



NETWORK OF
Highspeed Train Cities
2019



ave
EXPERIENCE

**YOUR
GETAWAY
ON THE AVE**

WHERE YOU WISH TO GO, THE WAY YOU WISH TO GET THERE

*Get away
to unique cities*

30 STATIONS, 30 DESTINATIONS

Central station at sunset on an April day. The whistle of the train blasts out, hardly giving time for the sun to say goodbye. Through the window, the late winter is giving way to spring. The reflection of the first flowers is projected upon the glass as your eyes slowly close, waiting for the next station...

Spain is a country that people fall in love with. Known for its vast historical, cultural, culinary, and recreational heritage, for its beaches and its traditions, for its large, cosmopolitan cities and its small villages full of charm, the country is a destination where there is something for everyone and it is capable of surprising travelers time and time again. It is now possible to discover Spain and, above all, to enjoy it in a different way.

A train journey: to get where you
want to go, the way you want to go.

The “network of high-speed train cities” is a **tourism product** that has come about as a combination of the train as a means of sustainable transport that is quick and effective and the heritage of a total of several autonomous communities.

*Despite there being eight Autonomous Communities that make up the network of high-speed train cities, there are only five that cooperate with the association: Castile and León, Castilla-La Mancha, Madrid, Catalonia, and Andalusia.



26 Cities are interconnected via the high-speed train

Albacete Alicante Antequera Barcelona Calatayud Ciudad Real
Córdoba Cuenca Granada León Lleida Madrid Málaga Ourense
Palencia Puertollano Segovia Sevilla Tarragona Toledo Valencia
Valladolid Villanueva de Córdoba Villena Zamora Zaragoza

And there are 4 accessible cities

Elche Loja Murcia Talavera de la Reina

A HIGH-SPEED TRAIN EXPERIENCE IN A SPAIN OF CONTRASTS

From the aqueducts and city walls of Castile and León, to following in the footsteps of Don Quixote through the vast, fortress-ridden lands of Castilla-La Mancha, to the capital of the traditional "chotis" dance and the bear and the strawberry tree statute, there is something for everyone. Depart Madrid to visit that special corner in the northeast where Gaudi and Dali found inspiration. It is impossible to leave Catalonia without remembering where that journey via rail first began: Andalusia, a unique place in all the world. There are still some railroad crossings to go until you arrive to the Mediterranean coast and set out from the Comunitat Valenciana to the shores of the Atlantic: Galicia....

The network of high-speed train cities, whose aim is to promote all the destinations that make it up, sells two types of products for tourists: **Avexperience and Renfe Spain Pass.**

AVE EXPERIENCE

This is a product for tourists that includes the train journey, hotel, and experiences at the destination.

It includes a series of extra amenities that other means of transport do not offer. The trip in and of itself is an experience; but, in addition, the traveler can enjoy hotels at special prices and leisure activities to explore the city and take more advantage of the trip.



RENFE SPAIN PASS

This is a service aimed exclusively at **foreign tourists**. It's a new way to travel that facilitates flexible journeys, allowing the tourist to get to know several destinations in the network of high-speed train cities during the same getaway.

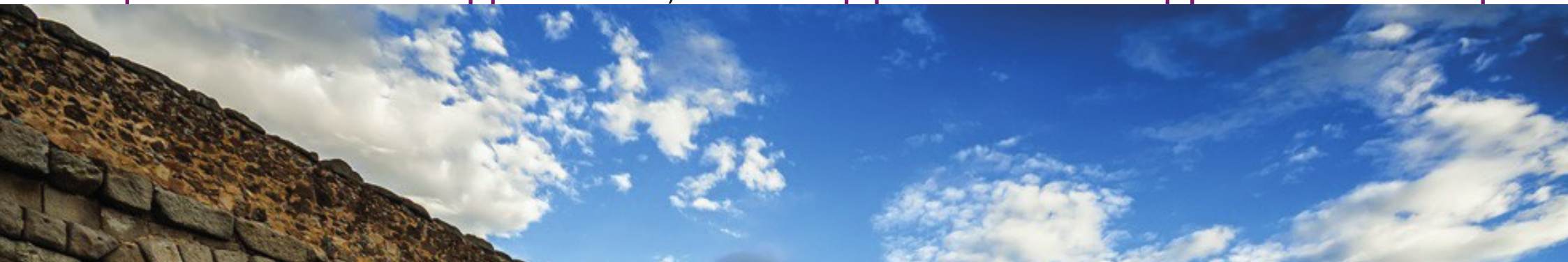


> Travelers can choose as **many trips as they wish** (4, 6, 8, or 10) and buy them up to **6 months in advance**.

> It is available in **two classes** (Tourist and Business) and for **two age ranges** (children and adults)

> It includes all the AVE high-speed trains, as well as the **long-distance and medium-**

> Tickets can be reserved on the **Internet, at travel agencies, and in stations**.





SPAIN: SOMETHING FOR EVERYONE

Featuring an Andalusia that is unique and brimming with culture, nightlife, and nature – a place to enjoy gazpacho and olive oil while soaking up the history of its streets; as well as the central region of Spain, with its typical "chotis" music and the artist Sabina, where travelers can visit the Puerta del Sol Square and where the large avenues are full of museums and culture.

A stop in the Community of Madrid to soak up its immense cultural and artistic heritage – the legacy of centuries of gripping history. The alluring Barcelona; the sea, the mountains, the tradition, the architecture, and the art of Catalonia; the two historical Castile regions dotted with fortresses, the memory of medieval battles, windmills, aqueducts, and city walls in a trip filled with train stations and track changes that roar like lions... Amongst the Ebro and the Segura, the aroma of salt and of sea, the Comunitat Valenciana...

Destinations to suit all tastes, for solo travelers, couples, and families. Stops in search of culture, the sun, the beach, gastronomy, nature, shopping, LGBT, and professional conferences.



Cultural Cities

Spain is one of the preferred cultural destinations on a worldwide level. The multitude of cultures and famous characters that have passed through this country have left an indelible mark.

The wealth of Spain's heritage in terms of monuments—present in streets, squares, buildings, museums, castles, and churches—make the country one of the preferred cultural destinations for millions of people. With **Avexperience**, travelers live and breathe art in every corner, enjoying cities and monuments that are World Heritage Sites.

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Sun and beaches

From rugged mountains, quiet secluded coves, the most beautiful beaches, dozens of water sports to take part in, quiet walks along the shore and hundreds of natural spots, protected or wild, climate are all perfect alternatives for a few days of sun and beach.



Alicante **Barcelona** **Granada** **Malaga**
Tarragona **Valencia**
Elche **Murcia**



Culinary Cities

Healthy, varied, and delicious, Spanish gastronomy is one of the main tourist attractions and an underpinning for the Spain brand.

The main attraction is the Mediterranean diet, classified as Intangible Cultural Heritage.

Albacete **Alicante** **Barcelona**
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Cuenca **Granada** **León** **Lleida** **Madrid**
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Toledo **Valencia** **Valladolid** **Villanueva**
de Córdoba **Villena** **Zaragoza**

Murcia

Cities with your family

Avizperience puts tourist destinations at your fingertips with special, adapted services and a range of compelling leisure, education, and fun activities for the little ones – without forgetting about a great variety of activities for parents.

Guided tours, theme parks, guided activities with counselors, and educational workshops are all part of the extensive programming aimed at all ages.

Albacete **Alicante** **Antequera**
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Villanueva de Córdoba **Zamora**
Zaragoza

Elche **Loja** **Murcia** **Talavera de la Reina**

Nature Cities

Spain is, undoubtedly, a global tourist destination that combines the sun and the beach, in addition to snow. Winter sports are on the rise and there are increasingly more fans of this type of tourism in the winter.

The Iberian Peninsula offers many ski resorts. The network of high-speed train cities brings adventurers to the most spectacular of them all: the ones in the **Pyrenees, Sierra Nevada, Guadarrama, and Javalambre.**

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Zaragoza
Elche **Loja**

Shopping

Leading brands and prestigious designers.

Spain is a perfect place for shopping, not to mention the artisanal craft sector: ceramics, glass, wood, leather...

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LGBTB Cities

Cities without prejudices and with a range of leisure activities for the day and the night, cultural activities, cuisine, and beaches to round them off.

Among the most festive and vindicatory events in Spain is **Gay Pride**, which attracts thousands of people every year.

Albacete Alicante Antequera
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Cuenca Granada Lleida Madrid

Elche Loja Murcia Talavera de la Reina

Professional Conference Cities

Granada Málaga Puertollano Segovia
Lleida Sevilla Tarragona Toledo
Valladolid Zamora Zaragoza

The larger Avexperience cities have been the **cities with most success in terms of this type of tourism** for years on the worldwide level.

Murcia

2018-2021
**STRATEGIC
PLAN**

The **network** of high-speed train cities, whose headquarters is in Seville, is presenting a strategic plan for 2018-2021 that has been designed to bolster the alliance and strengthen it for a new tourism landscape that requires increased diversification in terms of activities on offer.



The project is made up of **26 specific lines of action** to be developed over the **next four years** and is based on **greater cooperation between the various destinations** included in the network, as well as on the **synergies** of their respective tourism offerings and **national and international promotion** under the same umbrella brand.



“ After ten years of history, the network of high-speed train cities is a consolidated project that has made an undeniable contribution to the development of tourism in each and every one of the destinations that make it up. Now is the time to give the network a new impetus and to adapt the alliance of cities to the ever-changing environment of the tourism market, to its challenges, and –above all– to the needs that have come about at the destinations ”

Antonio Muñoz, person in charge of the Urban Habitat, Culture, and Tourism Area of the Seville City Hall.

Among the 26 specific initiatives that will be developed over the next four years, one is to:

- + INCLUDE MORE CITIES AND AUTONOMOUS COMMUNITIES INTO THE ALLIANCE.**
- + TO STRENGTHEN COOPERATION WITH RENFE AND TURESPAÑA.**
- + TO REACH AGREEMENTS WITH AIRLINES.**
- + TO GENERATE INTER-DESTINATION COMMITTEES.**
- + TO DESIGN NEW PLANS FOR DISSEMINATION, BRAND IMAGE, AND MARKETING.**
- + TO ADDRESS MORE PROMOTIONAL WORK AT THE INTERNATIONAL (ESPECIALLY ON FAR-OFF MARKETS) AND NATIONAL LEVELS.**

The range of destinations connected by the high-speed train is immense.

They have it all: culture, heritage, beaches, nature, snow, sport... and that considerable range of offerings, which makes for a long stay for tourists in Spain, is key for one of the aims set forth in the plan: **to tackle far-off markets.**



Because those who come from Australia, the United States, Japan, and Mexico have more than **enough reasons** to enjoy our Spanish heritage for weeks.





www.avexperience.es/red-de-ciudades-ave



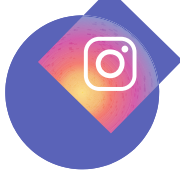
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