

# Costa Blanca





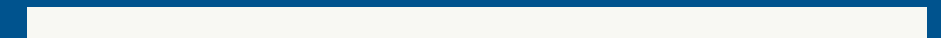


# Costa Blanca

Name that identifies the region of Alicante.

One of the most important tourist destinations in the Mediterranean coast.

Large experience in tourism industry





# Highlights

More than 300 hotels and 50,000  
beds

Average  
temperature of 18°C

Renowed cuisine with  
15 Michelin stars





# Tourism facilities



**99 4 star hotels**  
**10 5 star hotels**  
**141 3 star hotels**



**20 golf courses**



**Themed parks,  
natural parks &  
safaris**



# INTERNATIONAL TOURISM (2019)



6,219,799  
INTERNATIONAL  
TOURISTS

60% of which from the U.K. (2,5 millions)  
and 12% from the Nordic countries



AVERAGE EXPENDITURE  
PER TOURIST 105 €

Average stay 9,9 days



62 MILLION  
OVERNIGHTS

Half of them in hotels and the other  
half on their own properties or houses  
from friends and relatives



360 HOTELS  
+50,000 beds



SECOND HOMES

From 2010 to 2020 more than 181 K  
properties were sold to non-Spanish  
residents on Costa Blanca

# ALICANTE-ELCHE INTERNATIONAL AIRPORT



Pax

2019

15,0M

% Var. previous year

7,6 %

2020

3,7M

% Var. previous year

-75,1 %



Ops

101K

% Var. previous year

4,8 %

37K

% Var. previous year

-63,4 %



Cargo

4,0M

% Var. previous year

0,5 %

3,5M

% Var. previous year

-12,7 %

**1st**

ACI's best airport in

Europe

(5 to 15M passengers)

**5th**

Most important airport

in Spain





# Alicante, the "city of light"

Explore the "city of light" as its first inhabitants called it. The capital city of Costa Blanca boasts its old town, including the San Nicolás co-cathedral, Water Museum, Town Hall, Santa Maria church, MACA museum, and its iconic Esplanade.

Not to be missed a visit to the castle of Santa Barbara or a "gourmet tour" of its fruits and vegetables market, fishmongers and traditional sweets and treats as well as the wines Alicante DO.

Dive into a 'Cook your own paella' showcooking to learn how to prepare this iconic dish.



# Elche: A Mediterranean oasis

The second largest city on the Costa Blanca is home to three World Heritage Sites by UNESCO: the Misteri d'Elx, a religious theatre piece performed at Santa Maria Church; the largest Palm Grove in all of Europe; and the Puçol School Museum, where visitors are transported back in time.

Other unique buildings in the city include the Calahorra or the Arab Baths, both of which are Muslim heritage.







# El Campello: Seaside history

Explore the landmarks of El Campello: from its secluded coves and beautiful beaches to its diverse natural environment, with monuments, pleasant walks, and archaeological remains such as the "Illeta dels Banyets" site. The visit can be completed with a trip to the fish auction in your fish market.



# Tabarca and Santa Pola: jewels of the Mediterranean

Visit the seafaring town of Santa Pola, its Sea and Salt Museum, and its Castle. Sail to the island of Tabarca (30 minutes by boat) and visit the only inhabited island of the Valencian Community and the smallest inhabited island in the Mediterranean.







# Jijona/Xixona: where Christmas begins

Visit the factory that produces "nougat", and taste this traditional Christmas sweet. The trip can be completed by visiting the "Pou de la Neu", a snow well, which is the origin of the ice cream industry in the province of Alicante.



# Spice cradle: Novelda

Visit to the Modernista House-Museum of Novelda, the castle at La Mola, and the Magdalena Sanctuary, also in the modernist style. Additionally, visit its spice factory and one of its wineries to complete the experience.







# Alicante's wine tourism

Wines from Alicante have their own DOC. On the Alicante Wine Route you will find wineries offering tastings as well as vineyard tours as well as different wine tastings.



# Villajoyosa/La Vila Joiosa: enjoy the Mediterranean colors

Explore the town of Villajoyosa, also known as "Happiness Town", a peculiar municipality of maritime origin known for its colorful houses. Visit to the "Vilamuseu" archaeological museum, the Masia Barberà dels Aragonés and a chocolate tasting at Chocolates Valor.







# Altea: a pearl of the Mediterranean.

It is one of the most beautiful spots of the Costa Blanca, known as the "pearl of the Mediterranean" for its whitewashed houses and bohemian atmosphere. During the tour of the old city, its narrow streets and

Mediterranean ambiance, the viewpoints, and the church, some ateliers of local artists could be visited, as well as a pottery workshop, candle making, or craft beer brewery.





# **Benidorm: the tourist capital of the Costa Blanca**

See the most emblematic places of the city with the most skyscrapers in Spain, such as "Benidorm Castle" and the historic center, and take an electric bicycle ride through the Serra Gelada natural park.







# L'Alfàs del Pi

Visit the picturesque L'Alfàs del Pi, its Roman Villa Archaeological Museum, its wineries, and enjoy the Serra Gelada Natural Park path to reach El Albir lighthouse.



# El Castell de Guadalest: the enchanted village

Walk through the streets of Guadalest, a unique town at the foot of the castle and its bell tower on top of a rock. Visit to the Orduña House, the microgiant museum and the Antonio Marco Museum.







# Alcoy / Alcoy: the city of the 7 bridges

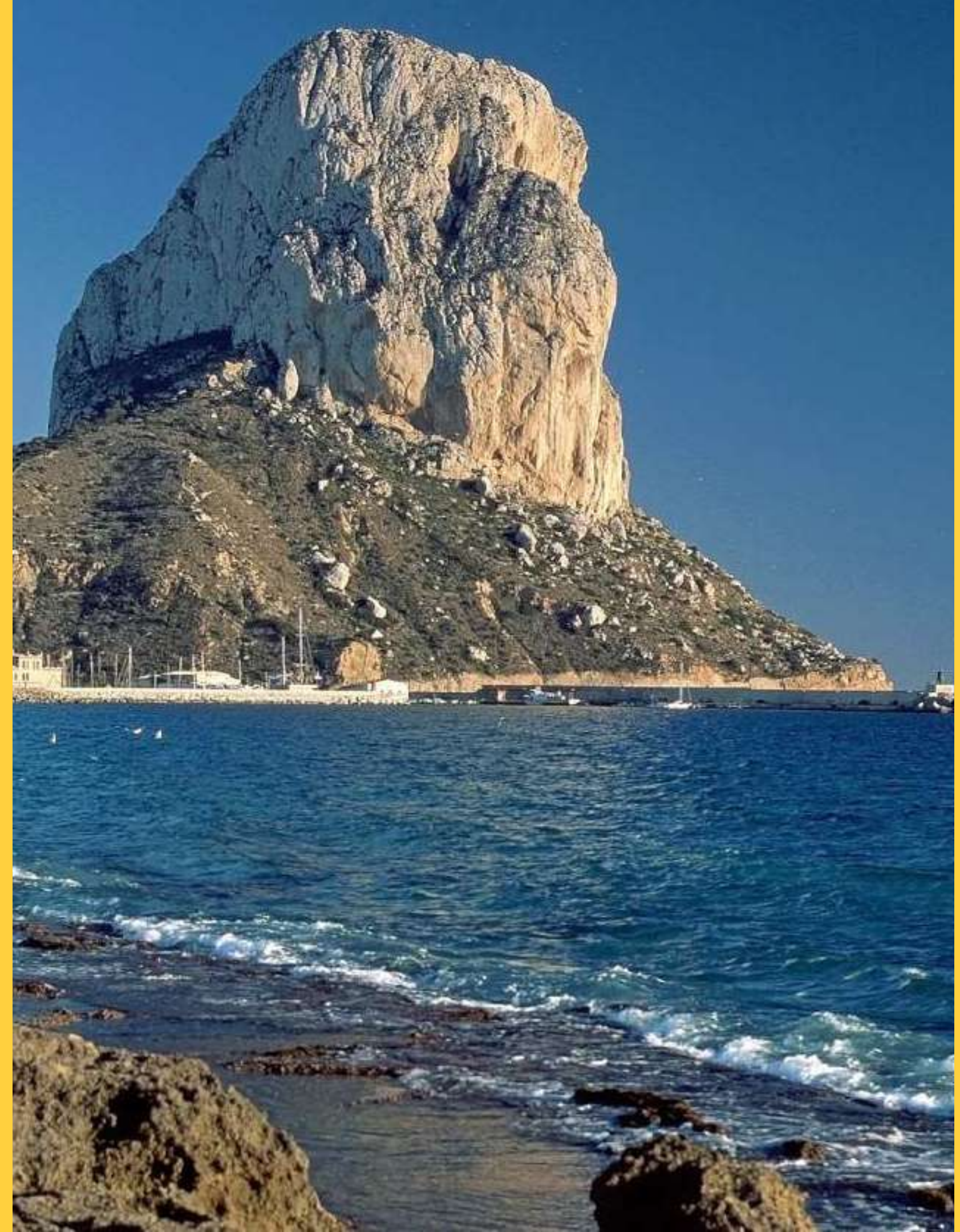
Explore this hidden inland jewel, which has a long industrial heritage, old mills and factories, as well as architectural gems such as the "Lonja de Sant Jordi", designed by Santiago Calatrava, or its the modernist buildings, for which this town has been part of the the "Modernist Routes of Europe".





# **Calpe: at the foot of the mythical Rock of Ifach**

One of the most iconic picture of Costa Blanca is Calpe and its Ifach Rock. Not to mention the Calpe beaches, the Fishing Port, Fish Market, or the archeological site "Baños de la Reina".







# Villena: the heritage of the borderlands

Explore the Vinalopó river castle route, where you will dive into the medieval streets of Villena, see its churches, and visit the Atalaya Castle - the best preserved castle on the route. The visit is completed with a visit to a winery.



# Biar: the inner beauty

Tour the streets of the historic center and climb up to the castle of Biar. From there, you can enjoy the view of the town and almond and olive tree plantations, and products derived from them, such as olive oil and nougat. You will visit Ceramica Maestre as well as Heretat de Soler (nougat and sweets). Detailed information about the cultures, traditions, and trades of the Biar is available at the ethnographic museum.







# Torrevieja: a taste of salt

Tour of the Interpretation Center at Lagunas de Torrevieja and La Mata Natural Park, visit of the vineyards within the park and a bike ride along the greenway.



# Dénia: sea sound

Explore this fishing town by boat as well as taking a tour of the bay. Segway tour around the port, central area, and castle of Dénia.





**Watch our destination presentation:**



**More information:**

