



SuperB
a Super Flavour Factory

SuperB Workshop VI:

New Physics at the Super Flavour Factory SuperB

IFIC, Valencia

7th-15th January, 2008

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IFIC, 7-15 January, 2008

VLC  **VALENCIA**
TOURISM
& CONVENTION BUREAU



Welcome to **VALENCIA**



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VALENCIA

**Discover a surprising
destination for any kind of
tourism ...**

VALENCIA

In the centre of Spain's eastern coast, bathed by the waters of the Mediterranean, VALENCIA shines brightly as a beautiful and cosmopolitan city, kind to its inhabitants and visitors, sagely combining its rich historical heritage with the most absolute modernity.

- ▶ 3rd. largest city of Spain
- ▶ Population: 797.291
- ▶ Population of the Metropolitan Area: 1.474.572



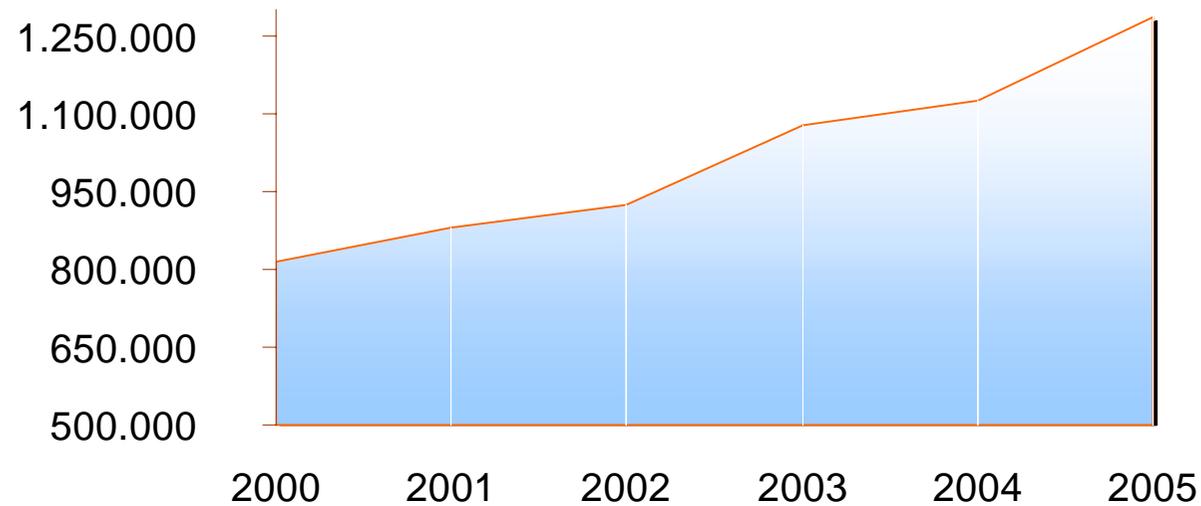
NUMBERS OF VISITORS IN VALENCIA

2005: 1.294.260 visitors

15,1 increase on 2004

2000 - 2005: 58,3 increase

2000 - 2005

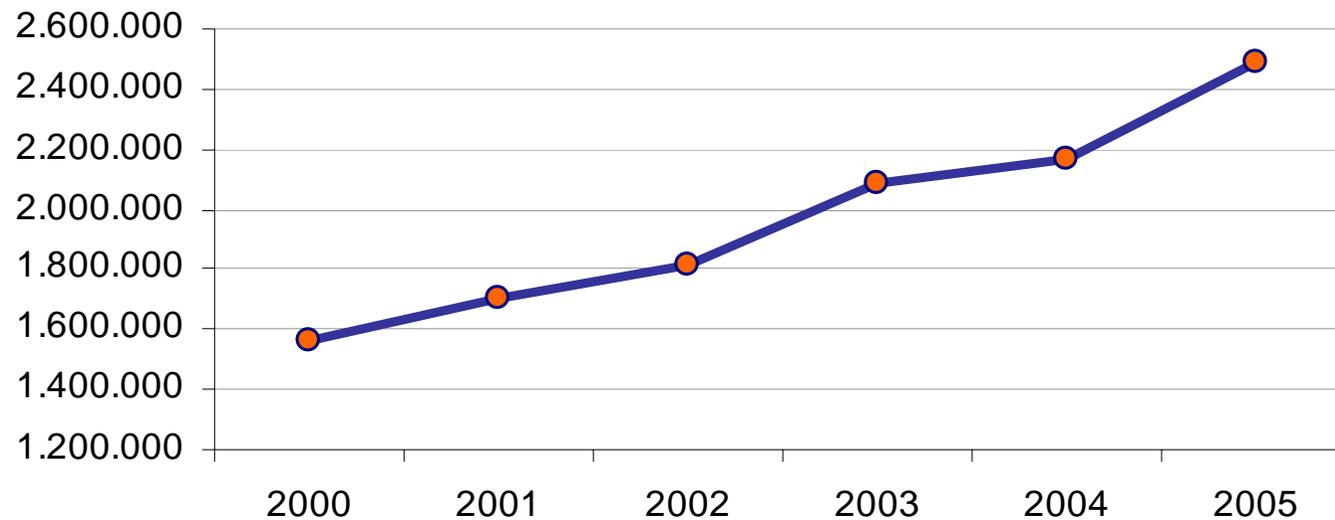


OVERNIGHTS

2005: 2.504.176 OVERNIGHTS
15.3% increase on 2004

2000 - 2005: 60% increase

2000 - 2005



Which are the reasons for such
spectacular figures

¿What is Valencia offering?

EXCELLENT COMMUNICATIONS

By AIR...

The international airport of Manises is actually extending its area

International Airport Direct Flights from /to:



Berlin
Cologne/Bonn
Düsseldorf
Munich
Stuttgart
Brussels
Charleroi
Paris
Amsterdam

Dublin
Milan
Rome
Pisa (Inv'06)
Casablanca
Lisbon
Bristol
Coventry

London
Manchester
Geneva
Zurich
Algeria

EXCELLENT COMMUNICATIONS

.....by LAND.....

ROAD

Highway of the Mediterranean and A-3 Freeway



UNDERGROUND, BUS AND TRAIN NETWORK

Vast Metropolitan network



.....or by the SEA



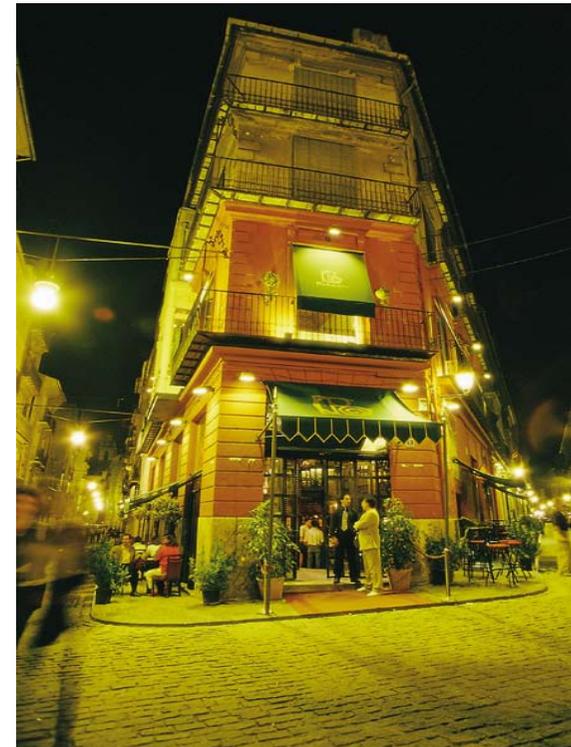
- ☒ The major Trading Port in Spain and one of the most active ports in the Mediterranean
- ☒ 170 maritime lines connect it with **300 ports** of the 5 continents
- ☒ Increasing Cruise Lines calls
110 cruises a year and more than **106.724** cruise tourists



...and we stand out the important impact than the America's Cup 32 edition has made on the Valencia port

2000 YEARS OF HISTORY

- Founded by the Romans
- Cultural and economic capital of the Mediterranean during the 14th and 15th centuries
- One of the largest Old Quarters in Europe



A FIRST-CLASS CULTURAL OFFER



34 Museums

(The second largest fine arts museum in Spain)

66 Art Galleries

19 Theatres

21 Cinemas





VALENCIA CONFERENCE CENTRE

- ✓ One of the best Conference Centers in the World
- ✓ Prestige Prize: Royal Institute of British Architects
- ✓ More than 1.000 events in 6 years
- ✓ More than 700.000 delegates



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THE CITY OF ARTS AND SCIENCES

The largest cultural-educational complex in Europe.



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SCIENCE MUSEUM “PRÍNCIPE FELIPE”

“Forbidden not to touch, not to think, not to feel”.

- 40,000 m² devoted to bringing science and technology closer to the public
- More than 13 million of visitors since it was opened in 2000



- You can find 1.020 m² available for congress or meetings
- Parking, restaurants, parks

L'HEMISFÈRIC



The only cinema in Spain with three different audiovisual shows:

- ▶ Planetarium
- ▶ IMAX Dome
- ▶ Laserium
- ▶ Capacity for 300 pax



L'OCEANOGRÀFIC

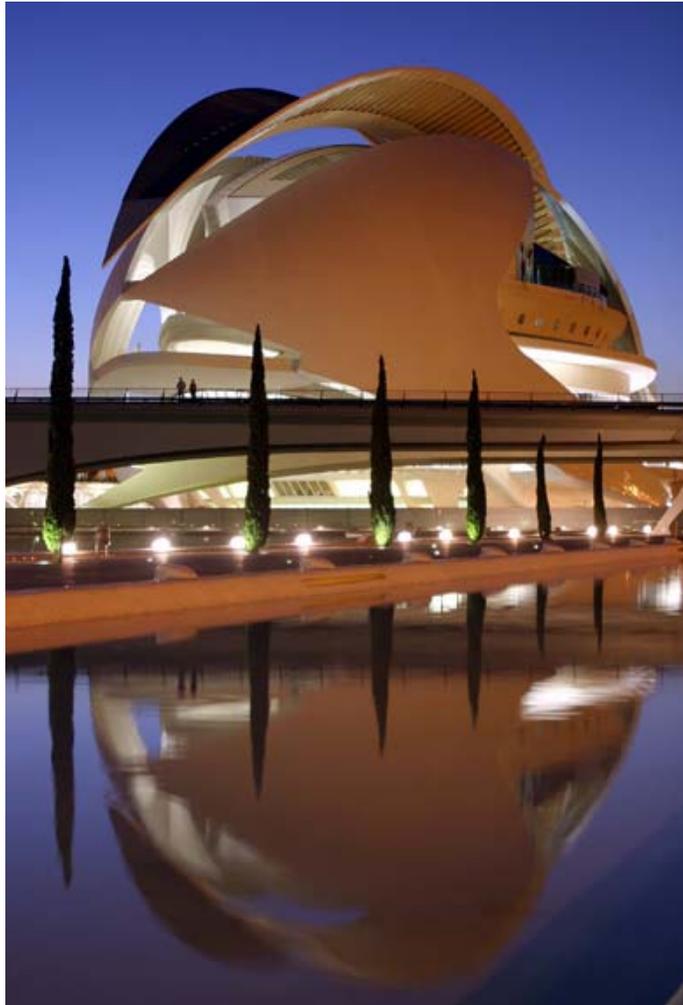
The largest marine park in Europe



- An impressive water space of marine life
- Nine thematic underwater habitats
- The latest technology
- 45,000 specimens of 500 different species



PALAU DE LES ARTS



An outstanding centre:

- ▶ Theatre
- ▶ Dance
- ▶ Opera



A GROWING HOTEL INFRASTRUCTURE



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VALENCIA, A VENUE FOR MAJOR EVENTS



The America's Cup 2007 means to Valencia:

- Major infrastructures in the city
- Amplification of the airport and more connections to the city
- Major Hotel offer
- More intensification in cruisers

Valencia is also one of the hostess places for different events, such as “new cars models presentations”:

Mercedes Benz: *Class E model*

Opel: *Signum and Meriva*

Volkswagen: *T5 Multivan*



LLADRÓ THE CITY OF PORCELAIN



- ▶ An invitation to discover the secrets of Porcelaine Art
- ▶ New visits to the City of Porcelaine
 - Creation process step-by-step
- ▶ Exhibition: displays all current Lladró creations



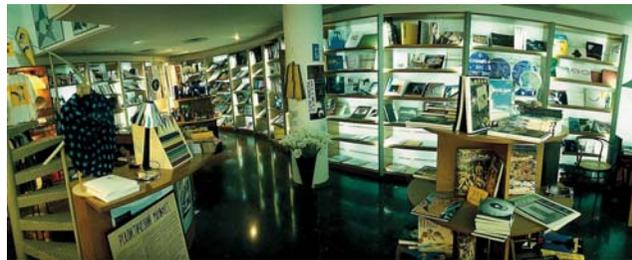
SHOPPING

From rustic craftwork to the most sophisticated products, Valencia offers an endless range of unique and original possibilities



In Valencia you will find:

- Ceramic, hand painted fans, and pieces of painted silk
- Specialized **clothes shops**
- Municipal **food markets**
- More than 12 **Shopping Malls**, and several Corte Ingles Malls
- **Street Markets**



OPEN-AIR VALENCIA

- ▶ Extraordinary Natural Parks:
Albufera and Dehesa del Saler.
- ▶ Golf: 4 splendid courses
- ▶ Exceptional gardens
- ▶ Seafront promenade
- ▶ Water sports
- ▶ Blue flags Beaches



SUPERB CLIMATE

- ☐ 19° C: annual average temperature
- ☐ More than 300 days of sunshine per year
- ☐ Warm waters and white soft sandy beaches
- ☐ 16 beaches with “Blue Flag”

A FIESTA THAT BECOMES ART

- ▶ Fallas: An event of international tourist interest
- ▶ Holy Week
- ▶ July Fair
- ▶ Corpus Christi



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A WIDE RANGE OF GASTRONOMIC POSSIBILITIES

- ▶ 1.465 restaurants and 392 cafeterias
- ▶ Mediterranean food
- ▶ Valencia typical cuisine
- ▶ Traditional sweets
- ▶ Horchata and Fartons



VALENCIA IS.....

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CULTURE



ART



HISTORY





MODERNITY

TRADITION

FALLAS



GASTRONOMY



NATURE





NIGHTLIFE



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