APHA
ASOCIACIÓN PROVINCIAL DE HOTELES Y ALOJAMIENTOS TURÍSTICOS DE ALICANTE

ALICANTE

THE LIGHT OF THE MEDITERRANEAN

A unique blend of history, sunshine and strategic connectivity all year round.

Over **300 days of sunshine** per year

Average winter temperature of **18 °C**

Direct connections from Alicante-Elche Airport to the main European hubs



MICE · ALICANTE

A STATE-OF-THE-ART MICE INFRASTRUCTURE

Unique venues and premium accommodation on the seafront.

International-level venues: ADDA (Alicante Provincial Auditorium) and unique event spaces at Santa Bárbara Castle.

Premium city hotels such as AC, NH, Hospes and Hotel Meliá Alicante, with an unbeatable location between the marina and the beach.

Versatile meeting rooms for major congresses, corporate events and incentive programmes.









LONG STAYS · WELLNESS · ALICANTE

BLEISURE & EXTENDED STAYS

Comfort, privacy and Mediterranean lifestyle.

A proposal inspired by **Hotel Zen Alicante**, designed for guests seeking tranquillity, medium- to long-term stays and personalised attention.

An ideal setting for the senior long-stay segment and for executives combining work and leisure in a **true bleisure experience**.





LUXURY ESCAPES · COSTA BLANCA

AN EXCLUSIVE EXPERIENCE ON THE COSTA BLANCA

Idyllic settings and first-class hotel heritage.

Parador de Jávea: A seafront retreat surrounded by Mediterranean greenery, ideal for high-end incentive travel and premium leisure stays.

A perfect complement to Alicante city's urban offering and the province's most exclusive coastal hideaways.









SPORTS TOURISM · COSTA BLANCA

ALICANTE SPORTS DESTINATION

A YEAR-ROUND SPORTING PARADISE

The ultimate winter training destination, with elite sports facilities.



CYCLING & TRAINING CAMPS

A preferred base for professional teams and premium enthusiasts, with scenic road cycling routes and ideal winter training conditions.

GOLF & SAILING

World-class golf courses designed by internationally renowned architects and fully equipped marinas.





NICHE EXPERIENCES · COSTA BLANCA

ISLA DE TABARCA: INCENTIVES ON THE SEA AND NATURE

The only inhabited island in the Valencian Community.

MARINE RESERVE

Ideal for exclusive teambuilding activities, snorkelling, diving and full-day events in a unique natural environment.

AUTHENTIC GASTRONOMY

Enjoy the renowned caldero tabarquino and fresh local cuisine, a distinctive experience by the sea.







GASTRONOMY · LIFESTYLE · ALICANTE

GASTRONOMY & QUALITY OF LIFE

Attracting high-spending travellers through flavour and culture.

Alicante is a culinary capital of rice dishes and produce-led cuisine from the orchard and the sea.

A vibrant cultural offer continues to grow, with museums such as MARQ and MACA, signature gastronomy events and quality local commerce.















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CLOSING & CONTACT

APHA: YOUR STRATEGIC PARTNER IN ALICANTE

We connect travel agencies and tour operators with the best hotel offering across the province.

Services for travel professionals

- Tailored advice and direct coordination with the hotel sector.
- Support in the organisation of Fam Trips and Site Inspections.

info@hotelesdealicante.org



COMUNITAT VALENCIANA

ACTITUD MEDITERRÁNEA

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