



## Spain Tourism Board

The National Tourist Office of Spain (Spain Tourism Board) is responsible for promoting and marketing travel and tourism to Spain from within designated foreign markets.

The Spain Tourism Board in Singapore covers the Southeast Asian, Australian, and New Zealand markets. It carries out a full array of marketing activities aimed to promote tourism to Spain, working with the Autonomous Regions, City Tourism Offices, Convention Bureaus, other local travel entities and the private sector. It bridges all stake holders such as the wholesalers, travel agencies and tour operators from all these mentioned markets with Spanish tourism authorities and travel service providers from both the public and private sector.

Spain is a prime destination in Europe for affluent travellers with diverse product offerings from 5-star luxury accommodation to historical buildings converted to become deluxe hotels of excellent quality and service. VIP transport services, exclusive multi-lingual guides for tailor made sightseeing and to bespoke activities like teeing off in exclusive golf clubs, relaxing moments in high end spa and wellness facilities, personalized shopping experience, all these and many more. The seventeen regions have unique products and services to offer to your special guests and travellers, enough to make them come back repeatedly and explore more.

## Paradores

Paradores de Turismo is a State-owned company with eight decades of history and which currently manages 98 hotels located throughout Spain. Many of these are located in historical buildings such as convents, monasteries, castles and palaces. The rest, often located in monumental settings or in the very heart of nature, exhibit a regional or modern architecture.

Paradores offer the opportunity for guests to experience an in-depth appreciation of the country and the region they are visiting.



## Spain Though its Wineries

Nine of the most important winery groups in Spain: **Barbadillo, González Byass, Grupo Freixenet, Osborne and Pagos del Rey (Grupo Félix Solís), Bodegas Familiares Matarromera, Ramón Bilbao (Grupo Diego Zamora), Terras Gauda** and **Vivanco**, have promoted through the Leading Brands of Spain Forum the present tourism project that tries to value the enormous heritage around the world of wine existing in Spain.

This heritage not only encompasses the wine itself, but like the vines themselves, it sinks its deep roots into a complex fabric that includes history, gastronomy, the landscape and the people of this unique country, Spain. SpainTOP, a receptive tourism agency with offices in Madrid, has been chosen to carry out the operational part of this project in close collaboration with the member wineries, but also with local actors, hotels and restaurants. In this way, we have gathered all the ingredients to meet the expectations of the most demanding travellers, wine lovers in search of quality, elegance, exclusivity and authenticity. For us, wine is much more than a drink: it is poetry, history and above all a social expression. We share this passion for Spanish wines and vineyards with our clients, travellers who love good wine and gastronomy in general.

We want to put at your disposal all the resources available for you to enjoy a complete trip and discover every corner of our geography through wineries of international projection, which have centuries-old histories and wines of extraordinary quality. The project has the endorsement of the World Tourism Organization, which is an Honorary Partner of the Project