

A natural paradise for the MICE sector

The natural wealth of Asturias is the key sign of the territory's identity. The beauty of its landscapes, the hypnotic meeting of the sea and the mountains, and its spectacular biodiversity make for an extraordinary setting. An experience that is immediate to the senses, but sensations need to be accompanied by formulas to shape and enhance reality.

Since 1985, the Asturias Natural Paradise brand has made it possible to structure the region's natural heritage around an idea of a destination based on the values of sustainability and the enjoyment of nature. This idea is more present today than ever before. Since 2017, Asturias has offered ecotourism with innovative approaches to sustainable tourism. In 2022, the “*Asturias en clave de sostenibilidad*” programme joined this path to transform the region into a natural paradise for MICE tourism.

“Asturias en clave de sostenibilidad”

This is a pioneering MICE and CSR tourism programme that offers sustainable activities for companies and congresses based on immersive experiences in nature developed in collaboration with the Asturias Bear Foundation, the Bearded Vulture Foundation and the Brown Bear Foundation.

A set of unique proposals whose objective is to promote the sustainability of corporate tourism in a territory with 65 Protected Natural Spaces and 7 Biosphere Reserves, 13% of the total number of those declared by UNESCO.



How does the programme work?

Through Asturias at the Heart of Sustainability, companies and agencies in the MICE sector organising a congress, meeting or incentive trip in Asturias can add activities linked to the natural world and its conservation. To this end, the programme offers a catalogue of ecotourism experiences with four options related to the recovery of species in protected spaces.

Small groups (5 to 15 people)

Half-day and full-day experiences

Activities guided by specialists from the foundations

In addition to contributing to the financing of the preservation and awareness-raising work of the collaborating organisations, the programme offers companies the possibility of extending their commitment through the sponsorship of CSR actions or agreements with the protective foundations.

How are these activities booked?

To access the experiences, it is necessary to contact the organising bodies to define the dates and characteristics of the activities.

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Fundación Oso Pardo
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Catalogue of Experiences

1 On the Trail of the Brown Bear in Asturias

Location:
Somiedo Nature Reserve / Fuentes del Narcea, Degaña and Ibias Nature Reserve

Organised by:
Fundación Oso Pardo

An activity to follow the trail of the Cantabrian brown bear in Somiedo Nature Reserve, the first one with this protection in Asturias; and Fuentes del Narcea, Degaña and Ibias Nature Reserve, covering an area of 555 km2. A journey into the heart of the bears habitat in a guided awareness-raising experience that incorporates the provision of optical equipment for bear spotting.

2 Recovering the Brown Bear: a Real Case Study

Location:

Las Ubiñas-La Mesa Nature Reserve

Organised by:

Fundación Oso de Asturias

An experience involving awareness-raising and observation of the Cantabrian brown bear based on the successful recovery programme in Las Ubiñas-La Mesa Nature Reserve. The itinerary includes a visit to the Casa del Oso visitor centre and a walk along the Senda del Oso, one of the most beautiful routes in Asturias, whose enclosures are home to Paca and Molina.



3 The Brown Bear at Las Ubiñas-La Mesa Nature Reserve

Location:

Las Ubiñas-La Mesa Nature Reserve

Organised by:

Fundación Oso de Asturias

An immersion in the habitat of the Cantabrian brown bear in Las Ubiñas-La Mesa Nature Reserve to discover the natural values of the territory and how they influence the life and conservation of a species that was on the verge of extinction in the 20th century. From spring to early autumn, the experience includes scouting the environment for sightings of the species.



4 The Bearded Vulture in the Picos de Europa National Park

Location:

Picos de Europa National Park

Organised by:

Fundación para la Conservación del Quebrantahuesos

There is an important bearded vulture recovery project in the Picos de Europa National Park. The activity features a mountain tour in 4x4 vehicles in an adventure to raise awareness of the dangers that threaten the survival of bearded vultures, and includes watching them in the wild in the largest limestone formation in Atlantic Europe.