

leida





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## Lleida awaits you

### Lleida, the whole city just for you

A city at your service, open, limitless. Whether you are visiting as a tourist or staging a convention or event, our facilities and partner companies go the extra mile to ensure you enjoy an unforgettable stay.

Believe in Lleida. We believe in you.

### Our doors are wide open

In Lleida you can make your ideas a reality, from attending a concert in the central nave of a cathedral, to taking in a fashion show in a landmark setting. A business meeting in a Templar castle, a convention surrounded by vineyards, dinner on the stage of a theatre... Discover our surroundings as you fly by in a balloon

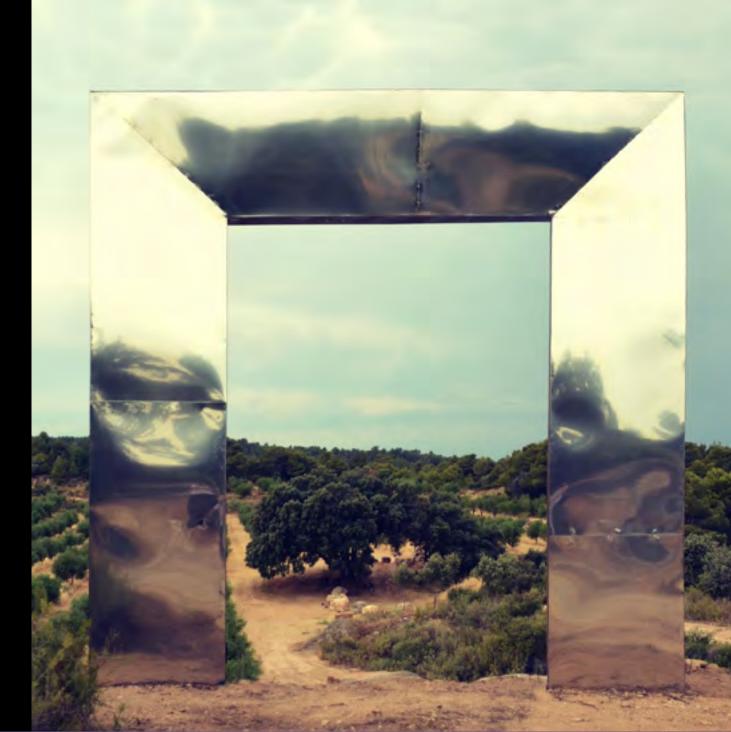
Lleida is open to infinite suggestions and possibilities allowing you to make the most of its resources, its infrastructure and the activities of acity that is all yours.

Free entrance to all monuments and museums

# Prepare to be amazed

Lleida will amaze you. Discover a different way of exploring a city, and at the same time you will discover a different perspective on life, nature, surroundings, culture and heritage.

Lleida is all about its openhearted people, living in harmony in a thriving city surrounded by greenbelt. A city capable of combining art, culture, landmarks and tradition, with progress, boldness and modernity, in a firm commitment to be a pacesetter.

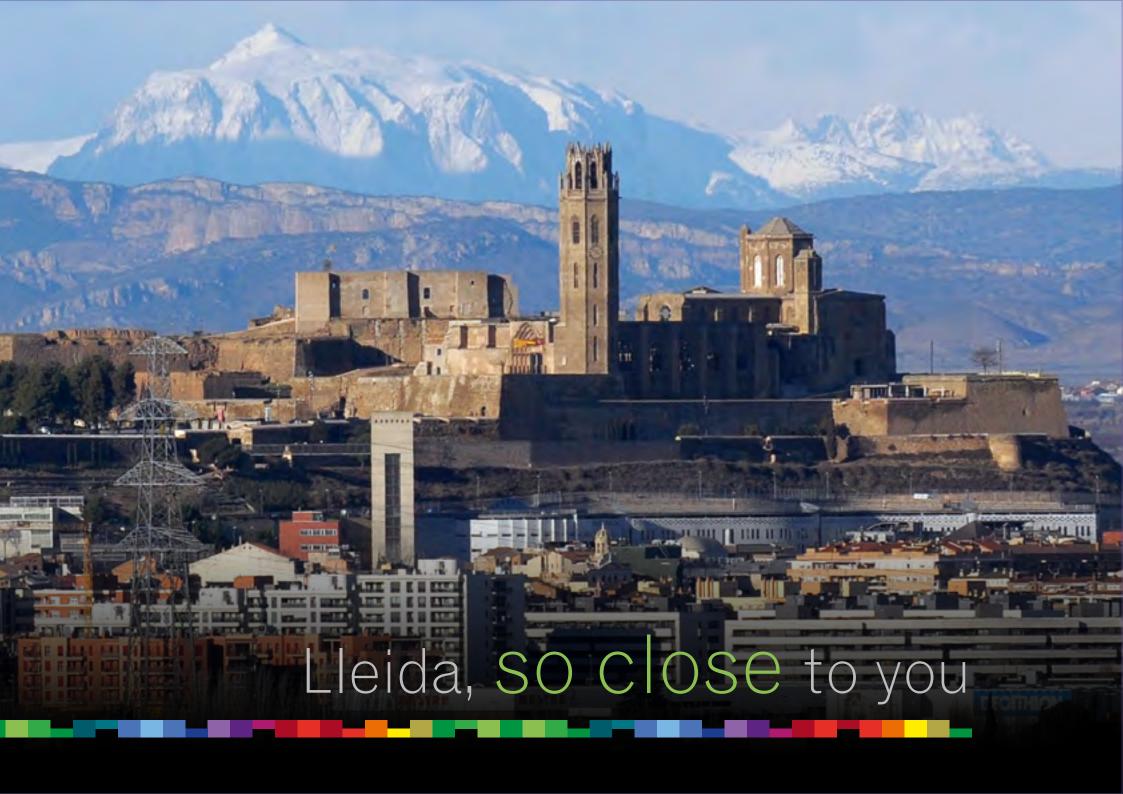


# Everything here is different

This is Lleida: artistic, vivacious, colourful, thrilling, inquisitive, traditional, open, friendly, contemporary... Where everything can be different if we put our minds to it.

> Tailor-made for every individual. Tailor-made for you.





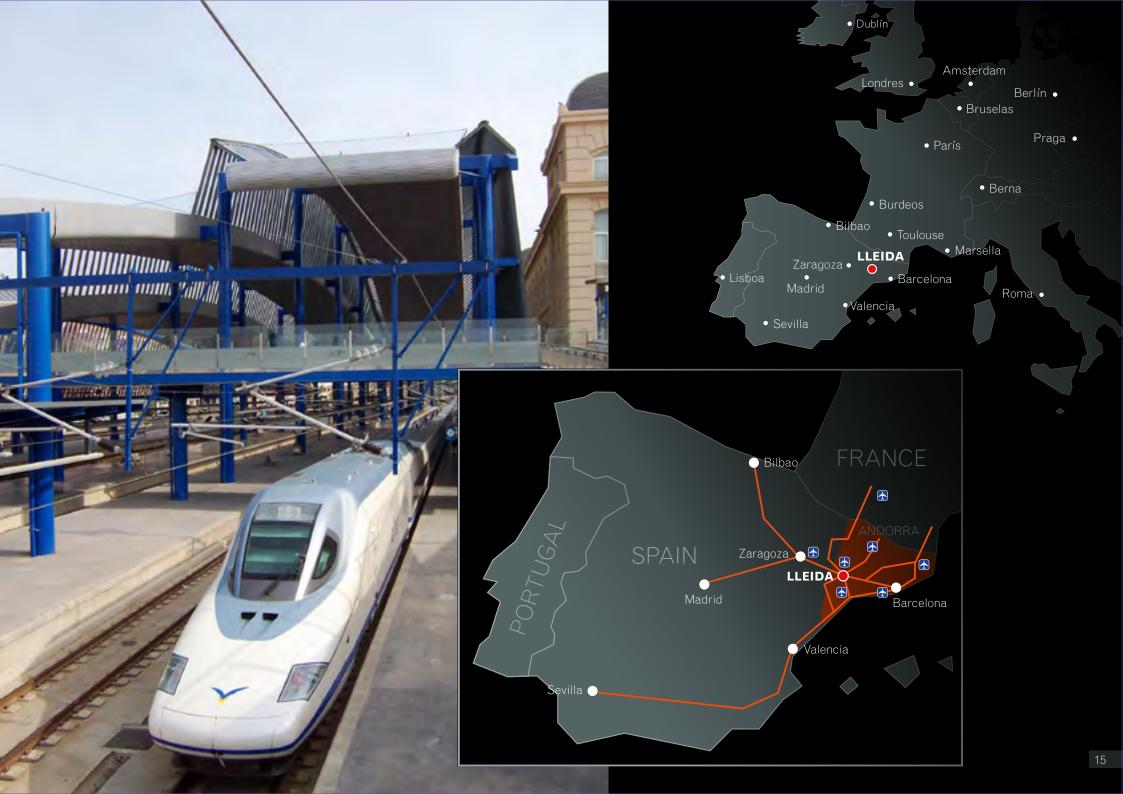
### A city so Close to you

Lleida is positioned within a connecting meshwork that has made it a strategic location on the way to the Pyrenees, Europe, but also the Mediterranean and inland Spain.

Lleida is at the crossroads of roads, highways and motorways that make reaching the city a swift and straightforward experience. Provincial capitals such as Barcelona, Zaragoza, Tarragona and Huesca are barely an hour away from Lleida, which also enjoys good connections to Girona and the Pyrenees.

The AP-2 Northeast Motorway, the A-2 and A-22 highways, the C-25 and C-12 expressways and the N-II, N-230, C-14, N-145 and C-13 regional main roads structure Lleida's links to the surrounding regions.





Paris 1h 50° away Rome 1h 20° away London 2h 20° away

Re al

### Lleida flying high

key airports: Barcelona Lleida-Alguaire La Seu d'Urgell

Reus

Lleida is at a crossroads of communications that link quickly to different regional and international airports. You can access the

Prat de Llobregat International airport (Barcelona) in a short time and also it has good connection with Barajas International Airport (Madrid).

## A high-speed city

Annum

111

Since 2003 Lleida has been part of the High-Speed rail system and the AVE City Network. The arrival of high-speed rail in Lleida led to the extensive remodelling of the Lleida-Pirineus station, a real gem of railway architecture dating back to 1860.

High-Speed rail lines connect Lleida with 26 Spanish provincial capitals, including Madrid, Barcelona and Seville.

Barcelona 1h away Madrid 2h away Sevilla 4h 20' away

06

Lleida

Pirineus



# Gateway to the Pyrenees

Lleida is just a stone's throw from the majestic Pyrenees. Highways lead from the city to the Aran Valley, Andorra and France, in other words the main ski resorts and the countless tourist attractions of the mountain uplands. The Pyrenees are right on Lleida's doorstep, the utmost expression of nature, balance and life.

Lleida has 11 ski resorts, the largest skiable area in Spain

### UNESCO heritage

The Lleida Pyrenees are themselves home to real gems of our history, our art and our traditions, with UNESCO World Heritage status. One example would be the group of Romanesque churches in the Boí Valley, and the spectacular firelight processions to mark the summer solstice.

A 42 - 18





A convention centre covering 35,000 m<sup>2</sup> with 2 auditoriums of 1,000 and 400 seats

#### Enjoy a palatial venue

THE REAL POST AND A DUAL STREET,

La Llotja, the convention centre and theatre, owes its name, meaning "market" or "exchange", to the site which formally hosted the traditional fruit and vegetable market staged by local farmers.

A site where the striking and innovative structure of La Llotja has now been erected, a unique venue opened in January 2010 and designed by the Dutch architectural practice Meccanoo.

The facility boasts a number of function rooms, two auditoriums, various meetings venues, a restaurant and terrace bar, and underpins Lleida's position as Catalonia's second city for the staging of conventions and events, behind Barcelona. In parallel, the venue has an established theatre programme covering all the performing arts.



# Your convention is unique

What the different spaces of La Llotja have in common is their functionality and rapid adaptability to the needs of any event.

All the venues have natural light and are equipped with the latest technological advances. Meanwhile, the building has the added value of a team of professionals specialising in events to help with the organisation.

Every detail is taken care of to ensure your convention is a success.

Room	М <sup>2</sup>	Height (m)	Theatre	Classroom	Cocktail	Banquet
Auditorium 1	852	22,80	1.000			
Auditorium 2	352.5	4.55	396			
Room 3	204.1	3.00	180	75	190	120
Meeting Room 1	85.2	3.00	72	40	80	48
Meeting Room 2	57	3.00	48	24	53	32
Meeting Room 3	54.6	3.00	36	16	51	30
Meeting Room 4	32	3.00	28	16	30	14
Meeting Room 5	33.5	3.00	28	16	30	14
Meeting Room 6	33.5	3.00	28	16	30	14
Meeting Room 7	37.5	3.00	28	20	34	19
Meeting Room 8	43.2	3.00	35	24	38	24
Meeting Room 9	43.2	3.00	35	24	38	24
Meeting Room 10	43.2	3.00	35	24	38	24
Meeting Room 11	43.2	3.00	35	24	38	24
Meeting Room 12	42.7	3.00	35	24	38	24
Meeting Room 13	86.5	3.00	70	35	80	36
Main Foyer	1.129	3.00	900	450	940	750
Side Foyer	596.8	2.92	200	100	400	275
Multifunctional	761.7	5.83	700	300	725	360
Vip Room 1	73.5	3.00			40	36
Vip Room 2	133	3.00	_		80	72
Entrance Hall	552.9	10.75	_		460	_
Lobby	312.4	3.23	270	188	300	240
Terrace 1	683.4		400	200	592	233
Terrace 2	350		250	125	290	233





## Lleida in harmony

Enric Granados and Ricard Viñes are the calling cards of the city of Lleida and its commitment and sensitivity towards music.

This human and universal Legacy goes alongside such venues as the Music Conservatory, the Municipal Auditorium and the Orfeó Lleidatà, which stage a regular concert season.

Meanwhile, the cultural and historical heritage of the city comes spontaneously to life in a number of settings for concerts, from ancient churches to the central nave of the cathedral itself, the Seu Vella, dating back to the 13th century.

ORFEÓ LLEIDATÀ

### 1.000 years of history

The history of Lleida has left its imprint on the range of landmarks still to be found in the city, and also on its people and their character.

In the 21st century venues have been restored for the benefit of the city, now wonderfully yibrant once again, hosting events, exhibitions, presentations, concerts, meetings, performances...

### A night in the MUSEUM

Lleida Museum, the Morera Museum, the La Panera Contemporary Art Museum... Lleida boasts a number of museums and cultural centres of the highest order, providing an insight into its history, our art and the structure of our society. Lleida Museum is home to one of the most important collections of sacred art anywhere in Spain, while also tracing the city's history.



Lleida Museum is a unique venue with capacity for 90 to 300 people and the fortifications surrounding the the ancient splendour of our city.



### Lleida, a dazzling city

Lleida is a city that can adapt and deliver.

Events such as the presentation of the collection of local-born fashion designer Custo Dalmau have served to demonstrate our capacity for dedication, organisation and the mobilisation of a whole city within the context of our unique heritage. The city stands tall and dazzles the watching world.

> "We wanted to show off the Seu Vella cathedral to people who'd never seen it. It's amazing" Custo Dalmay





Lleida is home to some intriguing and highly photogenic locations. Thanks to our presence within the Scouting in Catalonia programme promoted by the Catalan Government, many of these locations have been immortalised in films and adverts.

A big-screen city with unrivalled natural settings. Do you dare to take centre stage?











# Completely natural

#### Surroundings filled with COlOUR

The whole city of Lleida is surrounded by a ring of greenbelt that changes colour in the different seasons of the year. It comprises acre upon acre of the orchards and market gardens that produce our world-famous fruit.

This setting, both a socio-economic driving force and the guardian of our city's roots, is furthermore a shining example of integration and sustainability.

Discover the castle trail from a bird's eye perspective, attend a concert in the bosom of nature, walk its countless paths...

There are a thousand reasons to lose yourself in the market gardens of the Horta de Lleida.







### Strolling among vineyards

as we have been and the

Sector Contraction

The Costers del Segre Designation of Origin brings together 37 wineries with distinct personalities.

Founded in 1986, it was the first to use the cabernet sauvignon, merlot and chardonnay varieties, combining them with local grapes and also bringing in winemaking techniques from California.

Many of these wineries are open for visits and offer wine tasting courses and other activities, while enjoying a fine wine and the surrounding countryside.

The Wine Trail includes wineries and restaurants on a journey sampling the finest bottles and most delicious dishes.

A DO with 37 different wineries



# 90 hectares of parkland at your feet

The La Mitjana Park, declared a zone of natural interest in 1979, is an extensive area covering 90 hectares of characteristic wet riverside woodland. Much of the park is occupied by a large river island, formed by the build-up of sediment.

A distinctive microclimate means it is home to unique flora and fauna.

There is a visitor centre, a jetty, a birdwatching centre, various bridges and pathways, along with recreational spaces, children's play areas and picnic tables. La Mitjana is the perfect parkland setting for a stroll, sport, nature trails or a day out with the family.

> q0 hectares of woodland and a wetland habitat with unique species





### A natural city

Nature is our thing. Our close contact with the rural environment means we are in love with nature. As soon as the weather allows, we head out into the streets and countryside to enjoy the open air.

Because Lleida boasts extensive areas of gardens, such as the Camps Elisis, La Mitjana, the countryside along the river banks, the Water Park and the Arboretum Botanical Gardens, along with natural spaces of such outstanding beauty as the Montrebei Gorge, where you can indulge in sporting pursuits and discover nature.



### Your winning swing

The Raimat Golf Club is just 11 km from the Lleida.

An 18-hole golf course opened in 1994, surrounded by woodlands of holm oaks, pines and vineyards.

The course has a clubhouse with restaurant, meetings rooms, changing rooms, offices, golf school, store and caddy parking. The Raimat Golf Club has an 18-hole course surrounded by vineyards

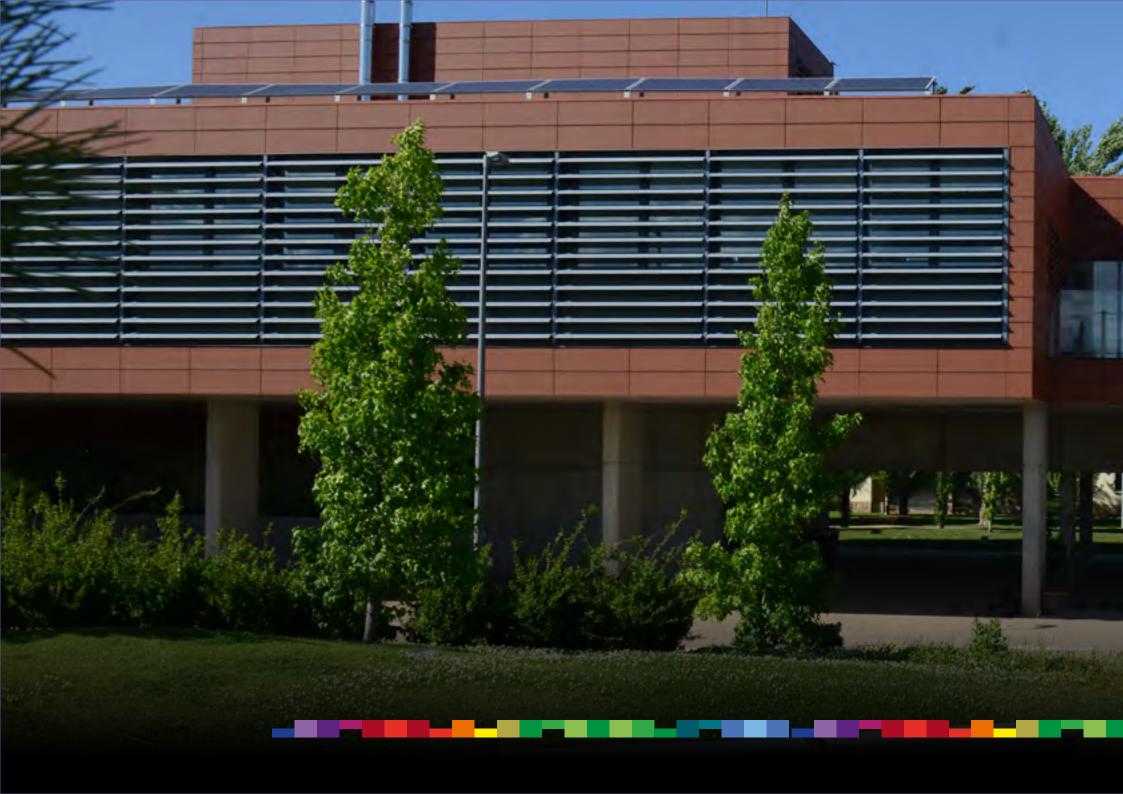
The Arboretum is home to 19 different biomes from around the world

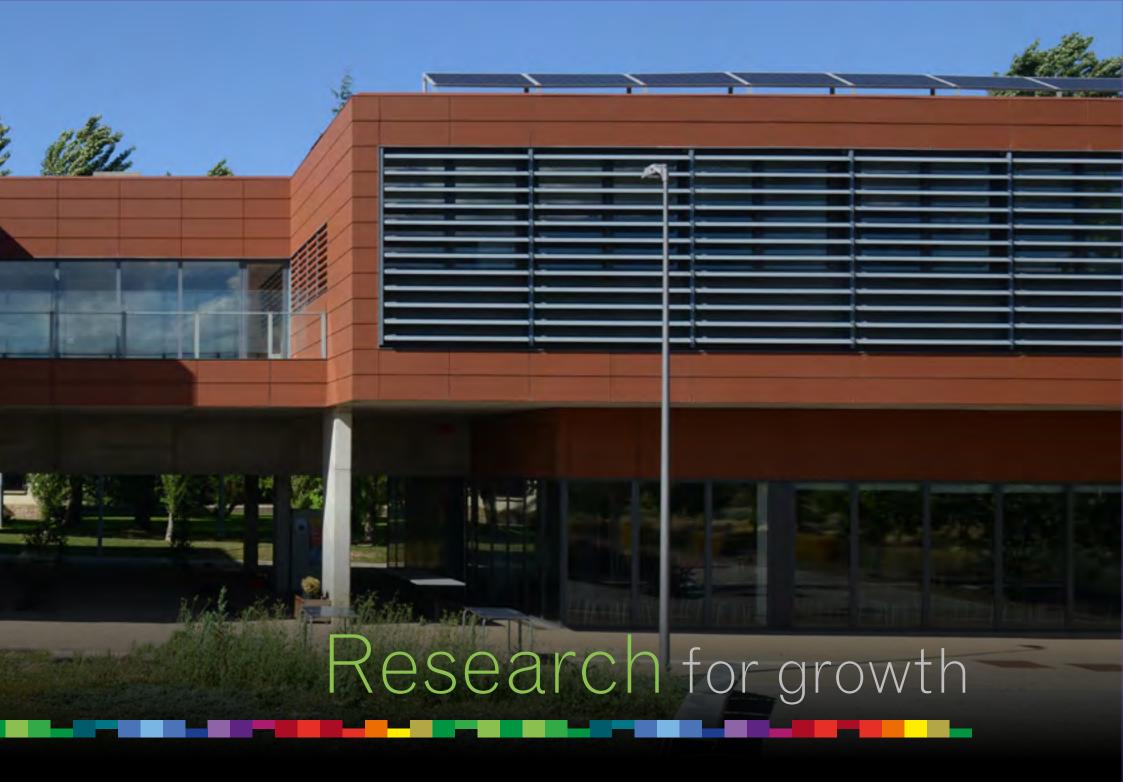
## Stroll around the world

The Dr Pius Font i Quer Arboretum is a park covering nearly 7 hectares, home to more than five hundred plants, shrubs and trees belonging to 19 different biomes from all round the world.

An educational space dedicated to teaching about the world of plants and the value of biodiversity, with the emphasis on the need to preserve the natural environment we inhabit.

Lleida is a Smart Green City implementing new technologies for environmentally sustainable development







## Spirit of innovation

The Agri-food Science and Technology Park (PCiTAL) stands out as the home to 115 high-tech companies.

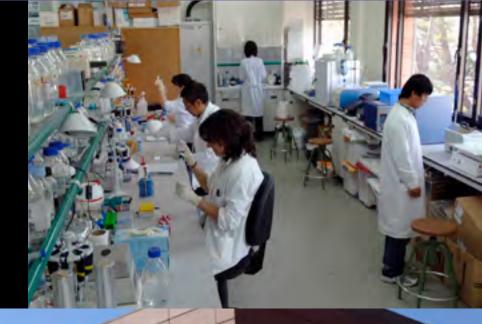
This venue for knowledge-generation features in particular the Magical Media facilities, dedicated to multimedia audiovisual productions, and recently chosen as the site for the Experimental Cinematography and Audiovisual Arts Centre of Catalonia; and also Innopan, a research centre specialising in technologies applied to bread-making; and the Fruitcentre, dedicated to research into fruit crops. Meanwhile, the forthcoming Museum of Science and Climate will, among other attractions, house the legacy of the Lleida-born NASA physicist Dr Joan Oró.



### City of science

Lleida has been designated a City of Science and Innovation thanks to its commitment to the R&D+i. We are home to a number of enterprise incubators, promoting new entrepreneurs and generating employment and a more dynamic economy.

Meanwhile, the University of Lleida (UdL) boasts advanced research centres that have made it one of the country's leading institutions in the field of biomedicine, and earned it the reputation of being the second most important centre in the world for food science and technology.



We are a global flagship for food science and technology





## Time to eat and have a rest



### To all our tastes

The culinary style of Lleida and its region is defined by the quality of the local produce provided by the surrounding area.

Traditional, market cuisine which is also innovative, successfully reviving the produce and flavours of days gone by, adapting them to the tastes of more demanding palates.

From the traditional snails, beef, pork, lamb and poultry, to such ingredients as salt cod and fruit. All washed down with our excellent wines.

Eating is in Lleida part of a ritual to be remembered forever.









### Rest & relax

Lleida has an offering of 2,621 beds, covering establishments of different categories. Much of this offering has been recently added and fully refitted in the last few years, ensuring that facilities fulfil clients' expectations.

Practically all the hotels in Lleida also offer rooms for meetings, conventions and offices that can be adapted to your organisational needs. A number likewise offer such additional services as wellness areas, parallel activities and incentives programmes to complement your stay.

> 2,621 beds, one 5-star hotel, six 4-star and three 3-star establishments

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Hostel + Hotel 5 Km from Lleida, Jardins del Segrià Academia Mariana managed by the Bishopric of Lleida

TOTAL BEDS AVAILABLE

LLEIDA HOTEL CAPACITY												
HOTELS	****		****		***		**		*		TOTAL	
	Rooms	Beds	Rooms	Beds	Rooms	Beds	Rooms	Beds	Rooms	Beds	Rooms	Beds
Finca Prats Hotel Spa	40	80									40	80
Camparan			47	152							47	152
Nastasi			99	168							99	168
Zenit Lleida			69	107							69	107
AC Lleida			75	101							75	101
NH Pirineos			92	179							92	179
Condes Senator			62	124							62	124
Transit					51	94					51	94
Sansi Park					107	194					107	194
Real					58	116					58	116
Ramon Berenguer IV							52	100			52	100
Hotel Ibis							76	160			76	160
Hotel Ibis Budget									80	220	80	220
Hotel Ibis Style									46	92	46	92
Reina Isabel									110	220	110	220
Nadal									49	90	49	90
Goya									18	30	18	30
TOTAL HOTELS	40	80	444	831	216	404	128	260	303	652	1.131	2.227
OTHER ACCOMMODATION								Rooms	Beds			
University of Lleida Resid	dence										197	200
Sant Anastasi Hostel-Re	sidence			_				_		_	35	138

1.361 2.621





## Something for everyone

Lleida is the focal point for a large catchment area, with the city serving as its nerve centre in terms of administration, trade and leisure. This includes neighbouring districts, and even nearby parts of Aragon and Tarragona.

The city has two key annual festivities: the Festes de Maig (May Festival) and the Festes de Tardor (Autumn Festival), in late September, coinciding with the Fair of St Michael.

Lleida is also a youthful city at heart, with a distinct university character and vibrant nightlife where everyone is bound to find something to suit.

### Have a great night

Lleida is a youthful city. Its distinctive personality as a university city makes for a vibrant nightlife and an extensive range of leisure activities, in highly varied settings and venues. You are sure to find the one for you.

## Tradition & modernity

Our strongly rooted traditions contrast with our youthful spirit. Lleida remains true to its heritage, with festivities such as the Moors and Christians, the Battle of Flowers, Carnival and the Aplec del Caragol for snail-lovers. Traditional celebrations very much shared by the whole population of the city, who put their all into staging these festivities.

We also host events that attract a significant audience, such as Animac, the International Animated Film Festival, the Ibero-American Film Festival, and the Puppet Festival.



## Plenty to choose from

At weekends many people from the surrounding area come in to Lleida to go shopping, have dinner, take in a show, go to the cinema or just enjoy a drink. This means that the city boasts a lively offering, including leisure venues, bars, terraces, nightclubs, dance halls, cinemas and theatres.





# Lleida shopping

3.5 km of pedestrianised streets 400 shops 15,000 people every day

### One of the longest shopping thoroughfare in Europe

### Out shopping

CAM

One of the real pleasures of our city is a stroll along the nearly 4 kilometres of the "Eix Comercial", one of the longest shopping thoroughfare anywhere in Europe. Streets teeming with people and colour, home to the city's main stores. Window shopping, picking up the odd souvenir or sitting at a cafe terrace to watch people go by are all attractive options.

Another busy retail district in Lleida is the uptown Zona Alta, a major area for both shops and the traditional entertainment and culinary offerings in the district, making it one of the city's unmissable magnets.



## A city of traders

Since the ancient days of Roman, Moorish and Mediaeval markets, we have now evolved to an array of all manner of stores, making Lleida the most important shopping centre for many miles around.

> Centuries-old, traditional establishments, alongside modern stores and the latest fashion, decor and technology trends.



Events & Convention Bureau



## Who we are and how we WOrk

The Lleida Events & Convention Bureau is the Lleida Conventions Tourism Office, bringing together the whole offering of venues and services available in the city in the field of business tourism.

Aside from being responsible for marketing Lleida as a destination, we also play an active role in the presentation and promotion of bids, together with companies and organisations, handling the preparation of the information and materials to be submitted.

We lead projects aiming for the engagement and participation of various sectors, offering an extensive array of distinctive venues and companies working in partnership with the LE&CB, whose services fulfil all requirements when staging an event.

500 events 45,000 attendees (annual average)







### Services and Incentives

Lleida Events & Convention Bureau periodically organises fam trips and visits for professional conference organisers (PCO), specialist agents and promoters with an interest in seeking out appropriate destinations to hold their professional events.

Lleida has positioned itself as one of Catalonia's preferred destinations for business tourism, representing the city's largest source of tourist earnings.



#### **P**resentation of bids

- Generation of bids.
- Preparation of documentation.
- Selection of decision-makers.

#### Incentives programme

- Design of thematic incentives programmes: food and wine, heritage, green, adventure...
- Lleidaexperience tourism packages.

#### Hospitality

- Hospitality Desk, an information and welcome point at the convention venue
- Welcome Kit: tourist guide and plan. Emocity, Lleida City Card.
- Emocity free of charge for those attending events staged in Lleida. Free city transport and exclusive discounts and promotions for 48 hours.

#### Fam trips

• For professional organisers and event promoters

#### Services

- Accommodation
- IT equipment
- Catering
- Hostesses and support staff
- Florists
- Signage
- Communication agencies
- Sound and image

- Rooms and spaces
- Professional articles
- Infrastructure and stands
- Taxis and transport
- Catering
- Interpreters
- Publishers and printers
- Logistics and couriers











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