

WELCOME TO OUR NEW DMC IN MADRID



AKORN DESTINATION MANAGEMENT

SPAIN & PORTUGAL



OPENING FEBRUARY 5TH IN RESPONSE TO POPULAR DEMAND

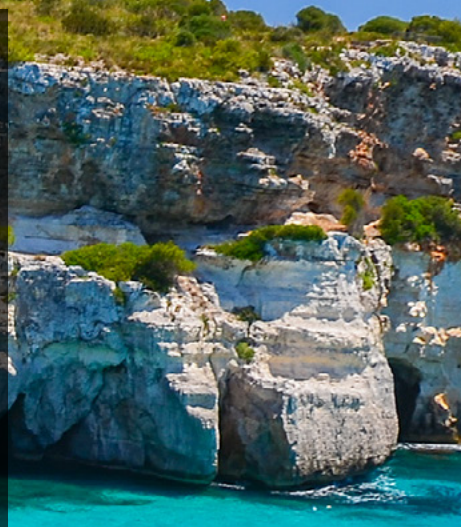
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## Why Akorn?

With over 20 years of experience operating in the region, Akorn has the capability to upgrade a great trip into the perfect experience. Here are just a few ways in which we can transform our guests' journey into a memorable adventure:

- ▶ Tours planned by local experts who live and breathe the destination
- ▶ Unique experiences that go beyond what the regular tourist encounters
- ▶ Each tour is fully personalized around the clients' desires, wishes and needs
- ▶ The best, most flexible guides are hand-selected and fully trained by Akorn
- ▶ 4\* boutique and 5\* luxury hotels are personally selected by the Akorn team
- ▶ Easy and effective design and seamless delivery of multi-city and multi-country programmes



## Akorn Spain and Portugal

A year-round destination that caters for all tastes, Spain is a jewel in the Mediterranean with understandable appeal and neighbouring Portugal is one of the world's 'hottest' places to explore right now. Among the huge variety of experiences and diversity within this peninsula, food and wine provide an incomparable gastronomic offering to be savoured through the endless warm evenings. Our guests benefit from our strong local network of Guardian Angels and expert knowledge based on decades' worth of experience in delivering unforgettable memories in the region.



## Your Key Spain and Portugal Contacts



Gloria Asensio  
*General Manager*

Gloria's home and passion lies within the wine regions of La Rioja, and her personal connections to the area can open doors to both the finest and most rustic of wineries in the region. Gloria's career within the travel industry spans over 20 years with a strong background in developing new products, negotiating the very best rates and developing new destinations within the region.

gasensio@akorndmc.com



Janelle Norman  
*Travel Executive*

Janelle originally hails from Minnesota but her love affair with Spain started more than 18 years ago. Her experience is focused on designing creative customized wine, gastronomy, history and culture tours in Spain and Portugal. Janelle prides herself on offering a personalized service for every client and, when not on the hunt for charming new destinations, enjoys tap dancing in her spare time.

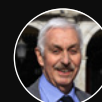
jnorman@akorndmc.com



Ana Tovar  
*Travel Consultant*

Ana is a tourism graduate from the University of Alicante, close to her beloved home town of Orihuela on the glistening Mediterranean coast. Ana's professional experience has been focussed on delivering the highest quality level of service to agency clients and guests. An animal lover, Ana likes to take a break from work by engaging in her passion for salsa.

atovar@akorndmc.com



Simon Butler-Madden  
*Destination Specialist*

Simon remains an integral part of the team after nearly three decades of working with Akorn. A former diplomat specialising in East-West, Simon's involvement in the arts, politics, and culture of the Iberian Peninsula gives him a great depth of knowledge of the region's places, peoples and history.

sbutler-madden@akorndmc.com



# Top tips & offers

## UNIQUE EXPERIENCES

- ▶ Revel in the wonders of the Alhambra with a private night-time visit
- ▶ Learn to cook from the masters, as a Michelin-star chef teaches you in one of Spain's most prestigious restaurants
- ▶ Admire the steep terraced vineyards of the Douro Valley from the luxury of the Presidential Train
- ▶ Make a private visit to the Palacio de Liria to marvel at Spain's most outstanding private art collection



## GO OFF THE BEATEN PATH

- ▶ Join in the quest for sea urchins off the Costa Brava for the freshest flavourful treats
- ▶ Catch your own delicious seafood with the local fishermen from colourful Cascais

## RELISH THE EXQUISITE TASTE

- ▶ Savour the flavours of San Sebastian's backstreets by finding the most exciting pintxos with a local
- ▶ Relax with a glass of Rioja red in the charming walled town of Laguardia
- ▶ FREE NIGHT OFFER – see below for details of this exclusive deal at the Gran Hotel Domine, Bilbao



## DISCOVER AN ABUNDANCE OF CULTURE AND HERITAGE

- ▶ Uncover centuries of history in the fairy tale castles of Castile and the Duero
- ▶ FREE NIGHT OFFER – see how to take advantage of a unique deal at the Hotel Arts in Barcelona below

## MAKE A HONEYMOON GETAWAY...

- ▶ Rekindle romance in Portugal by discovering the real-life inspiration for Romeo and Juliet. The tragic tale of forbidden love between Pedro and Inês continues to captivate couples many centuries on
- ▶ FREE NIGHT OFFER – enjoy a special deal at Coimbra's Quinta das Lagrimas estate. Find out more below



## ...OR BRING THE KIDS ALONG INSTEAD

- ▶ Witness over 100 species of majestic creatures in the stunning surroundings of the Cantabrian mountains
- ▶ Pull on your dancing shoes to learn the age-old moves of the flamenco

## PUT YOURSELF IN CHARGE OF NATURE

- ▶ Take to the seas to try windsurfing in the watersports hotspot of Tarifa
- ▶ Amble round the birdlife paradise of the Doñana Nature Reserve on horseback
- ▶ Breathe in the fresh mountain air with a hike through the Pyrenees



## GET INVOLVED WITH TRULY LOCAL OPPORTUNITIES

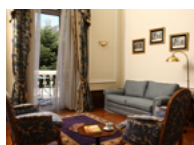
- ▶ Go behind the scenes of a fiesta, such as Valencia's Fallas bonfires or Jerez' Feria del Caballo
- ▶ Madrid's colourful nightlife offers a night to remember in the lively bars of the Chueca district
- ▶ Discover the secrets in extracting the flavour and aroma of jamon iberico with a ham-cutting lesson

## AKORN EXCLUSIVE HOTEL OFFERS



### GRAN HOTEL DOMINE, BILBAO

Directly in front of the world-famous Guggenheim Museum, this is the perfect base from which to appreciate the arts and culinary delights of the Basque Country. Enjoy 2 nights here when you pay for 1\*.



### QUINTA DAS LAGRIMAS, COIMBRA

Enjoy all the time you need to explore the legend of Pedro and Inês on the very estate where the tale unfolded, with 2 nights for the price of 1\*.



### HOTEL ARTS, BARCELONA

With 2 nights for the price of 1\*, you get the opportunity to unearth Barcelona's wealth of culture – take the chance to go beyond the usual tourist hotspots to find the genius of Gaudi and a host of art nouveau architects.

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\*Offers are for a limited time only, subject to black-out dates and availability (excludes hotel-only bookings). Please contact us for further details