



Titanic & Belfast Signature Project

LEARNING JOURNEY

BILBAO

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DAY 1

Arrival to Bilbao Airport

Transfer by minibus to Bilbao and check into Hotel.

17:00 h. Welcome Cocktail and Orientation Meeting at the Hotel

18:30 h. Afternoon Activity

Sailing Bilbao

This boat trip lasting around 70 minutes, offers a different view of the city of Bilbao, a world model of urban sustainable development. The trip focuses on visiting the most significant operations of Bilbao's transformation which developed in a dilapidated, obsolete port area. It meant rehabilitating the bank of the Estuary, eliminating rail crossing gates, and then erecting the Guggenheim Museum and the Euskalduna Palace. The area also houses parks, hotels, shopping centres, and houses. During this original route, you will see the estuary not as a barrier but rather as the back-bone of the whole city and the metropolis as a whole.

20:30 h Dinner at the Hotel

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DAY 2

Breakfast in Hotel

09:30 h

Morning Session

Operational Running of Turismo de Bilbao

Representative of Bilbao Turismo

<http://www.bilbao.net/bilbaoturismo/>

- Tourism best practice: Maximising visitor revenue
- How to build brand equity
- Engagement with stakeholders
- Interaction between accommodation providers, guides and TTOO
- Running of Professional and Cultural Events

11:30 h

The Story of Bilbao's Success

Representative of Bilbao Ria 2000 (Public Company responsible for the urban regeneration of Metropolitan Bilbao)

<http://www.bilbaoria2000.org/ria2000/index.htm>

- Recovering former industrial space around the city
- Redevelopment of the port and industrial areas along the Estuary
- Sustainable Urbanisation
- Protection and use of Historical Heritage
- Technology Innovation

13:30

Lunch at the Hotel

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16:30 h **Guided visit of Ria de Bilbao Maritime Museum**

The Bilbao Maritime Museum is a place to uncover Bilbao's past as a shipbuilding and seafaring hub. The Museum is located in the docks of the old Euskalduna shipyard, in Abandoibarra, symbol of a new Bilbao where leisure and cultural activities and business flourish, with the estuary becoming the main axis in the metropolitan area. The Museum covers an area of 27,000 square metres, distributed as follows: 7,000 for indoor collections (exhibitions, media archive, auditorium, shop, café, and other facilities) and 20,000 for outdoor exhibitions, the three docks, the walkway surrounding them and the estuary.

18:30 h **Private guided tour of the Guggenheim Bilbao Museum**

The Guggenheim Museum Bilbao, designed by the North American architect Frank O. Gehry, is a magnificent example of the most groundbreaking architecture to have come out of the 20th century. The building itself is an innovatively designed architectural landmark that creates a seductive backdrop for the exhibition of contemporary art. Enjoy the guided tour and experience the explanations that will take you closer to the authors and their works and will you make understand and feel this patrimony in all its extension.

21:00 h. **Dinner in a characteristic 'Mesón Vasco'**

The farewell dinner in an enchanting family-owned restaurant features Basque specialities that might include crab croquettes, spicy green peppers, smoked Idiazabal cheese and delicious seafood dishes.

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DAY 3

Breakfast in Hotel

09:30 h **Morning Activity**

Guided visit along Abandoibarra Quarter

The environmental rehabilitation of the Estuary made it possible to carry out Bilbao's big urban model transformation. The city opened up to the Estuary, and the most important and innovative urban projects kept the city in contact with the river. Accompanied by the explanations of our expert guide, you will walk along the river from the Euskalduna Palace, whose outstanding theatre and opera facilities earned it the designation as the best convention centre in the world in 2003, to the Guggenheim Museum, a symbol of Bilbao's transformation.

Guided visit of Bilbao Old Quarter

The space with the strongest identity in Bilbao, it was totally destroyed by the floods in 1983. Its rehabilitation has been a model one. Today, Bilbao's historic district is a compact yet culturally diverse space, characterised by a fusion of customs and activities in perfect social balance, the use of traditional architecture with an innovative touch, wise urban planning, high social density, and matchless metropolitan connectivity by underground and tram.

You will enjoy an interesting route to discover the medieval Bilbao with its cobbled streets, cantons, charming squares and corners that are witnesses of the intense commercial and port life that made this city grow. Over 500 years of history are still present within the city walls, the Gothic Cathedral of Santiago, Plaza Nueva, the emblematic San Antón Church and the ancient ruins it stands on as well as the busy Ribera Market. Time seems to have come to a standstill in these urban surroundings that are full of vitality. This route takes us right back to the origins of the City of Bilbao and to the beginnings of the trading city, which has now become one of Europe's largest traditional shopping centres.

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13:00 h

Tapas Tour: Experiencing the local food offerings

Pintxos are miniature culinary masterpieces. They are made combining any kind of product, both traditional and modern ones. The pintxos carte is endless because depends on the cook's imagination. Many bars show their own creations and specialities. In the Basque Country there is no need to take a seat in order to have a great meal. Normally consumption of pintxos is linked to the "txikiteo", which consists of going from one bar to another, with one's friends, drinking wine, cider or "zuritos" (small amounts of beer).

15:00 h

Departure to Bilbao Airport

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ACCOMMODATION

HOTEL ZENIT BILBAO ****

http://www.zenithoteles.com/hotel.aspx?idioma=GB&Hot_ID=20