

PRESS DOSSIER 2015



LA PAERIA



Ajuntament de Lleida

The most ambitious facet of the Turisme de Lleida –Ajuntament de Lleida– 2015 strategy is no doubt the use of **emotional components** in everything from planning to enjoyment of the destination.

The Lleida Experience concept was born from the desire of both Turisme de Lleida and the local tourism sector to offer experience-based products from the very moment it was created. The adoption of a gastronomical best practices code in addition to other initiatives in different sectors make Lleida a very attractive destination for 2015.

In Lleida visitors will be able to **experience emotions** which outlive their stay to become a part of their own personal experience. Our visitors will remember us.

Lleida is a well-connected city. The high-speed train –Lleida is a member of the network of AVE Cities– is a good option, as is road access with quick resources such as the Northeast motorway (AP2), the Lleida-Barcelona motorway (A2) and the Transversal Arterial Road (C25). And now there's fast access from the Lleida-Alguaire airport.

TRANSPORT

The Lleida area ATM coordinates public transport in the Lleida area: city and suburban bus and railway services. It also manages the integrated fare system: you can travel throughout the integrated area using a single card (62 integrated bus + train lines). At certain times of the year, you can also visit the city on a tourist bus. Lleida also has a large fleet of taxis.

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come



#lleidaexperience

Turisme de Lleida suggests emotions you can experience with its tourism.

Lleida Experience **#IT'SNOTASECRET.**

The "Lleida Experience" involves a series of more than 30 tourist packages focused on wine tasting and gastronomy, city breaks, golf, natural landscapes and wellness with Lleida's natural environment, local agrofood products and the local gastronomy as chief attractions.

We invite you to discover them and hope you enjoy them to the full.

Wine and gastronomy

- The Wine Premium Experience
- The Wine Experience
- The Wine Experience. Lleida's Wine Route No.1
- The Wine Experience. Lleida's Wine Route No.2
- A gastronomic experience and an oil route
- Oleofusion
- Gastronomic Experience
- Taste Lleida's fruit and cheese
- The Essence of Lleida
- Cheese makers
- A Wine Bus along Lleida's Wine Route

City breaks

- Touring Lleida
- Observing the universe
- The treasures of Lleida
- Weekend in Lleida
- The best of Lleida
- The Show Experience
- The Show & Wine/Gastronomic Experience
- Cultural fusion

Golf

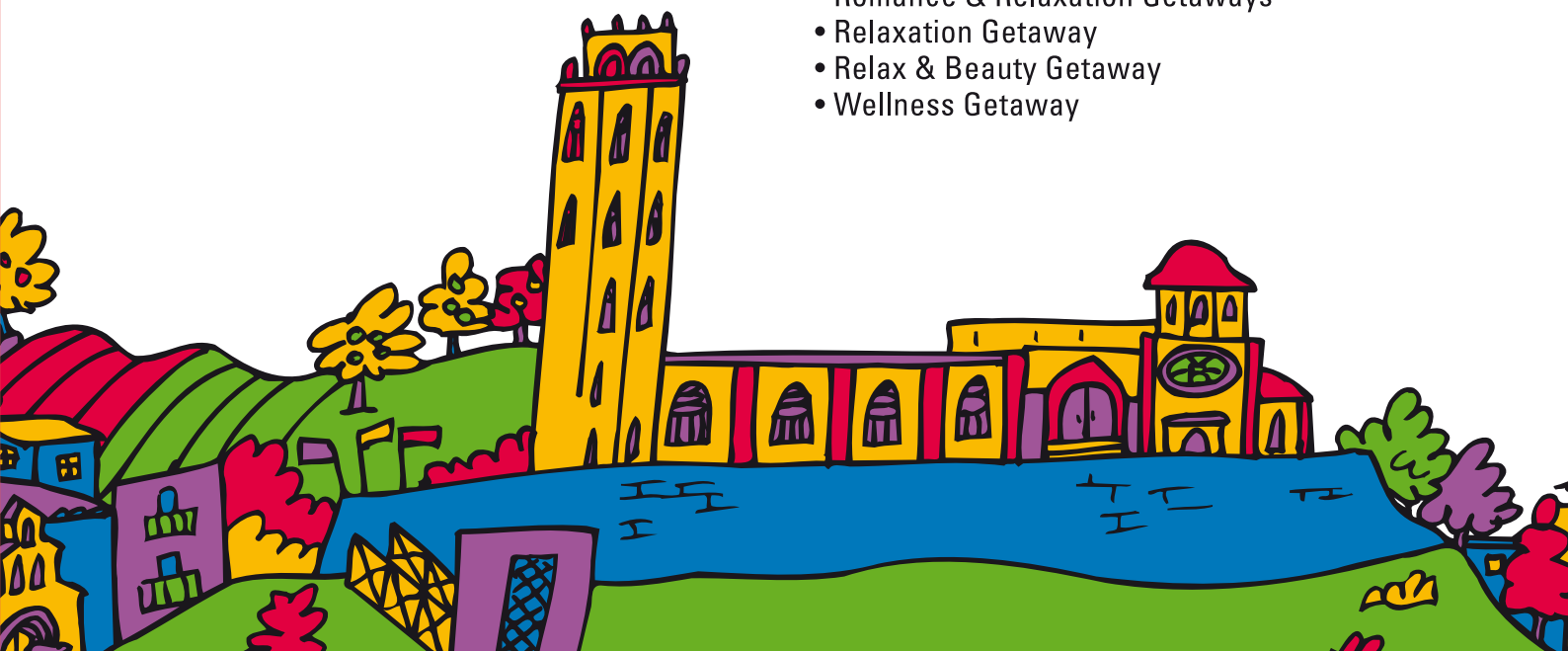
- Golf circuit
- Golf & Wellness

Landscapes and nature

- Lleida by train
- A journey across Lleida and its mountains
- Heritage, culture, landscapes and emotion
- Lleida - The Lake Train - Mushroom hunters

Wellness

- Romance & Relaxation Getaways
- Relaxation Getaway
- Relax & Beauty Getaway
- Wellness Getaway



Our cuisine

We'll just say that you can eat all sorts of food in Lleida but always well: traditional cuisine, market cuisine, signature cuisine, international cuisine... What's unique? the excellence of its products. More than a third of the Catalan DOP and IGP European quality certifications have been issued in Lleida. Other products feature DO, DG or ETG labels.

SNAIL CUISINE

Without a doubt, our most traditional cuisine is based on the Lleida local products. Snails "à la llauna", à la gourmande, "à la brutesca" ...

FRUIT CUISINE

The most innovative Lerida cuisine features fruit. This is not just a cliché, this elaborate avant-garde cuisine uses fruit in all parts of the menu, from starters to dessert.

PORK CUISINE

Lleida is also famous for its livestock. A producer of high quality meat, grilled meat is one of the main gastronomic attractions. In addition, a significant agrofood industry has developed around pork and excellent cured meats are produced here.

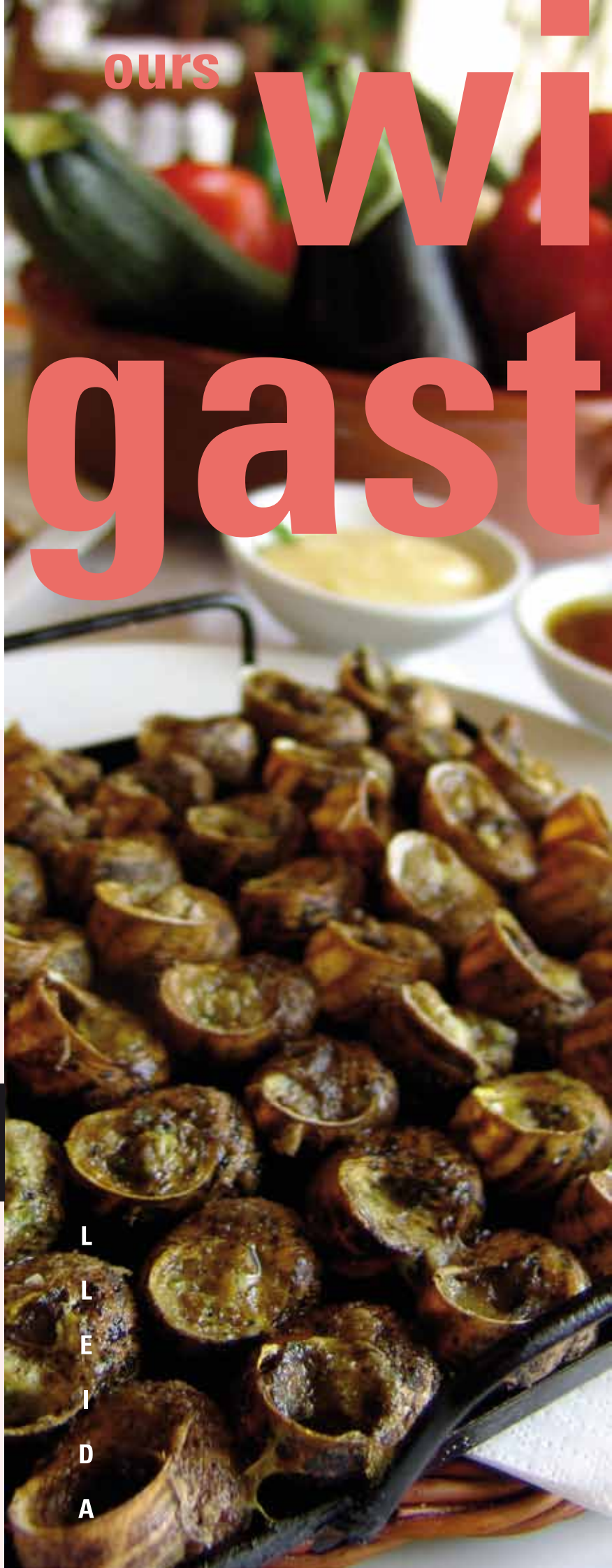
2015 GASTRONOMIC AGENDA

29/01 - 28/02	Porcpassió
9/03	Young Chefs Competition
25 - 26/04	II Lleida SKRT Fest: Art, Wine and Food
16/04 - 3/05	Let's Go Out for Tapas
08-11 / 05	Drinks and Menus Festivals
29-31 / 05 A	plec del Caragol Lleida Snail Festival Snail Cuisine Promotion
25/06 - 10/09	Tasta la Fresca (terraces)
25 - 29/09	Drinks and Menus Festivals
24 - 25/10	VII Wine Festival
09/11	European Day of Wine Tourism

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Wines and Gastronomy

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Lleida Wine Route - Costers del Segre

The Lleida Wine Route-Costers del Segre is a journey through Lleida's gastronomy, culture and geography as seen from its wine cellars.

An oenology trip where traditional wines and new labels create a landscape where past, present and future overlap. Talking about Lleida means talking about wine. The innovative wineries scattered throughout Lleida today have their origin in long-standing, ancestral tradition.

Charming wineries where the most modern technology and wine harvesting traditions passed down from generation to generation offer wines as varied and delicious as the territory covered by the Route. A magnificent journey through unique natural and monumental heritage. The imprints of the many different people who have populated these lands and of a culture that is deeply rooted in the landscape, traces of times past co-exist in some very different areas. The Route also includes a selection of restaurants showing Lleida cuisine off to perfection. And the fact remains, our gastronomy is based on the natural products harvested, grown and produced in our fields: fruit, vegetables, oil, meat...

(www.rutadelvidelleida.com - 34 / 973 700 319)

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Code of Best Practices

Turisme de Lleida promotes the alliance between the agrofood and tourism sectors through a Code of Best Culinary Practices for Lleida. A total of 120 companies have endorsed the Code which places Lleida's gastronomy at the highest level giving preference to locally grown and seasonal products to foster healthy cooking.

This improved quality in our gastronomy has fostered the creation of food and wine experiences. This gives sales representatives and consumers the chance to enjoy Lleida Experience packages discovering the region's gastronomic wealth through the #IT'SNOTASECRET campaign.

#ISNOTASECRET

Festivals and Major Events

The festival and cultural offer can be defined in two words: variety and quality. Popular activities full of colour - May Festivals (with the spectacular Moors and Christians Festival) or the Aplec del Caragol and top cultural events like the Puppet Theatre Fair, Film Festivals (Animac, Latin American Film Exhibit), in addition to ongoing programmes with theatre, opera, exhibitions, jazz and classical music.

Turisme de Lleida has added these events to one of its most attractive products: its weekend packages.

2015

19-22/02	International Animated Film Festival of Catalonia. ANIMAC
12 - 15/03	Festival of Music
10-17/04	Latin American Film Festival
25 - 26/04	II Lleida SKRT Fest: art, wine and cuisine
1-3/05	International Puppet Theatre Festival
8-11/05	May Festivals
16-17/05	Moors and Christians Festival
29-31/05	Aplec del Caragol de Lleida
25-29/09	Autumn Festival Sant Miquel Agricultural Fair
24-25/10	VII Lleida Wine Festival
October	Musiquem Lleida
November	International Jazz

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fairs



Best events

ANIMAC

Animac has become a specialized international festival and point of reference for creation, new cinematographic techniques and new forms of creativity. It is a non-competitive festival open to everyone in the world of animation world and particularly highlighting productions that link animation to other artistic disciplines.

LATIN AMERICAN FILM FESTIVAL

The Latin American Film Festival of Lleida is an important date for Latin American writers and actors. Besides the official section films, the festival includes shorts, advertisements, exhibits, children's matinees...and endless parallel activities.

INTERNATIONAL MARIONETTE THEATRE FESTIVAL

The Puppet Theatre Festival fills the most emblematic corners of the pedestrian business centre –Paeria Square, Sant Francesc Square, the IEL courtyard and the Santa Teresa Gardens– as well as the city's theatre sites with puppet shows for kids and adults by companies from all over the world.

MAY FESTIVALS

The May Festivals, Lleida's Greatest Festivals, are held in honour of Saint Anastasius (11th May), a Roman soldier born in Lleida and martyred in Badalona in the year 303 on the orders of Diocletian. The extensive calendar of popular activities includes a spectacular floral offering to the patron saint and a battle of flowers which are held on the 11th May in the morning and in the evening respectively. The great celebration ends just as it began with a splendid fireworks display.

MOORS AND CHRISTIANS FESTIVAL

With the Moors and Christians Festival, the city has proudly recovered a long-lost tradition dating back to the 12th century. The festive weekend begins at Paeria Square with the Embassies -the preliminary parliaments of the Moorish and Christian ambassadors trying to prevent the battle which takes place on Sunday, the biggest day of the festival. What is known as the children's entrance is held on Sunday morning and the bands that play the traditional Lleida festival music are presented at noon. The Moorish and Christian extras pour into the Seu Vella in the afternoon to later parade through the most central streets with their attractive costumes. Satirical parliament sessions begin before nightfall provoking verbal confrontation followed by the spectacular battle against the backdrop of the unique Seu Vella, the castle that crowns the city. In September, merrymakers also recreate the royal wedding ceremony and banquet of Ramón Berenguer IV and Petronila at Seu Vella.

APLEC DEL CARAGOL

At the end of the month, Aplec del Caragol adds the finishing touch to the season with the most festive event of the year. Declared a Festival of National Tourist Interest and a National Festival of Traditional Interest, it is the city's best-known festival and one of the most important gastronomical celebrations in Catalonia. For three days, Camps Elisis welcomes 12,000 Lleida natives organized into a hundred traditional clubs who celebrate by eating 12 tonnes of snails in their respective areas. Visitors can sign up to a food service area set up on the grounds. The traditional parade on the Sunday morning is very colourful, especially the Pont Vell stretch. The clubs organize various cultural events the week before.

AUTUMN FESTIVAL

The end of the harvest season was celebrated in Lleida with a festival in honour of San Miguel (29th September), who could be considered the city's second patron saint. For this reason, coinciding with the San Miguel agricultural fair, the city of Lleida celebrates its Autumn Festival.

LLEIDA SKRT FEST & LLEIDA WINE FESTIVAL

Lleida holds the Lleida SKRT Fest in spring and the LLEIDA FEST VI in autumn, two separate festivals inspired by art, wine and gastronomy. Both events are a good opportunity to taste the DO wines of Costers del Segre, registered as "Wine Route Lleida-Costers del Segre" on the network to promote wine tourism.



Stones with history

The flagship of the area's monumental heritage is the complex made up of the Romanesque-Gothic Seu Vella (the old cathedral), featuring one of the most original medieval cloisters in Spain and the Arab Castle of Suda with its surrounding defence system, one of the largest fortified compounds in Europe.

Also worth noting are its religious buildings (including the medieval churches of Sant Martí and Sant Llorenç), civil buildings (Palace of la Paeria, the old Hospital of Santa Maria, modern architecture, etc.) and military buildings (the Castle of Gardeny).

Other curious structures like the underground reservoir Pla de l'Aigua have recently been included in the city's heritage offering.

The City of Lleida Tourism Board (Turisme de Lleida) works to promote this heritage through initiatives like the "Guíate por Lleida" guided visits programme and tourist buses.

UNESCO BID

**"The Seu Vella of Lleida:
Landscape of Memory,
monumental landmark and
urban void"**

The complex made up of the Seu Vella (the old cathedral) and the Arab castle of Suda and its surrounding walled defensive system, one of the most extensive in Europe, made a bid to UNESCO in the category "clearly defined landscape designed and created intentionally by man".

heritage



Seu Vella Seu Vella is undoubtedly the iconic monument of Lleida. This unique cathedral was built on a hill from where you can see the city as well as most of the plains of Segrià. Construction began in the year 1203 and went on for more than two centuries until the bell tower was completed in 1431. According to historians, Seu Vella was built on the site of an old Muslim mosque. Work began with the construction of the Santa Maria church. It features a Latin cross basilica floor plan with three naves and was consecrated for worship in the year 1278.

The Castle of the King-Suda The refuge of the last caliph of Cordoba, and the site of the birth of the Crown of Aragon witnessed the oath of loyalty of the Catalan and Aragon nobles to the Infante Jaime (who would later become James I, the Conqueror). These are some of the historical events that took place at the Castillo de la Suda or the Castle of the King, situated at the highest point of the Seu Vella hill in Lleida, crowning what is called the Sovereign Rock. A privileged and strategic location that houses a castle of Muslim origin.

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Templar Castle of Gardeny

The Order of the Knights Templar Interpretation Centre is a unique place offering visitors a passionate journey to the centre of one of the most interesting and controversial religious communities in history. During the second half of the 12th century, the Order of the Knights Templar erected a convent complex on the strategic hill of Gardeny. The elevated area, probably dating to Roman times, had already often been used as a military camp. During the 17th and 18th centuries, the old medieval grounds were expanded and turned into a new military bunker, to meet the new defensive needs involved with the introduction of artillery: walls flanked by bastions and surrounded by broad spaces, pits and retaining walls. This journey through time shows a great part of the heritage and Templar legacy of the former Crown of Aragón.

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Museum of Lleida

The new diocesan and regional Museum of Lleida site opened its doors to the public in November 2007 to become the museum of reference in Lleida. Visiting the more than 7000 square metres submerges you in the history of Lleida starting with pre-history and taking you right up to modern times.

The museum collections are the result of joining two centennial collections in an effort to bring all of the museum assets of the city and the surrounding area under one roof. Part of this is the sacred art from the Diocesan Museum, the heir of the museum created in 1893 by Bishop Messeguer. The other part is the archaeology collection from the Institute of Lleida Studies (IEL) which originally came from the Antiquities Museum created in the middle of the 19th century

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#Lleida for families

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Families like Lleida

Turisme de Lleida has taken various measures to make the city an ideal destination for family holidays and edited the first guide for family holidays in Lleida, "Lleida for families," which explains in detail all the culture, sports and nature of Lleida for families to discover the city.

In addition, there are plans for special signs and facilities suitable for family holidays, creating a specific website for this group, and incorporating offer of family packages in the Booking Office of the Tourist Information Centre for Lleida.

shopping



Tax Free and Travel&Tax

Turisme de Lleida has reached an agreement with the companies Innova Tax Free and Travel&Tax, involved in shopping-tourism which offer new services to foreign tourists visiting our city.

Innova Tax Free The ITFG Innova programme allows advance tax free refunds for groups , enabling tourists to make the most of their funds and make further purchases in the same city. In addition, a "Lleida shopping tourism guide " will be published in five languages, both on paper and digitally.

Travel & Tax

The agreement with Travel&Tax promotes the city through special offers such as "Long Journey", railway The "City Cash" programme will also be promoted in partnership with the City Council and the introduction of the "Club Innova" discount card in affiliated shops and VIP transport services at competitive prices.



LLEIDA EVENT&CONVENTION BUREAU

The city of Lleida is a frequent host to congresses and conventions and a favourite destination for congress tourism in Catalonia. Lleida Event&Convention Bureau (LE&CB) brings together all of the professional sectors involved in the organization and celebration of congresses.

In addition, the office promotes innovative incentive programmes whose main objective is to optimize results by mixing work sessions with leisure activities in non-business settings to boost the benefits of life experience. All the information on the services and activities of LE&CB is available at:
www.turismedelleida.com
(<http://lleidacb.turismedelleida.com>),
or you can call 34 / 973 700 402.



AVE

Congresses and Fairs

The geographical position and economic activity of the city of Lleida has historically fostered trade and exchange. The arrival of the AVE, Alguairé airport and La Llotja, along with the bustling business activity, have made it into a centre for agrofood and technology.



LLEIDA-ALGUAIRE AIRPORT

V ANNIVERSARY
"LA LLOTJA",
THE THEATRE-CONVENTION HALL OF LLEIDA

"La Llotja", the theatre/convention hall of Lleida is close to the AVE high-speed train station. It can hold more than 1600 people and is a venue of reference for all types of professional gatherings.

The Llotja, opened in 2010, celebrates its fifth anniversary with an extensive programme of events and shows.



ANNIVERSARY
LA LLOTJA DE LLEIDA 2015

LLEIDA SPORT&EMOTION

Lleida promotes the Sport&Emotion programme:

- Making Lleida the ideal site for national and international sporting events.
- Initiating a commercial strategy clearly aimed at internationalizing this destination.
- Creating new services for participants.





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