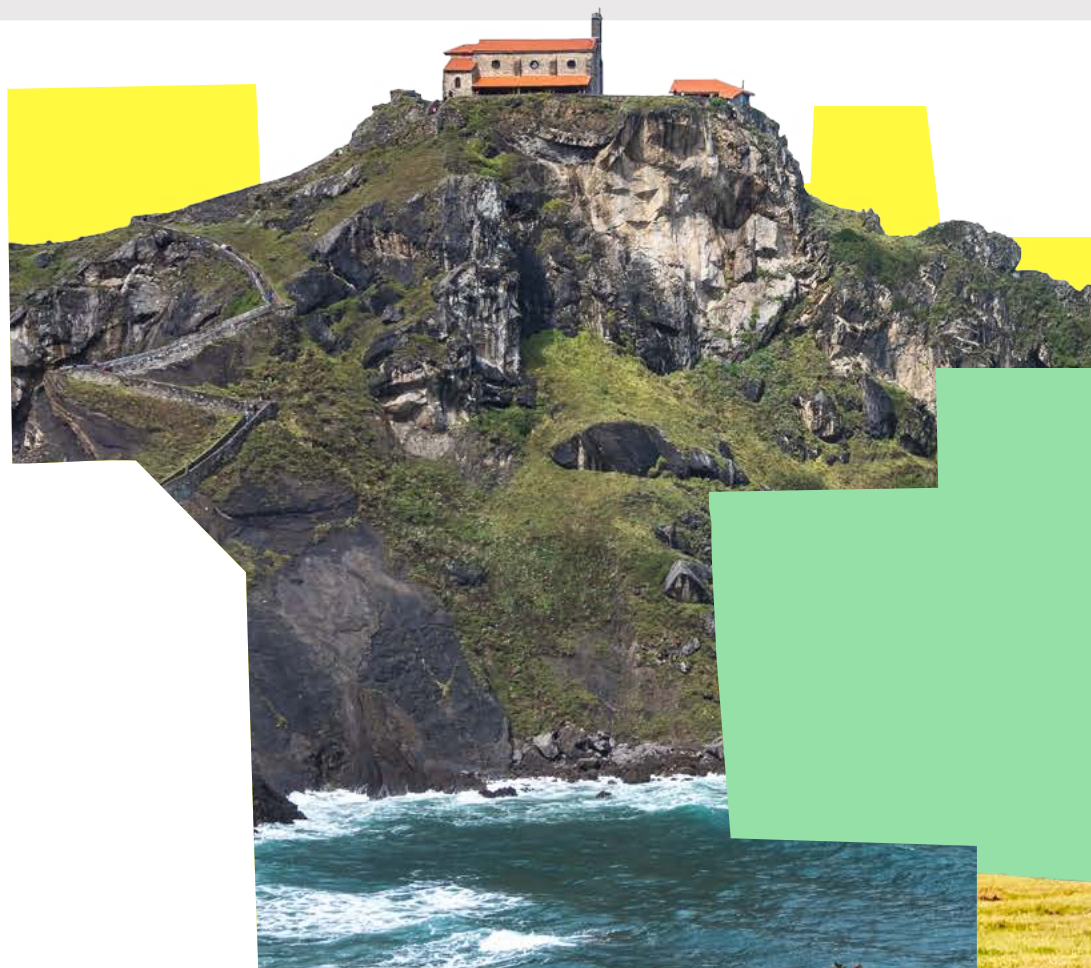


WE DESIGN YOUR TRIP THROUGH EUSKADI



INDEX

ENGLISH





ATRAE

ATRAE, the Basque Incoming Tour Operators Association, represents the leading Destination Management Companies (DMCs) in the Basque Country. Founded in 2014, ATRAE currently includes over 90% of the Basque receptive agencies with a presence across all three Basque territories: Gipuzkoa, Bizkaia, and Álava.



Our agencies offer the best gateway to the Basque Country, providing personalized services tailored to the specific preferences and needs of travellers. They leverage their deep expertise and local knowledge of this unique, world-renowned destination to curate unforgettable experiences

OUR AGENCIES



The agencies within ATRAE are **specialists in Euskadi** (Basque Country), with extensive knowledge of the region, its resources, and tourism suppliers. They excel in designing realistic, well-planned itineraries that **ensure travellers make the most of their visit**. ATRAE's receptive agencies will help you craft your trip to Euskadi and make your experience truly unforgettable.

Discover the hidden gems, flavours, and traditions of Euskadi with custom-made travel experiences

ATRAE agencies bring together a comprehensive range of local services from various Basque tourism providers. They **simplify the trip planning process**, centralizing all services through a single local provider who manages bookings efficiently. They maintain **direct relationships with all service suppliers**: accommodation providers, venues, tourist guides, restaurants, activity operators, wineries and cider houses, museums, recreational activities, sports events, and more.

This catalogue features everything from generalist receptive agencies to niche agencies offering a **vast range of specialized services in tourism**.



GASTRONOMY



URBAN TOURISM



MICE



WINE TOURISM



NATURE TOURISM



CAMINO DE SANTIAGO



ECOTOURISM



CULTURE



ACTIVE TOURISM



HIKING



CYCLING TOURISM



GOLF TOURISM

ADDED VALUE

*10 key reasons why Destination
Management Companies (DMCs) are
essential to the destination value chain*



01. EXPERTS

They possess in-depth knowledge of the destination, services, and local stakeholders, managing the journey with professional expertise and promoting the culture and identity of Basque Country.

04. SERVICE INTEGRATORS

They coordinate services, experiences, and suppliers, handling unexpected situations and adding value through an integrated organization at the destination.

02. TRENDS

They bring insights into market dynamics and customer needs, advising and designing tailored experiences based on trends, feasibility, and the actual requirements of the traveller.

05. DISTRIBUTION CHANNEL

They serve as a marketing platform, providing visibility for local tourism services in both national and international markets and forums.

07. WEALTH CREATORS

They promote local products, culture, and services, involving communities and ensuring that the tourism investment remains within the region.

09. TRUST AND RELIABILITY

They provide accurate and verified information about the destination, fostering trust over unverified content.

03. TRAVEL PARTNER

They connect the client, intermediary, and destination, managing the entire trip with local support, security, trust, and full control of the value chain.

06. QUALITY AND SUSTAINABILITY

They promote high-quality and sustainable tourism, supporting de-seasonalization, increased spending, respect for the environment, and ethical commitment to the territory.

08. ACCESSIBILITY AND DIGITALIZATION

They offer efficient communication and personalized assistance through digital tools, before, during, and after the trip.

10. GUARANTEE AND SECURITY

They ensure legal compliance, direct responsibility, insurance coverage, traveller protection, and effective incident resolution.

EUSKADI

Euskadi (Basque Country) is a small yet vibrant region in northern Spain with **a strong, distinctive identity**. With **over 5,000 years of history**, evidence of human settlement dating back to the Palaeolithic era can be found throughout the region. This **rich history is reflected in the unique Basque culture, heritage, and language (Euskera)**, the oldest living language in Europe.



Euskadi offers **a wealth of experiences** spread across its three provinces: **Álava, Bizkaia, and Gipuzkoa**, and its three capitals: Vitoria-Gasteiz, Bilbao, and Donostia-San Sebastián. These cities are not to be missed.

Euskadi offers a wide variety of experiences that will leave a lasting impression, ensuring that visitors fall in love with the region and look forward to returning repeatedly

BIZKAIA

GIPUZKOA

ÁLAVA

Nature lovers will be captivated by the **stunning landscapes**, from plains and mountains to verdant forests, dramatic cliffs, and beaches with waves reaching up to 10 meters. Art enthusiasts will find a wealth of **historical and artistic heritage**, ranging from prehistoric cave paintings to cutting-edge architectural masterpieces.

Foodies will indulge in the world-renowned **Basque gastronomy**, with numerous Michelin-starred restaurants and sensory wine tours in the Rioja Alavesa wine region. Culture aficionados can explore UNESCO World Heritage monuments and world-class **museums**. For the adventurous, there's the chance to experience **local traditions** through Basque rural sports or learn **Euskera**, the Basque language.

BASQUE DESTINATION

Basque Destination is a partner specializing in the design and management of tourism experiences and MICE projects in the Basque Country, combining knowledge of the territory with creativity and operational excellence.

We design tailor-made trips, personalized experiences and MICE services for agencies, companies and institutions looking for authentic and value-added proposals. Our approach connects participants with the identity of the destination, integrating nature, culture and gastronomy.

We organize MICE events, incentive trips and congresses in unique Basque Country locations, providing creative solutions, all-inclusive coordination and careful attention to detail. We act as a trusted local partner, facilitating access to exclusive vendors and resources to create memorable experiences.



- GASTRONOMY
- WINE TOURISM
- MICE
- CULTURE
- URBAN TOURISM

EXPERIENCES	AREA OF OPERATIONS
- In the Kitchen with a Chef - Golf in San Sebastián and Rioja - Land of San Ignacio - The Route of the Three Temples - French Basque Country Tour - Market Wednesdays and Idiazabal Cheese	BASQUE COUNTRY / BASQUE DIASPORA / CANTABRIA / ASTURIAS / NAVARRA / GALICIA / RIOJA
	PRIORITY MARKETS
	USA / CANADA / MEXICO / BRAZIL UNITED KINGDOM / BENELUX / FRANCE / SWITZERLAND
	basquedestination.com

BASQUE EXPERIENCES

Basque Experiences is a DMC (Destination Management Company), a receptive travel agency based in Bilbao. We create and manage private, customized, and tailor-made tours for agencies, tour operators, discerning travellers, and groups seeking authentic and unique experiences in the Basque Country and northern Spain.

We aim to satisfy our clients by creating a unique and personalized travel experience in this relatively unknown area of Europe, which we consider notably rich in culture, gastronomy, and history. By listening to the needs, expectations, experiences, and interests of our clients, our goal is to offer the perfect package. Working closely with a wide network of carefully selected suppliers in the Basque Country and northern Spain, we are confident that we can provide our clients with a truly memorable experience.



- GASTRONOMY
- WINE TOURISM
- CULTURE
- URBAN TOURISM

EXPERIENCES	AREA OF OPERATIONS
- Private exclusive visits to selected wineries across La Rioja - Tailor-made group tours across the Basque Country - Curated tours to Bilbao, Donostia/San Sebastian, Pamplona - Culinary experiences and cooking courses across the region - Combined tours Basque Country - Madrid - Castilla - Galicia	BASQUE COUNTRY / LA RIOJA / NAVARRA / CASTILLA Y LEÓN / MADRID / GALICIA / SOUTHWEST FRANCE
	PRIORITY MARKETS
	USA / UNITED KINGDOM / CANADA / SCANDINAVIA
	basqueexperiences.com

BASQUE TOURS

Since 2007, Jon and Jani have been heading up a project dedicated to creating authentic luxury experiences in the Basque Country and La Rioja region, offering private tours and fully tailored itineraries. They prioritize a sensitive approach to the local environment, careful design and impeccable execution, and work hand in hand with the producers, chefs and artisans who are part of our community.

Our team of local guides, based at Hotel Maria Cristina, a Luxury Collection by Marriott venue, offers an attentive, professional and detail-oriented service. That same philosophy guides our corporate programs (MICE) and events, where each experience is carefully designed and receives the same personalized attention that characterizes our private trips.



- GASTRONOMY
- WINE TOURISM
- CULTURE
- URBAN TOURISM
- HIKING
- MICE

EXPERIENCES

- San Sebastián city & pintxos tour
- Basque Txakoli wine & Idiazabal cheese tour
- French Basque Gourmet Markets Tour
- Zumaia Flysch, Getaria & Txakoli tasting tour
- Market Stroll & Cooking class in a Private Gastronomic Club

AREA OF OPERATIONS

BASQUE COUNTRY / FRANCE / LA RIOJA

PRIORITY MARKETS

UNITED STATES / CANADA / UNITED KINGDOM / AUSTRALIA / NORDIC COUNTRIES / ASIA

basquetours.com

BASQUELANDS WAY

Located in San Sebastián, in the heart of the Basque Country, Basquelands Way is a destination management company founded by locals for a discerning and curious clientele. We design active, exclusive, and bespoke journeys across the Basque Country, the Pyrenees, the Camino de Santiago, and northern Spain, seamlessly weaving nature, culture, and local tradition into every itinerary.

Our approach brings together the natural environment with the culinary, historical, and cultural life of the regions we explore, creating experiences that evoke emotion from the very first moment. Our team, mountain-qualified professionals with broad and diverse backgrounds, ensures excellence and authenticity in every proposal, preserving the value chain that transforms each journey into a truly unique and memorable experience.



- GASTRONOMY
- WINE TOURISM
- ACTIVE TOURISM
- HIKING

EXPERIENCES

- Hiking routes throughout the region
- Historical and cultural visits with local producers
- Tailor-made Camino de Santiago experiences
- Cycling through Rioja, across fields and vineyards
- Pyrenean Natural Parks

AREA OF OPERATIONS

BASQUE COUNTRY / BASQUE DIASPORA / FRANCE / LA RIOJA

PRIORITY MARKETS

ASIA / UNITED STATES / NORDIC COUNTRIES / CANADA / AUSTRALIA

basquelandsway.com

BIZI CYCLE TOURS

At Bizi Cycle Tours, we combine our passion for cycling with the culture, gastronomy, and unique landscapes of the Basque Country and other exceptional destinations. Led by Virginia Berasategui, we design boutique cycling tourism experiences that go beyond pedalling: authentic, intimate routes filled with discoveries.

From our Basque homeland to places such as Malaga, the Canary Islands, or the Camino de Santiago, we create carefully curated itineraries in collaboration with local guides who bring both expertise and personality to each journey.

As a DMC (Destination Management Company) and receptive agency, we handle everything from hotels and transfers to dining, sightseeing, and all the logistics necessary, so you can focus solely on enjoying the ride. We take care of the rest.



BOOKROAD TOURS

Bookroad Travel Network is a Destination Management Company (DMC) specialising in the Basque Country, Spain and Portugal, designing tailor-made itineraries for travel agencies and FIT travellers. We offer a wide range of services, including all types of transfers, private tours, road trips, cultural and gastronomic routes, wine tourism, and assisted Camino de Santiago experiences.

We carefully select premium accommodation and manage complete logistics with 24/7 support. Additionally, we organise meetings, incentives and corporate events. Our approach blends personalisation, operational excellence and the expertise of local guides.

BOOKROAD TOURS



- CYCLING TOURISM
- ACTIVE TOURISM
- WINE TOURISM
- GASTRONOMY

EXPERIENCES	AREA OF OPERATIONS
- Women's Cycling & Wellness Retreat - Basque Country Cycling Week - Weekend getaways by bicycle - A one-day cycle ride with an ex-professional local guide	BASQUE COUNTRY / SPAIN BASQUE DIASPORA
	PRIORITY MARKETS
	SPAIN / FRANCE / NORDIC COUNTRIES / UNITED KINGDOM AND SCOTLAND / IRELAND / UNITED STATES / CANADA / ASIA
 	bizicycletraveltours.com 

- MICE
- WINE TOURISM
- GASTRONOMY

EXPERIENCES	AREA OF OPERATIONS
- Avant-garde Bilbao and the Urdaibai Biosphere Reserve - Flysch Geopark and Delights of Getaria - Medieval Vitoria and Private Pintxo Masterclass - Premium Rioja Alavesa: Boutique Wineries and Vineyards - Iparralde and the Elegance of the Basque-French Coast	BASQUE COUNTRY / SPAIN
	PRIORITY MARKETS
	LATIN AMERICA / NORTH AMERICA / EMEA
	bookroadtraveltours.com 

DREAMS EUSKADI BIDAIK

With over 10 years of experience organising promotional trips for the Basque Country destination, and with a strong focus on tourism professionals (travel agents, journalists, and bloggers), Dreams Euskadi's speciality is organising unique, tailor-made trips and experiences, designed to meet the specific objectives of each participant. We work with individuals and very small groups.



- MICE
- NATURE TOURISM
- URBAN TOURISM
- WINE TOURISM
- GASTRONOMY

EXPERIENCES

- Pintxopote Tour
- Themed Guided Tours, Tailor-Made Cultural Visits...
- Each experience is designed to meet the clients' objectives and needs



AREA OF OPERATIONS

BASQUE COUNTRY / LA RIOJA / NAVARRA / SOUTHWEST FRANCE

PRIORITY MARKETS

FRANCE / UNITED KINGDOM / IRELAND / BELGIUM / NETHERLANDS

dreamseuskadi.es

EL DESTINO + TOP

We take care of every detail from start to finish, designing experiences that turn every journey, every incentive trip and every event into a lasting memory.

With our expert knowledge of the destination, our creativity, passion and dedication and our extensive direct offer, we develop unique proposals in a land where the mountains merge with the ocean, a place of medieval villages, vineyards, traditions and a unique gastronomy, where our visitors feel like part of the family. All our proposals are adapted to our clients' objectives, the length of the stay and the size of the group.

We plan exclusive activities throughout the Basque Country, from helicopter flights and rural sport exhibitions to cookery workshops, wine tastings, wellness among vineyards and special events. We create tailor-made programs in which the Basque Country becomes the perfect setting for unique experiences.



- CULTURE
- GASTRONOMY
- WINE TOURISM
- MICE

EXPERIENCES

- Visit to the vineyards and medieval cellars of Rioja Alavesa
- Treasures of the Basque Country: Heritage, Nature, and Flavour
- Flavours of the North: Enogastronomic Experiences
- Basque Tradition: Culture, Festivals, and Crafts
- Smart Basque Country: Intelligent and Sustainable Tourism



AREA OF OPERATIONS

BASQUE COUNTRY / BASQUE DIASPORA / LA RIOJA / NAVARRA

PRIORITY MARKETS

FRANCE / UNITED KINGDOM AND SCOTLAND / IRELAND / UNITED STATES / BENELUX / NORDIC COUNTRIES / LATIN AMERICA

eldestinomastop.com

EQUINOCCIO VIAJES

Equinoccio Viajes, which will celebrate its 35th anniversary in 2026, is an established family company that works as both a traditional travel agency and a strategic partner in events management. We offer comprehensive services such as ticket sales, access control, accreditations, transfers, accommodation and specialized administrative support, and work as a trusted partner for all types of projects.

In the post-pandemic scenario, we have built up our role as a conventional agency, providing reassurance, personalized advice and professional presence for travelers seeking peace of mind and expert support in their travels.

Our company is currently undergoing a generational shift that is driving a deep digital transformation, implementing new developments based on artificial intelligence and Big Data. Equinoccio is committed to automated and personalized travel creation, combining advanced technology with the human touch that has always defined us.



- MICE
- HIKING
- ACTIVE TOURISM
- URBAN TOURISM
- CULTURE

EXPERIENCES

- Itzulia hospitality packages Basque Country
- Tours around Spain
- Travel agency coordination
- Tailored packages
- Events management
- Administrative support

AREA OF OPERATIONS

SPAIN / BASQUE COUNTRY / FRANCE / LA RIOJA

PRIORITY MARKETS

UNITED STATES / CANADA / AUSTRALIA / UNITED KINGDOM / RUSSIA / ARGENTINA / BENELUX / NORDIC COUNTRIES / ASIA

equinoccioviajes.com



FRESCO TOURS

Fresco Tours is an agency specialized in the Camino de Santiago and active tourism, with more than 20 years of experience designing trips that combine culture, nature and gastronomy in different routes around Spain. Over the last 20 years, our company has developed a deep knowledge of the destination and a detailed professional approach.

From its headquarters in Bilbao, Fresco Tours attracts travelers from all over the world, especially the United States and Canada, who seek to walk the Camino with the peace of mind of having an expert team and high-quality personalized attention: a feature that differentiates us from other operators.

Our multicultural Fresco Tours team has one aim: the traveler has to worry only about walking and enjoying the Camino, knowing that during each stage they will always be accompanied, looked after and given personal attention. This commitment to excellence has been recognized by our winning the TripAdvisor Travelers' Choice Awards two years running, 2023 and 2024, a direct reflection of the satisfaction and trust of our customers.



- GASTRONOMY
- WINE TOURISM
- CULTURE
- CAMINO DE SANTIAGO
- HIKING

EXPERIENCES

- Camino del Norte Tour: Basque in the Glory
- Camino Portugués Tour
- Camino Horizons Tour: From France to Finisterre
- Camino de Santiago Tour
- Star Grazing: Eating Michelin Stars

AREA OF OPERATIONS

BASQUE COUNTRY / CATALUÑA / GALICIA / CAMINOS DE SANTIAGO (THE WAYS OF SAINT JAMES): FRENCH, PORTUGUESE AND NORTHERN / ANDALUSIA / BALEARIC ISLANDS / GRAN CANARIA / PORTUGAL

PRIORITY MARKETS

UNITED KINGDOM AND SCOTLAND / IRELAND / UNITED STATES / PUERTO RICO / CANADA / AUSTRALIA / JAPAN

frescotours.com



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LICENSE CIE 2368

info@frescotours.com

+34 944 24 89 89



GO BASQUING

We are an agency specialized in crafting tailor-made journeys to experience the Basque Country, in connection with other key destinations across Spain.

We collaborate with tour operators and companies seeking customized programs that inspire special groups, teams during their strategic meetings in unique venues, events, or incentive travel.



GENUINE SPAIN

We are a DMC specializing in sustainable, experience-driven luxury tourism, based in the Basque Country and operating throughout Spain. We design and manage exclusive, tailor-made trips that offer a wide variety of products: rural, active, cultural, gastronomic and urban tourism, and even beach holidays. Our approach is environmentally responsible and we are committed to sustainability.

We create authentic and enriching experiences that introduce the traveler to the true essence of the Basque Country and Spain, in the company of the very best local hosts. Each trip is designed to generate a positive impact on the destination by contributing directly to local development and supporting small entrepreneurs in both urban and rural environments.

We make sure that each visitor leaves a positive mark wherever they go, while promoting the Spanish tourism sector by centralizing and promoting sustainable, high-end tourism through our platform.



- GASTRONOMY
- WINE TOURISM
- MICE
- CULTURE
- URBAN TOURISM

EXPERIENCES	AREA OF OPERATIONS
- From the Land to the Stars: Gourmet Bilbao 7 Days - Flavours, Stories, and the Sea: Gourmet San Sebastián 8 Days - Rioja, Wine, Engines and Kitchens - San Sebastián, Between Trails and Kitchens - Bilbao, From the Nervión River to the Palace	BASQUE COUNTRY / BASQUE DIASPORA / MADRID / BARCELONA / ANDALUSIA
	PRIORITY MARKETS
	BENELUX / NORDIC COUNTRIES / GERMANY / AUSTRIA / UNITED STATES / CANADA
	gobasquing.com

- GASTRONOMY
- ECOTOURISM
- WINE TOURISM
- ACTIVE TOURISM
- MICE
- CULTURE

EXPERIENCES	AREA OF OPERATIONS
- The Blue of Our Seas - The Green of the Mountains - Villages and Heritage - Culinary Experiences - Walk, Sail and Cycle in Urdaibai	BASQUE COUNTRY / SPECIALIZED IN RIOJA-ALAVESA
	PRIORITY MARKETS
	FRANCE / UNITED STATES / ITALY / BENELUX / NORDIC COUNTRIES / AUSTRALIA / MEXICO / CANADA
	genuinespain.es

GS INCOMING

Innovation, discretion, elegance, fun, flawless organization... that's GS Incoming.

We have been crafting standout moments in the MICE sector and top-end travel for almost 30 years. Our clients say our expertise is “signature”.

We see ourselves “problem-solvers with soul”, and our events certainly have soul. Our special skill is creating that unique moment that differentiates the expected from the memorable.

And our go-to verb is to thrill.



HAGOOS

Hagoos is a DMC specializing in the organization of corporate events, incentive trips, professional meetings and sporting events in the Basque Country and Navarra. We design and manage customized experiences for companies, agencies and organizers, relying on a solid network of local collaborators.

Our approach combines strategy, creativity and a deep knowledge of the destination to develop MICE projects aligned with each client's objectives. From incentive programs and team building to conventions, product launches or sporting events, we offer comprehensive solutions with rigorous attention to detail.

The Basque Country is our home and the source of our inspiration. We work to infuse each project with the Basque character, culture, gastronomy and natural environment, creating authentic and memorable experiences that reinforce the corporate message.



- WINE TOURISM
- GASTRONOMY
- MICE
- URBAN TOURISM
- CULTURE

EXPERIENCES

- Six Senses Gymkhana
- “Pelotari” for a day
- Gala dinner in a 16th-century convent
- Join a gastronomic society as a member
- Exclusive party at the Royal Theatre

AREA OF OPERATIONS

BASQUE COUNTRY / LA RIOJA /
BASQUE DIASPORA

PRIORITY MARKETS

UNITED STATES / IRELAND / FRANCE / UNITED
KINGDOM / BENELUX / NORDIC COUNTRIES



gsincoming.com

- MICE
- CULTURE
- URBAN TOURISM
- WINE TOURISM
- GASTRONOMY

EXPERIENCES

- Corporate events
- Immersive incentive travel
- Unique local experiences
- Team-building activities
- Sports events

AREA OF OPERATIONS

BASQUE COUNTRY / NAVARRA

PRIORITY MARKETS

SPAIN / IRELAND / FRANCE /
UNITED KINGDOM / BENELUX /
NORDIC COUNTRIES



hagoos.com

IKUSNAHI TOURS

Welcome to the world of Ikusnahi Tours. Ikusnahi is a Basque word that combines “ikusi” (to see) and “nahi” (to want or desire). It embodies curiosity, the desire to see, know, and experience. Guided by this philosophy, we create authentic experiences filled with well-being, lasting memories, wine toasts, the flavours of our land, and scenic drives, some winding, all brimming with stories waiting to be discovered.

For us, excellence takes many forms: from a dinner at a Michelin-starred restaurant to enjoying the finest tuna sandwich atop a rocky peak in the Basque Country. We always lead our travellers toward memorable experiences, tailored to their desires and curiosity.

With roots deeply embedded in our land and branches open to the world, we design tours that blend heritage, nature, gastronomy, and culture. Every stone, monument, street, and village becomes a story we tell with passion, ensuring that every journey is unique, authentic, and filled with emotion.



- ACTIVE TOURISM
- WINE TOURISM
- GASTRONOMY
- MICE
- CULTURE
- URBAN TOURISM

EXPERIENCES

- Flavours of the French Basque Country
- Hiking among Txakoli Vineyards in Zumaia and Getaria
- Basque Gastronomy, Pintxos and Wine in San Sebastián
- Hondarribia and a Gastronomic Society
- Small Rioja Producers: Masterclass and Visit to a Boutique Winery

AREA OF OPERATIONS

BASQUE COUNTRY /
BASQUE DIASPORA /
BORDEAUX WINE REGION / GUIPUZCOA

PRIORITY MARKETS

UNITED STATES / CANADA / AUSTRALIA /
NEW ZEALAND / IRELAND / FRANCE / UNITED
KINGDOM / BENELUX / NORDIC COUNTRIES

ikusnahi.com



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INBASQUE DMC

Inbasque DMC: your local partner for congresses, conferences and groups visiting the Basque Country.

We combine our deep knowledge of the territory with high-end itineraries to create unique, positive and unforgettable experiences for all participants.

Each program is tailor-made and takes into account the interests, ideas and budget of our clients, ensuring that each event is exclusive and truly personalized. We deliver our proposals within 24-48 hours, ensuring speed and accuracy so you can present speedy and efficient solutions to your customers.

We work with trusted local suppliers and expert guides who are fully in touch with our environment and work with the community and the people who make each experience authentic, memorable and unique.

With Inbasque DMC, the organization of your event becomes a smooth professional experience, in which every detail is designed to exceed expectations.



- MICE
- CULTURE
- URBAN TOURISM
- WINE TOURISM
- GASTRONOMY

EXPERIENCES

- MICE
- Teambuilding
- Conventions
- Product Presentation

AREA OF OPERATIONS

BASQUE COUNTRY / BASQUE DIASPORA /
BORDEAUX WINE REGION / GUIPUZCOA

PRIORITY MARKETS

IRELAND / FRANCE / UNITED KINGDOM AND
SCOTLAND / BENELUX / NORDIC COUNTRIES

inbasque.com



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+34 673 14 95 87



JWA TOURS

At JWA Tours, we bring nearly two decades of experience in designing and delivering tours and travel experiences for both travel agencies and private clients. We focus on sustainable and active travel, in perfect harmony with the regions in which we operate: the Basque Country and the neighbouring Rioja region, where stunning nature, excellent service, fine cuisine, and high-quality wine come together with a sustainable approach. This unique combination earned us the award for “Best Sustainable Experience in the Swedish Market” from Turespaña in 2024.

We create bespoke experiences for private groups and MICE corporate events, tailored to any level of activity, including team-building, hiking, cycling, culture, wine, and gastronomy. We work closely with our clients to provide everything they need: programmes, activities, accommodation, and transfers. After 20 years in the industry, we have developed an extensive and exclusive network of contacts, enabling us to offer our clients those little extras and a truly unique touch.



- MICE
- URBAN TOURISM
- WINE TOURISM
- GASTRONOMY
- CYCLING TOURISM

EXPERIENCES

- Basque Country Hiking Trip: Guided hiking with gastronomy, wine, and culture, 4–7 days, for groups in Guipúzcoa
- Rioja Cycling Tour: Guided cycling with gastronomy, wine, and culture, 4–7 days, for groups in Rioja Alavesa and La Rioja
- Self-Guided Basque Coast Hiking: Unguided hiking along the Camino del Norte for couples and small groups
- Self-Guided Rioja Cycling: Unguided cycling through Rioja Alavesa and La Rioja
- Team Building in Rioja and the Basque Country: Corporate MICE events in San Sebastián, Bilbao, and Rioja Alavesa

AREA OF OPERATIONS

BASQUE COUNTRY /
RIOJA /
ANDALUSIA

PRIORITY MARKETS

SWEDEN /
NORWAY /
UNITED STATES /
UNITED KINGDOM

jwatours.com

LOCAL EXPERTS TOURS

At Local Experts Tours, we have a single passion: our surroundings. San Sebastián, Bilbao, Biarritz, and their surrounding areas form a unique territory, rich in culture, nature, and experiences that we are eager to share in the most authentic and accessible way.

Our goal is to offer visitors a wide range of activities, expertly organised in small groups, away from the crowds, and delivered with the highest levels of comfort. Everything is carefully designed so that the traveller's only concern is to fully enjoy each experience.

We also offer private and tailor-made experiences, adapted to the most discerning tastes, from tasting pintxos in San Sebastián's Old Town to exploring iconic mountain landscapes, discovering the Guggenheim Museum in Bilbao, or visiting wineries in La Rioja. Each experience is crafted to allow visitors to experience the Basque Country as locals do, with intensity, authenticity, and genuine emotion.



- MICE
- URBAN TOURISM
- WINE TOURISM
- GASTRONOMY

EXPERIENCES

- Five bites, five drinks, and a hundred stories: your pintxos tour in San Sebastián, tasting Donostia like a local
- La Rioja in your glass: a wine tour from San Sebastián weaving together history, terroir, and unforgettable flavours among vineyards and medieval villages
- Discover Dragonstone, Mundaka, and Gernika from Bilbao
- Feel Donostia step by step: a walking tour of San Sebastián featuring history, architecture, and a finale of pintxo and drink
- Guided visit to the Guggenheim Museum Bilbao

AREA OF OPERATIONS

BASQUE COUNTRY / BASQUE DIASPORA /
NAVARRA / LA RIOJA

PRIORITY MARKETS

IRELAND / FRANCE /
UNITED KINGDOM AND SCOTLAND /
BENELUX / NORDIC COUNTRIES / UNITED
STATES / CANADA / AUSTRALIA

localexpertstours.com



MIMO

Mimo Bite the Experience is a space created to celebrate gastronomy in all its forms. We curate culinary events such as cooking classes, gastronomic tours, exclusive dinners, team-building activities, and conferences, always with a warm, engaging, and memorable approach.

Our culinary school, spanning more than 400 square metres and equipped with state-of-the-art technology, is located within the Hotel Maria Cristina building, right in the heart of San Sebastián and just a few steps away from the Old Town. This exceptional setting offers a unique environment in which to learn about and enjoy Basque cuisine.

Mimo Bite the Experiences is the project of chefs Patricio Fuentes and Eneko Irizar, who bring together international experience, talent, and enthusiasm to create truly authentic gastronomic experiences. Every class and event is thoughtfully designed to inspire enjoyment, learning, and connection through a shared passion for cooking, creativity, and expertise.



- MICE
- URBAN TOURISM
- WINE TOURISM
- GASTRONOMY

EXPERIENCES
- Cooking classes - Show cooking sessions - Private gastronomic experiences - Team-building events



AREA OF OPERATIONS
EUSKADI
PRIORITY MARKETS
SPAIN / NORDIC COUNTRIES / UNITED KINGDOM AND SCOTLAND / IRELAND / UNITED STATES / CANADA / AUSTRALIA



NIS – NORTH INCOMING SERVICE

Country and Northern Spain, N.I.S offers a full range of destination services, including private or group guide services, transportation, hotel and restaurant bookings, excursions, special-interest trips, wine and culinary experiences, incentive programs, MICE, activities, and general local support for any event held in our region.

N.I.S also offers innovative, sustainable tours that are dedicated to preserving the environment, bringing visitors closer to the socio-cultural heritage of our destination in a creative and eco-friendly way. This is achieved in collaboration with local providers who share these same values.

We have an experienced team and consistently uphold the highest standards of service, offering the most exclusive and personalized programs.

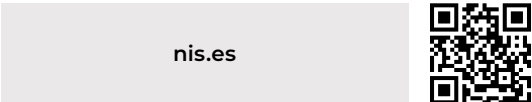


- GASTRONOMY
- WINE TOURISM
- MICE
- CULTURE
- URBAN TOURISM

EXPERIENCES
- The Flavours of Iparralde: French Basque Country - Behind the Scenes: The Soul of Architecture, Guggenheim Bilbao - Maritime Tradition: San Sebastián and Pasaia - In line with the Wine: Rioja Alavesa - Unique NIS Picnics: Celebrating the Essence of Each Place



AREA OF OPERATIONS
BASQUE COUNTRY / FRENCH BASQUE COUNTRY / NAVARRA / CANTABRIA / CASTILE AND LEÓN
PRIORITY MARKETS
BENELUX / NORDIC COUNTRIES / GERMANY / ITALY



OVERTRAILS INCOMING

Overtrails Incoming brings Basque culture closer in a sustainable way, delving into the deep roots of an ancient people: the Basque Country. Specialising in programmes for the Basque Diaspora, we design tailor-made experiences for groups, families, and individual travellers, as well as regular departures featuring exclusive and innovative itineraries. Our programmes combine history, culture, gastronomy, and nature, offering a comprehensive insight into the biodiversity and richness of the Basque Country.

Within the groups and MICE tourism sector, we organise leisure programmes, incentive trips, congresses, and large-scale events, adapting each proposal to the specific needs and objectives of the participants. For individual travellers, we combine comfort with ecology and sustainability.

We offer regular circuits with departures on Sundays, Mondays, and Thursdays, excursions available from Monday to Sunday, and private or exclusive VIP experiences in rural settings, always guided by a commitment to authenticity, respect for the environment, and a meaningful connection with local culture.



- MICE
- CULTURE
- NATURE TOURISM

EXPERIENCES

- Biarritz, Bayonne and Saint Jean de Luz
- Zumaia, Getaria and Zarautz
- Gernika, a Walk through History
- Private Tours

etikoa
Turismo Euskadi

AREA OF OPERATIONS

NORTHERN SPAIN /
BASQUE DIASPORA / SOUTHERN FRANCE

PRIORITY MARKETS

SPAIN / FRANCE /
SOUTH AMERICA / UNITED STATES

overtrailsincoming.eus

SAGARDOA ROUTE

Sagardoa Route is the strategic and tourism agency of the Basque Cider Houses Association. As an inbound agency, our primary focus is Basque culture, the territory and its people. While our specialty lies in rural tourism and cider culture, we also offer a diverse range of activities across the Basque Country.

Discover our roots and explore the region through Basque cider, enjoying authentic and memorable experiences. We design bespoke itineraries and stays, with guaranteed departures, for solo travellers, couples, friends or groups, thoughtfully combining tradition, nature and local gastronomy in every proposal.



- MICE
- ECOTOURISM
- WINE TOURISM
- GASTRONOMY

EXPERIENCES

- Excursion to a Basque Cider House
- Cider House, Cheese Factory and Basque Farmhouse
- Producers' Market and Cider Houses
- Albaola and Basque Cider House
- Cider and Txakoli Wineries on the Basque Coast

etikoa
Turismo Euskadi

EUSKADI
BASQUE COUNTRY
Turismo Euskadi

AREA OF OPERATIONS

BASQUE COUNTRY / BASQUE DIASPORA

PRIORITY MARKETS

SPAIN / UNITED STATES / CANADA /
AUSTRALIA / JAPAN

sagardoa.eus

STI – SERVICIOS TURÍSTICOS INTEGRALES

Based in Bilbao and a founding partner of ATRAE, STI has been creating unforgettable experiences since 2005. We specialize in designing tailor-made programs for individual travelers and groups seeking authentic journeys through the Basque Country, La Rioja, Navarra and northern Spain.

Our in-depth knowledge of the region ensures that every program is unique. We seamlessly combine iconic sites with carefully selected accommodations, local gastronomy, comfortable transport, expert guides, and themed activities that capture the true essence of the destination — all with guaranteed quality.

Our dedicated team provides personalized support, managing every detail to deliver a professional and seamless experience. We primarily serve international markets across Europe, the Americas, and Asia, offering reliable, diverse, and fully customizable programs.

In addition, we run our own regular programs throughout the year, including day trips, city breaks, and themed packages, all with guaranteed departures.



- GOLF TOURISM
- ACTIVE TOURISM
- GASTRONOMY
- WINE TOURISM
- MICE
- CULTURE
- URBAN TOURISM

EXPERIENCES

- Daily Tours e Incentives
- City Breaks
- Regular Tours
- Excursions
- Golf Programs
- Themed Programs
- Gastronomy
- Art and Culture

AREA OF OPERATIONS

BASQUE COUNTRY / NAVARRA /
NORTHERN SPAIN / LA RIOJA

PRIORITY MARKETS

EUROPE / AMERICA / ASIA

stipaisvasco.com

TENEDOR TOURS

Tenedor Tours is a travel agency that has been designing bespoke experiences since 1997, catering to both groups and individual travellers, with a particular focus on culture, gastronomy, and wine. We also manage corporate events, incentives and meetings (MICE), combining professionalism and creativity in every proposal.

We organise excursions, tours, workshops and exclusive visits, taking travellers to both hidden gems and world-renowned destinations, always with unique access. Our approach blends depth with entertainment, showcasing the cultural and gastronomic richness of Spain and the Basque Country in an authentic and memorable way.

With Tenedor Tours, visitors discover the unexpected: heritage sites, vineyard landscapes, local winemakers and chefs, artisans, and farmers. Experiences range from nature trails and vineyard visits to private cooking classes, offering the opportunity to engage firsthand with the tradition and innovation of Spanish and Basque gastronomy.



- GASTRONOMY
- WINE TOURISM
- MICE
- CULTURE
- URBAN TOURISM

EXPERIENCES

- The Northern Way with a Gourmet Twist
- In the Footsteps of the Secret Basque Country
- Gardens, Art and Wine in Northern Spain
- Bespoke Experiences with Top Chefs
- The Luxury of Authenticity: Local Encounters

AREA OF OPERATIONS

BASQUE COUNTRY / BASQUE DIASPORA /
FRANCE / PORTUGAL

PRIORITY MARKETS

SPAIN / UNITED STATES / CANADA /
NORDIC COUNTRIES / ASIA

tenedortours.com

THABUCA WINE TOURS

Thabuca Wine Tours is a boutique DMC and inbound tour operator, crafting private, high-end wine and gastronomy trips in Rioja, Basque Country and Northern Spain.

Since 2002, we have been pioneers in wine tourism, creating exclusive itineraries and deeply memorable culinary experiences.

Each journey is thoughtfully designed and entirely bespoke, with every detail carefully curated to offer authentic, immersive experiences that capture the true essence of our land and its culture.



- GASTRONOMY
- WINE TOURISM
- MICE
- CULTURE

EXPERIENCES

- Rioja Wine Deluxe Tour
- Basque Gourmet Experience
- Northern Spain Wine & Food Tour
- Basque Wines Experience

AREA OF OPERATIONS

BASQUE COUNTRY / BASQUE DIASPORA /
SPECIALIZED IN RIOJA ALAVESA

PRIORITY MARKETS

UNITED KINGDOM AND SCOTLAND / IRELAND
/ UNITED STATES / PUERTO RICO / CANADA
SWITZERLAND / NORDIC COUNTRIES / LATIN
AMERICA / AUSTRALIA

thabuca.com



LICENSE CIE 2331

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ULLE GORRI TRAVEL

Ulle Gorri Travel: ecotourism and signature experiences in Green Spain

Ulle Gorri Travel is a boutique agency located in the heart of the Basque Country that specializes in sustainable, private itineraries for small groups. We offer two main experiences: one focuses on regenerative ecotourism in Green Spain and includes the Basque Country, Navarra, Cantabria, Asturias and Galicia; and the other is The Land of the Basques Experience, which invites you to explore our culture and landscapes as a local, accompanied by expert hosts. We design trips that combine heritage, nature, hospitality and absolute authenticity.

Visitors can stay in our own accommodation, the Ulle Gorri Ecolabel Rural House. We are also keen to spread the word about our Bird Sanctuary Forest, a permaculture project aimed at promoting conservation and replacing our carbon footprint. We work closely with guides, artisans and local producers to guarantee an environmentally friendly experience, sharing our land, our passion and our firm commitment to sustainability.



- ECOTOURISM
- GASTRONOMY
- WINE TOURISM
- ACTIVE TOURISM
- CULTURE

EXPERIENCES

- Cultural and Historical Routes: Heritage, medieval towns, museums, city tours
- Ecotourism & Nature: Birdwatching, forest bathing, nature and countryside routes, visits to local producers
- Outdoor Adventure: Nordic Walking, MTB, surfing, kayaking, hot air ballooning, horseback riding
- Enogastronomy & Cuisine: Rioja & Txakoli wineries, wine tastings, pintxos, cooking workshops, fine dining
- Unique and Cross-Border Experiences

AREA OF OPERATIONS

BASQUE COUNTRY /
FRENCH BASQUE COUNTRY /
NAVARRA / BURGOS / CANTABRIA /
ASTURIAS / GALICIA

PRIORITY MARKETS

NETHERLANDS / BENELUX /
NORDIC COUNTRIES / GERMANY /
UNITED KINGDOM / UNITED STATES / CANADA

ullegorritravel.com



LICENSE CIE 2437

contact@ullegorri.com

+34 647 71 28 06



URDAIBAI EXPERIENCE & TRAVEL

Urdaibai Experience is a grass-roots travel agency: we are local guides who are passionate about our lands and the heritage of Urdaibai. We organize trips for groups from all around the world and we coordinate tourist accommodation. Whether you already have a clear idea of your trip or not, we can help you shape an unforgettable experience in the Basque Country.



- WINE TOURISM
- GASTRONOMY
- MICE
- ACTIVE TOURISM
- NATURE TOURISM
- URBAN TOURISM

EXPERIENCES	AREA OF OPERATIONS
- Guided Tour of Gernika-Lumo: A discovery-filled walking tour revealing the history, culture, and best-kept secrets of Gernika-Lumo, including the events of the 1937 bombing and the truth behind Picasso's famous painting - Treasures of the Urdaibai Marshes: An accessible and engaging walk from Gernika to the heart of the Urdaibai marshlands, exploring their natural, cultural, and historical wealth, including traditional "baserris" and the Roman ruins of Forua - Essence of Bermeo: An ecotourism experience combining a stroll through the charming streets of Bermeo, a boat trip through the natural landscapes of Urdaibai, and a tasting of local Km0 products paired with txakoli, fully connecting the senses with the spirit of the Cantabrian coast - Legends of Mundaka and Boat Tour: A walking and boat experience to discover the history, nature, and surroundings of the picturesque village of Mundaka, with the finest views of the Urdaibai Biosphere Reserve - Flavours of the Sea: An in-depth exploration of the history of the seafaring town of Bermeo, complemented by a tasting of products from the town's finest canning company	BASQUE COUNTRY / URDAIBAI
PRIORITY MARKETS	AREA OF OPERATIONS
UNITED STATES / CANADA / NETHERLANDS / GERMANY / MADRID / BARCELONA / VALENCIA /	

urdaibaixperience.eus

VIAJES GARCIA

Viajes García is a company specializing in tours across the Basque Country and its surrounding regions, including Bilbao, San Sebastián-Donostia, the French Basque Country and La Rioja. Our team of professionals is among the top in the industry for group and tour management, offering high-quality service and personalized attention.

Travellers can either design their own bespoke itineraries or let our experts craft their ideal experience, ensuring memorable moments and first-class encounters. Each itinerary blends exclusive privileges, access to the finest restaurants and accommodations, and guided tours led by professionals with in-depth knowledge of the destination.

At Viajes García, customer service is our priority: we guarantee flexibility, close attention, and experiences tailored to each individual need, with no additional costs, so every journey is free, enriching, and thoroughly enjoyable.



- GASTRONOMY
- WINE TOURISM
- MICE
- ACTIVE TOURISM
- URBAN TOURISM
- CULTURE

EXPERIENCES	AREA OF OPERATIONS
- Guided Tours - Gourmet Wine Tours - Hiking and Walking Excursions - Tasting Pintxos or Tapas - Singles' Trips	BASQUE COUNTRY / CANTABRIA / LA RIOJA / NAVARRA / FRENCH BASQUE COUNTRY
PRIORITY MARKETS	AREA OF OPERATIONS
	UNITED KINGDOM AND SCOTLAND / IRELAND / GERMANY / AUSTRIA / FRANCE / ITALY / TURKEY

bilbaoservices.es

VISIT RIOJA ALAVESA

Visit Rioja Alavesa. We are the official sales agency of the Rioja Alavesa Wine Route, especially created by the destination. We have a team of professionals whose job is to assist you, answer questions and plan tailored experiences just for you.

As an official body, we represent the vast majority of local suppliers, from wineries, hotels and restaurants to tour guides and transport services. We also run the exclusive Enobus with capacity for up to 50 passengers and organize top-end private transfers.

We operate an exclusive sales service and helpline for travel agencies and tour operators. We design services for individuals and groups, offering integral solutions, and we share our first-hand knowledge of the destination. We supervise every detail to the highest professional standards and give your clients our full-time attention. Exclusivity guaranteed: we are the official agency of the area, and as such we can gain access to spaces and experiences that are closed to the general public.

We are more than just a sales channel, we are your partner on the ground; we are more than a booking point, we are your strategic ally in Álava. We bring local expertise to the table when designing unique itineraries.



WINE TOURISM

MICE

GASTRONOMY

URBAN TOURISM

NATURE TOURISM

- ESPERIENTZIAK
- TEMPRANILLO Experience: “El Icono”. Architecture, Underground Cellars and Origins
 - GARNACHA Experience: “Adventure and landscape”. E-bike Cycling, Nature and Signature Wines
 - GRACIANO Experience: “Legacy and Luxury”. Premium sector, Unique tastings and VIP exclusivity
 - MAZUELO Experience: “Structures and Pedals”. Sport, Cycling and Avant-garde activities
 - MATURANA Experience: “Roots and Oil”. Recovered varieties, Thousand-year-old olive trees and Arróniz extra virgin olive oil
 - VIURA Experience: “White Wine Heritage”. Añana Salt Valley, Txakoli and Contrasts
 - MALVASÍA Experience: “Sensations and Wellness”. Wellness, Vinotherapy, Spa and Romantic Getaways
 - WHITE GARNACHA Experience: “Gastronomy and Olive trees”. Haute cuisine, Wine pairing workshop, Cellars and Olive oil

EKINTZA-EREMUA

EUSKADI / ARABAKO ERRIOXAA

LEHENTASUNEZKO MERKATUAK

EUROPA /
ESTATU BATUAK /
LATINOAMERIKA /
ASIA /
KANADA

visitriojaalavesa.com

XARMANTA LIFE

Xarmanta Life is much more than a receptive agency: we are artisans of unique experiences. Based in Bilbao, we design journeys and MICE events with soul, where true luxury lies in the time and intensity of every moment.

As a Destination Management Company (DMC), we champion slow travel: leisurely strolls, private tours, memorable dinners, and intimate experiences for couples or groups of up to 20 people. We incorporate immersive technology, such as 360° recordings and virtual reality, allowing even individuals with reduced mobility to experience iconic locations like Gaztelugatxe or Gorbea. Our 24/7 concierge service attends to every detail, ensuring everything flows seamlessly.

We craft bespoke journeys, incentives, celebrations, tailor-made cruises, and VIP experiences with a curated selection of venues and local gastronomy.

In the MICE sector, we transform each event into a memorable story: soulful settings, from centuries-old wineries to endless cliffs, small groups, slow luxury, and tradition. We blend conscious innovation with a human touch, offering 360° support from concept to execution.

eventos y viajes

GASTRONOMY

WINE TOURISM

MICE

- EXPERIENCES
- Travel Queer
 - Life Travel, As Far as You Can Imagine
 - Travel, Designed for You

Member of
BASQUE LUXURY



AREA OF OPERATIONS

BASQUE COUNTRY / CANTABRIA / LA RIOJA

PRIORITY MARKETS

SPAIN / MEXICO / LATIN AMERICA /
UNITED KINGDOM AND IRELAND /
FRANCE / UNITED STATES

xarmantallife.com

ATRAE

Basque Country

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EUSKADI
BASQUE COUNTRY



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