

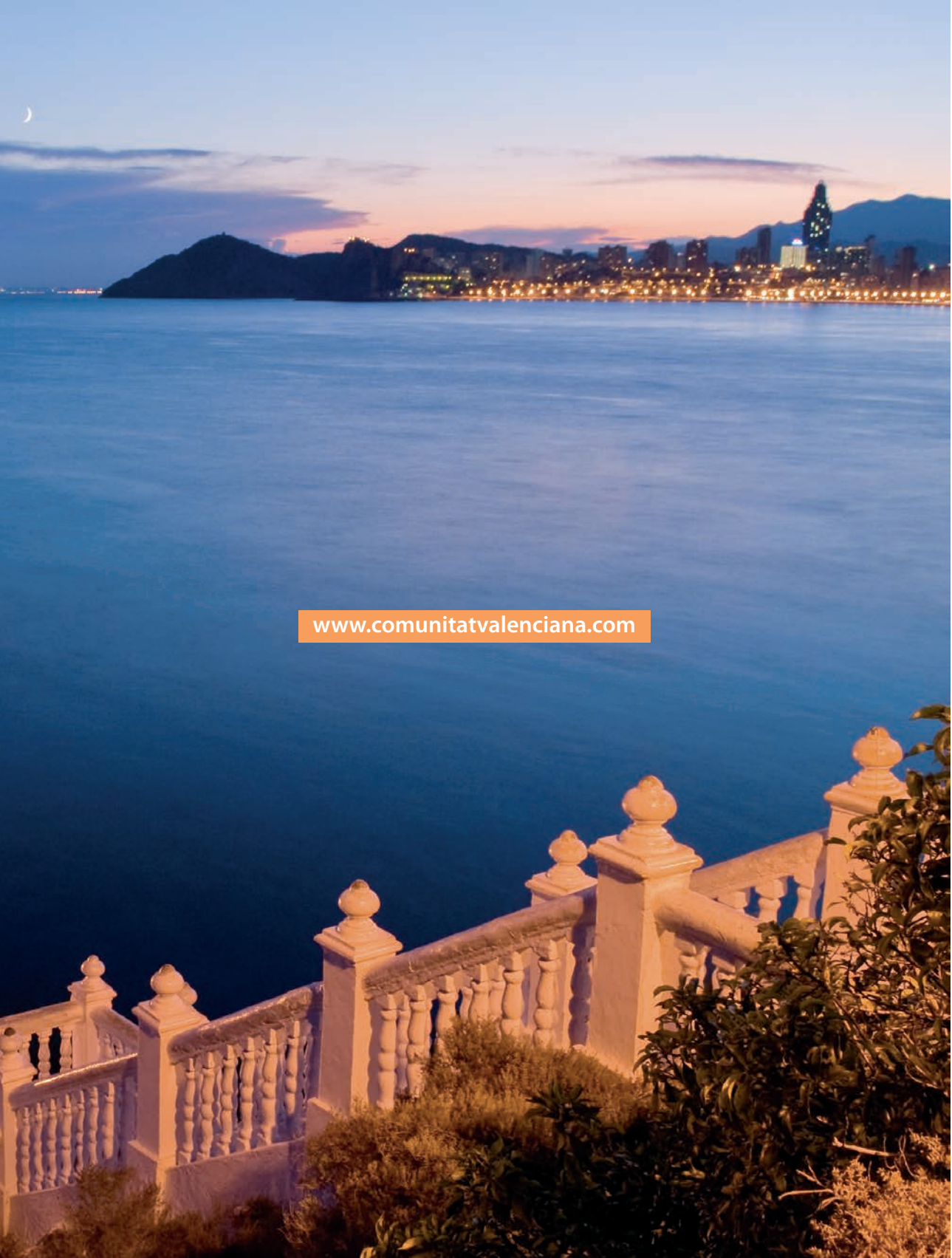
Benidorm

"Benidorm, land of light and fun. I want people to know that if I ever get lost, they should look for me in Benidorm". *Pablo González.*

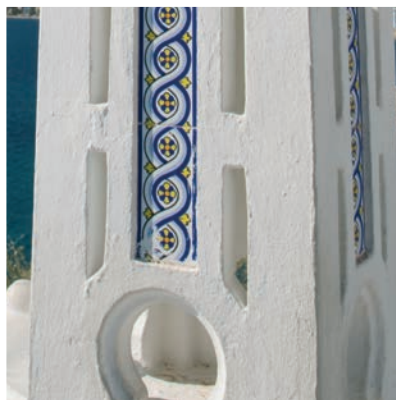
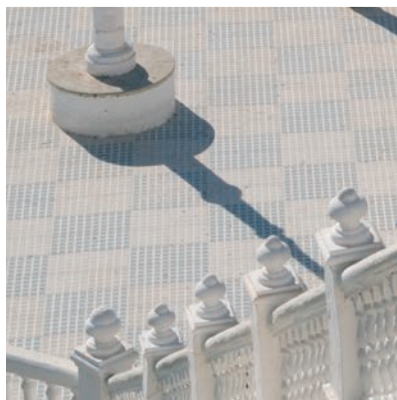
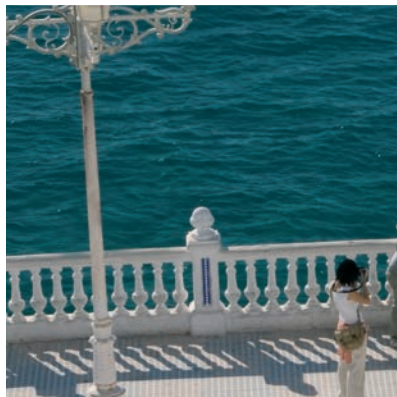
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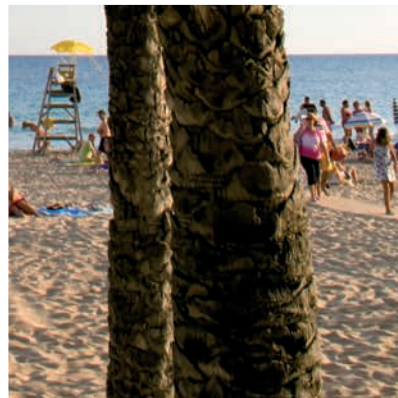
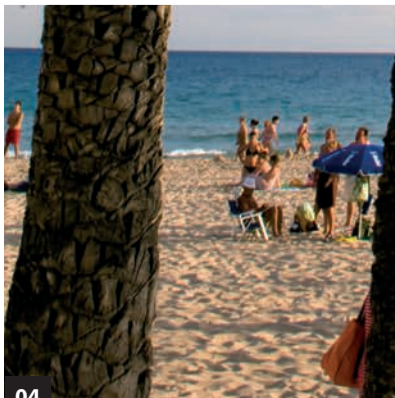
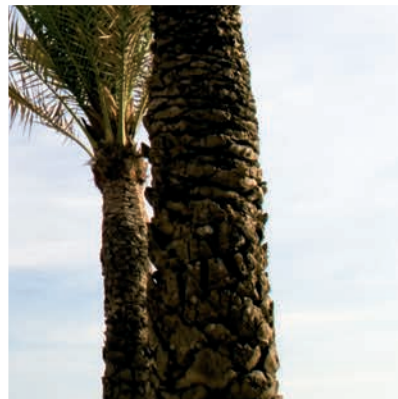


Benidorm. Tourist resort *par excellence*

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Written by: Juan Díaz

Benidorm





A thousand reasons for experiencing it

Benidorm is beaches – Levante, Poniente and Mal Pas – with all the services provided by the city that lies behind them. It only occurs somewhere like Río de Janeiro, Miami Beach or Mar del Plata, but with the attraction of Las Vegas. A unique cocktail of sensations and fun for all, accessible to all; that's why it impresses and satisfies tourists.

Benidorm is a dream factory of relaxation and happiness for millions from all over the world, who come time and time again to enjoy what makes it exceptional: its sun, its atmosphere, its light and its contagious happiness. In Benidorm the sea is as blue as the sky, and the sky is as deep as the sea. Moreover, it's open 24 hours and 365 days of the year.

It is Spain's most important city for leisure. It is a new tourist city where arrogantly innovative architecture draws a vibrant skyline featuring particular and unusual solutions.

Benidorm is a surprising and spontaneous spectacle: the antithesis of boring. It arose out of the opportunity of a moment, with its fantastic climate and geography, on the basis of its innate tolerance of outsiders and the business acumen of its people. But, most importantly, it's accessible to all-comers. Benidorm as a town has the eleventh largest de facto population in the Comunitat Valenciana, but in reality it is the fifth largest by population (with never less than a hundred thousand residents) and the third largest at the height of summer. The city, its hotels, tourist apartments and campsites, provide accommodation for tourists keen to enjoy to the utmost; to enjoy Benidorm.

Benidorm's way of life is fascinating, for the types of people who meet up there, for the excesses it inculcates, for the intensity it radiates, for the bounteous cultural contacts, for the Mediterranean sea it surrenders to. Here everything makes an impression for being atypical, but everything has its own sense. The most important thing about Benidorm is... to discover it. Benidorm does the rest. Benidorm is a city for all, wide open to all. It has a family dimension, harmony between young and old, and possibilities for all types of leisure. The best is: everyone creates their own atmosphere.

Benidorm in figures

- Location: **38° 32'N – 00° 08'E**
- Area: **38.51 km²**
- Population: **71,034 inhabitants (INE, 2009)**
- Temperature: **19.3°C (yearly average)**
- Hotel spaces: **39,572 (2009)**



Benidorm's beaches

Benidorm Bay faces south. In front, the immensity of the Mediterranean and its island (Isla de los Peridistas). On the mainland, a bow-shaped range of mountains protects it from the prevailing winds and in the bay the east winds are slight. Its waters are warm and transparent. This is the setting for its beaches.

Safety on the beaches is total: flags indicating the sea conditions, readily identifiable meeting points, lifeguards and the Local Beach Police Service with sand and sea patrols (quad-bikes, inflatable launches and jetskis) looking after your safety.

Punta Canfali (Cantal Alfalig; the point stretching out into the sea) – the Castle – where the original Benidorm was set up, divides the group into two main beaches: Levante [East] and Poniente [West].

Did you know...?

In 1952, Pedro Zaragoza signed the Benidorm Beach Police Ordinance, authorising the use of the bikini on its beaches. No sooner did the Archbishop of Valencia, Marcelino Olaechea Liozaga, hear of it than he initiated its immediate excommunication. Alarmed, Pedro - "the Vespa-riding mayor" – drove to Madrid on his motor scooter and took up the matter without further ado, at the El Pardo palace, to ask for help. He returned from Madrid with the commitment that the bikini would be freely on view on Benidorm's beaches and the Church would take no measures against it.

Playa de Levante – Eastern beach

This is the more cosmopolitan and urban beach. It stretches between Rincón de Loix and the castle rocks. Cheerful, lively, colourful and fun. It boasts the first permanent beach library in Spain. The Paseo Marítimo de Levante opens onto it from the city, designed by the Architects' Workshop Bohigas, Martorell, Mackay and Puig-Doménech. Its sea front is made up of a succession of terraces, cafes and restaurants in constant party mood. It is the former Playa de la Chanca (the beach of the Almadraba tuna fishery and salting warehouse) or of the Llosar, whose flat slabs of rock, retaining its sands, emerge from time to time forming an underwater platform perforated by erosion over time. La Chanca recalls Benidorm's successful past in the art of tuna fishing, where the captains of tuna fishing crews (arraixos) won well-deserved fame.

Playa de Levante

Length: 2,084 m

Area: 125,785 m²

Footbaths: 21 units (of 2 pipes), with seawater.

Beach furniture: 10 sectors with 1,390 sunshades and 4,570 sunloungers.

Assistance: 2 assistance points, 5 lifeguard posts and 4 patrolling lifeguards.

Facilities: 1 accessible bath point, 3 children's play areas, 4 sports and recreational play areas, 21 access walkways, 1 floating leisure platform, 164 litter bins and 2 ecological toilet cubicles.

Blue Flag

Certificates: Qualitur "Q", ISO 9001, ISO 14001





Playa de Poniente - Western beach

A quieter and more secluded beach; for families. It is longer, stretching from the harbour jetty to the rocks of the Paseo Tamarindos, then to the foot of the Tossal de la Cala, local Benidorm people distinguishing two sections of equal length: Poniente and La Cala. The atmosphere is more local. It is connected to the city by the Paseo Marítimo de Poniente, designed by Carlos Ferrater and Xavier Martí.

This beach is set on a former royal cattle track that used to run through myrtles. The natural spring Les Fontanelles is found on the beach, a source of fresh water for the Navy until well into the 19th c.

Today, totally urban, the beach was chosen – in 1951 – by Juan de Orduña, for filming the arrival of Columbus in the New World, in “Dawn of America”.

Cleanliness and hygiene are absolute: the beaches are cleaned daily. Since 1985 the municipal laboratory checks the quality of the seawater and sands. At nightfall, the public cleansing brigade and its machinery proceed to sift the sand. Halfway through January all the beach furniture is removed and the intensive work on the substrata of the beaches is undertaken.

Playa de Poniente

Length: 3,100 m

Area: 146,239 m²

Footbaths: 95 units (with 2 pipes), of seawater.

Beach furniture: 10 sectors with 440 sunshades and 1,730 sunloungers.

Assistance: 2 assistance points, 7 lifeguard posts and 5 patrolling lifeguards.

Facilities: 2 accessible bath points, 5 children's play areas, 12 sports-recreational play areas, 32 access walkways, 2 floating leisure platforms, 2 beach libraries, 135 litter bins and 5 ecological toilet cubicles.

Blue Flag

Certificates: Qualitur “Q”, ISO 9001, ISO 14001





Since 1987 the beaches of Benidorm have been awarded the Blue Flag of the European Federation of Environmental Education. They also have the White Flag of the Clean World Foundation and the Qualitur "Q" certificate of the Spanish Institute of Tourist Quality (ICTE).

Mal Pas beach

This is the quiet secluded beach that came into being in the '20s, at the foot of the Castle, between Punta Canfali and the harbour dock. A single entrance, through the Paseo Colón, gives access to the 2,400 km² of fine sand on a beach 120 metres long. It has a lifeguard post, 4 footbath units and 5 litterbins. It is an experimental beach. Equipment and services that will be provided on Benidorm's beaches are tested here. It has the Blue Flag and certificates: Qualitur "Q", ISO 9001, ISO 14001.

Benidorm's coves

After the Rincón de Loix, at the end of the Playa de Levante, where the Serra Gelada comes down to the Mediterranean, are the shingle coves Cala de la Almadraba and Cala del Tío Chimo, open to the most absolute tranquillity and for diving. There are a hundred metres of coastline on the first, and sixty on the second, with its sunloungers and sunshades, and a coastguard's post.

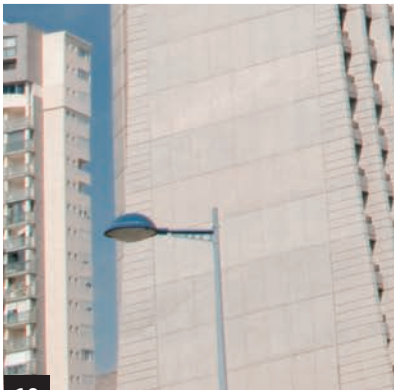
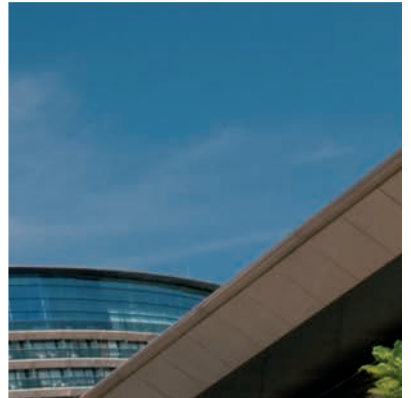
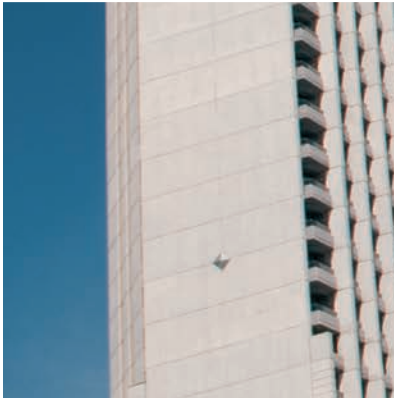
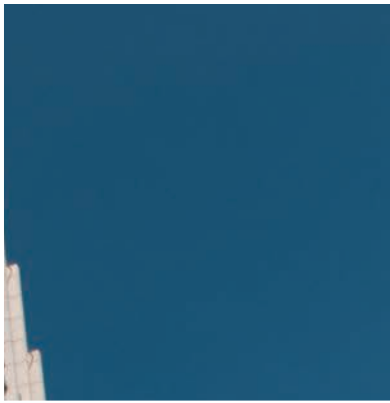
Benidorm's beaches are regarded as an urban park. They have static gymnastic equipment and



Did you know...?

Benidorm's beaches have the urban treatment of public parks.

children's playgrounds. Groups of people meet up to do various activities from surfing to choral singing. Others make sand sculptures. It is a showcase all the year round.



Skyscraper city

Benidorm is the skyscraper city. Its vertical urbanism invites optimism and makes it a comfortable city, full of light, both safe and pleasurable, where tourists and residents are easily confused with each other.

From outside, Benidorm arouses heated controversies. From within, Benidorm stirs up admiration. The orderly concentration is effective and sustainable; it is better to travel in a lift than driving miles by car.

It is a unique model; the whole town is an integrated product, a renowned brand, a bastion of tolerance.



Did you know...?

Benidorm is studied as a model of urban development on French and Japanese secondary school courses.

Benidorm satisfies those wishing to get to know it. It is the first Tourism and Leisure Parks themed city in Europe. Benidorm does not end at its beaches; it reaches further, even to the interior of the local region, keeping the loyalty of nearly 90% of its visitors and representing practically 10% of all Spain's tourism.

Architects, like Luis Fernández-Galiano, and sociologists, like José Miguel Iribas, agree that it is the best new city built in the 20th century worldwide since the 1950s.

Its commitment to verticality, upward urbanism, has become a model for efficiency, sustainability and sociability. Benidorm is brilliance concentrated at height, reducing the demands on infrastructure and transport. In the 21st century the key word is sustainable density. And Benidorm offers it. The first urban plan was created by Francisco Muñoz Llorens and Luis Rodríguez Hernández between 1951 and 1956. The first modifications removing restrictions on building heights were made between 1958 and 1963, setting up a growth model for fast

and orderly expansion, with rectangular plots at right angles to the beaches and with sea views. The dimensions of the new streets fulfil the functionality for which they were designed and are arranged for both road and pedestrian traffic. The whole thing invites use of the street, making it a participant in the adventure of enjoying Benidorm, making it habitable. In this new city it is a given that those experiencing the city will primarily be on foot.

Architectural solutions have a difference; height was chosen after research into volumetric configuration. This allows the architects greater freedom when it comes to defining the project

and guarantees a balance between built area and open spaces.

At present there are 325 buildings over twenty storeys high. Ten of those exceed a hundred metres in height and the “Intempo” building reaches 200 metres. Thus, in addition to the tallest hotel in Europe – Hotel Bali – Benidorm adds the tallest residential building. In architecture, Benidorm’s achievements have led to the term “Benidormization” being coined for high-rise sustainable building. It has even been proposed to place a value on its entire architectural group and apply for it to be declared a World Heritage Site (undertaken at the 12th Benidorm International Tourism Forum by the French professor Philippe Duhamel).

Benidorm is a new city, the purest prototype of a city adapted to modern tourism. It is a

showcase city, where the style is marked out by innovation. It is a leisure city: impossible for tourists to be bored in it. Integration in Benidorm is absolute and total. Benidorm, administratively, is

divided into three sections: Centre, Levante [East] and Poniente [West]. But undoubtedly it has to go further. Levante is separated by the Rincón de Loix and Poniente by La Cala. The Centre section has both the old town centre and the initial growth through neighbourhoods. Levante concentrates the city that grew up from the development of the 1956 general plan and its modifications, which stretches through the urban layout of chalets and buildings of the Rincón de Loix as far as Serra Gelada. Poniente maintains urban developments from past and present, while the beachfront retains the original development from the 1950s in constant evolution. Both La Cala and Rincón de Loix have become satellite cities. They have everything.

Did you know...?

Benidorm gave rise to modern tourism as a result of Spain’s first General Urban Development Plan for an entire municipal district (1956).

A little history

At the Tossal de la Cala, in Poniente, the remains of an Iberian settlement provide evidence of an ancestral past linked with fishing. A head of the Phoenecian goddess, Tanith, in the MARQ [Alicante’s Provincial Archaeological Museum] places it with Phoenecia and Carthage. A Roman villa, at El Moralet, places it with the period of Romanisation. And the name, Benidorm – apparently from the distant Yemen – in Sharq al-Andalus. But Benidorm does not appear in the Llibre del Repartiment (1237) of Jaume I; but Lliuriets does, today a rural district.

Did you know...?

Benidorm has two founding charters; two Town Charters. The first, of 1325, is thanks to Bernat de Sarriá, lord of Montjuit. The Berber pirate attacks of 1388, 1410 and 1487 led to the population being abandoned to their fate. The second charter, of 1666, is offered by Beatriz María Fajardo de Mendoza y Guzmán, additionally setting up an irrigation and drainage system to improve living conditions.

And so to the 14th century.

1325: Benidorm receives its town charter or Carta Pobra, a founding charter, from Bernat de Sarriá. It is dedicated to fishing and to a lesser extent some agriculture. Coastal pressure from pirates leads to depopulation and only fishermen's huts remain on its beaches, as they turned to the island setting.

1666: Beatriz Fajardo sets up the Rec Major de l'Alfàs (of Benidorm) and grants a new Carta Pobra. The irrigation transforms Benidorm.

1740: discovery of the Patron Saint, the Virgin of the Suffrage, and the start of a boom, described towards the end of the century by the botanist Cavanilles.

1812: Benidorm is occupied by the French. They grant it the title City of the Emperor. The English storm the Castle. After the War of Independence another boom time is experienced, based on coastal shipping. Benidorm's seamen get *letters of marque* and create a coastguard service.

1850: Pascual Madoz, in his Geographic Historic Statistical Dictionary gives an account of Benidorm's mild climate and its emerging vocation as a tourist resort.

1865: the Hostal La Mayora opens, first permanent tourist establishment.

1870: the Balneario Virgen del Sufragio is opened, first bathing house.

1880: the highway joining Alicante with Valencia arrives... and the first documented tourist advertisement, that of the Balneario Baños del Mar Virgen del Sufragio de Francisco Ronda y Galindo, inviting people to come to Benidorm for the summer. People from Alcoy and from Madrid go to the city. The "trenes botijo" [so-called because they were crowded with people all bringing their own "botijo" – a traditional earthenware bottle with a drinking spout – to survive the long hot journey] of the MZA railway company, bring the first summer visitors to Alicante and from there - and from Alcoy

– in horse-drawn carriages to Benidorm.

1920: first overbooking. The Hostal "La Mayora", the Hostal "La Plaza" and the boarding house "Casa de Baños" hang up the first "full" sign.

1927: the iconic balustrade is installed at the Castle's vantage point.

1936: the local Tourist Board is created, to be called the "Pro-Beach Committee" after the conflict. In the '50s it would be known as the "Gabriel Miró" Friends of Benidorm Association, for the promotion of tourism. It came up with the first idea for the first General Plan.

1956: the work of the mayor Pedro Zaragoza Orts succeeds in getting approval of Spain's first General Urban Development Plan for an entire town: the Benidorm of today, high-rise Benidorm.

1959: the first tourists arrive – Swedish and British – through the Tour Operators (Wings & BEA) at Manises airport (Valencia).

1967: Alicante airport "El Altet" is opened, a tourist revolution for Benidorm. Europe is closer.

1975: the A-7 highway is opened and Benidorm is perfectly connected with the rest of Europe. The mass arrivals begin, of French, Germans, Danes, Belgians, Swiss, Dutch and British.





Full-on fun and leisure

In Benidorm, in the city of the show, you can do everything and be both star player and spectator. By day or by night, Benidorm is the Theatre of Pleasure.

By day... theme parks

Terra Mítica (terramiticapark.com) is one of the great European theme parks. With thirty incredible attractions, like the girating disco, Synkope or the upside down roller-coaster Titanide and Inferno, along with over thirty-five shows every day and night, visitors can experience the thrilling mysteries of the oldest and legendary civilizations of the Mediterranean as they go round the five areas that make up the park: Egypt, Greece, Rome, Iberia and the Islands. The theme park is intended for all-

comers: daring, inquisitive, no matter what age or nationality, just the intention of enjoying the experience. Terra Mítica makes available to its visitors a varied and complete range of services for eating and resting, with over fifteen different establishments, outlets and customer service points that make visiting the theme park an unforgettable experience..

Terra Natura ([foia del Verdader](http://foia.delverdader.com), terranatura.com) is a theme park of animals, in their original settings, and nature shows in the four themed areas which represent each of the natural elements: Pangaea – fire, America – air, Asia – earth and Europe – water

Aqua Natura (aquanatura.com) is situated alongside Terra Natura and is a water park offering unique water attractions: slides, wave pools, geysers, waterfalls, underwater immersion, etc. spending a day of guaranteed fun and emotion.



Did you know...?

Benidorm is a holiday factory; it is great fun and generates more efficient economic and social models.

Aqualandia (Serra Gelada-Ricón de Loix, aqualandia.net) Located in the Serra Gelada-Ricón de Loix, it is the oldest and most traditional of the local leisure parks. It is a water park with pools, slides, children's play equipment, shows, rock and waterfall settings, restaurants, stores... to delight the whole family.

Mundomar (mundomar.es), a park of marine animals and exotic birds, with a dolphinarium, shows with parrots, sea lions, sea mammals and a display of synchronised ballet with dolphins. It also offers self-service-snack-restaurant services and stores.



Benidorm and the Mediterranean

On the Playa de Levante the cable-ski installation is a pioneer in Spain, offering a thrilling beach adventure. Boats depart from the harbour to go to the Island of Benidorm, Calpe, Altea, La Vila Joiosa and the Island of Tabarca. There are also tours on a





“banana-ride” and parasailing around the beaches. One attraction not to miss is the nighttime and party cruises; partying, music and shows against the backdrop of the city's nighttime skyline: enjoy the exclusiveness of a yacht from the city of the show.

Benidorm and adventure

Experience the fun of going on 4WD drives, on a jeep safari, routes by moonlight, sunset cruises, trips on the Guadalest reservoir in solar-powered boats, VIP cruises and parties in the bay, bike rides, forest rides on mountain bikes, archery, paintball, sailing catamaran trips, canoeing, abseiling, climbing, diving, Nordic walking and mountain hikes, hang-gliding, horse-riding and jet-ski rides. It is also possible to go on horse-rides and karting.

Children's parks. The little ones will find every afternoon full of fun at the Avenida del Mediterraneo and other smaller parks at the Rincón de Loix.

SPA (*Salus Per Aquam*). Several hotels have sensational spa installations of top quality and prestige.

The Nautical Club has a sailing school and organises regattas. It also has a diving school, which organises underwater routes.

Golf in Benidorm

Along with the installations of the Terra Mítica

theme park in Benidorm, it is possible to enjoy two exceptional golf courses that were designed by the legendary Jack Nicklaus firm. The Villaitana Levante (72 par) and Poniente (62 par) courses, of great quality and beauty, with wide clear greens, make it possible to enjoy playing golf with a view of the unmistakable skyline of Benidorm along the Mediterranean horizon. They are courses of exceptional beauty and quality, designed and prepared so as to host competitions and sporting events on the European and world circuit.

The Town Council makes available the Palau d'Esports L'Illa de Benidorm and the Municipal Sports Centre. Both installations offer facilities for courses and staging events. And for the local sport, Valencian “pilota” [a very old and traditional form of indoor bowling], Benidorm has the ultra-modern Carrer de la Pilota and the Trinquet Alcalde Vicente Pérez Devesa.



Benidorm... by night

At nightfall, Benidorm is transformed. To the atmosphere of the busy summertime terraces of the three hundred or so cafés, some with live music and dancing, is added the "march" of the pubs and discos. Now it all changes... Benidorm, the city that never sleeps, is dressed for partying. At dusk the dream factory gets going.

Over 150 disco-pubs and a score or more of discoteques are an invitation to fun and enjoyment. That is when, all over Benidorm, the nightlife sparkles.

The leading role is played by the people, who join in with all kinds of parties and in all settings. The Playa de Levante presents a leisure scene unique in the Mediterranean all day, but once night falls it comes to life in a special way: the party breaks out at the foot of the beach. In the small hours, the partying moves to the Disco Area (Avenida de la Comunitat Valenciana) until well into the night. The beach businesses have their own discoteques and new names are constantly arriving on the scene. Continuing along that avenue, the atmosphere changes with new premises while at the Rincón de Loix the all-time favourites reign, and in

the city the traditional names are maintained.

The Old Town Centre as such is a nighttime show in itself. Dozens of small halls for mixed crowds open up for partying every night: drinking and merrymaking out in the streets.

It is Benidorm. La Cala and the Rincón de Loix join the party with their own particular atmospheres. The youth of Benidorm opt for the Old Town Centre, in the "Callejón" (the Carreró dels Gats) and its surroundings. Latin rhythms are there in Zona 9 (Esperanto street).

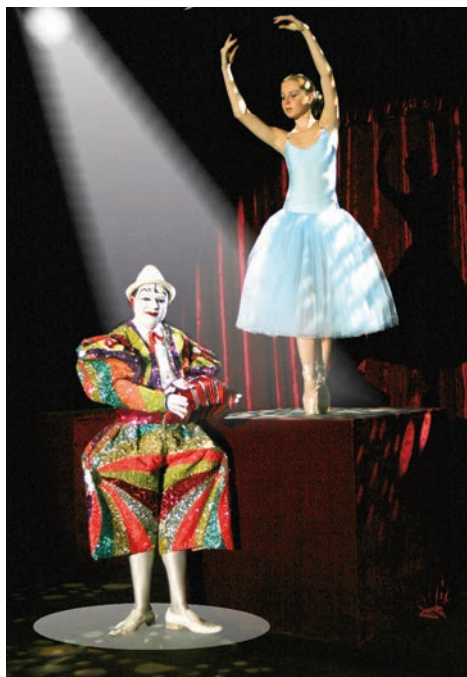
And in nightclubs Benidorm has nothing to envy the best destinations in the world.

The international variety shows at the **Benidorm Palace** nightclub are of a very high quality: its orchestras, ballets, attractions, stars and shows, have provided it with privileged internacional status since 1977. Other clubs offer cabarets, drag shows, male strippers and comedy-musicals.

Desafío Medieval is a journey to the heart of the Middle Ages to experience the tournaments, honour, challenges and glory of the Count of Alfaz's Castle, between Benidorm and l'Alfàs del Pi. Every Sunday, along with Benidorm Palace, **Benidorm Circus** opens its doors with an original,



In the setting of Mallorca, Gerona and Lepanto streets, a whole British universe opens up: authentic Anglosaxon fun in pubs and cabarets. Shows and music: authentic essence of the British Isles, under the spell of the Mediterranean. Benidorm is a second home to the British; even a successful ITV (Independent Television) serial "Benidorm Unpacked" is set in the city, with a healthy dose of humour.



Did you know...?

The gay scene finds some thirty or so establishments in Benidorm: hotels, bars, discos, restaurants and leisure venues, in the old town centre itself. Moreover, the *We are Queens* festival has become the Gay Festival of the Comunitat Valenciana.

creative and humane show with the most fantastical troupe of artistes to delight both young and old alike.



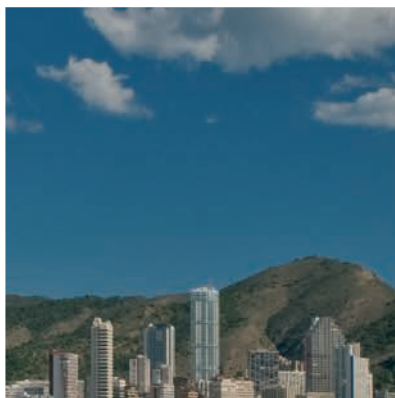
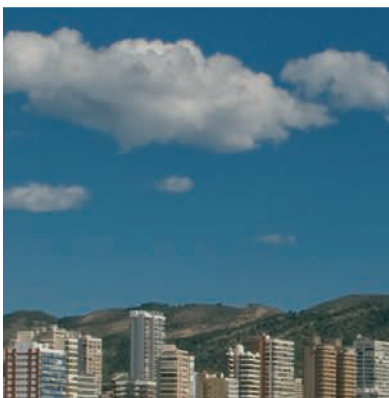
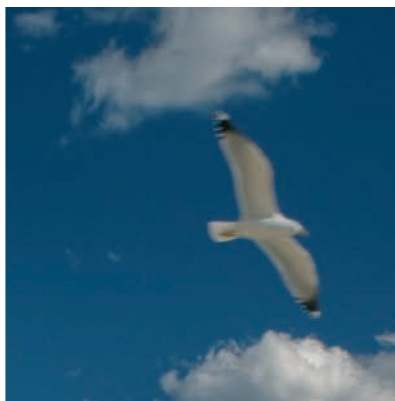
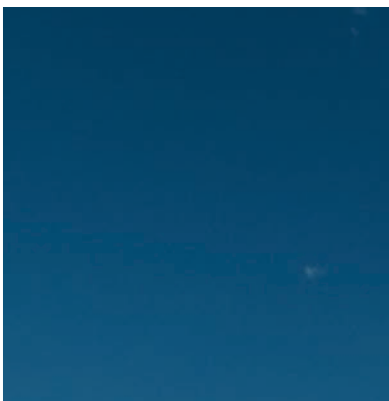
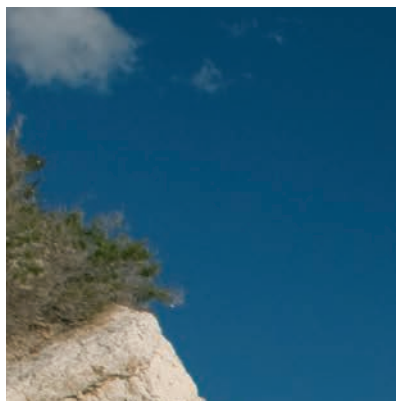
Accommodation

Benidorm has the most complete range of hotel and non-hotel accommodation regulated for all levels: 128 hotels, from 1 to 5 stars, offering more than 38,000 beds; 6,100 tourist apartments add over 7,000 places; 10 hostels offer 400 beds and 11 campsites provide places for nearly 11,000 people to camp. **They are mega-figures that add up to nearly 12 million overnights in the city, with an average overall occupancy exceeding 83%.** There is no tourist destination that offers more leisure or a better price in such a small and attractive space. Benidorm competes by constantly improving quality and keeping a check on costs. **In Benidorm quality is a work dynamic marked by the sector's willingness to keep tourist loyalty: a satisfied customer is the best promotion.**

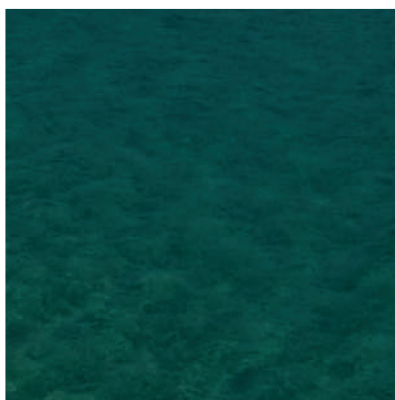
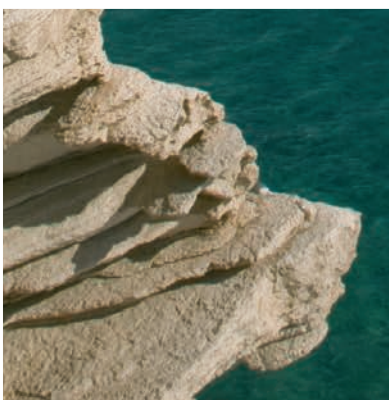
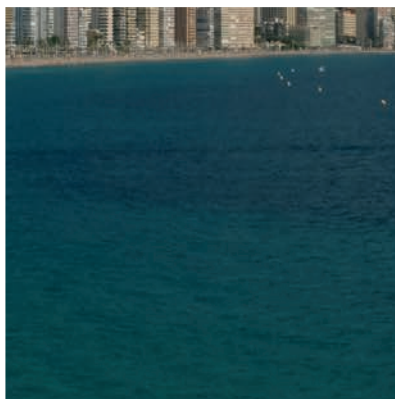
Benidorm is a pioneer in obtaining the Environmental Qualitur "Q" award; its hotels were the first to achieve it since 2003. In Benidorm's hotels it is party-time all year round: nearly round-the-clock activities directed by the most dynamic team of presenters. In the same sense the offer of tourist apartments is unbeatable in location,

facilities and services. The quality of its campsites is in tune with the tourist city.





Climate and nature





Did you know...?

In Benidorm, the sun plays a leading role with over 3,000 hours a year. The water temperature of the sea varies between 13°C (February) and 26°C (August), which means the crystal clear seawater may be enjoyed practically all year round.

Empire of the sun

Benidorm is the city of the sun. Its particular geographical location and orientation give it unique characteristics that are well emphasised by the geographic and sociological studies of the city that are constantly being done.

The average monthly ambient temperature varies between 12.7°C in January, the coldest month, and 26.2°C in August, the warmest month. The maximum in August may reach

37°C, and the minimum in winter never reaches as low as 0°C, although in January the formidable hulk of Puig Campana often dawns with a minimal white mantle, though it is gone by mid-morning. The climate is, after all, warm Mediterranean with a notable absence of rain. Rainfall is concentrated in October. In spring the rains are scarce.



Sustainable tourism

Benidorm's sea front is part of the Serra Gelada Nature Park and the Island of Benidorm (<http://parquesnaturales.gva.es>), the Comunitat's first land-sea nature reserve (2005).

Protected areas

Benidorm has a small municipal area - nearly 38km² - and half of that has been protected since that First General Urban Development Plan (1956). Only 43% of the territory is urbanised and 29% built through a high-rise town planning model. That distinguishing characteristic of Benidorm, unique in the world, has allowed it a privileged position for tourism: a view of the sea from almost the entirety of the town centre's buildings.

The Serra Gelada, which separates the bays of Benidorm and Altea, presents nearly 6km of

coastline of cliffs over 400 metres high (at the Alt del Governador, 438m).

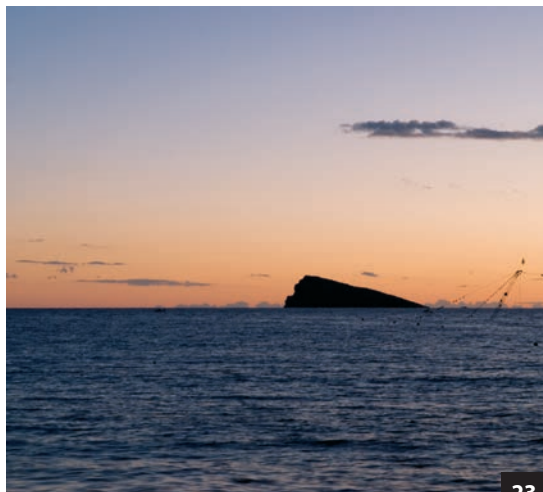
The park, on Benidorm, has protected areas of plants of exceptional value, hanging fossil dunes (aeolianites, over a hundred thousand years old) and endemic botanical species. At sea there are unique beds of *Posidonia oceanica* seagrass meadows (known as *alguers* by local seamen), a tiny island - *Isla Mitjana* - and the island of Benidorm, adding a rocky reef (*La Llosa*), full of life, to the group of islands. It is the second most important area of sea birds in the Comunitat



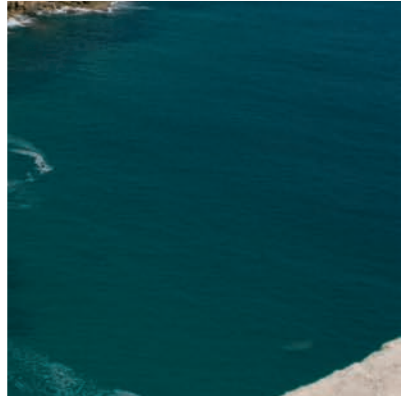
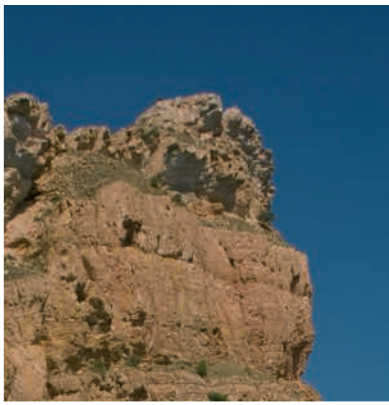
The island

In the middle of Benidorm's bay, equidistant from its two points, stands the island of Benidorm (l'Illa), Isla de los Periodistas, emblem of the city. Mythology relates it to Roldán, Charlemagne's nephew, and the ravine he slashed with his sword "Durandarte" to give rise to Puig Campana. He gouged out a lump, which came down in the sea: the island. It is said that the Carthaginian Aníbal Barca was born on it (said to be on an island between Alicante and the Pitiusas). Reality is much simpler and places it in the mountain range of the park. The little ferry boats or "golondrinas" [swallows] depart from Benidorm all year round making it possible to visit the island, and a signposted route gives access to the top (73 metres high). At the rudimentary embarkation point trips can be taken on underwater viewing boats to observe the beauty of the immediate seabeds and their wealth of aquatic life.

Valenciana and its waters are also full of life; one of the few families of bottlenose dolphins living permanently in Valencian territory is localised there. The information post, in Benidorm itself (Paseo de la Carretera, 34 966 807 535), proposes environmental education activities and a series of authorised footpaths.



Routes around Benidorm



ROUTE 1

The Albir lighthouse



El Camí Vell del Far

From l'Albir (l Alfàs del Pi) the lighthouse can be reached by a very easy route, suitable for hiking, cycle-tourism and even in a wheelchair. It passes through beautiful scenery and views of the Bahía de Altea, coves, natural holes – Boca de la Ballena [whale's mouth]/Cova del Bou [bull's cove] –and accesses to old ochre mines.

- 1** L'Albir
- 2** Tunnel
- 3** Boca de la Ballena
- 4** L'Albir lighthouse

ROUTE 2

Crossing the Serra Gelada



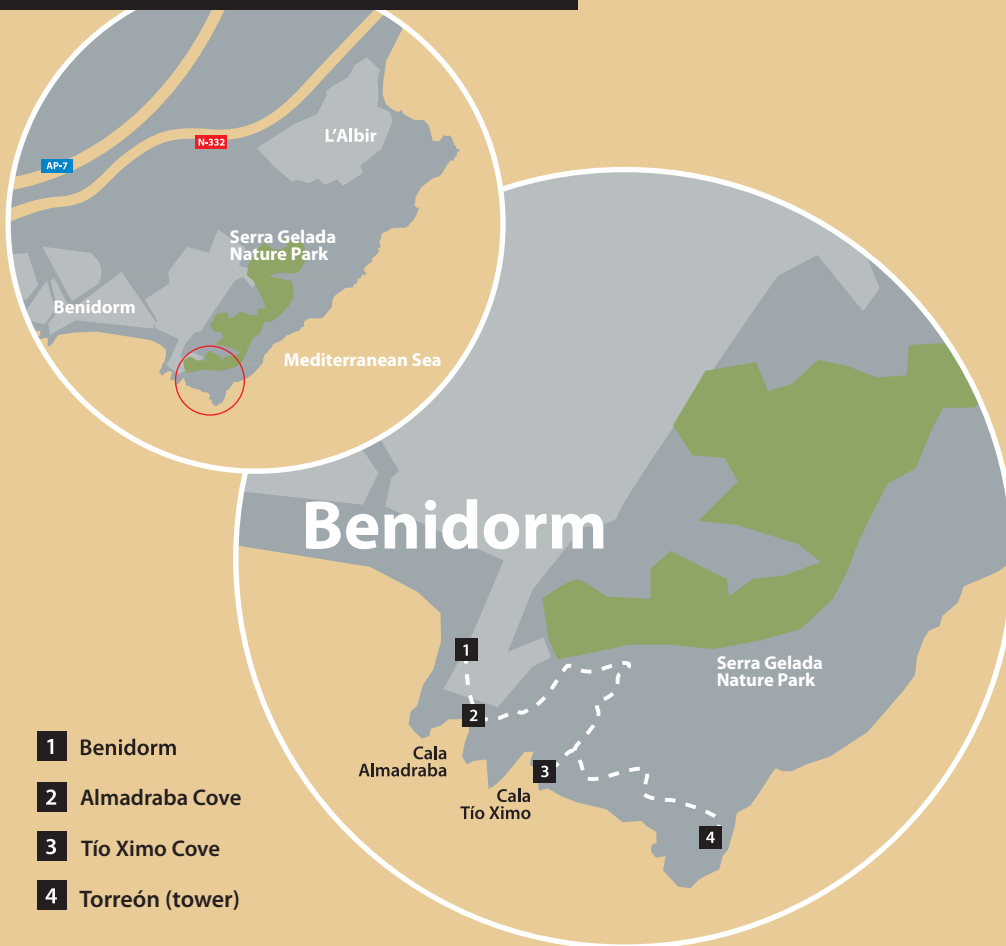
A trip around Serra Gelada

This covers the crossing of Serra Gelada, of moderate-high difficulty on an 8km route, setting out from L'Albir or from Benidorm. Passing through the Alt del Governador and reaching the top of the sierra between cuttings and with incredible panoramic views, as far as La Cruz.

- | | |
|--------------------|------------|
| 1 L'Albir | 4 Mundomar |
| 2 Cantera (quarry) | 5 La Cruz |
| 3 El Pinar | |

ROUTE 3

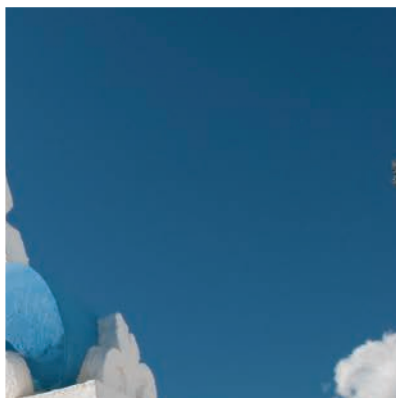
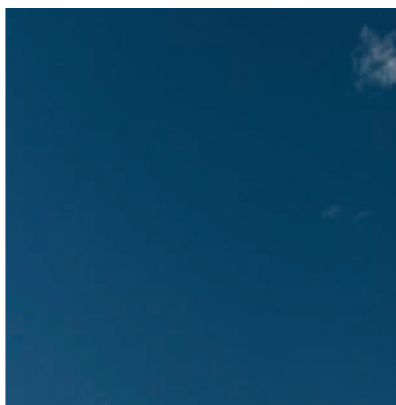
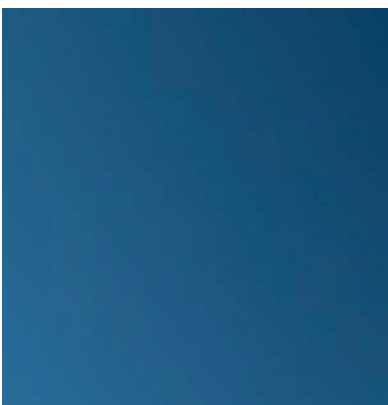
From Punta del Cavall or from the Escaleta



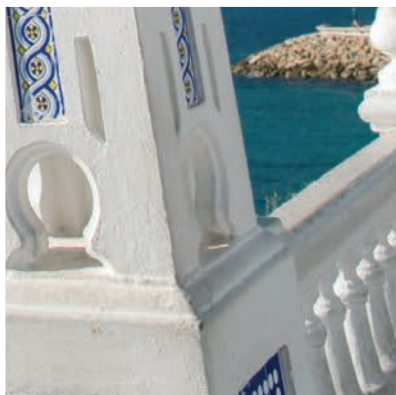
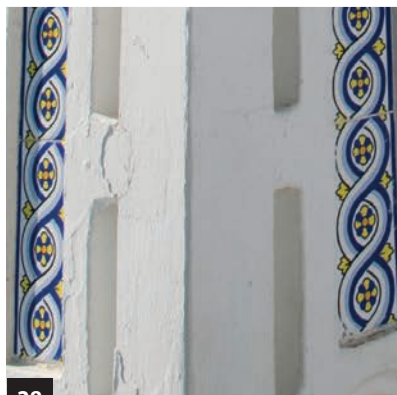
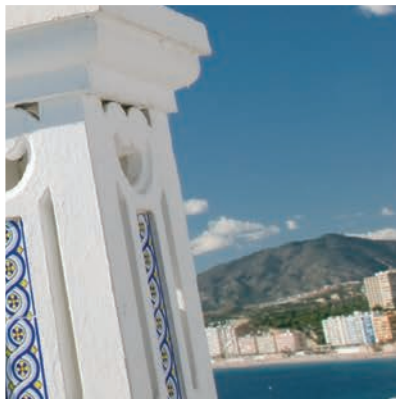
- 1 Benidorm
- 2 Almadraba Cove
- 3 Tío Ximo Cove
- 4 Torreón (tower)

The Torreón Road

With a low level of difficulty, it sets out from Rincón de Loix and passes through coves, vantage points, holes and an old ochre mine. One variant accesses the Tío Ximo cove. The Punta del Cavall has an old defence tower (18th century), Torre de les Caletes, declared of Cultural Interest. The drovers' roads (of the explorers of bygone times) that connected the defence towers are integrated into the itineraries. The rise to La Cruz, by car, bike or on foot (5km, there and back) provides a view of the most publicised shot of Benidorm: the Levante beach, coves and cliffs, the urban group and a good part of the surrounding area. From the Trinquet Marina Baixa, it is possible to reach the Alt del Governador on foot or by bike along a modern asphalted stretch. Equally pleasing, on Poniente beach, is to go up to the Tossal de la Cala, as far as the vantage point at the top (along with the Mont Benidorm development), with the remains of a late Iberian (3rd to 1st centuries BC) settlement and the modern chapel of St John.

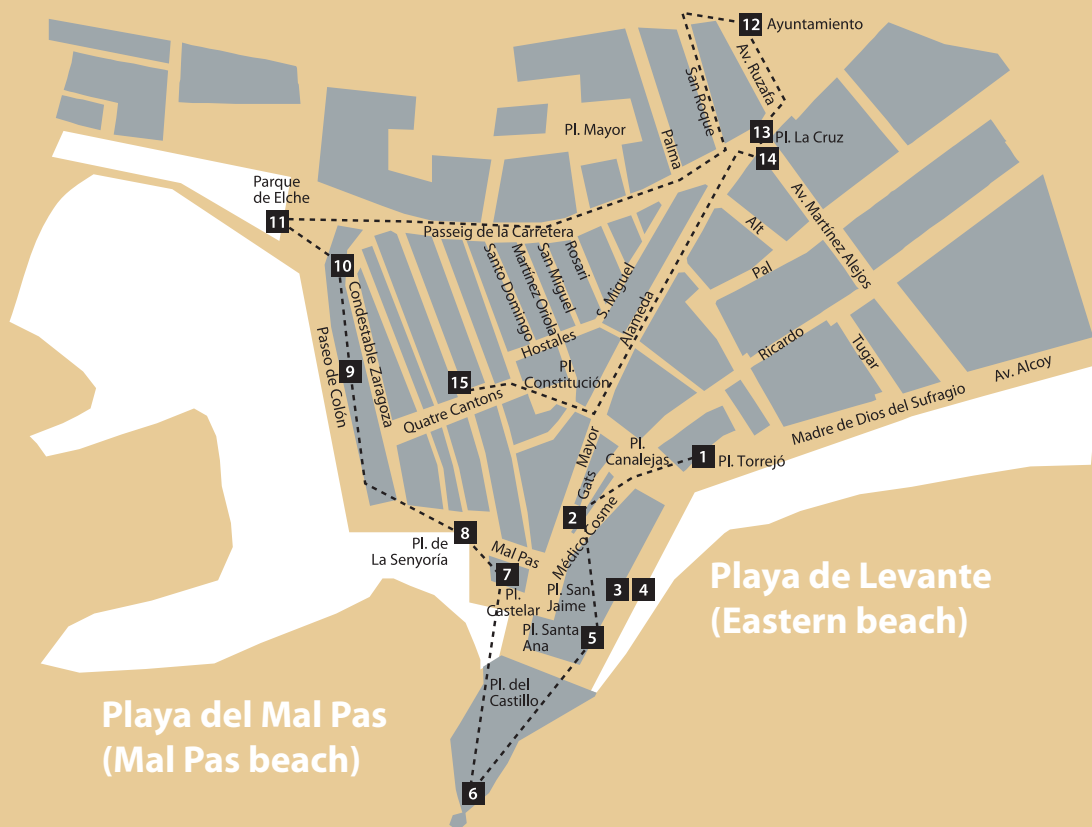


Route around Benidorm



Itinerary 1

A trip around Benidorm



1 Plaza del Torrejón

2 Carreró del Gats

3 Church of San Jaime

4 Plaza de San Jaime vantage point

5 Plaza de Santa Ana vantage point

6 Castle vantage point
(Balcony of the Mediterranean)

7 Mal Pas pass

8 Plaza de la Senyoría

9 Portillo

10 Constable Zaragoza house

11 Elche park

12 Town Hall (1956)

13 La Palmera (crossroads)

14 La Cruz

15 Rosa de los Vientos (Cuatre Cantons)

From the town of yesteryear to the city of today

The initial fishing and seafaring settlement with minimal agriculture, was built over the Canfali. For the people of Benidorm, the Castle; for visitors, the vantage point.

The fishermen's streets led to the west (Les Roques) and opened onto the myrtle groves. To the north the Calvari neighbourhood grew up, leading to the market gardening areas. To the east, the Bon Retir and the Levante beach. Of that late 19th century Benidorm only its street layout remains, but its narrow streets are worth wandering around.

The Paseo de la Carretera runs through old town centre. To the north, the first development of the 20th century, and to the south, the original Benidorm with narrow streets and references from the past - el Forn (the public oven), el Molí (the windmill), el Pal (the rope and rigging maker's workshop). The

main streets – Alameda, Major and Paseo de la Carretera – are there, but they are all delightful streets, many for pedestrians only, full of life

Did you know...?

In 1812, in the brief time it was in the power of the French Army, the commander Eugenio Bufet, of the 117th Infantry Regiment, negotiated the title "City of the Emperor" for Benidorm. In the November, the storming of the Torre de Piera ("the castle"), at Punta Canfali, by the British fleet, distanced the French from the Villa.





A pleasant route for discovering Benidorm can be started at Plaza del Torrejón (del Torreón), alongside the former town council at the Levante beach, (today Tourism Services) then going up the Carreró dels Gats (Alleyway of the Cats), paved with pebbles with drawings, as far as the Church of St James (1740) where the Patron Saint, the Virgin of the Suffrage is venerated.

The plaza de San Jaime leads to the vantage point over the Levante beach and to the right, through an arch, provides access to the plazas of Castelar and Castell, with the Mirador del Castillo, leading down to a few steps from the sea forming one of the most typical images of the city and the Mediterranean.



To the right, over the Mal Pas, a narrow pass connects with the Plaza de la Senyoría, where Benidorm pays tribute to the people lost at sea, to their past bound up with it and to the Navy. At the end, beside the way down to the Paseo de Colón, is the street named after the Constable Zaragoza, a local hero in the Cuban War. The little harbour is pleasant and sea trips depart from there. The Maritime Cultural Centre is located in the Paseo Colón, with a model of a tuna fishery on display, showing the art of fishing for which the seamen of Benidorm were renowned. On the other side, the Elche park. To the right, take the Paseo de la Carretera, where the former national highway-332 used to run, leading through lively traffic to discover the street corners of the most typical and busy part of Benidorm, between shops and tapas bars, as far as "la Palmera" (the Plaça de la Creu) – a bustling meeting point – where the ever-dynamic Ruzafa street opens out. Once there it is possible to continue as far as the beach, along the Avenida de Martínez Alejos, or turn along the Alameda del Alcalde Pedro Zaragoza Orts, as far as the steep "calle Mayor" and, once again, to the Plaza del Torrejón.



Benidorm, the new city, came about on the basis of a general plan that is amazingly simple: from 1956, adapted to the demands of the moment and based on vertical construction and the generation of free spaces.

Because the sky's the limit in Benidorm when it comes to innovation, architects compete for the slenderness of their towers from the deepest conviction of sustainable building and optimising resources to the maximum. Benidorm occupies more sky than ground. Services were planned and every tower block provided with a commercial area suitable for all types of leisure and commerce.

Accessibility in the city is optimum and there are more and more green and civic spaces: the initial Elche park, the lengthwise Aigüera park, the Leisure park which is an extension to it and the Avenida de Bélgica park.

The Aigüera park almost segments the city. The "Julio Iglesias" and "Oscar Esplá" concert halls are





sited there. It reaches as far as the Bullring (1962), which boasts a small bullfighting museum and houses the installations of the Municipal Music Conservatory. Where the Aigüera park meets the city's network of streets stands the modern City Hall, a bridging building which has won many awards, a "groundscraper", in contrast to the tall buildings and which, from the Plaza de los Reyes

de España, makes an entrance portico to the iconic park designed by Bofill. Nearly the entire body of the building is cantilevered and on its glass panels are the names of the over sixty thousand people recorded in the census at the time of its construction.



Did you know...?

Benidorm is ahead of its time, it is the urban-architectural realisation of the right to paid holidays and the retirement pension, achievements of the welfare state in Europe. Benidorm is the symbol of the democratisation of tourism and has to be understood as such.



Did you know...?

Benidorm is home to INVATTUR - the Instituto Valenciano de Tecnologías Turísticas [Valencian Institute of Tourist Technologies].

Transport

Benidorm is an extensive city, spread out around the bay. To get about there is an urban bus service, lines connecting Poniente and Levante to the Centre and connecting with the different leisure venues, water and theme parks, service and civic centres. Also with the surrounding area, a tourist complement to the city. The panoramic 30-Bus line and the tourist bus travels the city from east to west and vice versa, offering a panoramic view across Benidorm. The taxi service is equally

complete and has numerous regulated, identified taxiranks.

The TRAM (fgvalicante.com), a high speed tramway, follows the line of the veteran Trenet de La Marina. It joins Alicante and Dénia, connecting the whole coast and the theme parks. The No. 9 line goes straight to the heart of Alicante, with a stop at the MARQ (Provincial Archaeological Museum), where there are extremely interesting travelling museum exhibitions, as well as its own permanent collection. The TRAM, of Ferrocarrils de la Generalitat, offers a night service to the disco, the Tramnochador (21st June to 12th September) and it is planned to make the regular service enter the streets of Benidorm.

A modern Bus Station with a shopping centre, in the Partida Salt de l'Aigua, beside the Law Courts





and the INVAT.TUR, connects Benidorm with the rest of Spain and Europe by means of direct lines. ALSA (Enatcar-Ubesa) travels to Madrid, Barcelona, Valencia, Murcia, Almería, Málaga, Sevilla, Córdoba, Granda, Jaén, Valladolid and Asturias, as well as to the main cities in Italy and the South of France; Bilman Bus, connects to Logroño, Vitoria, Bilbao, Pamplona, Tolosa, San Sebastián and Irún; Autocares Jiménez, to Teruel and Zaragoza; Linebus and StarBus, to Belgium and Holland, covering other services to France and Italy, and Eurolines, to all of Europe.

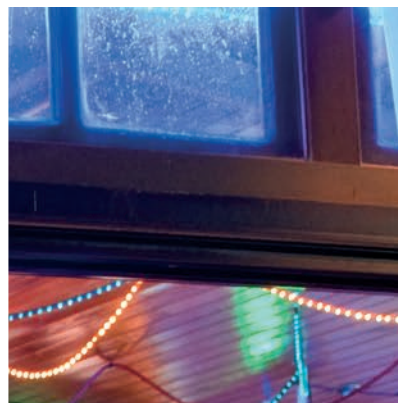
Culture

One stereotype of Benidorm can lead to confusion. People come to Benidorm on holiday; but it cannot pass unnoticed that there is an intense life open to the many cultural outlooks that meet up in the city. **The City Council's cultural programming is very complete throughout the year. In the summer season there is a varied programme in the concert halls of the Aiguera park.**

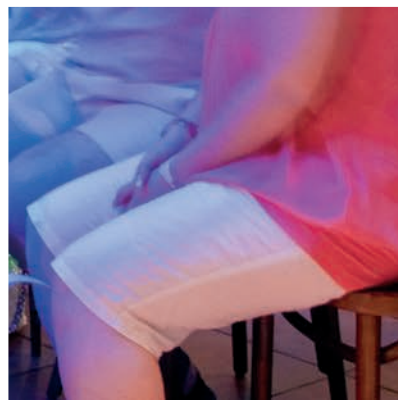
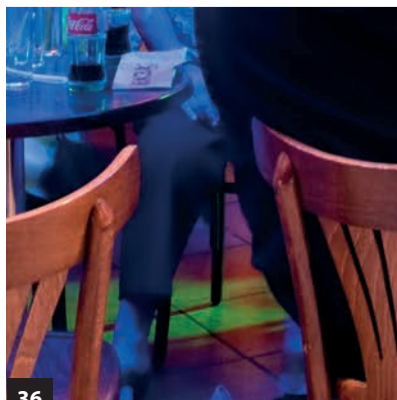
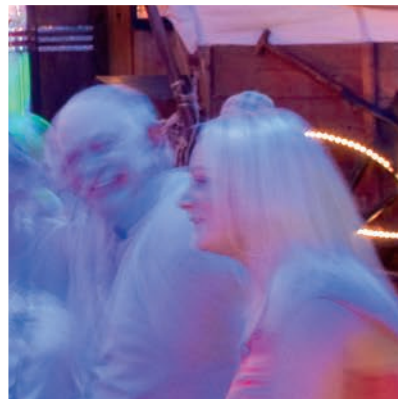
To the Cultural Centre of the Avenida de Europa (under construction) are added the cultural spaces of the Casa del Fester "Diego Cano" (Carrer la Biga) and the Social Centre "José Llorca Llinares" (Calle Goya-Colonia Madrid), as well as the Town



Hall's assembly hall and the Culture Lecture Hall of the Caja del Mediterráneo (Alameda, 17) and the Social Centre "La Torreña" (Av. Ciudad Real) all with permanent exhibitions and conference series. Benidorm has municipal libraries. The central one is in front of the New City Hall (Plaza de los Reyes de España) with branches at Rincón de Loix and Foietes. The Youth Information Centre, next to the New City Hall, is the noisy epicentre of the most varied youth activities; from courses and employment to spare time and adventure

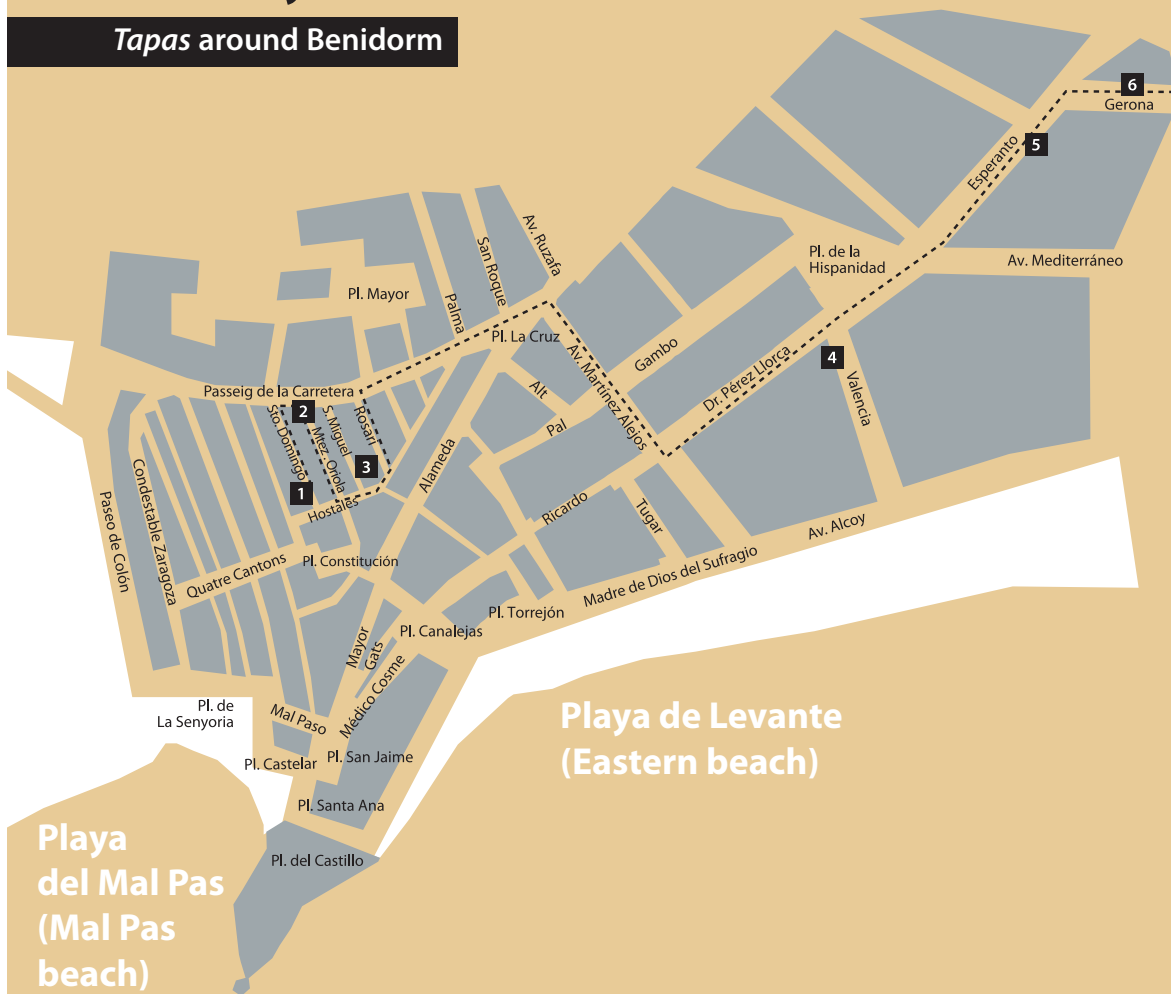


Having *tapas* around Benidorm



Itinerary 2

Tapas around Benidorm



- 1** Calle Santo Domingo
- 2** Calle Martínez Oriola
- 3** Calle Rosario / San Miguel
- 4** Calle Valencia
- 5** Calle Esperanto
- 6** Calle Gerona



A meltingpot of cultures

Benidorm is born of a mix of nationalities in which history, thought and experience are mixed in an amalgam of admirable contrasts.

A tour around the city represents a constant coming and going between the past, which is recent, and the future, which is full of hope. The multicultural atmosphere of its streets is guaranteed to attract visitors. Benidorm is ideal for exploring from east to west; the absence of higher land favours it. The centre encourages one to join in the hurly-burly along the busy narrow pedestrianised streets.

An excellent way of getting to know Benidorm is to go right into the heart of the old town centre and enter fully into the world of tapas sensing the bustling popular atmosphere that characterises this side of Benidorm.

Having *tapas*

One thousand one hundred - yes, 1,100 - bars of all kinds make for a specialisation: el tapeo.

Going for tapas around the old town centre is very much the done thing. The streets Santo Domingo, San Miguel, Martínez Oriola and the Plaza de la Constitución make up the main area for tapas and an abundance of well-made pinches [deicious morsels on a cocktail stick]. In the surroundings there are both veteran and new outlets that promote the ritual of select cuisine in miniature, from mid-morning through to the night. They are places to meet up, obligatory stopping places and gastronomic references; some franchises, but most with an authentic stamp are small outlets or in

Did you know...?

Benidorm has never been a fishing village; Altea and La Vila Joiosa took over the fishing rights in the immediate fishing grounds. Even on the island of Benidorm, the rights were of the fishermen of La Vila Joiosa. Benidorm has, however, always been a homeland of seamen and seafaring folk who have served in the Navy, the Compañía Trasatlántica, the Almadra [tuna fishery] and as Harbour Pilots in the most important ports and harbours in the world.



the traditional Mediterranean cooking and the most traditional Benidorm rice dishes (creamy rice with salmon and pumpkin, rice with beans and turnips, and the sensational rice with anchovies and spinach). There are countless outlets specialising in rice dishes. In Benidorm all types and classes of restaurants can be found; discovering them is an adventure for the senses and for all pockets. All in all, Benidorm proudly proclaims the gastronomic authenticity of the region: La Vila Joiosa, Altea, l'Alfàs del Pi, Callosa d'En Sarrià... cuisine of the Marina Baixa, in unusual settings, by day and by night.

spacious bars always replete with gastronomic excellence, good wines, beers and sparkling wines. In the Colonia Madrid, in the Zona 9, at the start of Gerona street, in the Rincón de Loix, at La Cala and, in fact, all over the city, there are renowned establishments and franchises, all contributing to the attraction.

Gastronomy

A new tourist proposal is that of eating out. In Benidorm, that great marketplace of leisure tourism, all the most varied cuisines are represented: British, Swedish, German, Dutch, Belgian, Italian or French visitors all find here brilliant displays of excellent authentic cooking from home, in perfect harmony with Asian cuisines (from China, India and Thailand) as well as Turkish, Argentine and Mexican. Naturally, there is an abundance of outlets for Anglosaxon, Dutch and Turkish fast food, as well as Italian pizza parlours and Asian restaurants.

Products, aromas and flavours all blend together in Benidorm. From the simple and international burger, to the most elaborate gastronomy adapted to new times and new tastes, without forgetting





Shopping in Benidorm

Itinerary 3

A Shopping Spree in Benidorm



- 1 Av. de los Almendros
- 2 Passeig de la Carretera
- 3 Mercat
- 4 Ruzafa
- 5 Av. Martínez Alejos

- 6 Doctor Pérez Llorca
- 7 Gambo
- 8 Av. Mediterráneo
- 9 Av. Europa



Shopping

The whole of Benidorm is one huge bazaar. Shopping is undoubtedly one of the city's tourist attractions. Benidorm has over 1,600 shops of all kinds covering a total of 114,000m² of sales area.

The main shopping attraction in the old town centre is concentrated in Gambo street and the Paseo de la Carretera. The streets Almendros, Tomás Ortuño, Ruzafa and Martínez Alejos open out there, and Pérez Llorca street completes the scene. In the Levante, the activity is concentrated on Avenida del Mediterráneo. Shopping centres are located around the periphery.

Going on a shopping spree in Benidorm is a sure-fire bid for success. Since the year 2002 Benidorm's shopping has the consideration and status of a tourist sector.





Little street markets

In all tourist towns the typical little street markets are what arouse most interest. Benidorm offers all those of the region and with particular interest its own, crowded with goods and shoppers, where residents and tourists coincide when it comes to having a go at the international custom of haggling.

Every Wednesday there is a double fixture: in the district to the north of the Centre the municipal Mercadillo de Foietes is open, alongside the sports centre. In the Levante, area, towards the interior, beside the Hotel Pueblo, on the Avenida de l'Almirall Bernat de Sarrià, is the Mercadillo Pueblo, which is also open on Sundays. The former is more popular; the latter more of a mix.

On Saturdays and Sundays the Mercadillo El Cisne is open, with antiques and bargains, with a marked international character, where live jazz music gives a party air added to the prevailing

multicultural feel, along with one of the areas most beloved by Benidorm folk, the Ermita de Sanz, epicentre of the historic village's agricultural past.

In all Benidorm tourist information offices, agencies and hotels there is information on the region's street markets which add to the undoubted attraction of the tourist city. The summer displays in the months of July, August and September play a special role in the setting of the Castle, in the traditional centre.

The Crafts Display occupies the Plaza de la Senyoria, the painters of the castle are concentrated in the Plaza de Santa Ana, an important cultural incentive, both picturesque and attractive in the most iconic area of the city.



Benidorm, for a thousand reasons

Benidorm represents the most complete model of sustainable tourism: more tourism in a smaller area. Space is optimised, but so too are all the other basic resources. Emerging in the second half of the 20th century, it is today the best alternative for tourism in the 21st century.

Benidorm reinvents itself daily; no trend passes by unnoticed and all suggestions are attended to. The new tourist city continues evolving. It is now repositioned towards new quality standards. The design of the city continues open plan: parks, walkways and public spaces. Benidorm is renewing itself in its hotels and facilities, passing from the holiday city to the tourism city, in the safe haven of its beaches and their attractions. It has been said that Benidorm is the fruit of its own people's effort although since the mid-nineties the local governments have been integrated into Benidorm's development structure thus arriving at today's new

city, based on the Comunitat Valenciana Law of Tourist Towns, for which it was a model. Benidorm is always at the forefront in the tourist movement. Benidorm is constantly learning: it knows nothing happens of its own accord. In October, the International Tourism Forum is held and the "Pedro Zaragoza" Ideas Competition, in which trends and movements in Tourism are analysed, at the same time as contributing ideas for the city's future. They have inherited the investigative spirit of the International Courses, an initiative of the Norwegian Johan Galtung (Transcend Peace University), held in high international prestige since the 1980s.

The Valencian Institute of Tourist Technologies - Instituto Valenciano de Tecnologías Turísticas (INVAT.TUR) – of the local government, has as its aim to encourage the transfer of knowledge and innovation amongst the sector's agents, giving pride of place to technological development.

Its headquarters is in Benidorm and its aim is to promote the culture of innovation as a tool for improving competitiveness and the creation of networks of innovating companies.



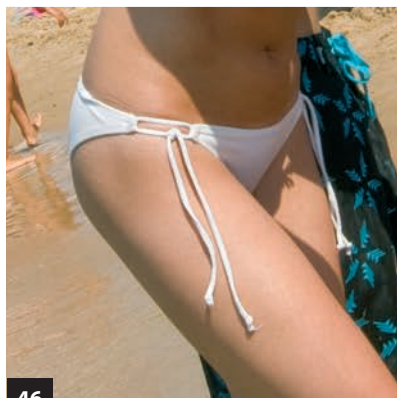
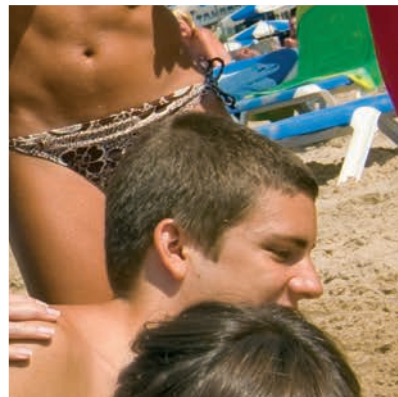
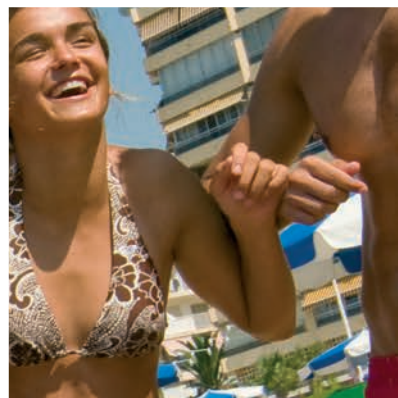
Did you know...?

Benidorm's Town Council, at the beginning of the sixties, even owned some cows, indicated as "livestock" in its inventories, to guarantee that dairy desserts were supplied in hotels, at least once a week, as marked out by the tourism legislation.



Benidorm has the Domingo Devesa Tourism Centre (CdT) for tourism training, the Lope de Vega Tourism School and the Associate Centre of the National University of Distance Education.

The Language Classroom (municipal) and the Official Language School centre make up a local offer in tune with and for the benefit of tourism. Benidorm is home to the Mediterranean Centre for Climate Change Affairs and the Mediterranean Environment, and the Avenida de Europa Cultural Centre. New scenes that are added to the existing professional offer catapulting Benidorm into a new sector of congresses, in which it is already a habitual centre for seminars and meetings. To complete a cultural sphere of the first order, the International Music Course is given every February by masters of the stature of Claude Delangle, Igor Malinovshy and Ab Koster, amongst others, with the firm backing of the Municipal Music Conservatory.



Benidorm
is more



Did you know...?

Benidorm is an industrial product, with a highly balanced price-quality ratio, known to all and which therefore disappoints no-one; suitable for all ages and social conditions, useful at all times.

Tourism reference of the Marina Baixa

Ever since the beginning of tourist activity, Benidorm has exercised absolute leadership over the Marina Baixa.

Well-informed of the values and resources the area enfolds, it has not hesitated in adding them to its offer, and the region participates in the tourist process playing an ever more important role. From the dawn of tourism, Benidorm has offered the Guadalest castle, the villa, its museums and its swamp; the white Altea and its old town centre; the charm, tradition and Roman past of La Vila Joiosa; the ancestral Polop, with the Plaza de los Chorros (200 water spouts) and its scraps by Gabriel Miró; the modern municipality of La Nucia; the secluded Finestrat, hanging at the foot of Puig Campana; the lively Callosa d'En Sarrià with its medlar trees and the Fuentes del Algar... and the entire Marina Baixa,

pure Alicante mountains – the ancestral Muntanyes de Bernat de Sarrià – unknown and full of cultural and tourist values. Even the seafaring Calpe and its Peñón de Ifach, emblem of the Costa Blanca, the industrial Elx and its palm grove, the capital,





Alicante, with its Explanada de España.

Thus, the island of Tabarca, the salt flats and the habaneras of Torrevieja and Santa Pola, the once industrial Alcoy, the monumental Orihuela and, why not, Valencia, capital of the Comunitat Valenciana. Benidorm knows that the stay has to have its complement.

The most varied museums line the way up to the Guadalest castle. L'Alfàs del Pi, the museum of the artist Pedro Delso; in Polop, Antonio Marco's Tiny Magic Coast, a world of miniatures; in Callosa d'En Sarrià, the Water Museum and Les Fonts de l'Algar and the Ethnology and Archaeology Museum; and at the Guadalest castle, the Museum of Dolls' Houses and Dioramas (of Antonio Marco), the Ribera Girona Museum, the Ethnological Museum, the Museum of Microminiatures, the Microgiant Museum, the Museum of Instruments of Torture, the Vall de Guadalest Museum of Historic Vehicles and the museum exhibition of the Orduña

Stately Home (Municipal Museum). In La Vila Joiosa, the Arqueological Museum and the Musuem of Chocolate (Chocolates Valor) await. The most traditional Alicante gastronomy lines the route to Tàrbena.

Did you know...?

Benidorm designed impressive tourist promotion campaigns at the beginning of the 1970s. This included, towards the end of

January, sending sprigs of almond blossom to the frozen Escandina way, which brought an Eskimo couple to take them all around Spain, or setting up Operation B-B (pronounced operation "bebé", i.e. "Operation Benidorm-Bilbao) which awarded Basque newly-weds, jointly with a Vizcaino savings account, a honeymoon trip to Benidorm. 25 years after ending that operation, in 1995, Benidorm brought together some of those couples who had participated in the unusual marketing venture, by then regulars at Benidorm.



Did you know...?

The seafaring folk of Benidorm captained and worked the most important tuna fishing grounds and fisheries of the Mediterranean and East Atlantic, between Girona and Isla Cristina, and Morocco and Tunisia, from the 18th century up to the present. The Benidorm tuna fishing ground functioned for the last time in 1955. The fact of travelling for the tuna fishing season meant that Benidorm's local festivities in March which coincided with the start of the season, were moved to November, when the season is over, thus allowing the tuna fishermen to return to the city with the spoils of the fishing.

Festivals, traditions and grand events

Benidorm's festive calendar covers the whole year, with a variety of celebrations all open to participation.

The most important festivities are those of the Patron Saint, known as "Fiestas Mayores Patronales" (on the second weekend of November) with local traditions, fireworks and music. The group "La Barqueta" stages the discovery of the Virgin (1740) on the beach at Poniente, between the Elche park and Les Fontanelles. Next comes one of the best-loved festivals, the Festa de la Carxofa in memory of the agrarian past of the ancient village. In December and January, Benidorm celebrates the Day of the Constitution and Christmas, with typical festivities and exhibitions of

cribs and nativity scenes. The New Year is welcomed with parties and festivities, and for Epiphany the arrival on horseback of the Three Kings is enjoyed with the children. After that, the spotlight moves to the Ermita de Sanz, in the former agricultural centre, to celebrate San Antón (17th Jan.) with the blessing of the animals, after a splendid parade. February is for San Blas (3rd, Bollos de Sant Blai) and for the Carnivals (from Fri. to Tue, with the "burying of the sardine" on the Wed.). In March (on 16th), an intimate celebration recalls the moment of the Finding of the Patron Saint, while the city is immersed in the St Joseph festivities, with the Fallas de San José (15th to 19th Mar.), featuring parades, fireworks, and the "crème" of the satirical effigies. The Fallas continue their festive schedule throughout the year. **The Holy Week processions and passion plays are the main features in April, and May opens with the Festa de la Creu (on 1st, Cruces de Mayo), continuing with San Isidro Labrador (15th to 18th, at Ermita de Sanz) and ends with the festival of the Foietes neighbourhood.** June's festivities begin with the Romería del Corpus,



Did you know...?

The General Archives of Simancas, Marine Section, File 496, conserves the original documentation of the discovery of the patron saint, the Virgin of the Shipwreck. A squadron of Dragoons under the Lieutenant General Luis de Costa played a leading role. The image of the Virgin is the figurehead on the prow of a "londro" (barge) found by chance drifting on the 16th March 1740. Salvaged and beached, a lawsuit was started for the wreck, which ended on 4th April of that year when it was ordered to be burned so as to recover, for sale, the nails and ironwork from the boat. The following day, from amongst the ashes, fourteen and a half bushels of nails and iron scraps were recovered... and the image of the Virgin, which had not burned. She was venerated as Patron Saint. At the beginning of the 19th c, the archbishop of Valencia, Joaquín Company y Soler, changed her name to Virgin of the Suffrage.

at the Andalucía Centre in Benidorm, with horses, processions, people in fancy dress with ruffles and farm workers. Also les penyes (or peñas), the alma mater of the local fiestas, are the prelude to the fiesta celebrating "Mig Any" (mid-year) and summer is celebrated with the Fogueres de Sant Joan (the St John's bonfires, from 21st to 24th), with an identical ritual to the Fallas, but very Alicante. In July, Benidorm also celebrates San Fermín (on 7th) with its "chupinazo", dances and festive food. In no time it's the Virgen del Carmen (on 16th) and her seafaring procession in a village

that has always lived looking out to sea. July ends with the celebration of the Patron Saint, San Jaime (on 25th), with procession, mass, evening festivities and fireworks. When September arrives the leading part is played by "La Santina"; from 4th to 8th the whole of Asturias meets up in Benidorm, at the Aiguera park, with their bagpipes and the traditionally dressed bagpipers, and the festive foods and drinks like sidriña, "fabes" and "bolos preñaos"; the Virgen de Covadonga also has her home in Benidorm. And immediately after that, the grape harvest is

celebrated with the Casa de Castilla-La Mancha among “cuervas” [like sangría], good cheese and folk dancing of La Mancha. October begins celebrating the battles between the Moors and the Christians on the first weekend of October, after which the Roser festival (on 7th, at the Ermita de Sanz) and San Dionís (9th Oct, “Lovers’ Day” in Valencia, with the typical “Mocadorà”, marzipan fruits). But undoubtedly the leading role is institutional: 9th October – Day of the Comunitat Valenciana – and 12th October, National Festival of Spain. **Benidorm throws itself into celebrations and in that festive atmosphere the “Moros y Cristianos” break out: triumphal entry processions, street bands, festive straw figures, music and fireworks amongst hosts of Saracens and armies of Crusaders.**

Did you know...?

More than 300 films have been shot in Benidorm. In fact, the city has a Film Office. “Golden Balls” (by Bigas Luna and Bardem); “Go for Gold” (with María de Medeiros), “Sugar Times” (by Juan Luis Iborra), “La Possibilité d’une île” (by Michel Houellebecq) and “What Makes Women Laugh?” (by Oristrell), are just a few examples of this winning combination: Benidorm and cinema.

The calendar is completed, closing the circle as it were, when the Penyes take the leading role and the main Patron Saints’ festivities in honour of the Virgin of the Suffrage and St James the Apostle.

Benidorm always in fashion

Benidorm is a singular and paradigmatic case of a new city suitable for large-scale events. Benidorm is a

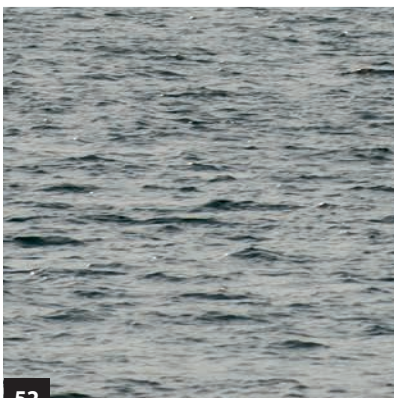
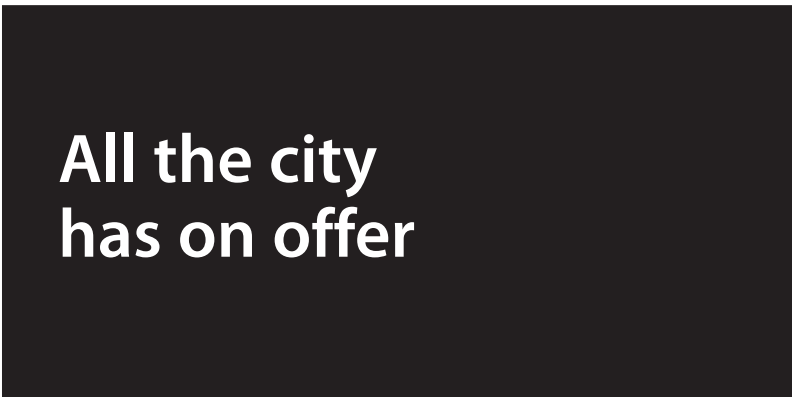
surprising commitment to all for all. The city lives up to its image and that is a commitment Benidorm always meets. While in the past it was all the rage with its International Song Festival (1959-2006; Festival of Benidorm) and titles like “Comunicando”, “La vida sigue igual”, “Un Telegrama”, “Soledad” and others that marked an era with Julio Iglesias, Raphael, Emilio José and so-on; today it is the Rolling Stones, Bruce Springsteen... and all those great names on the national and international scene.

The image of Benidorm is based on events that have made an impact: the Davis Cup, the Rhythmic Gymnastics World Cup, the Beach Football World Championship, Benidorm Salsa Festival, Magic Fitness Convention, the Villa de Benidorm Open Chess International, Costa Blanca Cup (International Base Football Tournament), etc.

Image and hospitality also exude in its countless national and international congresses.

Did you know...?

The Benidorm Festival of Song was invented one night in August 1958, at the kiosk of Tío Quico, by the journalist Juan Carlos Villacorta, the mayor Pedro Zaragoza and Teodoro Delgado Pomata, director of La Voz de Madrid. They wanted it to make the same impact as the San Remo Festival. The event was opened the following year by Bobby Deglané, with Mona Bell and Juanito Segarra winning the Festival’s Mermaid award with *Un telegrama*. In 1960 the film *Festival of Benidorm* was shot, with Concha Velasco, Carmen del Lirio and Manuel Picazo, directed by Rafael J. Salvia. The festival enjoyed thirty-eight more editions. Raphael, Julio Iglesias, Iran Eory, Emilio José, Mochi, Juan Camacho and Django were among its winners.



MONUMENTS

Church of San Jaime and Santa Ana. Situated in the upper part of the old town, at the top of Canfali hill. It was built between 1740 and 1780 after the discovery of the Virgin of the Suffrage, patron saint of Benidorm. Plaza Sant Jaume, 1. Tel. 965 854 024
Open at the usual times for Mass.

MUSEUMS

Centro Cultural Marítimo. (Cultural Maritime Centre)
Small exhibition of model fishing boats and tackle, etc. Future headquarters of the Mediterranean Centre. Admission free.
Paseo de Colón, s/n. Tel. 965 853 067

CINEMAS & THEATRES

Cines Colci. C/ de los Almendros, 35. Tel. 965 865 060
Cines Colci-Rincón. C/ Zamora, s/n. Tel. 965 853 859
Auditorios Julio Iglesias y Óscar Esplá
Open-air performances and concerts.
Parque de L'Aigüera.

CULTURAL ACTIVITY CENTRES

Casa del Fester Diego Cano. C/ La Biga, 3
Tel. 966 801 601 / 966 801 700
Centro Social José Llorca Linares
C/ Goya, s/n. Tel. 965 867 071 / 965 858 112
Aula Cultural de la CAM
C/ Alameda, 17. Tel. 965 850 705

BEACHES

Playa de Poniente (Western beach)
3,100m, very quiet and above all frequented by national tourism.
Playa de Levante (Eastern beach)
2,084m, the liveliest and mixed crowds.
Playa del Mal Pas (Mal Pas beach)
A small beach separating the previous two.
Calas de la Almadra y Tío Ximo
Small coves at the foot of the Serra Gelada.

PARKS and GARDENS

Serra Gelada Natural . Paseo de la carretera, 34
Tel. 966 80 78 79. <http://parquesnaturales.gva.es>
L'Aigüera park
Av. de L'Aigüera. Pl. de SS.MM. los Reyes de España.
Elche park
Between the P Paseo de Colón y la calle Sant Pere.

LEISURE & ACTIVE TOURISM

Aqualandia
Sierra Helada – Rincón de Loix. Tel. 965 860 100 / 01
www.aqualandia.net
Mundomar
C/ Archiduque Otto de Habsburgo, s/n.
Tel. 965 869 101 / 02. www.mundomar.es
Terra Mítica
Ctra. Benidorm-Finestrat.
Ptda. Moralet, s/n.
Tel. 902 020 220 / 965 004 300. www.terramiticapark.com
Terra Natura / Aqua Natura
Foia del Verdader, 1. Tel. 902 522 333 / 902 500 414
www.terrannatura.com
Benidorm Palace
Av. Doctor Severo Ochoa, 13
Tel. 965 851 660. www.benidorm-palace.com
Count of Alfaz's castle and Pit of Terror
Camino Viejo de Altea, s/n. L'Alfàs del Pi
Tel. 902 995 426. www.desafiomedieval.com
Benidorm Circus
C/ Severo Ochoa 13 (junto a Benidorm Palace)
Tel. 965 851 660 / 965 851 661. www.benidormcircus.es
Festilandia
Av. del Mediterráneo, 20. Tel. 965 854 126
Maritime Excursions
(Isla de Benidorm, Calpe, Altea, Isla de Tabarca...)
Puerto de Benidorm. Tel. 965 850 052
www.excursionesmaritimasbenidorm.es
Cable Ski Benidorm
Playa de Levante (Eastern beach). Rincón de Loix
Tel. 965 851 386 / 639 612 713
www.cableskibenidorm.com
Carlos Water Sports Benidorm
(Boat hire, fishing, water-skiing, banana-ride, parasailing). Puerto de Benidorm, 4
Playa de Levante (Eastern beach), yellow awning.
Tel. 965 853 018 / 687 631 278 / 607 350 978
www.carloswatersportsbenidorm.com
Charter Náutica. (nighttime fishing and recreational excursions) Puerto deportivo de Benidorm
Tel. 965 850 633 / 608 076 124

Marco Polo expediciones

All kinds of outdoor activities.

Av. Europa, 5. Tel. 965 863 399 / 655 879 711

www.marcopolo-exp.es

Horse Riding

Excursions on horseback.

Rancho Sierra Helada, s/n. Tel. 610 917 446

Karting La Cala

Ctra. N-332 Alicante-Valencia, s/n. km. 143. La Vila Joiosa

Tel. 965 894 676

Karting Club Finestrat

Partida la Foia Ampla, s/n. Finestrat

Tel. 965 972 227. www.kartingfinestrat.com

Poseidón diving club

C/ Santander, 9. Edif. Sylvia. Playa de Poniente (Western beach)

Tel. 965 853 227. www.xpress.es/poseidon

Bolera Ozone

Av. del Mediterráneo, 22. Tel. 965 854 187

Bowling Green Princesa

C/ Mirador, 3. Hotel Princesa. Tel. 965 851 232

SPORTS FACILITIES

Polideportivo Municipal de Foietes

(Foietes Municipal Sports Centre)

Partida Foietes, s/n. Tel. 966 804 814

Palacio de Deportes L'Illa de Benidorm

(L'Illa de Benidorm Sports Centre)

Partida Salto del Agua, s/n. Tel. 966 831 050

Club Náutico. Passeig Colón, s/n. Tel. 965 853 067

Campo de Golf Villaitana (Villaitana Golf Course)

Av. Alcalde Eduardo Zaplana Hernández-Soro, 7

Tel. 966 815 000. www.villaitana.com

Las Rejas Golf. Av. de Xixó, 5. Tel. 966 889 775

www.lasrejasgolf.com/benidorm

OPENING HOURS

Shops open from 10a.m to 1.30-2p.m and from 4.30-5p.m to 8-8.30p.m. Large stores and shopping centres remain open all day from 10a.m to 10p.m. In the more tourist areas of the city most of the shops and leisure venues and eating places are open all seven days of the week. Restaurants are usually open from 1p.m to 4.30p.m for eating, although the kitchen might close earlier. And from 8.30p.m to 00.30a.m for evening meals. Nevertheless, there are establishments aimed especially at the British community where the opening hours are governed by British customs.

POSTAL SERVICES

The central office of Correos y Telégrafos is open on weekdays right through from 8.30a.m to 8.30p.m and on Saturdays from 9.30a.m to 1p.m. It is on Av. de L'Aigüera, 5. Tel. 965 853 434. www.correos.es

BANK HOLIDAYS

In Benidorm national festive days in Spain and local festive dates are Bank Holidays.

1st January, New Year

6th January, Epiphany

19th March, St Joseph

Good Friday and Easter Monday

1st May, Workers' Day

15th August, the Assumption of the Virgin

9th October, day of the Comunitat Valenciana

12th October, Columbus Day

1st November, All Saints' Day

Monday, Tuesday and Wednesday after the second weekend of November, coinciding with the festivities in honour of the patron saint, the Virgin of the Suffrage

6th December, day of the Spanish Constitution

8th December, festivity of the Immaculat Conception

25th December, Christmas

BANKS and CREDIT CARDS

Most banks are open in the morning, from 8.30a.m to 2p.m.

Throughout the city there are automatic cash dispensers available 24hrs, most of which provide an international service. Most hotels, restaurants and shops in Benidorm accept the major credit cards, like American Express, VISA, Mastercard, 4B, Access and Diners Club.

TIPPING

A service charge is already included in prices and on bills and invoices, so tipping is not regarded as obligatory. Nevertheless, tips are usually left if the service received has been very satisfactory (especially in bars and restaurants).

TOURIST WEB SITES

www.comunitatvalenciana.com
www.benidorm.org
www.costablanca.org

EMERGENCY TELEPHONE NUMBERS

Emergencies: 112
Medical Care 24hrs: 900 161 161
Local Police: 092
Fire Fighters: 080
National Police: 091
Generalitat Valenciana (PROP): 012
Benidorm Town Council: 965 85 55 00

TOURIST INFO OFFICES

Tourist Info Benidorm Centro
Av. Martínez Alejos, 16. Tel. 965 851 311 / 965 853 224
Tourist Info Benidorm Europa
Av. Europa, s/n. Tel. 965 860 095
Tourist Info Benidorm Autobuses
Av. Comunidad Europea, s/n. Tel. 965 859 658
Tourist Info Benidorm – Rincón de Loix
Av. Derramador, s/n. Tel. 966 805 914

CONSULATES

Iceland. Av. Mediterráneo, 37. Edif. Casa de las Flores
Tel. 965 851 667
Finland. C/ Almendros, 37, 2º izq. Tel. 965 866 942
Norway. C/ Pal, 1. Edif. Aurea 6º A y B. Tel. 965 852 166
Netherlands. Ctra. Finestrat, 7. El Planet. Edif. Servitour.
Tel. 965 857 012
Honorary Consulate of the Czech Republic
C/ Ibiza, 15. Apartamentos Triomar. Tel. 965 853 283

WEATHER

Mediterranean climate influenced by the proximity of the sea. Average temperature is some 20°C. In winter, the average temperature does not usually go below 8° or 9°C and in summer the maximum does not exceed 33°C. Humidity is high and rainy days are few and far between, concentrated in the early weeks of autumn, the final weeks of winter and early spring.

HOSPITALS

Hospital Comarcal de la Marina Baixa
Av. Alcalde en Jaume Botella Mayor, 7. La Vila Joiosa
Tel. 966 859 800
Hospital Clínica Benidorm
Av. Alfonso Puchades, 8. Tel. 965 853 850
Hospital de Levante
C/ Doctor Ramón y Cajal, 7. Tel. 966 878 787

HOW TO GET THERE

El Altet international airport
L'Altet, Elx (Alicante). Tel. 902 404 704. www.aena.es
FGV-TRAM Benidorm railway station
Líneas L1 y L9.
C/ Estació, 2 con Av. de Beniardà
Tel. 900 720 472
Benidorm coach station
Avda. Comunidad Europea, s/n. Tel. 966 830 014

HOW TO GET ABOUT

Buses
Llorente Bus (urban buses)
C/ Castellón, 10. Tel. 965 854 322

Taxis
Radio Taxi: 965 861 818

LEARN SPANISH

Aula d'Idiomes del Ajuntament de Benidorm
Concejalía de Educación
Pl. SSMM los Reyes de España, 1. Tel. 966 815 471
Escuela Oficial de Idiomas
(Official Language School)
Pda. Salto del Agua, s/n. Tel. 965 858 161



www.comunitatvalenciana.com



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