



Come home to

PARADISE

*Come to Asturias,
the Natural Paradise of Spain*

Where is Asturias?

How to get to Asturias?

LGW LONDRES

(Gatwick Airport) **VUELING** 1 flight per week (August – December 2020)

MAD MADRID, up to 5 flights per day with **IBERIA** / up to 4 flights per day with **AIR EUROPA**

BCN BARCELONA, up to 3 flights per day





Come home to
PARADISE

*Come to Asturias,
the Natural Paradise of Spain*



United Nations
Educational, Scientific and
Cultural Organization



Routes of Santiago de Compostela:
Camino Francés and Routes of Northern Spain
inscribed on the World Heritage List in 1993



Saint James Way through Asturias – The Northern Ways



Routes of Santiago de Compostela:
Camino Francés and Routes of Northern Spain
Inscribed on the World Heritage List in 1993

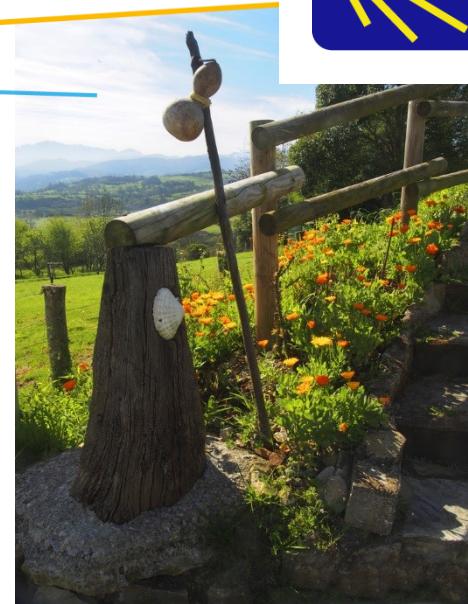
- *The Original Way (Camino Primitivo) (141,9 km, 7 Stages)*
- *The Northern Way or The Coastal Way (283,8 km, 13 Stages)*
- *Connections:* - *San Salvador Way (León – Oviedo, connection with The French Way); other connection – Coastal Route with Camino Primitivo (Villaviciosa – Oviedo)*



Saint James' Way “*El Camino*” The pilgrims' road to Santiago Asturias: Land of Pilgrimage (UNESCO World Heritage)



Credencial
del
Peregrino



United Nations
Educational, Scientific and
Cultural Organization



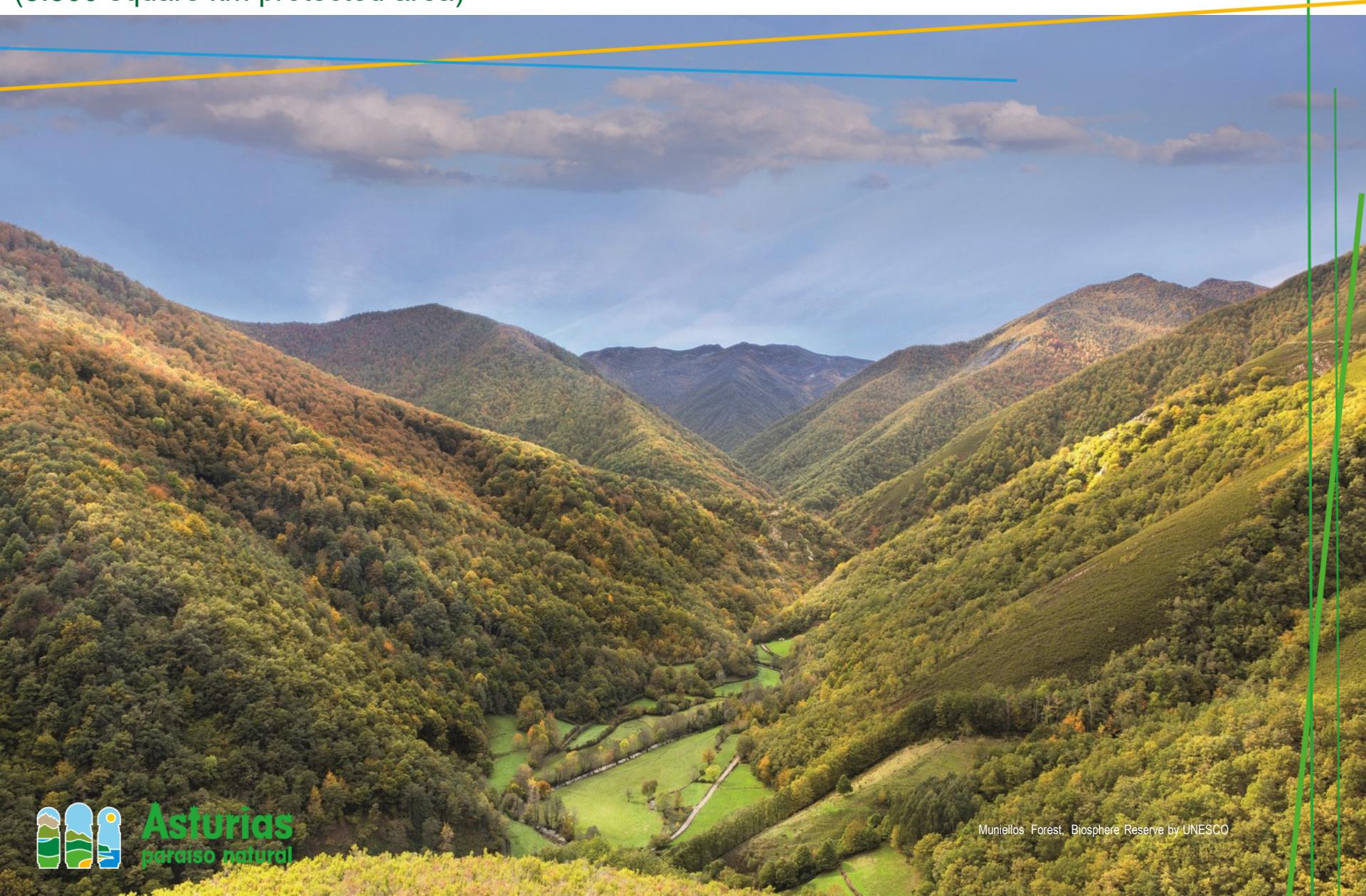
- Routes of Santiago de Compostela:
Camino Francés and Routes of Northern Spain
- inscribed on the World Heritage List in 1993



Come home to
PARADISE,

*Come to Asturias,
the Natural Paradise of Spain*

Asturias a unique destination ... Small surface (10.600 sq km) area with 7 World Biosphere declared by UNESCO at just one hour driving from the main cities.
(3.500 square km protected area)



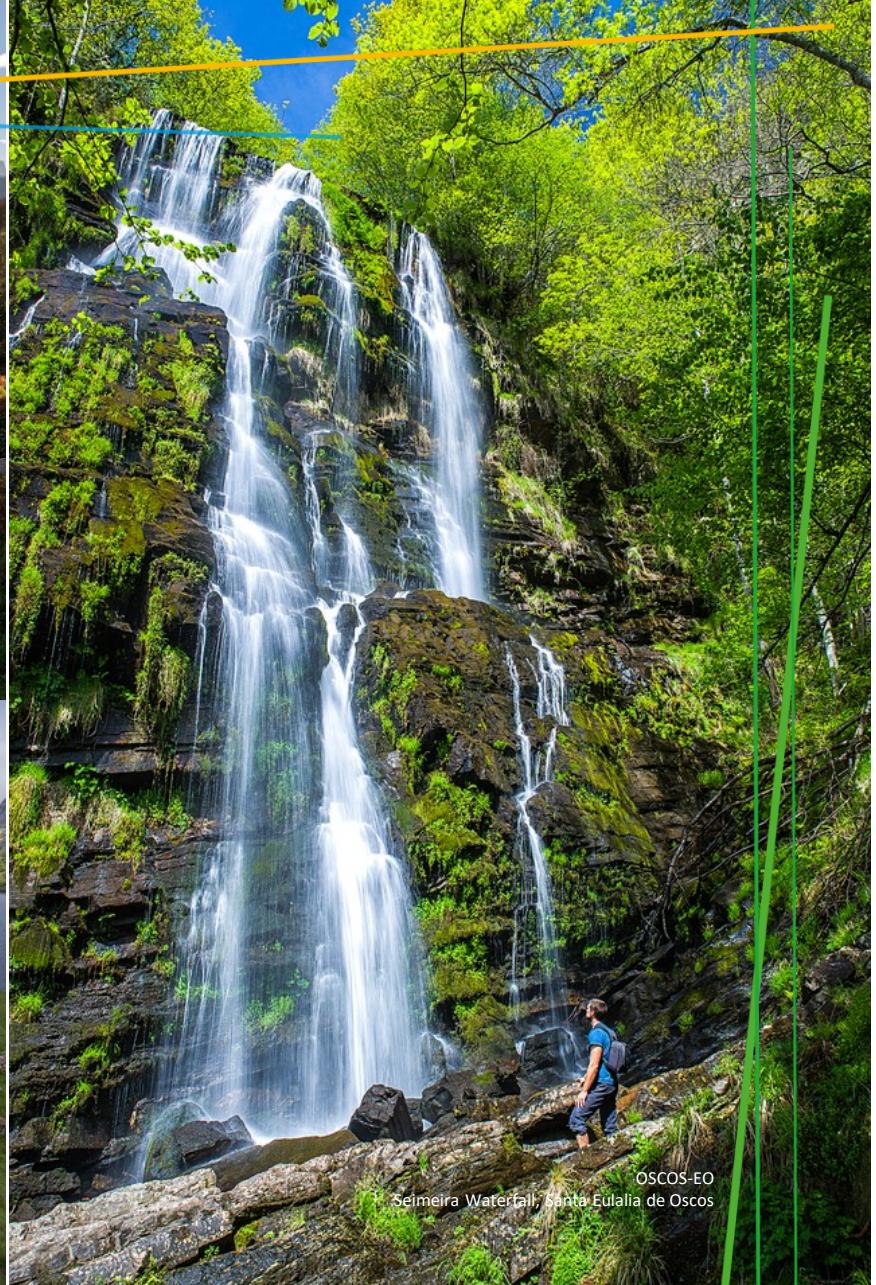
Asturias
paraiso natural

Muniellos Forest, Biosphere Reserve by UNESCO

Asturias a unique destination ... The unique landscapes of mountain with 7 World Biosphere declared by UNESCO



Asturias a unique destination ... The unique landscapes of mountain with 7 World Biosphere declared by UNESCO



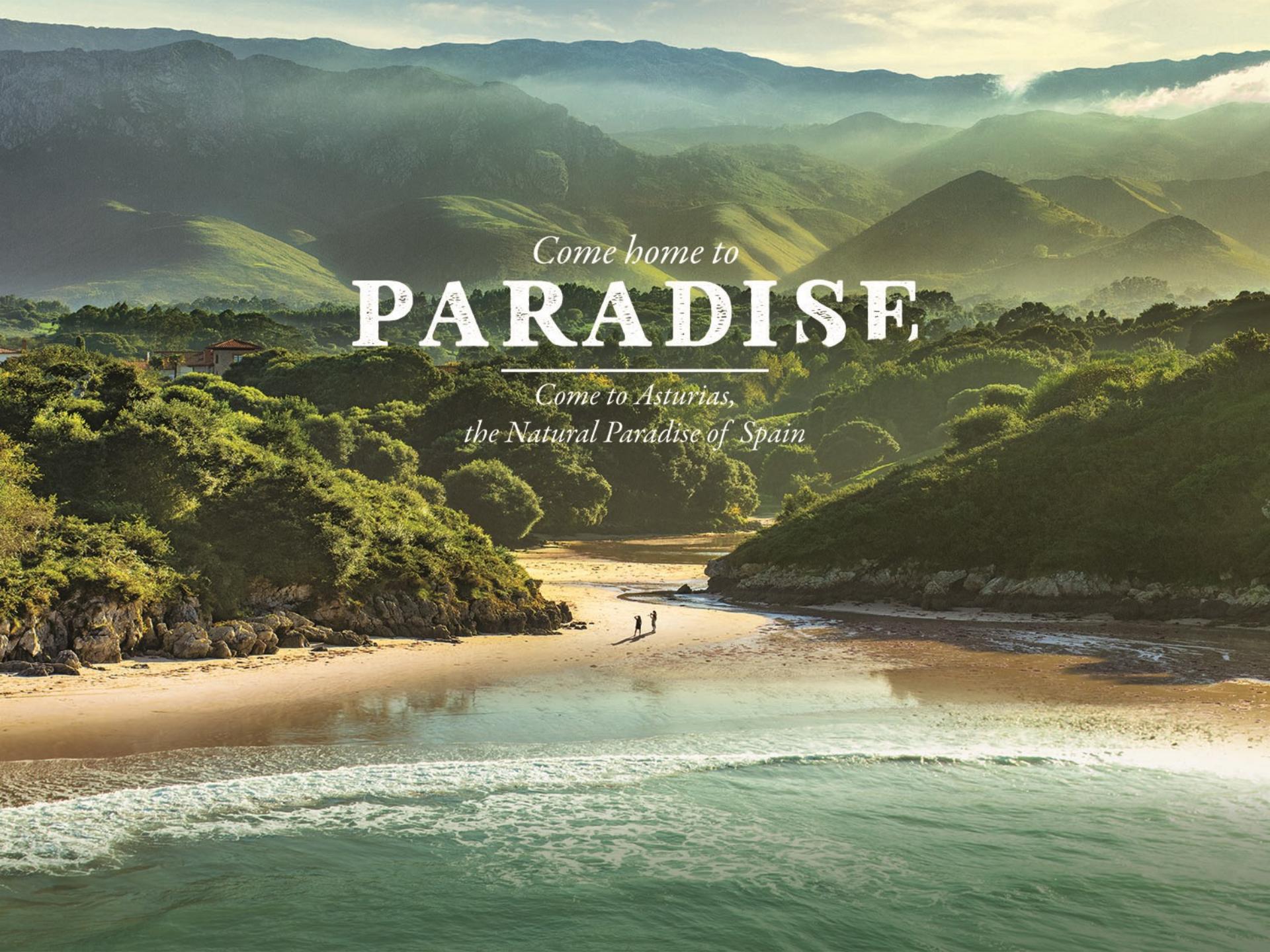
Asturias
paraiso natural

Asturias a unique destination ... sea and mountains at a glance. More than 200 beaches next to the mountains, in some places of more than 2.500 m. of altitude.



Asturias
paraíso natural

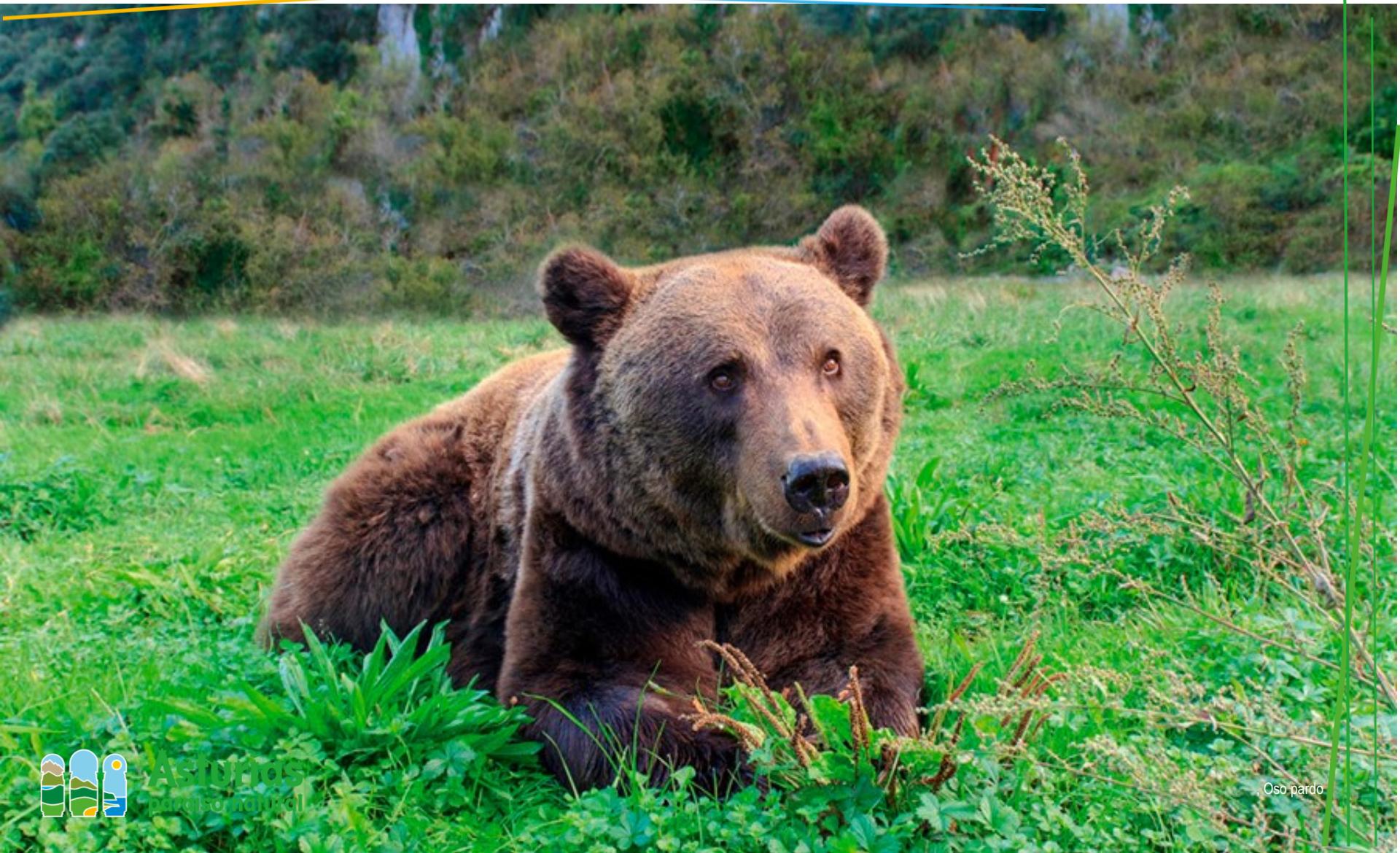
Ribadesella and Picos de Europa National Park

A wide-angle photograph of a coastal landscape. In the foreground, there's a sandy beach with some low-lying rocks and vegetation on the left. The water is a vibrant turquoise color. In the middle ground, a narrow inlet or river mouth flows into the sea, with two small figures standing on the sand at the entrance. The background features rolling green hills and mountains under a bright, slightly cloudy sky.

Come home to **PARADISE**

*Come to Asturias,
the Natural Paradise of Spain*

Asturias a unique destination ... Shelter of the last brown bears



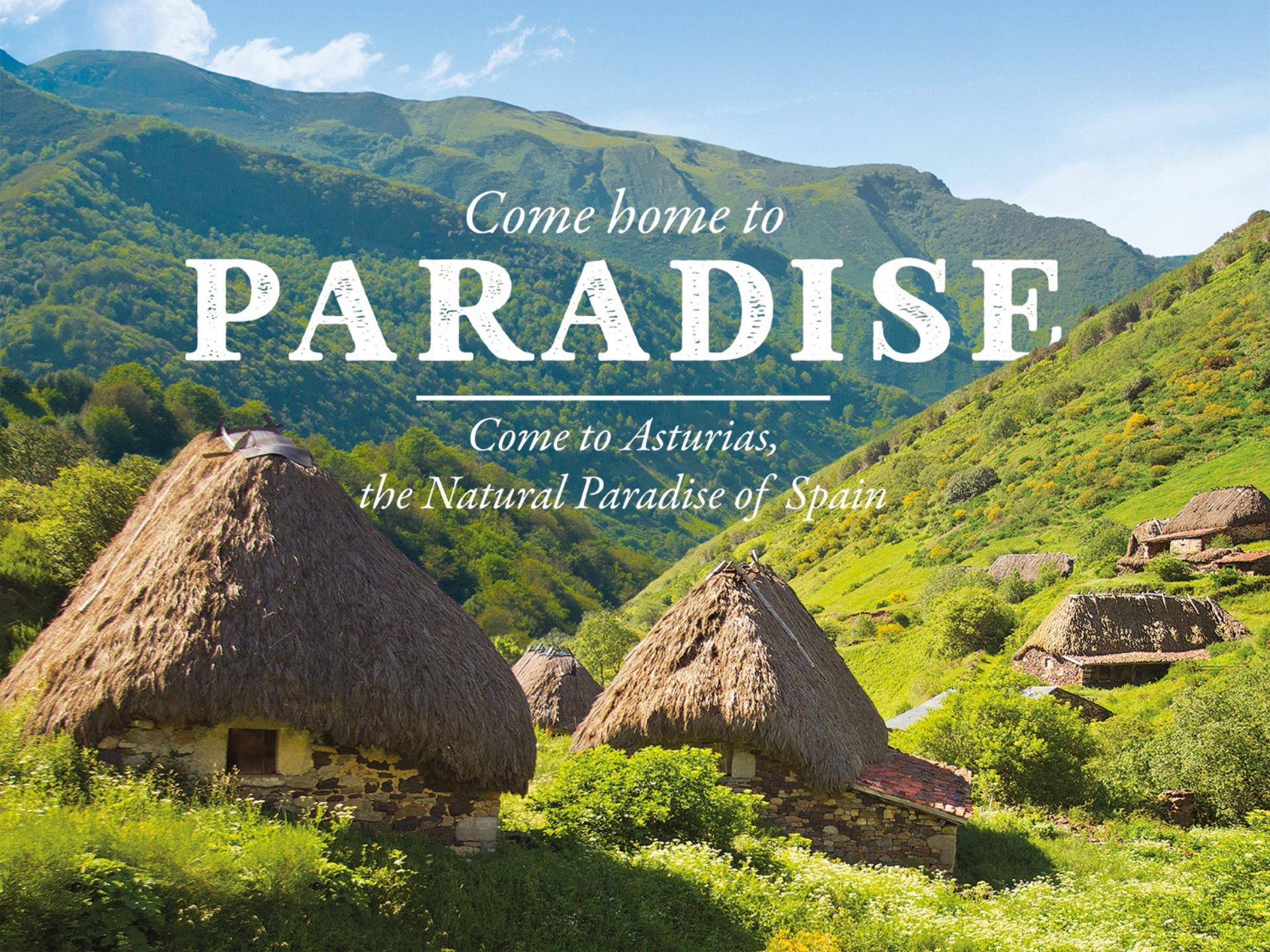
ASTURIAS
paradisounatural

Oso pardo

Nature, wildwatching, sports and active tourism

- 35% of the Surface is protected área:
- 65 protected elements (1 National Park y 5 Natural Parks)
- 59 áreas belonging to Red Natura 2000
- 7 Biosfere Reserves from Unesco
- + 300 hiking routes (220 PR Y 9 GR)
- Best preserved coast in Spain, by GreenPeace
- 25 flora and fauna visitors centers





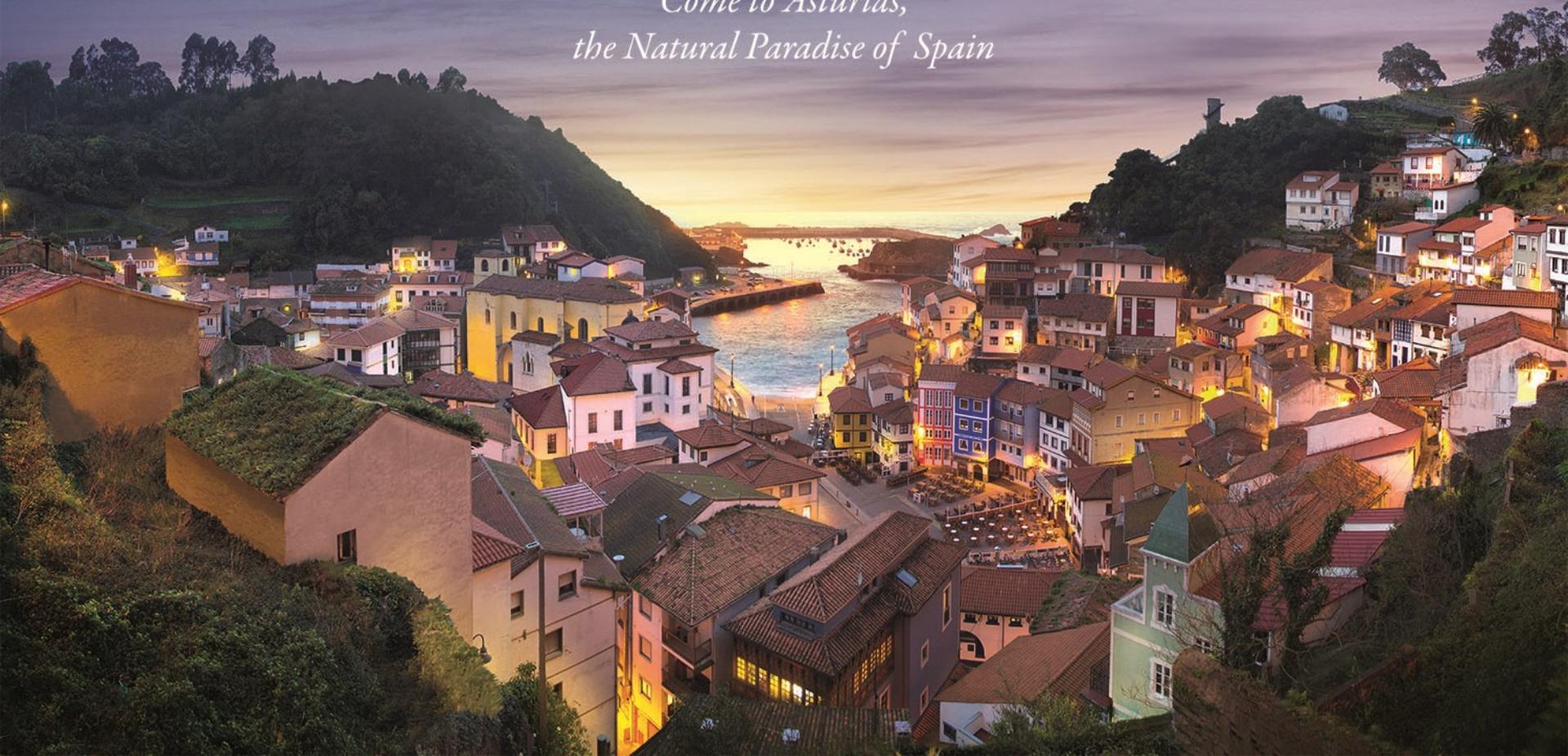
Come home to

PARADISE,

*Come to Asturias,
the Natural Paradise of Spain*

Come home to
PARADISE

*Come to Asturias,
the Natural Paradise of Spain*



Asturian seafront... Fishing villages





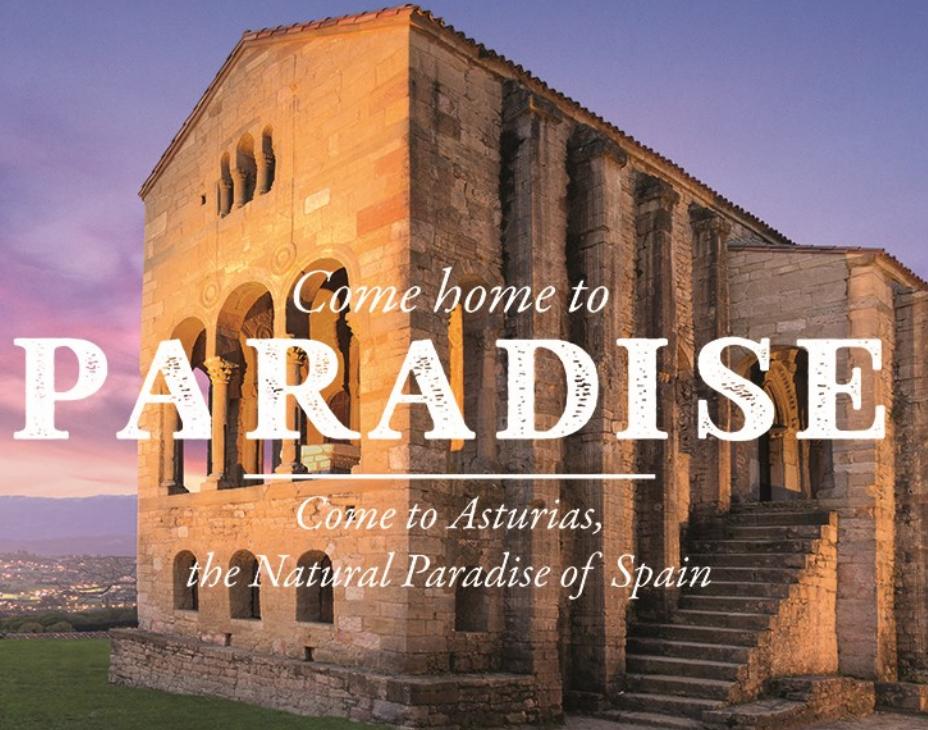
Come home to
PARADISE

*Come to Asturias,
the Natural Paradise of Spain*



Come home to
PARADISE

*Come to Asturias,
the Natural Paradise of Spain*



Come home to
PARADISE

*Come to Asturias,
the Natural Paradise of Spain*

Asturias a unique destination ... because 5 of our stunning prehistoric caves have been declared UNESCO World Heritage / 14.000 B.C.



La Peña Cave, Candamo



El Pindal Cave , Ribadedeva



Tito Bustillo Cave, Ribadesella

Cultural Tourism. Museums, historical buildings, traditional architecture...



House of "indianos" (Emigrants to America at the XIX). Colombres



Granary. Sietes (villaviciosa)

Asturias a unique destination ... by its ethnography and traditions



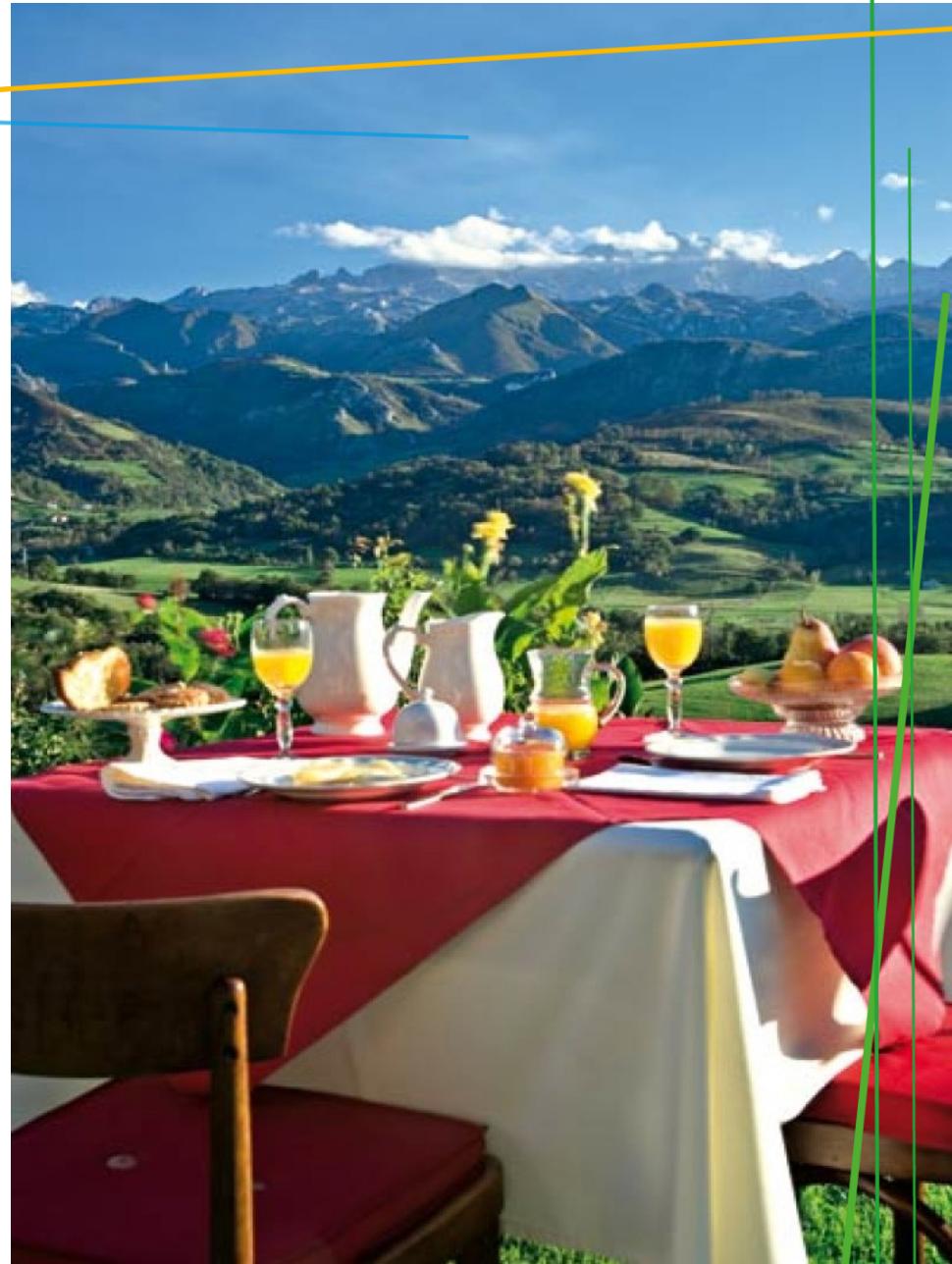
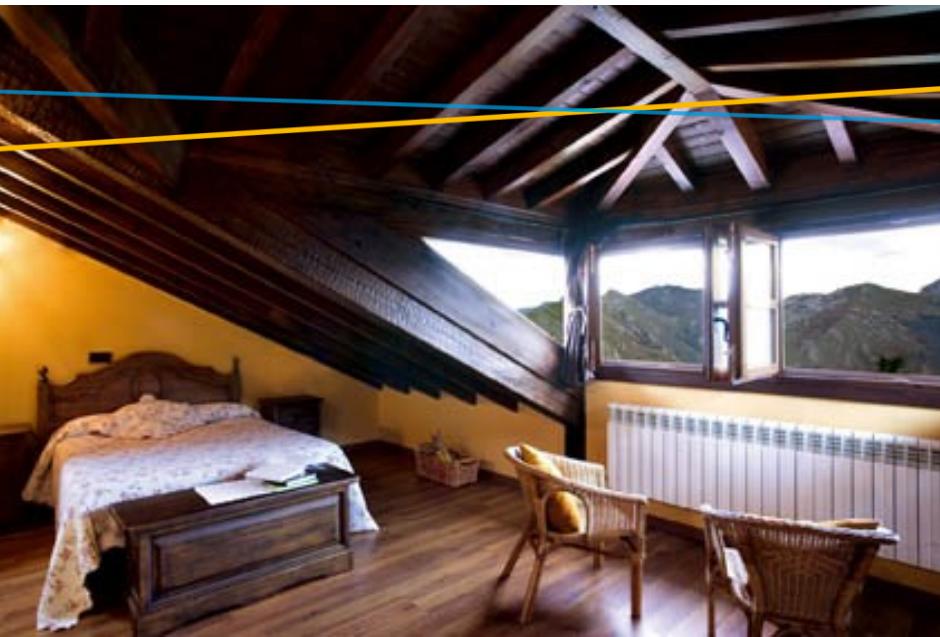
Rural tourism. Quality Club “Casonas Asturianas” – 40 Boutique Hotels in breathtaking countryside locations

CASONAS
ASTURIANAS



Rural tourism. Quality Club "Aldeas de Asturias"

36 lodgements



Motivos para el impulso del TN: desarrollo económico en el medio rural

ACCOMODATION -

- + 2.000 rural accomodation or cottages (aprox 20% total offer)
- + 22.000 beds in rural áreas (figures without camping)
 - 165 rural hotels + 1.666 cottages + camping
 - 84 hostels and 8 shelters high mountain

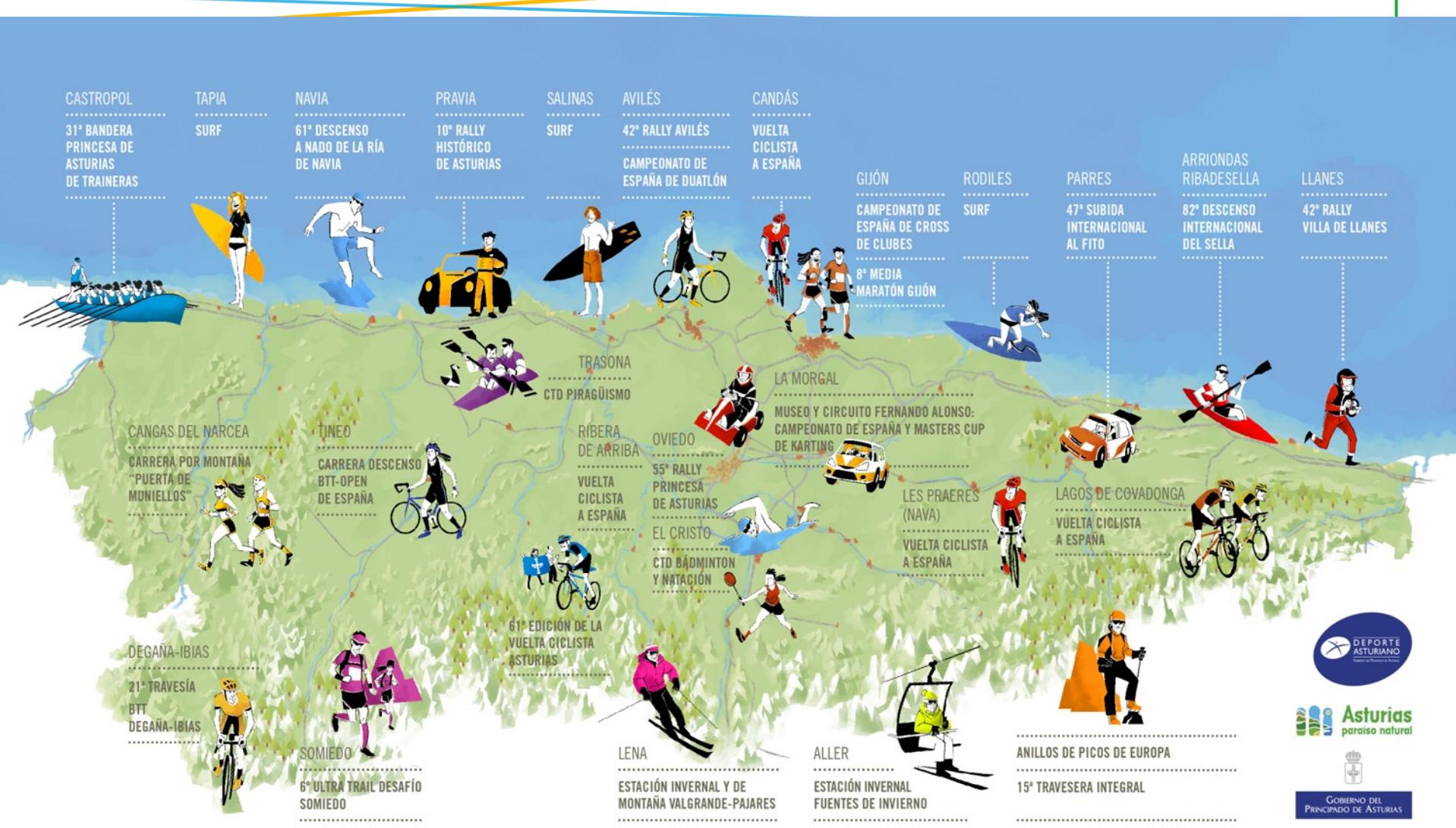
SPECIALICED OFFER IN NATURE

- 208 active and sport companies
- **20 companies for wildwatching**

EMPLOYMENT AND ECONOMY IN THE RURAL AREA

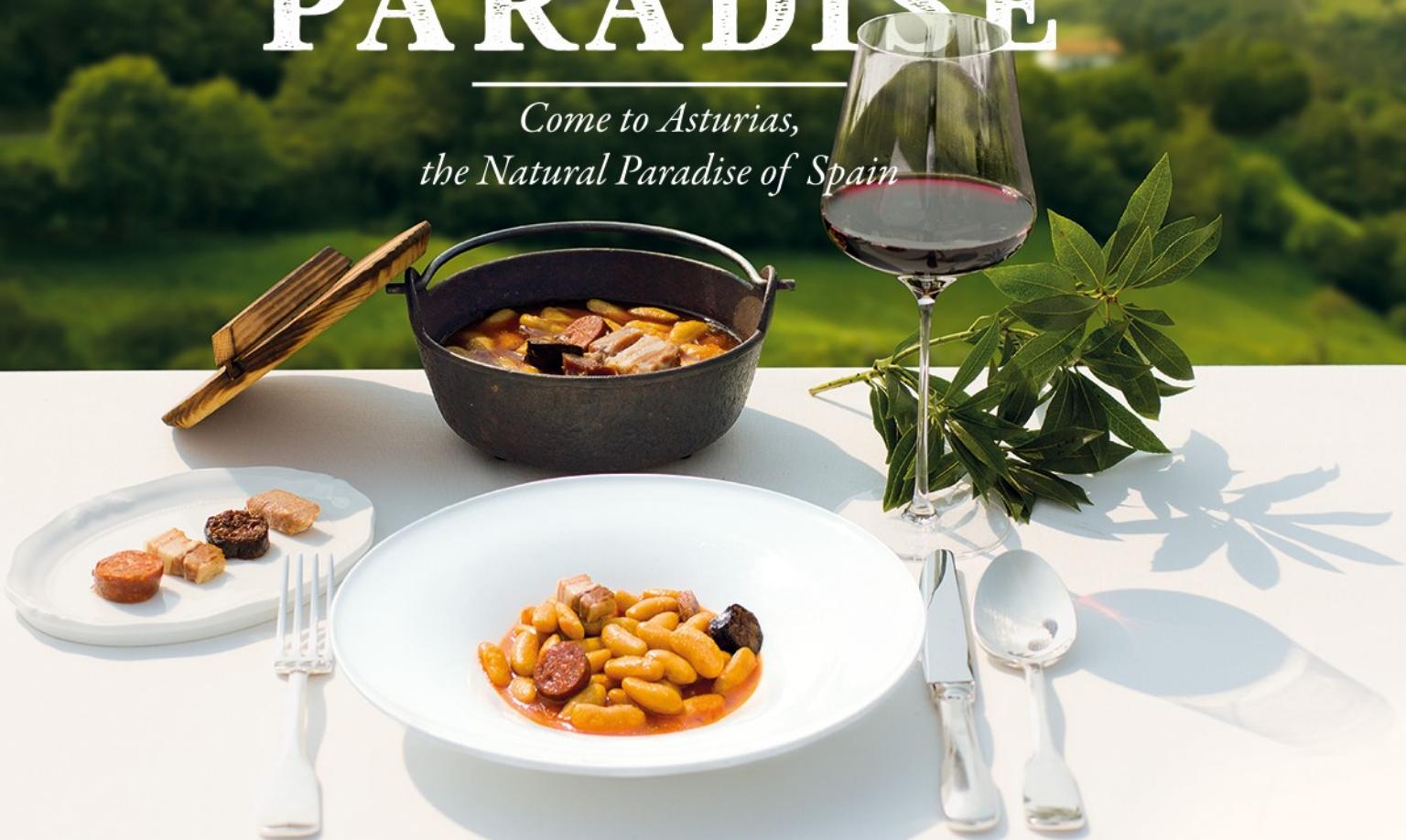
- Close to 2.500 direct jobs

Active and sport tourism



Come home to
PARADISE

*Come to Asturias,
the Natural Paradise of Spain*



Asturias a unique destination ...

A gastronomic kingdom with more than 50 different types of handcrafted cheeses, wine mountain and the natural cider



Asturias a unique destination ... by its gastronomy.

The cider's ritual



Asturias a unique destination... by its gastronomy.

Typical ambience of the cider bars.



Asturias
paraiso natural

Asturias a unique destination... by its gastronomy.

8 restaurants with 9 Michelin Stars | 35 restaurants in the Quality Club “Mesas de Asturias” | 25 cider bars in the Quality Club “Sidrerías de Asturias”



Social Media

www.turismoasturias.co.uk



www.facebook.com/TurismoAsturias



[@TurismoAsturias](https://twitter.com/TurismoAsturias)



www.youtube.com/asturias



www.pinterest.com/TurismoAsturias



<http://instagram.com/TurismoAsturias>

Download:

General Guide: <https://www.turismoasturias.es/en/organiza-tu-viaje/folletos>

Presentations: <http://es.slideshare.net/TurismoAsturias>