

Murcia Municipal Council

Tourism Council



GREEN DIGITAL CHARTER

Smart Tourist Cities

Murcia, May 6th 2014



Tourist Council of Murcia is responsible for all marketing plans and communications of the city of Murcia and Tourist related topics in the city

It is divided into two departments

1. Tourist Promotion
2. Murcia Convention Bureau

1.-Tourist Promotion Department

- ✓ Website 5 languages
 - City Calendar
 - What to do
 - Plan your trip
 - Geolocation: Global positioning
 - Tourist routes

Turismo de Murcia Home Page




Tourist routes page and Plan your trip


Home Tourist routes

TOURIST ROUTES


FROM ALFONSO X "THE WISE" TO THE CATHEDRAL




BAROQUE CHURCHS ROUTE






FROM THE CITY MUSEUM TO THE ALMUDÍ PALACE



MEDIEVAL WALLS OF THE CITY



CALENDAR AND EVENTS

Monday 27   

CHECK IN


06-05-2014

CHECK OUT

Step 2

PLAN YOUR TRIP

VIRTUAL OFFICE



City calendar page and Calendar and Events



The screenshot displays a city calendar interface for Murcia. The main content area features two event listings:

- MERCADILLO SOLIDARIO ASTRAPACE**: Includes a drawing of two figures, a date range from Sunday, 3 November 2013 to Sunday, 1 June 2014, contact number 968 20 21 69, location Centro de día de Astrapace, and category Exposición.
- MURCIA Y TIERRA SANTA EN RELIEVE**: Includes a photo of a group of men, a date range from Monday, 16 December 2013 to Tuesday, 20 May 2014, contact number 968 98 92 57, location Palacio de las Balsas, and category Exposición.

The right sidebar contains a search bar, a calendar for May 2014, and a section titled "CALENDAR AND EVENTS" with a "PLAN YOUR TRIP" button. The calendar shows dates 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, and 31. Below the calendar, there are three event entries:

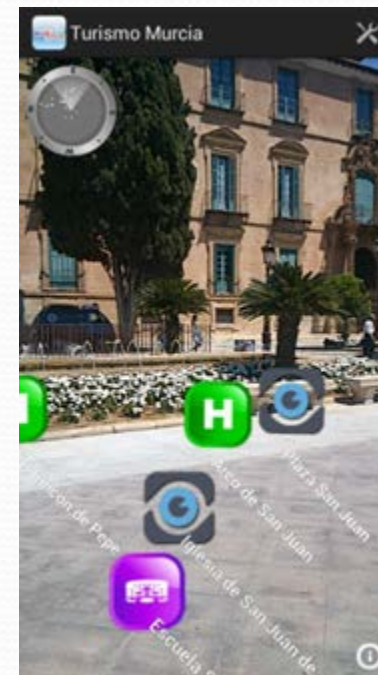
- El Ojo de Buñuel: 05/05/2014 - 19:00
- Daniel Digos: 05/05/2014 - 19:00
- La tumba del filósofo: 05/05/2014 - 20:00

- ✓ QR codes in Museums and Monuments
 - Linked to the Tourist website



✓ Applications “app” for Mobile phones


- Augmented Reality AR
- Combination of real and virtual items
- Interactive and real time
- Geolocation: proximity



At the moment, we are working on weekend tourist packs at competitive prices:

Cultural activity+ sightseeing tour+ accommodation and breakfast+ Tourist Card



- 
- ✓ Tourist Packs Selling
 - On-line selling

 - ✓ Just with one click customers can make a purchase and the system will generate:
 - ✓ Hotel booking voucher
 - ✓ Activities chosen voucher
 - ✓ Send booking information to hotel
 - ✓ Send information of activity chosen and date

2 NOCHES + TOURIST DE HOTEL + CARD

Con desayuno incluido

Este paquete para disfrutar al máximo de la ciudad está formado por 2 noches de hotel con desayuno incluido y el Tourist Card de 3 días. Descubre todos los secretos de nuestra ciudad a través de las actividades y visitas que ofrecemos.

- 2 Noches de hotel con desayuno incluido
- 1 Tourist Card de 3 días
- 1 Visita guiada Monumental
- 1 Visita guiada Gourmet
- 1 Visita guiada Cultural
- 1 Visita guiada Salud
- 1 Visita guiada Bike
- 1 Visita guiada Shopping

+ EXPERIENCIA WEEKEND

Diferente de una experiencia única, para completar lo apartado de la oferta de una manera sorprendente.

TURISMO ACTIVO

Basado en Cabo de Peñas. Descubre un hotel por el que legendan.

TURISMO ENOLOGICO

Basado en Vinos de Bodega. Descubre una experiencia con la Gran Reserva de Origen.

TURISMO CULTURAL

Basado en la Cueva de las Bóvedas. Descubre un mundo de pintas y grabados de la prehistoria.

TURISMO SALUD

Basado en el agua mineral de San Sadurn de Noya. Descubre un mundo de bienestar y salud.

+ VISITA GUIADA

Elegir la visita y descubrir todos los secretos de nuestra ciudad a través de las actividades y visitas que ofrecemos.

MONUMENTAL

Un paseo por el centro histórico que te llevará a los monumentos más importantes de la ciudad.

GOURMET

Descubre cómo se elaboran nuestros platos más típicos de la ciudad y cómo se preparan en los restaurantes más famosos.

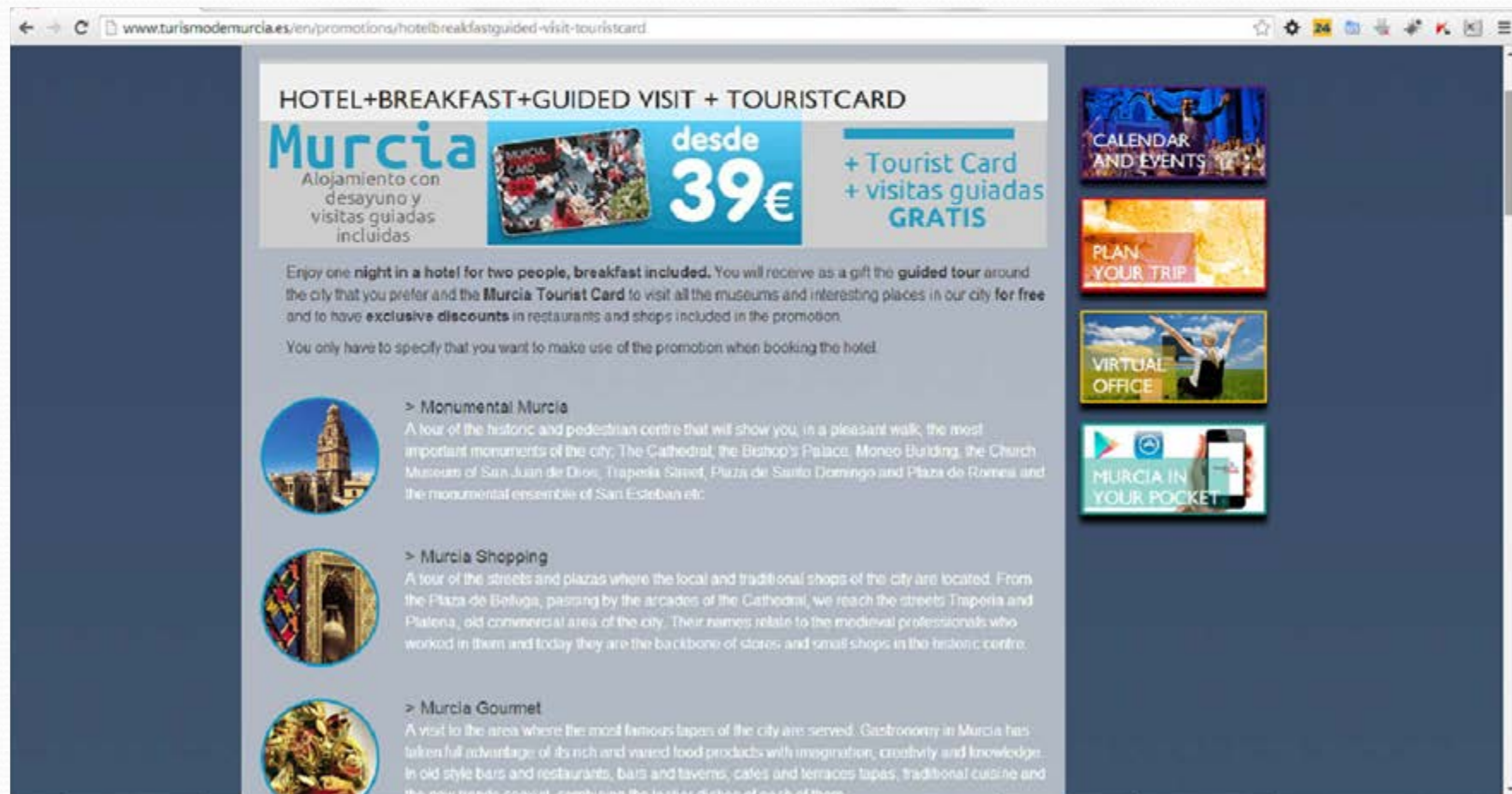
BIKE

Un paseo en bicicleta por el centro histórico. Sigue por descubrir la ciudad y sus secretos.

SHOPPING

Un paseo por el centro histórico, donde conocerás los secretos más interesantes de la ciudad y sus productos.


Promotions page (1)



www.turismodemurcia.es/en/promotions/hotelbreakfastguided-visit-touristcard

HOTEL+BREAKFAST+GUIDED VISIT + TOURISTCARD

Murcia
Alojamiento con desayuno y visitas guiadas incluidas






desde **39€**

+ Tourist Card
+ visitas guiadas **GRATIS**

Enjoy one **night in a hotel for two people, breakfast included**. You will receive as a gift the **guided tour** around the city that you prefer and the **Murcia Tourist Card** to visit all the museums and interesting places in our city for **free** and to have **exclusive discounts** in restaurants and shops included in the promotion.

You only have to specify that you want to make use of the promotion when booking the hotel.

- **> Monumental Murcia**
A tour of the historic and pedestrian centre that will show you, in a pleasant walk, the most important monuments of the city: The Cathedral, the Bishop's Palace, Monco Building, the Church Museum of San Juan de Dios, Trapeza Street, Plaza de Santo Domingo and Plaza de Rómulo and the monumental ensemble of San Esteban etc.
- **> Murcia Shopping**
A tour of the streets and plazas where the local and traditional shops of the city are located. From the Plaza de Belluga, passing by the arcades of the Cathedral, we reach the streets Trapeza and Platena, old commercial area of the city. Their names relate to the medieval professionals who worked in them and today they are the backbone of stores and small shops in the historic centre.
- **> Murcia Gourmet**
A visit to the area where the most famous tapas of the city are served. Gastronomy in Murcia has taken full advantage of its rich and varied food products with imagination, creativity and knowledge. In old style bars and restaurants, bars and taverns, cafes and terraces tapas, traditional cuisine and the new results of local gastronomy are the feature of each of them.

CALENDAR AND EVENTS

PLAN YOUR TRIP

VIRTUAL OFFICE

MURCIA IN YOUR POCKET



✓ Murcia Tourist Card

- Smart card Microchip
 - For 24, 48 o 72 hours
- Website 4 languages to buy on-line
- With just one payment:
 - Free admission to all municipal museums
 - Discounts at local shops
 - Discounts at Restaurants
 - Discounts at Theatres and Auditoriums

Murcia Tourist Card page



WHAT IS IT?

It is a card that will help you to visit the main tourism and cultural attractions of Murcia easily and at a reasonable price.

ITS USE

The card is personal and non-transferrable and can be purchased for 24, 48 or 72 hours, enabling you to access all the participating sights by simply presenting your card, as well as to enjoy all the discounts available from those establishments associated with the project.

Valid for	24h	48h	72h
Adults	12€	18€	21€
Child	4€	6€	8€

[BUY HERE WITH A 5% DISCOUNT ON THE NORMAL PRICE](#)

Or can be purchased at the Tourist Office at the Plaza del Cardenal Belluga.



Saltillo Museum



Real Casino de Murcia



Aquarium UMU

4.- Murcia Convention Bureau.-

- Web 2 languages
- Mobile phone applications for conference attendees
 - Entrance key for each Conference
 - Geolocation of all events
 - Location from and to–points of interest
 - Conference calendar and schedule
 - Conference latest news

Selección de idiomas - opción 1



Partida de bienvenida



Sección congresos



Sección congresos



Sección de cultura Murcia



Sección de cultura Murcia



Sección cerca de mí



Sección el tiempo

