



Diputación
de Cádiz

PATRONATO
PROVINCIAL
DE TURISMO

CADIZ ^{province}

Press Kit 2026



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General Information



The province of Cadiz is situated in southern Spain and comprises 45 municipalities spread across an area of approximately 7,400 km². It has a population of over 1,250,000 and forms part of the autonomous community of Andalusia. Its geographical location gives it a unique identity and a character of its own within the wider Andalusian region.

The province of Cadiz is one of the southernmost points in Europe. The Strait of Gibraltar connects it to the African continent across a stretch of water barely 14 kilometres wide, where the Mediterranean Sea and the Atlantic Ocean meet. The stretch of coastline facing east is known as the Costa del Sol, whilst the section facing west is called the Costa de la Luz.

This press pack offers an insight into the natural, cultural and tourist treasures of the province.



The province of Cadiz in figures:

3,000 hours of sunshine a year
300 days of sunshine a year
19°C average annual temperature
260 kilometres of coastline 138 kilometres of beaches 83 beaches
6 natural parks
7 protected nature areas
7 nature reserves
4 natural monuments
3,000 years of history, culture and civilisations
27 historic and artistic sites
70 museums and visitor centres
85 wineries
253 days of festivities
4 conference, convention, trade fair and exhibition centres
28 yacht clubs and marinas
22 golf courses
165 adventure tourism companies offering tourist services and activities
2 motor racing tracks
22 Spanish language schools for foreign learners
45 municipalities
1,253,988 inhabitants
7,385 square kilometres
30 tourist information offices
490 hotels, hostels and guesthouses
22 campsites
Over 2,700 restaurants
52,846 hotel beds
29,700 beds in holiday apartments
17,300 at campsites
Over 4,000 beds in rural guesthouses, country estates, haciendas and farmhouses.

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*The province
of Cadiz and
the sea*



The province of Cadiz boasts 260 kilometres of coastline and 138 kilometres of beaches: coves, inlets and stretches of sand that extend for several kilometres.

There are beaches steeped in history, such as Trafalgar Beach, off which the historic Battle of Trafalgar was fought, and film locations such as La Caleta Beach, where scenes from the James Bond film 'Agent 007' were shot. There are also beaches such as La Victoria beach that were pioneers in obtaining EU environmental management certification, and beaches full of colour, such as those in Tarifa, with the spectacular sight of kitesurfing and whose kites paint a constantly changing horizon. In total, the province boasts 76 different beaches.

Along the coastline, the impressive cliffs of Los Caños de Meca, in Barbate, and the coves of Conil de la Frontera stand out, as do natural monuments such as the dunes of Bolonia and the fishing pens of Rota.

In the province of Cadiz, the sea meets the mountains amidst landscapes of pine forests, woodlands and marshes. Punta Candor, in Rota, and Playa del Castillo, in San Fernando, stand out for their natural character: whilst in some areas rocky outcrops predominate, in others access is only possible on foot or by swimming.

Crossing the Bay

Crossing the Bay of Cadiz is an unmissable experience, and can be done via catamaran trips offering a pleasant journey from the city of Cadiz to El Puerto de Santa María or Rota. The Bay of Cadiz is also home to the 1812 Constitution Bridge, known as 'La Pepa', one of the longest bridges in Spain, which stands as a symbol of the historic naval activity and shipyards of the bay. Alongside it is the Carranza Bridge, which for over 50 years has been a characteristic feature of

the landscape, providing access to or exit from the city of Cadiz amidst the sea breeze.

Among the most recommended summer routes are the walk around the city walls and Santa Catalina Castle, from where you can view the city from the sea, with La Caleta beach as the return point and San Sebastián Castle flanking this well-known beach in the city of Cadiz.

From Sanlúcar de Barrameda, crossing the River Guadalquivir aboard the Real Fernando, you can reach Doñana National Park. The ship is moored at Bajo de Guía, opposite the old Ice Factory, which houses an exhibition dedicated to the natural wealth of Doñana

Red sunset

During the summer, one of the most unique experiences is the trip to the red sunset. This is a sunset boat trip that departs from the port of Sancti Petri and heads out to sea to watch the sun go down opposite the mythical island of Hercules, the mythological hero credited with the separation of Europe and Africa. This is no ordinary sunset. On the Costa de la Luz, due to the so-called Rayleigh effect, the sun takes on an intense, incandescent red hue and sinks slowly below the horizon. The spectacle is breathtaking and unforgettable, a true celebration of nature that offers unique views every day, defining the character of the province of Cadiz.

Among orcas, dolphins and whales in the Strait

Unbelievable but true. In Tarifa, several companies organise whale-watching trips. You'll enjoy a morning on the Strait of Gibraltar, with views of the African continent.

Whales, orcas and dolphins have always been there, and in fact, at the beginning of the 20th century, there was a whaling factory in Getares Bay, Algeciras. A connection with the sea between two waters, as Paco de Lucía, the universal genius of the Spanish guitar and a native of Algeciras, would say.

You can enjoy watching the orcas in summer and the dolphins all year round, as they are resident species in this stretch of water linking southern Europe with North Africa.

www.turmares.com

www.firmm.org

www.marinablue.es

www.facebook.com/whalewatchtarifa

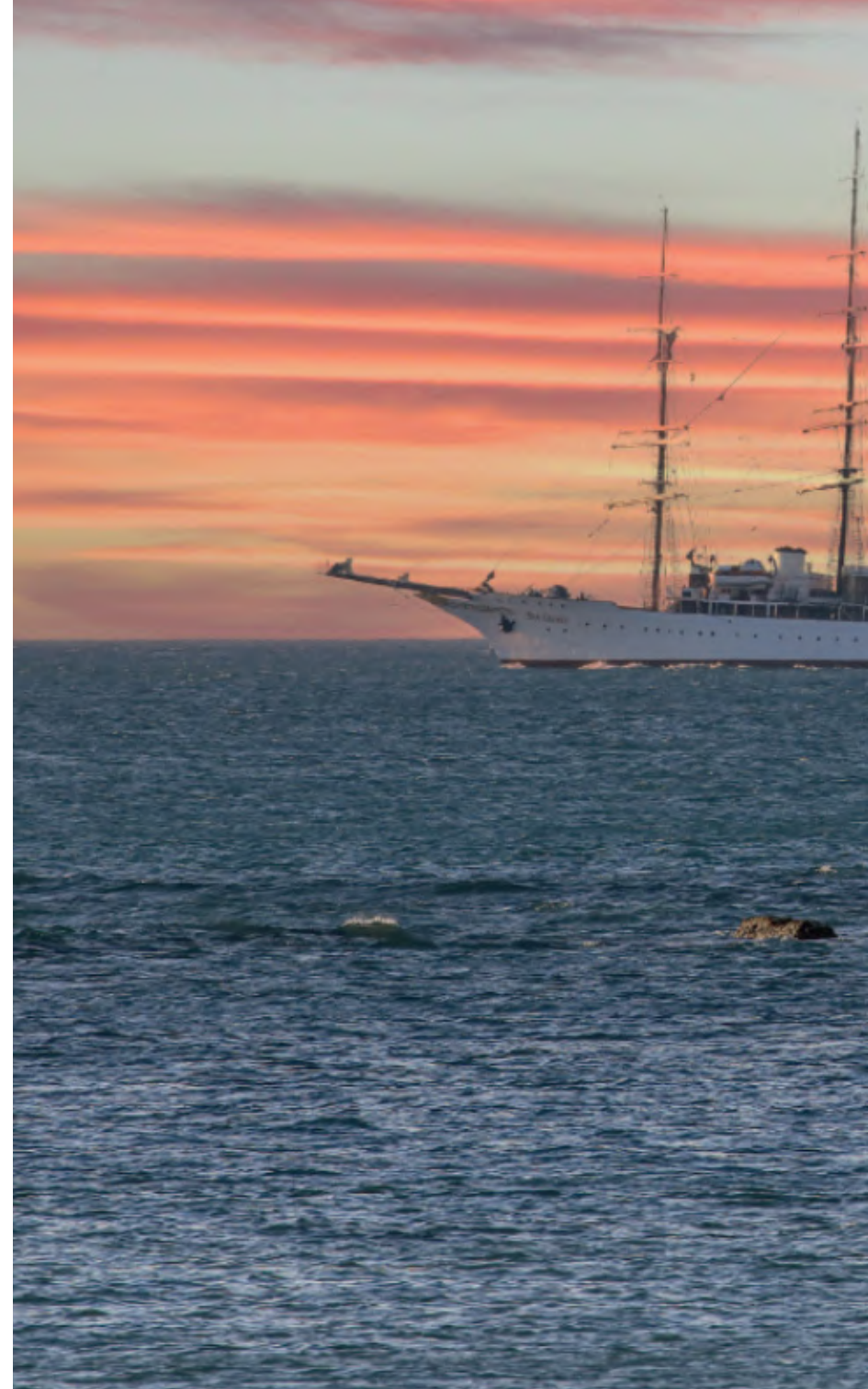
Real Fernando

From Sanlúcar de Barrameda, crossing the Guadalquivir on board the Real Fernando, you will enter Doñana.

The vessel is moored at Bajo de Guía, opposite the old ice factory, which houses a fascinating exhibition on the natural wealth of Doñana.

Real Fernando Riverboat 956 363 813

www.visitadonana.com





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*Cadiz
Naturally*



The White Villages Route

The province boasts numerous white villages, each with its own unique character. Among them are Arcos de la Frontera, Grazalema, Setenil de las Bodegas, El Bosque, Olvera and Zahara de la Sierra. An invitation to discover them and explore them at your leisure.

For those wishing to extend their stay, there is a wide range of small, charming hotels and country houses, many of them with swimming pools.

Along the way, there are many fascinating places to visit, such as the blanket factory in Grazalema, where you can learn about the traditional craft process; the Oleum Viride olive oil mill in Zahara de la Sierra, to discover how olive oil is produced; or the leather workshops in Ubrique, internationally renowned for their leatherwork.

www.dopsierradecadiz.com
www.mantasdegrazalema.es

The Sierra Greenway

It runs along a former 36-kilometre railway line featuring 30 tunnels, four viaducts and five old stations.

A very attractive route for hiking, cycling, visiting the cameras that monitor the vultures' nests, or admiring such iconic trees as the 'Chaparro de la Vega', a holm oak over 700 years old and more than 13 metres tall, declared a natural monument of Andalusia.

The Greenway also offers dining and accommodation in old stations or in unique spots such as apartments shaped like train carriages.

In 2009, it was named the best Greenway in Europe.

www.fundacionviaverdedelasierra.com

A bird's-eye view

The Strait of Gibraltar is one of the world's main hotspots for bird migration. Every year, over 20 million birds cross the 14 kilometres separating Europe from Africa via the Strait of Gibraltar, making the Cadiz coastline and the inland lagoons of the province prime spots for birdwatching, especially during the changing of the seasons, before they set off from one continent to another.

For this reason, the Strait of Gibraltar is, with the Bosphorus, one of the two best places in Europe to watch migratory birds passing through from Europe.

The province of Cadiz is the Spanish province with the largest number of natural parks: six. These six natural parks are home to a wide variety of resident species, which explains the existence of several SPAs (Special Protection Areas for Birds).

Flying over the Strait, you can spot more than 380 species of birds, including the black stork, the imperial eagle, the griffon vulture and the Cape swift. Large flocks of white storks, black kites and European honey buzzards cross the Strait during the autumn migration. Also particularly striking are the European short-toed snake eagles, common sparrowhawks, Egyptian vultures and ospreys.

It is also possible to spot less common species such as the lesser spotted eagle, the spotted vulture and the black-winged kite.

All this makes the province a true paradise for birdwatching, both for resident species and for those that stop over in this area during their autumn and spring migrations.



The natural parks

The province of Cadiz has six natural parks: inland, the Los Alcornocales and Sierra de Grazalema natural parks; and, on the coast or its surroundings, Doñana Natural Park, La Breña and Marismas de Barbate Natural Park, the Strait Natural Park and the Bay of Cadiz Natural Park. These areas place Cadiz among the provinces with the largest protected areas in Andalusia. It is estimated that around a third of the province's territory is covered by some form of protection linked to natural parks.

Various specialist companies offer activities to discover the province's natural environment and different ways to explore its natural landscapes, learn about its rich birdlife and flora, or do activities such as climbing, canyoning, mountaineering, cycle touring, caving, hang-gliding or paragliding.

Out in the Open: bullfighting from the side-lines

At the 'El Carrascal' estate in Benalup-Casas Viejas, one of Spain's most renowned herds of fighting bulls is currently bred: Torrestrella, owned by the Domecq family.

The Domecq family has launched this initiative to raise awareness of the world of fighting bull and horse breeding. However, the size of the estate makes it difficult to take in all the activities that take place there in a short space of time. That is why 'A Campo Abierto' (Out in the Open) was launched, an initiative that offers an insight into daily life on the estate, bringing the work with bulls, horses and livestock closer to the public, who can watch the action from a grandstand inspired by a traditional bullring.

www.acampoabierto.com





A place to relax

For those seeking to enjoy stays dedicated to rest and wellbeing, the province of Cadiz offers a wide variety of hotels where water becomes a source of health, wellbeing and relaxation. In Chiclana de la Frontera, there is also a historic spa that has been in operation since 1803.

Saunas, hot tubs, hydrotherapy baths, Turkish baths and heated pools invite you to switch off from the stresses of everyday life. The province also offers innovative health and beauty treatments. These include body wraps using chocolate, hay, yoghurt, red berries, honey, seaweed and olive oil. The province boasts over 30 spas, each with its own character and specialism, ranging from centres inspired by Arab tradition to those that draw on Asian culture or the region's deeply rooted wine-making tradition, which has led to the introduction of treatments such as wine therapy.

www.barcelo.com/es-es/royal-hideaway-sancti-petri/experiencias/spa/



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Tasty Cadiz



The cuisine of the province of Cadiz has established a recognised reputation in recent years, endorsed by numerous national and international awards and public acclaim. Ángel León's restaurant Aponiente, in El Puerto de Santa María, became the first Andalusian restaurant to be awarded three Michelin stars in 2017. Alevante, the restaurant run by Ángel León in Chiclana de la Frontera, has two Michelin stars, as does the restaurant Lú Cocina y Alma, in Jerez. Mantúa in Jerez, Código de Barra and Mare in Cadiz, and Mesón Sabor Andaluz in Alcalá del Valle also boast a Michelin star.

Inland, artisan cheeses have won hundreds of national and international awards. More than 30 cheese makers currently work with Payoya goat's milk and Grazalemeña Merino sheep's milk.

A new generation of culinary and food production professionals is working in collaboration with the University of Cadiz and reviving historic products such as garum, the famous sauce that the Roman city of Baelo Claudia exported over 2,000 years ago throughout the Roman Empire.

A key ingredient in many dishes is olive oil from the Sierra de Cadiz, which has held a designation of origin since 2002. An oil with wild aromas, slightly spicy and bitter, the result of cultivation on rugged terrain where the conditions make large-scale production difficult. An exceptional oil.

Wines are also bringing new recognition to a region traditionally associated with wine, particularly those of Jerez, such as fino sherries and other white wines, and where, today, especially in the Sierra, red wines are also produced.

Cadiz cuisine combines tradition, innovation and creativity and boasts over 3,000 years of history. The ingredients introduced following the discovery of the Americas and others arriving from the farthest shores of the Mediterra-

nean contribute to an authentic cuisine, full of aromas and flavours.

The cuisine also draws on produce from the vegetable gardens, fish from the coast and seafood, notably the famous prawns from Sanlúcar de Barrameda.

Also noteworthy are the cured pork chacina and meats from the villages of the Sierra, as well as a rich selection of pastries, with a clear Arab influence and the tradition of the convents. Among its best-known sweet treats are tocino de cielo, alfajores from Medina Sidonia and turrón from Cadiz. Also noteworthy is the growing presence of Cadiz cuisine outside the province, with the opening in cities such as Madrid of tapas bars and restaurants specialising in Cadiz produce, such as the Surtopía restaurant or the taverns La Caleta, Sanlúcar, La Gaditana and Lambuzo.

Jerez de la Frontera has been designated the 2026 Spanish Capital of Gastronomy, enhancing the province of Cadiz's position as a gastronomic leader.

www.aponiente.com

Haute cuisine

The province of Cadiz is also home to haute cuisine, with innovative offerings such as plankton, which has carved out a niche in gourmet cooking. Another star product is seaweed. Because the waters of the Bay of Cadiz are calm and receive plenty of sunshine, seaweed grows larger and juicier than anywhere else.

Almadraba bluefin tuna



Just as they have done for over two thousand years, fishermen along the Cadiz coast catch wild tuna in late spring, when bluefin tuna cross the Strait of Gibraltar on their way to the Mediterranean Sea. The catch is made using the almadraba system, a traditional fishing method dating back thousands of years.

Zahara de los Atunes, Barbate, Conil de la Frontera and Tarifa celebrate the arrival of wild bluefin tuna, one of the most prized products of the local cuisine, with fairs and festivals.

The tuna-shaped weather vanes found in these fishing villages reflect the importance of this resource to these communities. A tribute to the strong gastronomic, historical and cultural ties between tuna and the Cadiz coast. Even Miguel de Cervantes, author of *Don Quixote de la Mancha*, referred to this tradition in *La ilustre fregona*.

Tuna has been part of the province's identity ever since it appeared on coins minted by the Cadiz mint over 2,000 years ago, right up to the present day, when it remains a key element of its landscape and culture and has become a star of haute cuisine.

The bars and restaurants in these coastal towns offer dishes throughout much of the summer that combine traditional cuisine with innovative creations, always with tuna as the basis of their dishes.

The cutting of the tuna – traditionally known as 'ronqueo' – allows for a wide variety of recipes, from tuna puff pastry or tuna ratatouille to more innovative dishes such as tuna with seaweed and spinach cream, grilled tuna with vinaigrette, or creative contemporary cuisine, always featuring wild bluefin tuna caught using the almadraba method.

The towns in the region also host cooking demonstrations, parades, talks, documentary screenings and other festive activities to commemorate a tradition dating back to the Phoenician presence on the Cadiz coast, which continues using traditional methods to this day.

As summer approaches, these celebrations invite you to explore bars and restaurants in search of the finest tuna-based dishes.



Bread and cheese taste like a kiss

Cheeses from the province of Cadiz have achieved notable national and international recognition and receive numerous prizes and awards each year that attest to the quality of their production.

Among its specialities, the cheese made from Payoya goat's milk stands out, having won numerous prizes and accolades. It is a cheese made by hand from the milk of the Payoya goat, a native breed of the Sierra de Grazalema.

The cheese is also part of the province's gastronomic tourism offering.

La Granja Las Hazuelas, in Grazalema, offers workshops and activities where families can take part in experiences such as milking goats and learning about the cheese-making process in the Sierra de Cadiz. The visit also includes tastings of cheeses and yoghurt made from goat's milk. www.lashazuelas.com

The El Bosqueño Cheese Dairy also organises guided tours, cheese-making workshops and tastings. In El Bosque, you can also learn how bread was made in the 18th century, from grinding the wheat in a watermill to the final baking of the bread. This experience takes place at the Molino de Abajo flour mill, where you can take the bread away fresh from the oven or even have it delivered to your accommodation. What's more, when accompanied by local cured meats, the result is even more delicious, as the production of black pudding, chorizo and salchichón is also part of the province's culinary heritage.

At El Bucarito, in Rota, tours are also organised where you can learn about the production process and take part in cheese-making workshops.

www.elbucarito.es
www.quesoselbosque.com
www.elmolinodeabajo.es
www.elbucarito.es

The sweetest museum

Sweet, smooth and aromatic. That's the honey produced at Rancho Cortesano in Jerez de la Frontera, a beekeeping project with over 30 years' experience that features a museum dedicated to the world of beekeeping, open to the public.

It is a space designed for all ages, where visitors can learn about the work of bees and take part in beekeeping-related educational activities.

Rancho Cortesano has around 2,000 hives spread across the province of Cadiz, particularly in the Sierra de Grazalema and Los Alcornocales natural parks. Annual production usually ranges between 30,000 and 40,000 kilos of honey. At the museum, visitors can purchase and sample a wide variety of products: multi-flower honey in earthenware jars, holm oak honey, eucalyptus honey, orange blossom honey and rosemary honey, as well as other bee products such as honeycomb, pollen, royal jelly and soaps.

The visit also provides an insight into the importance of bees in pollination and in the formation of fruit and seeds. To illustrate this, Rancho Cortesano has an organic orchard where a wide variety of fruit trees grow, including mango, cherimoya, pear, apple, almond, orange and olive trees.

Rancho Cortesano produces organic honey and holds the 'Parque Natural' certification awarded by the Regional Ministry of the Environment of the Andalusian Regional Government. Its products are sold in specialist shops in Spain and Germany

www.ranhocortesano.net



Wineries straight out of a film

There are over 60 wineries in the Jerez region, veritable wine museums, spaces steeped in history, tradition and wine culture.

These wineries are located in Jerez de la Frontera, El Puerto de Santa María and Sanlúcar de Barrameda, with notable examples including Barbadillo, Domecq, Sandeman, Marqués del Real Tesoro, William & Humbert, Osborne, Caballero, Terry, Garvey, La Guita, Pedro Romero and Díez Mérito.

Each winery has its own unique history. For example, the Tío Pepe cellars of González Byass house over 100,000 casks, some of which are more than 350 years old. Their premises have been visited by figures such as the writer Leopoldo Alas “Clarín”, Harold Lloyd, Jean Cocteau, Winston Churchill, Ayrton Senna, Roger Moore and Steven Spielberg, amongst many others.

Some of these cellars also preserve famous quotes, such as the one attributed to the discoverer of penicillin, Alexander Fleming, who said: “My medicine cures the sick, but this wine brings the dead back to life”.

The Tradición winery houses one of Spain’s most outstanding collections of paintings, featuring works by artists such as Zurbarán, Velázquez, Madrazo and Lucas Villamil.

www.sherry.org

More information on Cadiz cuisine at:

www.cosasdecome.es
www.cadizturismo.com





3 BEERS
PRESENTS
RO BEER
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6/04/2016

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BULL ON THE ROAD
2008-2017
Barroxo

LA CAVA
DE
CIGARROS
2017

DE BODEGAS
ON LA BODA
VIRI
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Cádiz in action



The climate and natural conditions of the Cadiz region are ideal for a wide variety of sports, such as scuba diving, swimming and fishing. Other popular activities include horse riding and polo.

For those wishing to enjoy active tourism and the great outdoors, the province boasts over sixty specialist companies organising activities such as canyoning, climbing, caving, mountaineering, canoeing, paragliding, hang-gliding, hot-air ballooning and scuba diving, amongst other options.

The World Motorcycle Championship

A weekend marked by a passion for motorcycling, a festive atmosphere, fine food and good weather. This is what the thousands of motorcycling enthusiasts who flock to Jerez de la Frontera and the surrounding area every year are looking for, to enjoy the Motorcycle World Championship - Spanish Grand Prix. For enthusiasts, this is one of the largest gatherings of motorcyclists in Europe and, according to the organisers, one of the most important in the world, with over 70,000 motorbikes in Jerez and the surrounding area.

The Spanish Grand Prix is always held on a Sunday, but the qualifying sessions mean that from the preceding Thursday, the whole of the Bay of Cadiz welcomes thousands of motorcycling enthusiasts. Jerez de la Frontera and El Puerto de Santa María are the towns where much of the event's atmosphere is concentrated, although Rota, Chipiona, Sanlúcar de Barrameda and Cadiz also welcome numerous visitors.

Every year, more than 200,000 people take part in this event, a large proportion of them motorcycling enthusiasts, according to figures from the Regional Government of Andalusia. Many people come to watch the races, whilst others are drawn by the festive atmosphere surrounding the event, regardless of whether or not they enter the circuit.

www.circuitodejerez.com





Fly through the air: learn kitesurfing

A sport that combines excitement, technique and direct contact with the sea. With around 15 hours of training, it is possible to get started and glide over the waves in this sport.

Courses usually cost between 40 and 180 euros, depending on the number of hours, the level of difficulty and whether the classes are group or individual.

Tarifa is considered one of Europe's top destinations for windsurfing and kitesurfing. A town that attracts visitors from all over Europe every year to enjoy sport, leisure and its cosmopolitan atmosphere. Furthermore, Tarifa continues to introduce new sports, such as wingfoiling, particularly in Valdevaqueros Cove.

Golf in the province of Cadiz

For golf enthusiasts, the province of Cadiz is a top destination for the sport. The province currently boasts 22 golf courses that attract thousands of enthusiasts every year, all keen to play on courses of recognised prestige.

Golfing greats such as Seve Ballesteros, Tiger Woods, José María Olazábal and Sergio García have left their mark on these courses in southern Andalusia, some by helping to design the courses and others by competing in international tournaments held in the province.

Among these competitions, major events such as the Ryder Cup, the Volvo Masters and the Andalucía Masters stand out.

www.cadizturismo.com/golf



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Culture



The provincial capital is considered the oldest city in the Western world, with over three thousand years of history.

The Tartessian and Phoenician civilisations were present in these lands; the Romans and Visigoths also left their mark and, from the year 711, it became part of Al-Andalus until Alfonso X the Wise incorporated it into the Kingdom of Castile in the 13th century.

In the 18th century, considered the Golden Age of Cadiz, the city became the main centre for overseas trade and consolidated its historical ties with the Americas. During this period, it also became a destination of choice for numerous European travellers and Romantic writers. A cosmopolitan and liberal city whose spirit is reflected in 'La Pepa', the popular name for the first Spanish Constitution, approved on 19 March 1812.

Memories of America

This is one of the most evocative tourist routes in the province of Cadiz, bringing to life the colours, architecture, gardens and daily life of cities such as Cadiz, El Puerto de Santa María and Sanlúcar de Barrameda, historically linked to overseas trade. From 1717, Cadiz was home to the official headquarters of the Casa de Contratación, establishing itself as a strategic commercial hub between Spain and the Americas.

The route evokes Cadiz's historical ties with Latin America and the traces that this exchange left on the Cadiz coast.

The American Route includes palaces, the ancestral homes of the shipping magnates to the Indies, the former Customs House for Cuba and the Philippines, the watchtowers from which the arrival of ships was monitored, and the convents founded to house religious orders destined for missions in the New World. A collection of historic sites that invite you to explore these three cities closely linked to the New World.



The Watchtowers

At the highest point of Cadiz's old town stands the Torre Tavira, from which one can take in the full view of Cadiz and the sea.

Inside is the camera obscura, a curious contraption that allows you to see everything happening in real time – everything the passers-by and residents are doing outside the tower and on the rooftops of Cadiz.

www.catedraldecadiz.com

www.torretavira.com

San Roque: the exodus from Gibraltar

The current population of San Roque has its origins in a unique historical episode. It was founded by inhabitants who left Gibraltar following the British occupation of the Rock in 1704.

Around 5,000 people left the Rock following the occupation and settled in the area around the chapel of San Roque, which overlooks Algeciras Bay and the Rock of Gibraltar.

The church of Santa María La Coronada preserves many of the religious images they managed to salvage. Also noteworthy is the work 'The Exodus', by the San Roque-born sculptor Luis Ortega Brú.

This historical background contrasts with the town's current image, now internationally renowned for the Sotogrande residential and sports complex, its golf and polo courses, and its marina.

Luxury craftsmanship

The passage of different civilisations has left a remarkable historical, cultural and artistic heritage in the province of Cadiz: more than thirty castles and fortifications, the cave paintings at Tajo de las Figuras (Benalup-Casas Viejas), the Roman ruins of Carteia (San Roque) and Baelo Claudia (Tarifa), and, in the city of Cadiz, works by artists such as El Greco, Murillo, Zurbarán and Goya.

Craftsmanship also forms a prominent part of the province's cultural heritage. Among the most renowned products are the leather goods made in Ubrique and the surrounding area, many of which are produced for leading international luxury brands.

In Grazalema, the traditional artisanal production of blankets stands out, as do wicker, cane and cattail crafts in towns such as Medina Sidonia, Setenil, Bornos and Vejer. Jerez is also home to traditional trades such as cooperage, the production of wine-making equipment and saddlery, associated with the world of horses.

Lose yourself in La Frontera

Towns such as Vejer de la Frontera, Castellar de la Frontera and Jimena de la Frontera formed part of the historic frontier between the Christian kingdoms and Muslim territory during the centuries of the Reconquista. The conflict ended in the late 15th century, though its historical legacy remains visible.

Some towns still retain their Arabic place names, such as Alcalá de los Gazules or Medina Sidonia.

Many of these villages are perched on hilltops, with white houses, walls and castles. From their walls, you can take in some of the most characteristic landscapes of the province's interior.





A Roman site

One of the province's main archaeological landmarks is the site of Baelo Claudia, an ancient Roman city founded in the 2nd century BC, situated next to the Bolonia inlet, in the municipality of Tarifa.

It is one of the best-preserved Roman urban sites on the Iberian Peninsula and welcomes over 100,000 visitors each year.

The Baelo Claudia site was brought to light by George Edward Bonsor Saint Martin, a French painter, archaeologist and historian of English origin, who settled in Spain.

In 1966, thanks to geophysical surveys led by Professor Pellicer, the importance of the site was confirmed. As the researcher himself noted: "Nowhere else on the Iberian Peninsula is it possible to gain such a comprehensive view of Roman urban planning as at Baelo Claudia".

Its origins were closely linked to trade with North Africa, although its economic prosperity came with the fishing industry and the production of garum - a prized sauce - highly valued in the Roman Empire.

Its decline probably began following a tsunami believed to have devastated the city in the 2nd century AD, although Baelo remained inhabited until it was completely abandoned in the 7th century.

It is now one of the province's main cultural attractions, thanks both to its rich archaeological heritage and the natural setting of Bolonia Beach, next to which it is situated.

And another from the Phoenicians

Another of the most notable pieces of the province's historical heritage is the pair of Phoenician sarcophagi preserved in the Museum of Cadiz.

To date, ten Phoenician sarcophagi have been found worldwide, in places such as the coastal strip of Tyre and Sidon (modern-day Lebanon), Carthage and Cadiz itself. Of these, four depict female figures and are housed in the museums of Beirut, Carthage, the Louvre and Cadiz.

The two sarcophagi found in Cadiz display some of the most Hellenising features known and constitute two of the most exceptional Phoenician artefacts found on the Iberian Peninsula.

Added to their historical value is the unique story of their discovery. The two sarcophagi were found in Cadiz almost a century apart. The last one was discovered in 1980 beneath the house once occupied by the archaeologist Pelayo Quintero.

A renowned researcher of the Cadiz necropolis in the early 20th century, he died in 1946 convinced that a female sarcophagus must exist in the city. Decades later, the find confirmed his intuition.



7

Festivals



Throughout the year, the province is packed with unmissable events: its festivals, many of which have been declared of tourist interest, which will leave a lasting impression on anyone who comes to experience the atmosphere and joy that characterise them.

The Don Carnal Festival

The Cadiz Carnival boasts over six centuries of history and keeps its essence fully alive.

During this celebration, the city becomes a vast stage and its citizens the stars of the show.

During the month of February, the neighbourhoods of the historic centre, particularly La Viña, host much of the celebration, which has been declared a Festival of International Tourist Interest and is characterised by humour, creativity and ingenuity

Parades, flamenco tablaos, gastronomic events and street songs form part of a cultural event that is difficult to describe in a few words. There are also other well-known carnivals in the province, such as the one in Chipiona, which stands out for its colourful parade; the one in Puerto Serrano, with costumes that have their own distinctive style; and the Bornos carnival, with a great tradition and atmosphere, to name but a few examples.

Easter

The processions take on a variety of styles, ranging from the most solemn and austere to those with rich, elaborate staging, all of them linked to a long tradition of brotherhoods.



The Passion of Christ becomes an expression of faith that combines tradition, art and staging, in which elements such as music, silence and the scent of wax, incense and flowers also play an essential role.

Every town in the province celebrates Holy Week in its own unique way.

Flamenco at its finest

Between February and March, Jerez de la Frontera, one of the cradles of flamenco, hosts the Festival de Jerez, which brings together leading figures in this art form.

This event has established itself as an international landmark, with a significant educational dimension thanks to the flamenco courses held throughout the festival, which attract over a thousand participants from some thirty countries every year.

The Villamarta Theatre is the main venue, although performances also take place in the city's theatres, halls and flamenco clubs.

www.festivaldejerez.es



The province holds its fairs

Vejer de la Frontera is usually one of the first towns in the province to hold its spring fair each year, which takes place in April.

In May, El Puerto de Santa María celebrates the Spring Fair and Fino Wine Festival, one of the most popular celebrations in the province. Also in May, the Jerez Horse Fair takes place, considered one of the most important fairs in the province. For a week, the city is filled with light, colour, flamenco and horses. This celebration has been officially declared a Festival of International Tourist Interest.

The month of May is packed with numerous celebrations. In addition to the fairs mentioned, the first weekend sees the celebration of the Cruces de Mayo. Around the same time, the Rocio pilgrimage takes place, with the brotherhoods of Cadiz making their way through the Doñana National Park - considered by many to be one of the most beautiful routes leading to the village of El Rocío, in the municipality of Almonte.

The fairs are not confined solely to the months of April and May. More than sixty fairs are held throughout the province's festive calendar, with celebrations spread across much of the year.



Historical re-enactments

Various historical episodes have shaped the history of these towns and cities. These include wars, legends and battles that remain in the collective memory and have been passed down from generation to generation.

Although based on real historical events, folklore has incorporated festive elements that enrich these celebrations. These re-enactments usually depict symbolic clashes between different sides, evoking episodes in which local communities defended their territory and turning these events into stories of great symbolic value for the population.

San Fernando, Grazalema, Benamahoma, El Bosque, Tarifa and Algodonales keep this tradition alive with re-enactments held every year, featuring the active participation of the local population and attended by visitors. A way of keeping the historical memory of these towns alive.

Corpus Christi in the Sierra de Cadiz

With the scent of broom and eucalyptus in the air, the Sierra de Cadiz prepares every June to celebrate Corpus Christi, a festival declared of National Tourist Interest in Zahara de la Sierra, where it has been celebrated since the 15th century. The façades and streets are covered in flowers and rushes, with the highlight being the procession of the silver-gilt monstrance adorned with emeralds.

This festival is also celebrated in the nearby town of El Gastor, and has been declared a Festival of Tourist Interest in Andalusia. Arches of palm leaves, decorated balconies

and the ground covered in grass serve as a reminder each year of a celebration rooted in centuries of tradition. The two towns are just 17 kilometres apart.

Living nativity scenes and Christmas to the rhythm of the zambomb

In December, Jerez de la Frontera becomes the setting for one of the most characteristic cultural traditions of Andalusian folklore: the zambombas.

Since the 18th century, on Christmas Eve, families and groups of friends have gathered in the courtyards of the neighbourhood's traditional houses and farmsteads to sing Christmas carols. Today, just as in the past, the participatory nature of the celebration invites everyone to join in the carol singing.

Throughout December, numerous carol-singing sessions or zambombas are held in Jerez, particularly at weekends. In streets, squares and small plazas, the sound of the zambomba echoes, accompanying groups of people performing traditional Christmas carols.

Also in December, several towns in the province stage live nativity scenes with over 1,500 participants. For a few hours, these villages re-enact scenes from daily life in the biblical Bethlehem.



8

*A province
on horseback*



The Royal School and the Stud Farm

The show begins at 12 noon on Tuesdays and Thursdays. The horses of the Royal Andalusian School of Equestrian Art in Jerez perform. It is a veritable equestrian ballet.

They organise shows for groups and you can also visit the training sessions. Its address is Avda. Duque de Abrantes, s/n, Jerez

www.realescuela.org

On Saturdays, you can also enjoy the performance staged by the Cartuja Stud Farm in Jerez. An institution that has been responsible, since the Middle Ages, for the improvement of the Cartujano horse. It is located on the main road from Medina Sidonia to El Portal, kilometre point 6.5.

www.yeguadacartuja.com



The Sanlúcar Horse Races

The Sanlúcar de Barrameda horse races are held in two series during the month of August.

The races have been declared a Festival of International Tourist Interest and have been held without interruption since 1845. Whether from the grandstands or from the beach - where access to the spectacle is free - the races have become one of the most iconic events of the Cadiz summer.

During these days, thoroughbred horse races take place on a unique natural racecourse: the wet sand that is exposed when the sea recedes between the beaches of Bajo de Guía and Las Piletas.

The low tide determines both the dates of the races - which vary each year - and the start time of each day's events.

The spectacle usually begins around half past six in the evening and ends around half past nine at night, attracting more than 30,000 spectators. The sunset, the horses galloping along the shore and the Doñana National Park as a backdrop make this event one of the most iconic images of summer in the province of Cadiz.

www.carrerassanlucar.es





Polo

Forty years ago, it was hard to imagine that a sporting initiative born in San Roque would, over time, become one of the most important polo clubs in Europe: the Santa María Polo Club, located in Sotogrande.

The province of Cadiz has several polo clubs, mainly concentrated in the Campo de Gibraltar, which has made this area one of Europe's leading destinations for the sport. There are more than twenty polo fields in the Sotogrande area, one of the highest concentrations in Europe.

Every year, the Santa María Polo Club attracts a growing number of polo enthusiasts and hosts a sporting season that runs throughout the year, featuring over forty tournaments and a high standard of play in an event that combines sport, social activity and international prominence.

Sotogrande has established itself as a meeting place for figures from the business, social and sporting worlds and is considered one of the most prestigious residential developments in Europe.

www.santamariapoloclub.com





9

*Cadiz:
a place to stay*



Staying in places where Ava Gardner once stayed, surrounded by Persian-inspired furnishings, in palatial homes or historic buildings such as old bakeries – all this is possible in over fifty unique accommodation options scattered throughout the province of Cadiz.

They are to be found throughout the region and stand out for their character and historical value. These are spaces that over the centuries have welcomed clergy, merchants, artists, travellers and historical figures, whose stories are woven into these buildings, now converted into charming country houses and boutique hotels.

Furthermore, the province offers a wide variety of establishments: luxury hotels, with a growing number of five-star establishments; hotels situated along the coast; and city hotels that allow you to discover the daily life of Cadiz's towns. Also noteworthy are historic hotels such as the Reina Cristina – one of the oldest still in operation – as well as establishments with a rural character, such as those in the Tugasa network.

Country estates and farmhouses are among the most characteristic forms of accommodation for rural tourism in Andalusia. The province boasts over a hundred restored buildings, bearing witness to ways of life associated with agriculture and livestock farming since medieval times.

Today, they bring the splendour of traditional Andalusian architecture back to life for tourism. Among these examples are the Huerta Dorotea and the El Rosalejo estate.

The province of Cadiz has over 52,000 hotel beds, more than half of which are in four- and five-star hotels. The main Spanish and European hotel chains are present in the province, particularly along the coast, and are renowned for their quality and modern facilities.

Novo Sancti Petri, Costa Ballena and Sotogrande are major areas of hotel development that reflect the quality of the province's tourism sector and its integration with the surrounding environment.



10

*Leisure and
business*



The province of Cadiz has numerous facilities to cater for conference, meeting and incentive tourism. The province remains firmly committed to this sector of the tourism industry.

The province of Cadiz stands out both for its conference facilities and for its range of additional attractions.

The Provincial Tourist Board also has a Convention Bureau to promote the province as a destination for conferences, meetings and incentives.

www.patronatoturismocadiz.com

Conference and event facilities

Among the main facilities, the Provincial Exhibition and Conference Centre in Jerez (IFECA) stands out, as does the Cadiz Conference Centre, housed in the refurbished building of a former tobacco factory. It is situated right in the heart of the city of Cadiz, next to the railway station and the seaport. It has several halls, the largest of which has a capacity for 1,000 people.

The San Fernando Conference Centre is one of the most recent facilities. It is located in the historic Teatro de las Cortes and opened in 2010. Furthermore, several towns in the province have auditoriums and venues equipped to host conventions.

The 4* Valentin Sancti Petri Convention Centre has established itself as one of the leading venues for organising conferences, conventions and incentive trips in Andalusia, and is the largest in the province.

More than fifty hotels also have facilities for hosting meetings and conferences. The province is also home to

professional conference organisers (PCOs), as well as over twenty incoming agencies with departments specialising in conferences.

www.palaciocongresos-cadiz.com



Complementary leisure activities

In addition to regular activities such as horse riding, cycling routes, themed dinners or quad biking, the province also offers exclusive and unique experiences such as visits to wineries or stud farms, whale watching in the Strait of Gibraltar, motor racing experiences at the Circuito de Jerez, taking part in traditional fish feasts, tai chi sessions amongst the vineyards or wine-tasting tours.

These are just some of the activities available in the province of Cadiz to complement conferences and events.



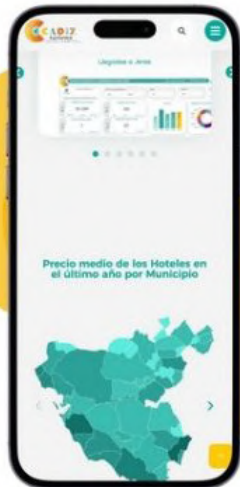


Our Platform

TIP Cadiz

Tourism Information Platform

Patronato Provincial de Turismo de Cádiz



www.cadizturismointeligente.es



In 2025, the Provincial Tourism Board of the Cadiz Provincial Council launched a tourism intelligence platform:

www.cadizturismointeligente.es

This tool allows users to look up key data on the province's tourism sector, as well as the sources from which it is derived.

The platform includes projections on tourist occupancy and available flight seats, amongst other indicators, as well as analyses of historical tourism data for the province of Cadiz.

This tool helps to improve understanding of tourism trends and supports strategic decision-making in the sector.



Diputación
de Cádiz

PATRONATO
PROVINCIAL
DE TURISMO

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*Data, on the
Tourism
Information
Platform*

12

Communications



Areas

Jerez Airport

<https://www.aena.es/es/jerez.html>

In 2024, the province received 948,936 passengers, of whom 571,000 were Spanish.

Seville Airport

<https://www.aena.es/es/sevilla.html>

It is situated 82 kilometres from the province of Cadiz.

Malaga Airport

<https://www.aena.es/es/malaga-costa-del-sol.html>

It is Spain's fourth busiest airport after Madrid, Barcelona and Palma de Mallorca. Malaga Airport is 103.9 kilometres from the province of Cadiz.

Railway Stations

Long-distance stations: Jerez, El Puerto de Santa María, San Fernando, Cadiz and Algeciras.

From Madrid: several daily departures of ALVIA trains to Cadiz, via Jerez, El Puerto de Santa María and San Fernando, and Intercity trains with daily departures to Algeciras.

From Seville: Medium-distance services, several daily departures.

By sea

Port of Cadiz

www.puertocadiz.com

The Port of the Bay of Cadiz is located in the city's historic centre, allowing cruise passengers to access the historic centre directly as soon as they disembark.

In 2025, the Port of the Bay of Cadiz received 344 cruise ship calls and 624,444 passengers, consolidating the port's position as one of the leading cruise destinations in southern Europe.

Two routes to the Canary Islands calling at Cadiz, Lanzarote, Las Palmas, Santa Cruz de Tenerife, Santa Cruz de la Palma and Fuerteventura

Ports of Algeciras and Tarifa

www.apba.es

The ports of Algeciras and Tarifa offer the following passenger ferry routes across the Strait: Algeciras-Ceuta, Algeciras-Tangier-Med and Tarifa-Tangier-City.

This maritime link offers a wide range of sailings from both ports from dawn until nightfall.

Generally, there is a departure every hour from Algeciras, whilst from Tarifa the two shipping companies operating from this port offer a departure every half hour.

In summer and at peak times, services are increased and ferries even operate overnight, with more than fifty departures each day.

W

The fast ferry crossing on all three routes takes approximately one hour. The ferries on these routes allow you to take your car, motorbike or van on board. To disembark at Tangier Med and Tangier City, you will need a passport as Morocco is not part of the Schengen Area.



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