

GRANADA

A DREAM DESTINATION



GRANADA
Convention Bureau

GRANADA

A pleasure for the senses

Situated in the south of Spain, at the heart of Andalucia, lying in the foothills of Sierra Nevada and less than an hour's drive from the Costa Tropical, Granada blends the charm of its unique downtown architecture with the conveniences of a modern and growing city.

VIDEO OF GRANADA AND ITS PROVINCE AS A MICE DESTINATION

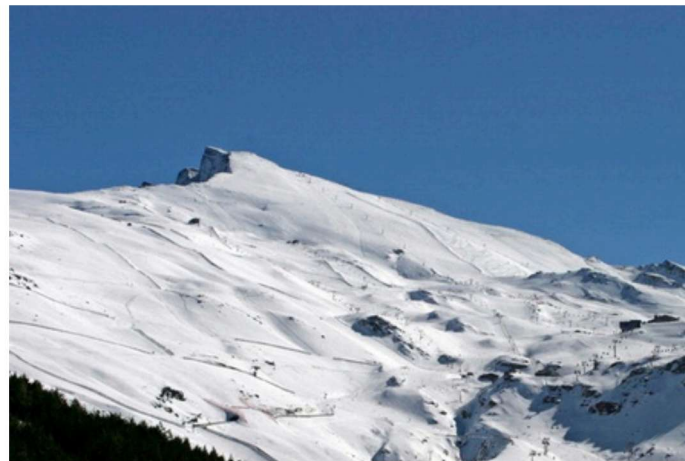
[Click here to watch the video.](#)





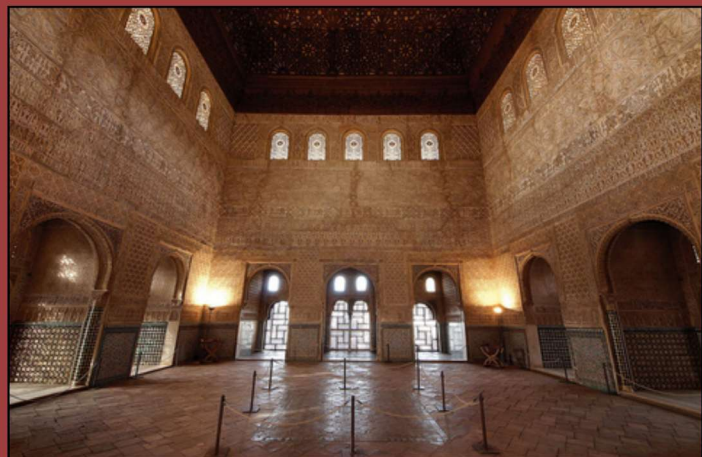


10 REASONS WHY TO VISIT & EXPERIENCE GRANADA





1. THE ALHAMBRA, GENERALIFE AND ALBAICÍN, ALL DECLARED HUMAN HERITAGE SITES BY UNESCO.



Discover the **Alhambra**, the **jewel of Granada**, perched majestically on La Sabika hill between the Darro and Genil rivers. Once a royal palace, fortress, and military stronghold, this iconic monument combines centuries of Nasrid and Christian history with breathtaking gardens, forests, and vibrant biodiversity—truly a “Green Alhambra.”



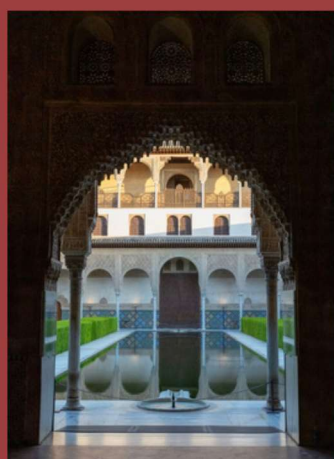
Just across the city lies the Albaicín, Granada’s historic heart, with winding streets, whitewashed houses, and cypresses that transport you straight to its enchanting Muslim past.

Visiting Granada isn’t just sightseeing—it’s stepping into a living story of culture, beauty, and history.



To purchase your ticket for the Alhambra, please visit the following website:
<https://tickets.alhambra-patronato.es/en/>

Please **note that tickets for the Alhambra must be purchased several months in advance** as it is the most visited monument in Spain.



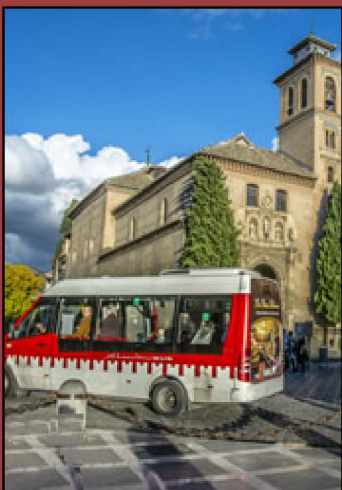
2. LOSE YOURSELF IN ITS MAGICAL STREETS, COMBINED WITH NUMEROUS VIEWPOINTS, WHICH WILL ALLOW YOU TO EXPERIENCE THE CITY IN A WAY THAT IS UNIQUE IN THE WORLD.

While wandering through the labyrinthine streets of the Albaicín or the lively lanes of the Realejo, you will come across the famous **"miradores"**. From these breathtaking viewpoints, you can admire Granada from above, with stunning panoramas of domes and towers, the snow-capped peaks of the Sierra Nevada, the fertile plains, and the ancient city walls.

Learn more about the Albaicín & Sacromonte neighbourhoods here:

<https://turgranada.es/en/pois/albaicin/>

<https://turgranada.es/en/pois/sacromonte-neighborhood>



The following links provide further information on:

- **Buses:**
<https://turgranada.es/en/how-to-get-hereand-move-around-granada>
- **Metro:**
<https://turgranada.es/es/c%C3%B3mo-llegar-y-moverse-por-granada?tab=metro>
- **Taxis:**
<https://turgranada.es/es/c%C3%B3mo-llegar-y-moverse-por-granada?tab=taxis>
- **Granada tourist train:**
<https://turgranada.es/es/c%C3%B3mo-llegar-y-moverse-por-granada?tab=tren-tur%C3%ADstico-de-granada>
- **Car hire:**
<https://turgranada.es/es/c%C3%B3mo-llegar-y-moverse-por-granada?tab=alquiler-de-veh%C3%ADculos>
- **Luggage storage:**
<https://turgranada.es/en/how-to-get-here-and-move-around-granada>

3. Experience the Magic of Granada

Granada is more than just the place where your congress takes place – it's a city that welcomes you with open arms.

Here, history, culture, and beauty come together to create an atmosphere that turns every moment into a memory. After the sessions, let yourself be inspired by the charm of its streets, the magic of the Alhambra, and the warmth of its people.



4. Taste the Flavors of Granada

Granada is a city for the senses – and its cuisine is no exception. From traditional tapas to innovative local dishes, every meal is an opportunity to discover the rich culture and passion of the region.

And speaking of which, tapas in Granada are more than food – they are a way of life.

Move from bar to bar, enjoy the lively atmosphere, and connect with locals, turning every bite into a shared cultural experience. After the sessions, let your taste buds explore the authentic flavors that make Granada unforgettable.



Going out for **“tapas”** with friends is one of the most ingrained local traditions in Granada. The term refers to a small portion of delicious and varied local dishes along with an aperitif. They are usually served free of charge with any beverage such as an Alhambra beer or a glass of wine.



Find more information about “tapas” here:
<https://www.turgranada.es/de-tapas-por-granada/#>

Also...

The unique climatic conditions in Granada contribute to a rich cuisine featuring distinctive local products. From custard apples and fresh seafood from Costa Tropical, to honey from Granada, olive oil from the mountains, asparagus from Huétor Tájar, lamb from the Sierra de Segura, beluga caviar from Riofrío, ham from Trevélez, and cheese from Montefrío – every dish is a taste of the region’s extraordinary diversity.

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5. ITS SUNNY, PLEASANT CLIMATE, CULTURE AND TRADITIONAL CUISINE ARE ALL AN INVITATION TO ENJOYMENT.





CLIMATE

SIERRA NEVADA NATURAL PARK

The diversity of the Granada province offers great climatic contrasts, caused by the numerous geographical features that form it, so different and yet so close at the same time.

The Sierra Nevada Natural Park and La Alpujarra boast a mountain climate, featuring mild summers, extremely cold winters, and abundant precipitation in the form of rain or snow.



Find more information about "Sierra Nevada":
<https://sierranevada.es/en/>

TROPICAL COAST

On the other hand, the Granada coast is the only subtropical microclimate in Europe, as a result of gentle winds from North Africa and the cooling influence of the Sierra Nevada mountains. In winter, it records continental Europe's highest temperatures, with daily highs averaging 18°C and lows around 10°C.

In winter, it records continental Europe's highest temperatures, with daily highs averaging 18°C and lows around 10°C. During summer, temperatures soar to an average of 25°C. These unique conditions make Granada's tropical coast the only European region where subtropical fruits like cherimoya, avocado, mango, and papaya grow.



Find more information about "Tropical Cost":
<https://turgranada.es/en/costa-tropical>

7. A teaching and research pioneer destination

Granada is a leading center for teaching and research, highlighted by the historic University of Granada, founded in 1531, along with hospitals, CSIC research centers, and the Health Sciences Technology Park. The university is renowned for excellence across science, humanities, and technology, attracting scholars worldwide and fostering a vibrant academic community.



8. Easy to get to the city.

Granada boasts excellent national and international connections. The city's airport is just 25 minutes from the center.

A direct bus service runs every 30 minutes, taking you through the city center and ending at the Congress Center. The fare is approximately €3, making it a convenient and affordable option for attendees.

While Málaga International Airport, one of Spain's busiest hubs, is just over an hour away and is conveniently connected to Granada by an hourly direct bus service.

Also, high-speed trains provide efficient links to major destinations such as Madrid and Barcelona, and within the city, frequent and affordable public transport options, including the subway and buses.