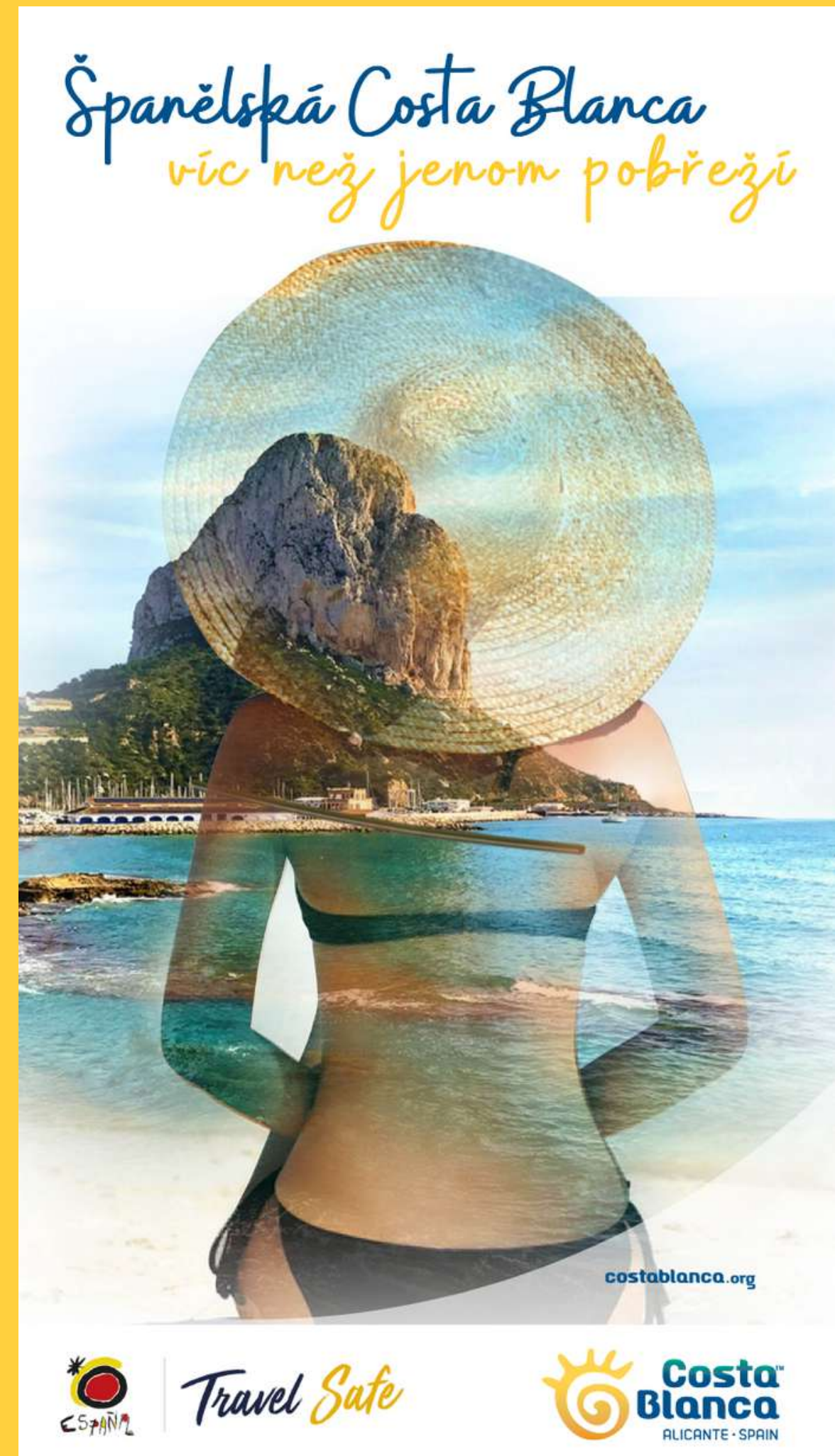


Press Trip Prague-Alicante  
Media Kit

# Costa Blanca







# Costa Blanca

The Costa Blanca is the tourist name for the province of Alicante

Located on the Southeast of Spain, it is the southern province of Valencia Region.

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





# Highlights

A destination for everyone, open  
365 days a year.

More than 300 days of sunshine  
per year with an average  
temperature of 18°C





# Tourism facilities



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



**20 golf courses**



**Themed parks,  
natural parks &  
safaris**



# Beaches

Costa Blanca is the region with the most number of "Blue Flag" beaches in Europe

244 km of coastline with more than 170 beaches and coves.

Calm, warm waters with an average temperature of 19.5°C.

Multitude of nautical and aquatic activities: scuba diving, sailing, paddle surf & other water sports.





# Gastronomy

Internationally renowned cuisine with 16 Michelin-starred restaurants.

Seasonal cuisine using top-quality local produce, with 7 protected designation of origin products.

Alicante Wine Route taking in more than 16 wineries open to visitors.

Exquisite rice dishes, with more than 300 listed specialities.





# Sports

International benchmark for sports facilities and high calibre training centres.

Destination chosen by professional teams to train for pre-season games.

Host to international sporting events such as the Ocean Race or the Tour of Spain cycling race.

Perfect combination of sport, relaxation and leisure.





# Culture & tradition

9 designated international tourist interest festivals and 7 national tourist interest festivals.

A wealth of cultural and historical heritage, with 5 UNESCO World Heritage sites.

Route taking in more than 100 castles, towers, bastions and fortresses. Cultural activities for everyone, throughout the year.





# 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



2019  
15,0M

% Var. previous year

7,6 %

2020

3,7M

% Var. previous year

-75,1 %



101K

% Var. previous year

4,8 %

37K

% Var. previous year

-63,4 %



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.



# El Algar Waterfalls

The visit consists of a 1.5 km long circuit along the Algar riverbed to see the waterfalls, springs, and landscape created by the karst features of the limestone rock. There are natural swimming pools in this beautiful natural area. It is an excellent location for an enjoyable excursion.







# El Castell de Guadalest: the enchanted village

Guadalest is considered one of "The most beautiful towns in Spain". It is located near the Guadalest River, which runs through it. Given its strategic nature, Guadalest was of military importance in medieval times.

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.

<https://goo.gl/maps/rhKRXFnBwuo4dqFA9>



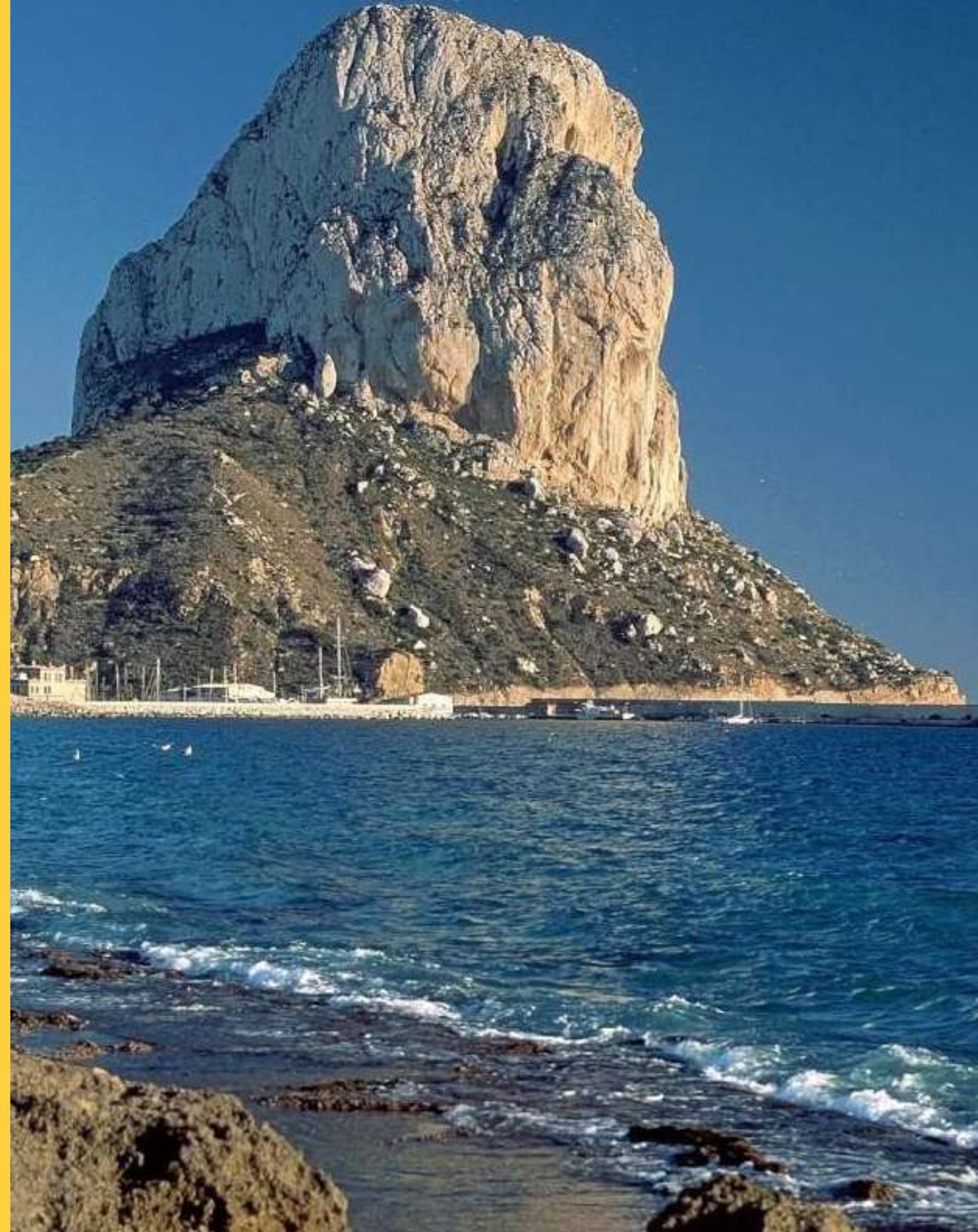
# Calpe: at the foot of the mythical Rock of Ifach

Already in the thirties, writers like Hemingway spent their summers in Calp.

The Rock of Ifach is one of the symbols of Calpe and, by extension, of the Costa Blanca; it is the highest cliff in the entire Mediterranean and divides the coast of Calpe into two parts. Not to mention the beaches of Calpe, the fishing port and the fish market. It was declared Natural Park.

The richness of its heritage, with archaeological sites of value; The unique nature of its flora, with endemic species of importance, makes it into a first-class natural park.

<https://goo.gl/maps/LV7xGanPUhNztt4q7>







# El Castell de Guadalest: the enchanted village

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<https://goo.gl/maps/rhKRXFnBwuo4dqFA9>





# Benissa

Benissa's four-kilometre coastline is quintessentially Mediterranean. With its turquoise coves framed by rocky cliffs with scattered vegetation and villas.

Benissa's Ecological Walk connects the Bay of Les Bassetes (where the Yacht Club is located) with numerous coves, and allows observers to observe the geological and botanical characteristics of the coastline. Approximately 4 kilometers of beautiful views of the Mediterranean coast line this trail.

<https://goo.gl/maps/jaJMY2N4ngSXC4MS7>



# Villena: the heritage of the borderlands

The capital of Alto Vinalopò is a city weathered by history. It was the capital of the Lordship and Duchy of Villena. Its Lord was the famous medieval novelist, Don Juan Manuel. It is an important crossroads between Castile, Murcia and Valencia, of which it is an entry point and border. 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.

<https://goo.gl/maps/hydKEE8jrtDkzr586>







# El Hondo Natural Park: Birdwatchers' Paradise

The natural park of El Hondo is situated in the province of Alicante between the municipalities of San Felipe Neri, Crevillent, Elche, Dolores and Catral. The park is home to a wide variety of wildlife, particularly birds. It is also incredibly beautiful, with its well-preserved salt pans and historic palm trees.

<https://goo.gl/maps/cv8we3oT9dqAvgrQ9>



# Alicante's wine tourism

Alicante wines, from Moscatel to rosés and liqueurs, have won several awards. The province also offers wines of exclusive origin, such as Fondillón. And to bring them closer to consumers, the so-called Wine Route, which extends from Pinoso to the Marina Alta and El Comtat, has opened its wineries to promote a different kind of tourism. The Wine Route has already received more than 23,000 visitors this year.





**Watch our destination presentation:**



**More information:**



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