



WELCOME TO ALICANTE

PREMIUM EXPERIENCE
ON THE COSTA BLANCA

2025



ALICANTE: HISTORY, SUN AND EXCLUSIVITY

/01



ALICANTE
POR EL TURISMO DE CRUCEROS



↙ Alicante, a city bathed by the Mediterranean, combines history, culture and Mediterranean lifestyle with an exclusive offer for demanding visitors. Ancient Roman Lucentum, today is a vibrant, accessible and charming destination, with a privileged climate and high-level services.





CULTURE AND HERITAGE: SANTA BARBARA CASTLE, MARQ AND CENTRAL MARKET

/02



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Santa Barbara Castle:

Medieval fortress located on Mount Benacantil, with the best panoramic views of the city and the sea. It can be accessed by elevator or through private guided routes. Ideal for sunset visits with wine tasting, exclusive concerts or temporary exhibitions.

For more información:

www.castillodesantabarbara.com





Tasting of Chocolates and Turrón from Alicante

Includes a guided tasting where you'll try 3 different chocolates and 2 varieties of turrón, while learning about the history behind these traditional sweets from the Alicante region.



Craft Beer Tasting + Tapas

Includes a guided tasting led by a specialist of 4 different types of craft beer (to share between 2 people), accompanied by snacks such as olives and nuts.



Tasting of 3 D.O. Wines + Tapas

Includes a guided tasting led by a specialist of 3 different types of wine, served with a small tasting of local cured meats, olive oil, and bread from the Alicante region.



Tasting of 3 PREMIUM Wines (+92 PK) + Tapas

Includes a guided tasting of three premium wines, each rated over 92 Parker points. Discover the nuances of each wine, accompanied by tapas and olive oil.

FOR MORE INFORMACIÓN

↙ **MARQ - Provincial Archaeological Museum:** Awarded as the best European museum, it offers a sensory immersion in Alicante's history, from prehistory to the modern age. Ideal for private guided tours or VIP themed experiences.

For more información:
www.marqalicante.com





Other interesting museums include:

MUBAG – Museum of Fine Arts,

MACA – Museum of Contemporary Art

The Museum of Illusions, and **The Ocean Race Museum**, which can be especially fun to visit with children.

↙ **Central Market:** Modernist icon where you can discover local gourmet products such as salted meat, artisanal nougat or DO Alicante wines. Possibility to organize personalized tastings with showcooking or mated tastings.



WALK AND SHOPPING IN THE HEART OF THE CITY

/03



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↙ Touring the Esplanade of Spain under its palm trees and marble mosaics is an experience that combines relaxation, art and elegance. The adjacent streets (Castaños, San Francisco) concentrate boutiques, galleries and charming cafes.





GASTRONOMY: ALICANTE FLAVORS OF AUTHOR

/04



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↙ High Mediterranean cuisine with identity:

Monastrell (1 Michelin)

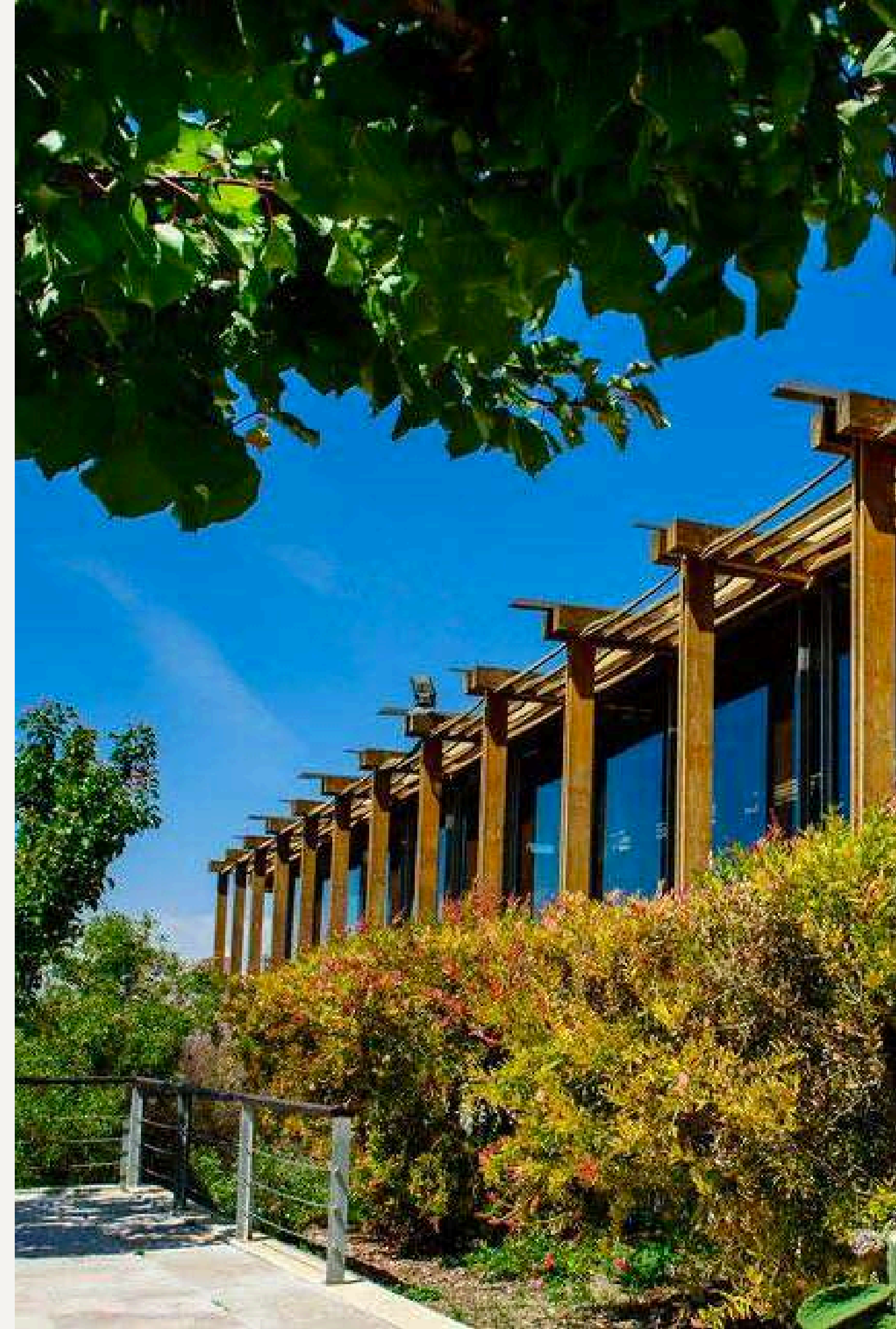
Lunch options on terraces by the sea or on exclusive rooftops with zero-kilometer cuisine and signature wines.



↙ High Mediterranean cuisine with identity:

La Ereta

Lunch options on terraces by the sea or on exclusive rooftops with zero-kilometer cuisine and signature wines.



↙ High Mediterranean cuisine with identity:

Dársena

Lunch options on terraces by the sea or on exclusive rooftops with zero-kilometer cuisine and signature wines.



↙ In the surroundings of the Central Market, local and contemporary proposals stand out:

Damasol

Modern Mediterranean cuisine with proximity products and an innovative menu.



↙ In the surroundings of the Central Market, local and contemporary proposals stand out:

Ukiyo

Asian-Mediterranean fusion with daring flavors.



↙ In the surroundings of the Central Market, local and contemporary proposals stand out:

Vibra

Fresh and urban space where tradition and trend go hand in hand.



↙ Some of the best bars in the city:

Nou Manolín

National reference, with fresh seafood, Iberian ham and rice in an iconic bar.



↙ Some of the best bars in the city:

Piripi

Seasonal cuisine with a vibrant bar and reinvented classic dishes.



↙ Some of the best bars in the city:

Central Bar

Inside the Market, famous for tapas made with fresh produce.



↙ Some of the best bars in the city:

Sento Rambla Brewery

Creative Montaditos in a lively atmosphere.



↙ Some of the best bars in the city:

El Portal Taberna & Wines

Gourmet tapas and cocktail bar in a sophisticated and cosmopolitan environment.



↙ 26 Cocktail Room

Address: Pl. Portal de Elche, 6, 03001
Alicante

In the heart of Alicante, 26 Cocktail Room rises as a tropical oasis of sensory experiences. Immerse yourself in a vibrant fusion of flavors, music, and atmosphere. A paradise of unique and innovative cocktails that evoke tropical delights. From fresh, exotic ingredients to creative presentation, every sip is a journey to distant destinations. The immersive and captivating music transports you even further, completing the tropical experience we offer.



↙ The Whisper Cocktail Company

**Address: C. Bailen, 18, Bajo Derecha,
03001 Alicante**

Phone: +34 633 02 08 53

Located in the very heart of Alicante, The Whisper Cocktail Company pays tribute to classic cocktail culture with a concept that revives its essence and origins, standing out for its attention to technique, ingredients, and service. With an ambiance that transports you to 1920s New Orleans, it offers a journey back in time—recreating the glamour of the era and the intimate, exclusive atmosphere of true speakeasies.



↙ Oculito

Address: C/ Tomás López Torregrosa, 13, 03002 Alacant, Alicante

Brought to you by Grupo Musa Café, Oculito was born in the heart of Alicante, right on the iconic Rambla. This cocktail bar pays tribute to what is not always seen—but sensed... and felt. With a cocktail menu as creative as it is provocative, Oculito captivates those in search of unique experiences: bold flavors, unexpected combinations, and presentations that awaken the senses. Each drink invites you to explore that more enigmatic, personal side we all carry within.



↙ El Portal Alicante

Address: C. Bilbao, 2, 03001 Alicante

Part of Grupo Gastroportal, El Portal Alicante has been awarded several times as the best bar in Spain—offering something that goes far beyond simply eating or drinking. Alongside their menus and cuisine, they serve something far more than just a “cocktail”; they serve art in every glass, inviting guests to live an experience where attitude and flavor meet head-on.

This bar stands out for its unique and refined concept, redefining traditional Mediterranean gastronomy with the most exclusive products.



↙ NiC Combinados y Cócteles

Address: Carrer Castaños, 22, 03001
Alacant, Alicante

At NiC, they don't just serve drinks or craft cocktails—they create liquid emotions.

Winners of the Coaster Award and Spain's National Cocktail Award, they've spent the past 20 years proving that the true magic of a cocktail lies not only in its ingredients, but in the atmosphere that surrounds it.

This cocktail bar exudes a warm yet sophisticated ambiance—perfect for savoring each sip in the best company.





GOURMET SHOPPING AND STYLE



Alicante is ideal to acquire unique products:

Nougats and artisan sweets

Sanchis Mira, Primitivo Rovira or Turrone​s Espí.



↙ Alicante is ideal to acquire unique products:

DO Alicante wines and premium liquors

Centennial Fondillon, artisan vermouths.



↙ Alicante is ideal to acquire unique products:

Gourmet boutiques

Delicatessen La Despensa,
Sibarium, El Gourmet del Corte
Inglés.

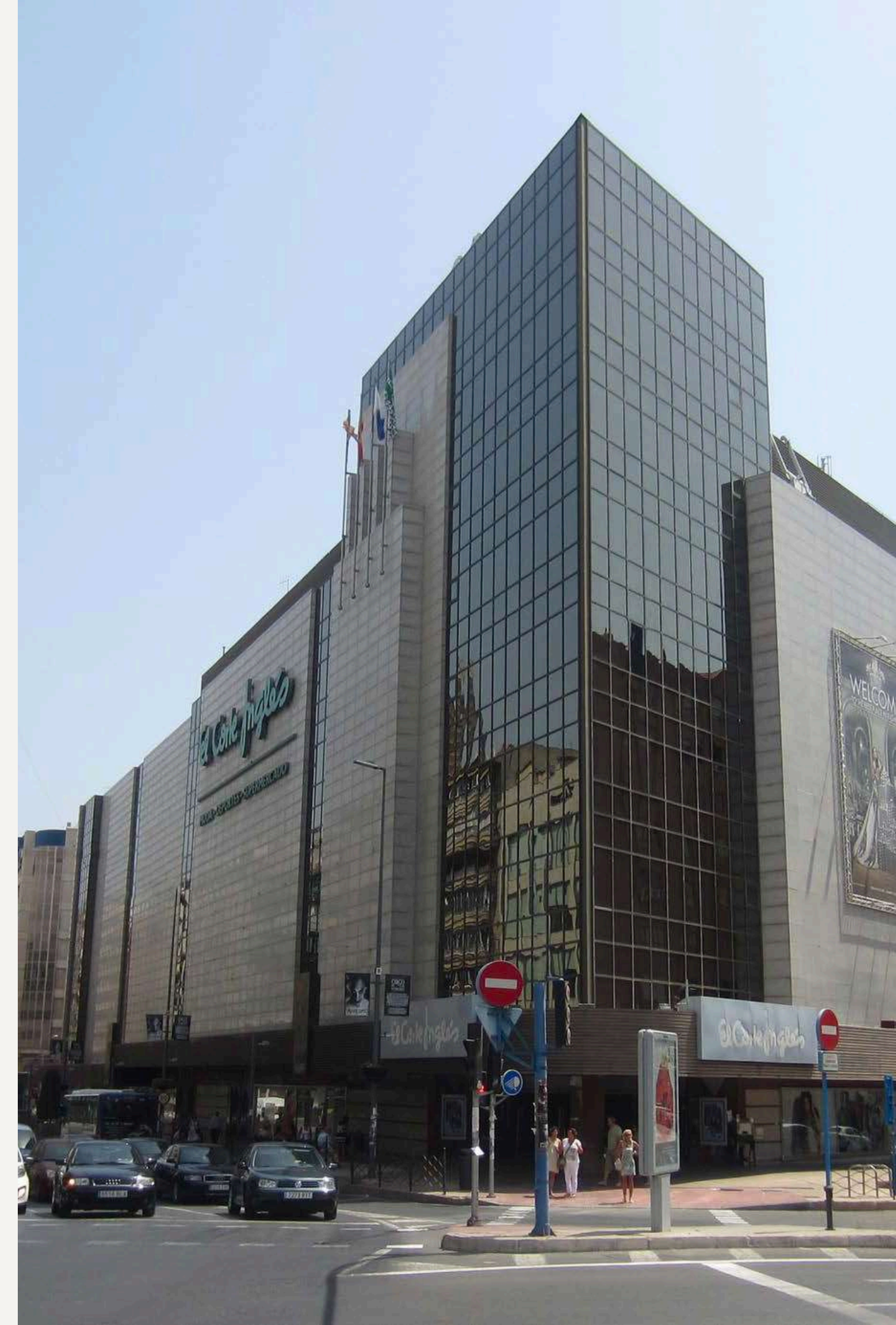




Alicante is ideal to acquire unique products:

El Corte Inglés Centers

(Av. Federico Soto and Av. Maisonnave): Luxury fashion, perfumery, watchmaking, select gastronomy and tax-free services. Possibility of personalized attention and delivery on board.





EXCLUSIVE EXPERIENCES

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↙ Exclusive experiences

- Private tours to the Castle of Santa Barbara at sunset with wine tasting.
- Navigation by catamaran or yacht with author catering.
- Visit to nearby wineries on the Alicante Wine Route.



BEACHES: MEDITERRANEAN RELAXATION IN PRIVILEGED ENVIRONMENTS

↙ Alicante offers urban and natural beaches ideal for rest or to enjoy activities by the sea:

Postiguët Beach

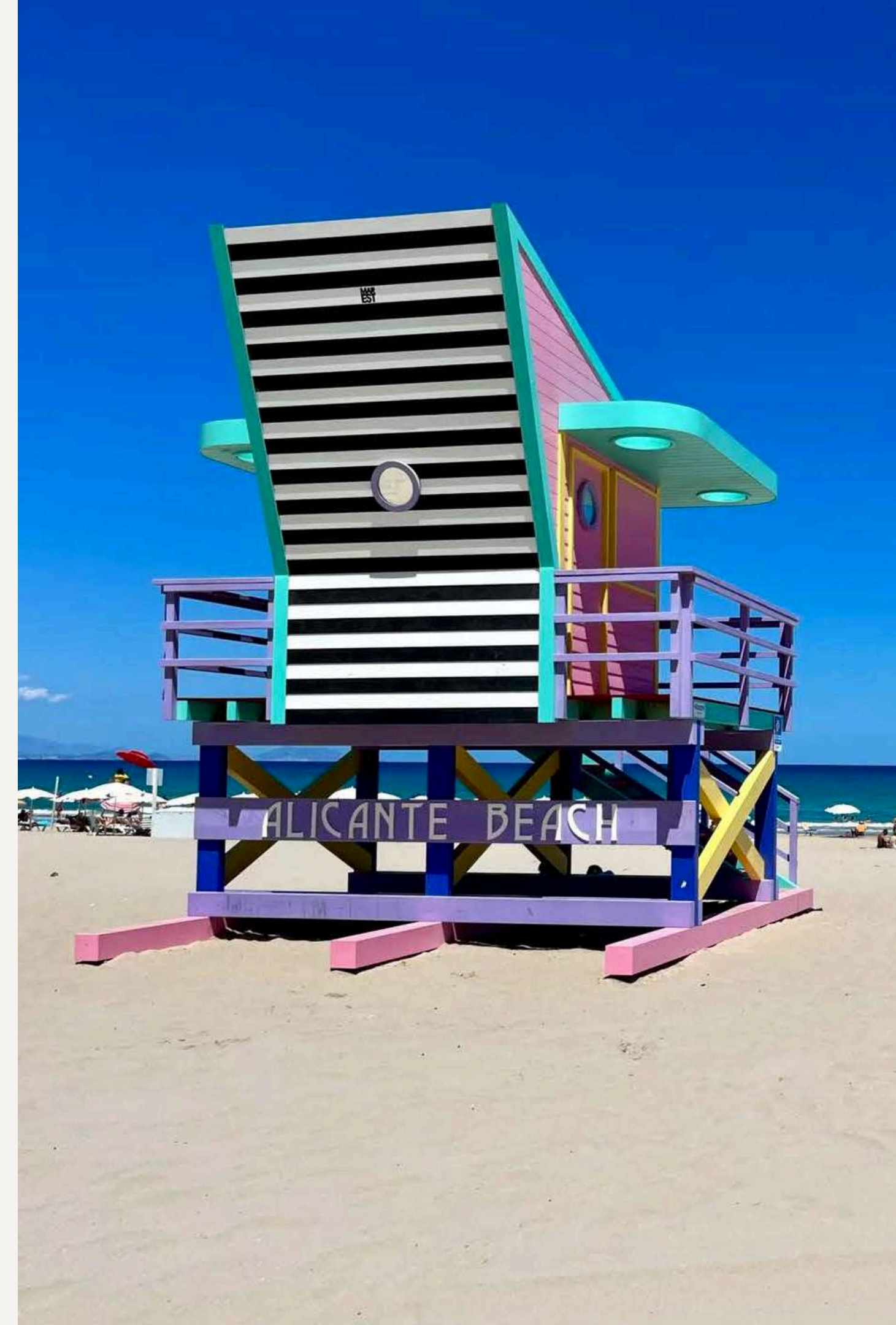
Located at the foot of the Castle of Santa Barbara, it is the urban beach par excellence. With golden sand and calm waters, it has all the services and is a few minutes walk from the historic center and the port.



↙ Alicante offers urban and natural beaches ideal for rest or to enjoy activities by the sea:

San Juan Beach

Extensive and open, it is one of the most appreciated for its spaciousness, water quality and select environment. Ideal for enjoying the sun, practicing water sports or having lunch on its terraces facing the sea.





COMMUNICATIONS: CONVENIENT AND FAST CONNECTIONS

↙ Alicante has excellent transport infrastructures that facilitate both arrival and connection with other destinations:

Alicante-Elche Miguel Hernández Airport (ALC)

Located just 20 minutes from the center, it offers direct flights to more than 100 national and international destinations. It has VIP services, duty-free shopping area and private transfer.





Alicante has excellent transport infrastructures that facilitate both arrival and connection with other destinations:

Alicante-Terminal train station

Well connected and modern, it allows you to reach Madrid in less than 2:30 hours by high-speed AVE trains. It also connects to Valencia, Murcia and other cities of the Mediterranean arc.



↙ Alicante has excellent transport infrastructures that facilitate both arrival and connection with other destinations:

Access from the port

The cruise port is located a short distance from the historic center, which allows agile travel on foot or by exclusive transport for personalized excursions.



ALICANTE CRUISE FRIENDLY

PROJECT ————— 2025



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The city of Alicante, through the Alicante Costa Blanca Association for Cruise Tourism, promotes the *Alicante Cruise Friendly* project, an initiative aimed at offering an excellent experience to cruise passengers who arrive at the port.

An aerial photograph of a large cruise ship docked at a port. The ship is white with multiple decks and is positioned in the water. To the left of the ship is a pier with some cargo containers. In the background, a city is built on a hillside, and a large mountain is visible in the distance. The water is calm, and the sky is clear.

This seal distinguishes establishments that offer personalized attention, specific language training, extended hours during cruise stops and services adapted to the needs of the international visitor.

Alicante Cruise Friendly guarantees a professional, hospitable reception and aligned with international quality tourism standards, favoring both passenger satisfaction and the development of local commerce.



VISIT OUR WEBSITE

www.alicantecruisefriendly.com

A PROJECT OF:



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Alicante
City & Beach



WITH THE SUPPORT OF:





Excursions

Welcome to the Costa Blanca!
Discover an exclusive selection of shore excursions crafted for luxury cruise travelers docking in Alicante. Each experience blends comfort, authenticity, and Mediterranean elegance.

**Altea:**

Old Town & Mediterranean Views

Duration: 4–5 hours

Includes: Guided tour through the historic old town, artisan workshops, tasting of horchata or local white wine.

Optional: Seaside lunch in a boutique restaurant.
Estimated





Benidorm VIP:
Skyline & Rooftop Experience

Duration: 4–6 hours

Includes: Panoramic city tour, visit to the Cross viewpoint, cocktail at a rooftop bar with views.

Optional: Access to a luxury spa or beach club.

From €42 per person



↙ **Villajoyosa:**
Chocolate Factory & Colorful Houses

Duration: 4 hours

Includes: Visit to artisan chocolate factory (Valor or Marcos Tonda), walk through the colorful old quarter, tasting.

Optional: Stop at hidden coves for photos.





Guadalest & Algar Waterfalls: History & Nature

Duration: 6–7 hours

Includes: Tour of the Guadalest castle and museum, walk through the Algar waterfalls, time for photos or swimming.

Optional: Gourmet picnic or Michelin-starred restaurant lunch.



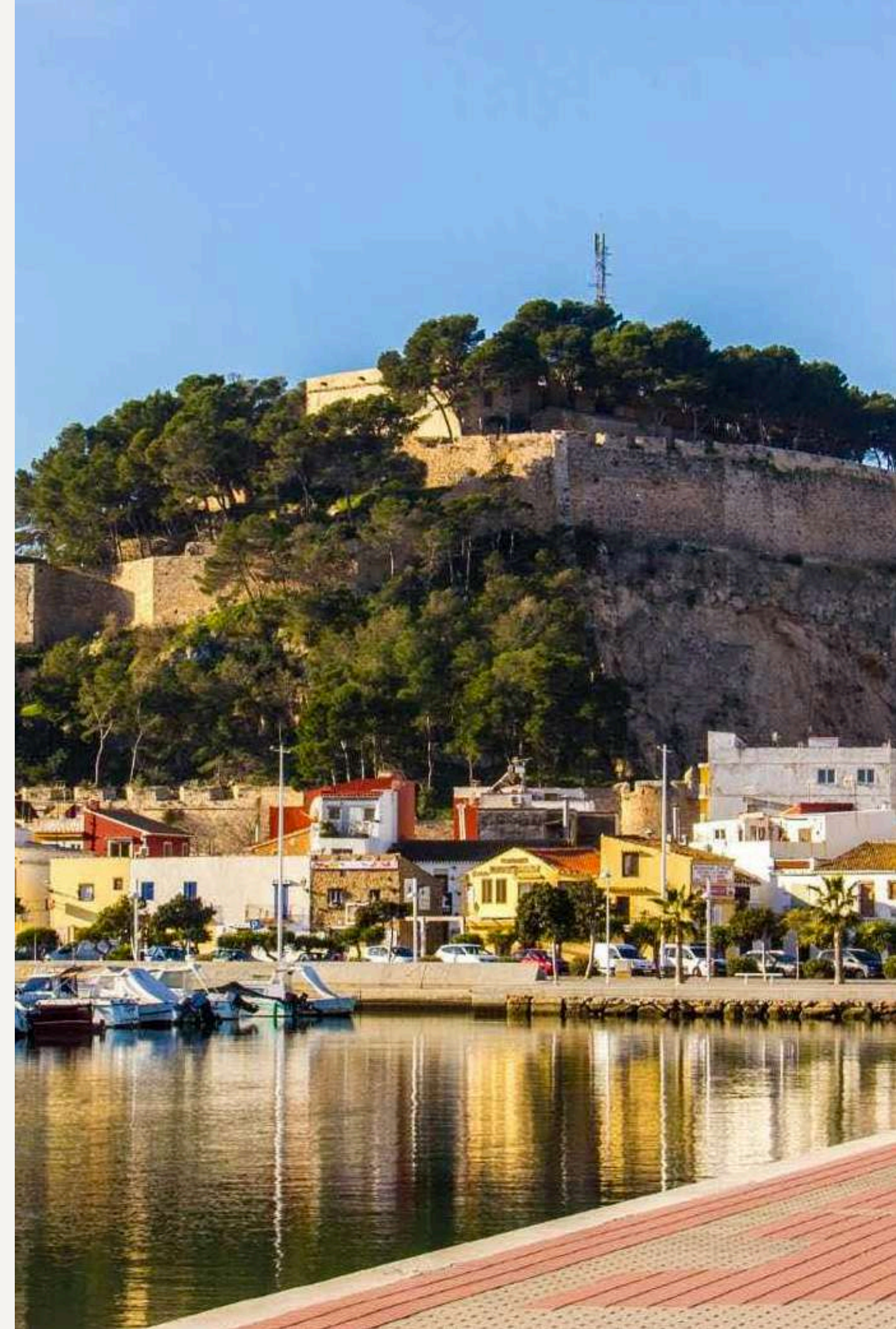


Dénia:

Castle & Local Gastronomy

Duration: 6–7 hours

Includes: Visit to Dénia Castle, stroll through the fishermen's quarter, traditional lunch overlooking the port.



↙ **Wine Route in the Marina Alta**
(Xaló & Llíber)

Duration: 5–6 hours

Includes: Visit to a boutique winery with guided tasting, walk among vineyards, stop at a local artisan market (depending on dates).



↙ **Mediterranean Cooking Class**
with Private Chef

Duration: 4 hours

Includes: Guided visit to Alicante Central Market + private cooking class + lunch on an exclusive terrace.

Optional: Ideal for small groups (8–12 guests).



↙ **Private Catamaran to Tabarca**
or Alicante Bay

Duration: 4–6 hours

Includes: Sailing with snorkeling stop, light snacks onboard, swim break, onboard guide.

Optional: Gourmet catering and cava service.



↙ **Tabarca Island** with Historic Guide
& Fishermen's Lunch

Duration: 5–6 hours

Includes: Fast ferry, walking tour of the fishermen's village, seafood lunch (e.g., rice with lobster or caldero).



↙ **Elche:** Palm Grove, Iberian Art & The Lady of Elche

Duration: 5 hours

Includes: Visit to the UNESCO-listed Palm Grove (Huerto del Cura), Basilica of Saint Mary, archaeological museum, and date tasting.

Optional: Expert local guide in archaeology and history.



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THANKYOU

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