
al **Mundo**

.....  
**Seville and the First Circumnavigation of the Globe**

## AQUARIUM OF SEVILLE

The Aquarium of Seville has one of the largest shark tank in Europe and uses the theme of Magellan's first round-the-world trip.

Departing on a galleon from Seville to the New World, crossing the Guadalquivir River through the marshes, the Atlantic Ocean, the Canary Islands or remembering his way through the Pacific and Indo-Pacific, we will admire 7,000 specimens of 400 different species of animals.

Get your tickets in

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



## THE TRAIL OF St. TERESA IN SEVILLE

In 2015, to celebrate and commemorate the birth of St. Teresa of Jesus, we have created 'Huellas de Santa Teresa,' (The Trail of St Teresa of Jesus), a tour around the different places where she left her trail. Seville is one of them, you will be able to contemplate the only portrait of Santa Teresa painted in life inside the Convent of San José, or the original manuscript of "Las Moradas" among other things.

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



# WORLD MAGELLANIC CITIES NETWORK



On February 1st of 2013, the Protocol for the Promotion and Creation of the World Magellanic cities Network was signed in Seville.

In 2019 the Commemoration of the Fifth Centenary of the first round-the-world trip will take place. This event is known and remembered worldwide, that is why the creation of this World Magellanic Cities Network will strengthen the symbolic and strategic vision of this historic circumnavigation, making easier understanding and collaboration in a world of diversity that aim the unification of criteria and values common to humanity.

Seville was the heart of this extraordinary story. The geographic, strategic and political center of the first global view of the Earth. So now, five centuries later, Seville is again the center of a new concept

of circumnavigation, respectful with other people vision, willing to cultural understanding and global solidarity.

The idea is to create several actions based on Magellan prowess to promote a global reflection about the future of humanity, their values, cultures, differences and similarities, without an extreme approach, but also unapologetic.

This network will focus on the Commemoration of the Fifth Centenary of the first round-the-world trip, which will be held in 2019-22 and whose first aim is to get Magellan's route declared as an Intangible Cultural Heritage of Humanity by UNESCO.



# TOURIST APPS

Available for Android and Apple, under the framework of the corporate account of the City of Sevilla.

This app helps us to understand the 100 most visited monuments, among them: the Seville of the year 29, NYC dock, Triana, monuments and points of interest, museums and interpretation centers, parishes, churches and convents and the Barrio de Santa Cruz. A schedule of events is also available, code reader, audio guide of the Castillo de San Jorge, photo galleries, augmented reality (providing the

direction and distance to the different monuments and resources), GPS (global geo-positioning system) and a guided travelling, both walking and by car, to arrive at resource.

# TOURIST DIGITAL PLATFORM

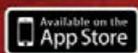
We present a digital tourist information point used by visitors. Firstly, these digital information points will be located in places of tourist information inside the city, secondly, we will offer to different tourist establishments in Seville the possibility of having this digital tourist information point inside their facilities.

[www.visitasevilla.es/es/apps-sevilla](http://www.visitasevilla.es/es/apps-sevilla)



## APP SEVILLA SEVILLA APP

Descarga de aplicaciones  
*App's download*



MEJOR APP  
TURÍSTICA DE DESTINO  
FITUR 2015

# SEVILLE IN 2015

## JANUARY

- **International Festival of Artes Escénicas de Sevilla.** (*Dramatic Arts Seville International Festival*) From 17th December 2014 to 27th January 2015. [www.sevillafest.com](http://www.sevillafest.com)

- **We love Flamenco** (Flamenco Fashion Week). From 14th to 18th [www.weloveflamenco.com](http://www.weloveflamenco.com)

## FEBRUARY

- **SIMOF** (*International Flamenco Fashion Week.*) From 5th to 8th. [www.simof.es](http://www.simof.es)

- **Expobelleza Andalucía.** From 14th to 16th. [www.fibes.es](http://www.fibes.es)

- **Salón del corredor** (*Runner Meeting*). From 20th to 22nd. [www.fibes.es](http://www.fibes.es)

- **Seville Marathon.** 22nd February [www.zurichmaratonsevilla.es](http://www.zurichmaratonsevilla.es)

- **Seville Orange Gastronomic Week.** From 20th February to 1st March

- **FEMAS.** Festival de Música Antigua de Sevilla (*Ancient Music Seville Festival*). [www.femas.es](http://www.femas.es)

## MARCH

- **FEMAS.** Festival de Música Antigua de Sevilla. [www.femas.es](http://www.femas.es)

- **Holy Week.** From 29th March to 5th April.

## APRIL

**April Fair.** From 21st to 26th April

## JUNE

- **Corpus Christi.** 4th June

- **Territorios Sevilla.** 12th and 13th. [www.territoriossevilla.com](http://www.territoriossevilla.com)

- **Festival Sevilla Circada** (Seville Circus Festival) [www.festivalcircada.com](http://www.festivalcircada.com)

## JULY & AUGUST

- **Velá de Triana** (*Festival of Santa Ana and Santiago*). From 21st to 26th July

- **Night concerts in the Alcazar Gardens.** From July to September [www.alcazarsevilla.org](http://www.alcazarsevilla.org)

- **Nocturama.** [www.caac.es](http://www.caac.es)

## SEPTEMBER

- **Anglo Arabe Horses Week.**

## OCTOBER

- **Seville Guitar Festival.** [www.guitartfestivalsevilla.com](http://www.guitartfestivalsevilla.com)

- **Andalucía Sabor.** 1st October. [www.fibes.es](http://www.fibes.es)

## NOVEMBER

- **Don Juan de Sevilla.**

- **SICAB** (International Horse Show). From 17th to 22th November. [www.sicab.org](http://www.sicab.org)

- **International Festival of Contemporary Dance.** [www.mesdedanza.es](http://www.mesdedanza.es)

- **Seville European Film Festival.** [www.festivalcinesevilla.eu](http://www.festivalcinesevilla.eu)

- **Sevilla de boda.** From 13th to 15th [www.fibes.es](http://www.fibes.es)

- **Mangafest.** From 20th to 22nd. [www.fibes.es](http://www.fibes.es)

## DECEMBER

- **Expojuven.** From 18th December 2015 to 3rd January 2016 [www.fibes.es](http://www.fibes.es)



**Sevilla**<sup>®</sup>  
*we love people*

## Turismo de Sevilla

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41004 | Sevilla

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