

27 DE SEPTIEMBRE

DÍA MUNDIAL DEL TURISMO

TURISMO Y TRANSFORMACIÓN SOSTENIBLE
JEREZ DEL 26 AL 28 DE SEPTIEMBRE



JEREZ WORLD TOURISM DAY 2025

‘Tourism and Sustainable Transformation’

FRIDAY, SEPTEMBER 26

Reading of the Manifesto for World Tourism Day at the Municipal Ordinary Plenary.

9:00 am to 2:00 pm. Discover the treasure: visit to the ‘Palacio del Tiempo’ Museum

Museums of La Atalaya. Cervantes Street, 3.

Organized by: Fundación Andrés de Ribera Self-guided visit. Detailed information available via QR in Spanish/English/German/French/Dutch.

Tel. +34 956 149 500 info@elmisteriodejerez.org <https://www.museosdelaatalaya.com/>

Special rate/person: €3 Children under 5 free when accompanied by an adult.

11:00 am. Yeguada de la Cartuja – Hierro del Bocado

Guided tour of the facilities and training sessions.

Organized by: Yeguada de la Cartuja – Hierro del Bocado.

Medina Sidonia - El Portal Road, CA 3109, km 6.5, 11480 Jerez

Language: Spanish

Prior reservation required at yegudadacartuja@yegudadacartuja.com or +34 956 162 809

www.yegudadacartuja.com

Free activity. Show not included.

12:00 pm. DUNA Experience at Páez Morilla

Access the labels museum of wineries from the Marco de Jerez and the collection of photographs from the early 20th century. Walk through the soleras and discover the magic of Jerez wines. Create your own DUNA Spritz, adding your personal touch: mint, orange, lemon, lime, crushed ice... You decide!

Bodegas Páez Morilla. Avda. de Medina Sidonia, 35. Access from the roundabout.

Organized by: Bodegas Páez Morilla

Languages: Spanish/English

Phone: +34 630 269 363 visitas@paezmorilla.com

<https://www.bodegaspaezmorilla.net/>

Free activity.

Maximum of 29 people. Certificate of participation upon completion of the activity. 10% discount at the store.

8:30 pm. Fundador & Friends. Guided tour of Bodegas Fundador with paired dinner

Paired dinner with commentary in the courtyard of the Casa Fundador restaurant served by David Méndez from Restaurant Berdó and live music at Bodegas Fundador. Entrance via Puerta de Rota street s/n. Parking available inside the winery.

Organized by: Bodegas Fundador

Languages: Spanish

Phone: +34 956 151 552 • f.info@bodegasfundador.com www.brandyfundador.com

Special rate/person: €80

You can reserve and purchase your ticket through the following link <https://brandyfundador.com>.

Limited spaces

From 9:00 to 10:00 hours. Visit 'Discover the Cathedral' Cathedral of Our Lord Saint Savio

Duration: approximately 1 hour.

Organizer: Optima Cultura

Tel: +34 662 18 75 11

Reservations: catjerez@artisplendore.com <https://catedraldejerez.es/>

<https://iglesiadesanmiguel.com/>

Free access

Free activity

Not included: virtual reality glasses, audio guides or tourist services.

11:00 am and 1:00 pm. Visit the Cathedral 'Beyond the Walls' and St. Michael's Church

Guided tour and virtual experience of the Cathedral and access to the tower

Visit to the Cathedral: 11:00 AM (English tour) / 1:00 PM (Spanish tour)

Visit to St. Michael's Church: with audio guide from 3:00 PM to 5:00 PM Estimated duration: 1 hour and 40 minutes

Venue: Cathedral and St. Michael's Church

Organized by: Optima cultura

Languages: Spanish and English

Phone: +34 662 18 75 11 - catjerez@artisplendore.es <https://catedraldejerez.es/>

<https://iglesiadesanmiguel.com/>

Special rate/person: €15

Prior reservation required. Limit of 30 places. Tower access with passes for 15 people

SATURDAY, SEPTEMBER 27

9:00 am to 2:00 pm. Open day at the Archaeological Museum.

Plaza del Mercado s/n

Organized by: City Hall of Jerez, Department of Culture, Archaeological Museum

No registration needed • Free activity.

From 9:00 to 10:00 hours. Visit 'Discover the Cathedral' Cathedral of Our Lord San Salvador

Duration: approximately 1 hour.

Organizer: Optima Cultura

Tel: +34 662 18 75 11

Reservations: catjerez@artisplendore.com <https://catedraldejerez.es/>

<https://iglesiadesanmiguel.com/>

Free access

Virtual reality glasses, audio guides, and tourist services not included.

10:00 / 11:00 / 12:00 / 13:00 / 14:00 / 16:00 / 17:00 / 18:00 / 19:00. Visit to the Domecq Palace

Admission includes an audio-guided tour of the Domecq Palace, exploring its rooms. Domecq Palace, entrance through Plaza Aladro, 2

Organized by: Domecq Palace

Languages: English, French, Spanish

Tel: +34 673 92 36 40 • info@palaciodomecq.com

<https://palaciodomecq.com/> Special rate: €12 via the website <https://tickets.palaciodomecq.com> with the promotional code **TURISM025**

10:30 am. Guided tour of Tío Pepe Wineries with a technical tasting of 5 wines

Tío Pepe Wineries

Organized by: Tío Pepe Wineries

Language: Spanish

Tel: +34 956 357 016 • reservas@gonzalezbyass.es

www.tiopepe.com

Special rate: €50 / adult

11:00 am. Traveling with Paloma "Guided tour through the center of Jerez"

Meeting point: Santo Domingo Cloisters

Tour duration: 1h 45' / 2h

Language: Spanish

Booking email: info@viajandoconpaloma.com

www.viajandoconpaloma.com

Special rate: €6 adults. Minors - free

A minimum of 15 participants is required for the activity to take place.

11:00 am and 1:00 pm. Visit the Cathedral “*Beyond the Walls*” and the Church of San Miguel

Guided tour and virtual experience at the Cathedral with access to the tower.

Cathedral visit: 11:00 am (tour in English) / 1:00 pm (tour in Spanish)

Visit to the Church of San Miguel: with audio guide from 3:00 to 5:00 pm

Estimated duration: 1 hour 40 minutes

Venue: Cathedral and Church of San Miguel

Organized by: Optima Cultura

Languages: Spanish and English

Tel: +34 662 18 75 11 • catjerez@artisplendore.es

<https://catedraldejerez.es/> • <https://iglesiadesanmiguel.com/>

Special rate per person: €15

Advance booking required. Limited to 30 participants. Tower access in groups of 15 people.

12:00 to 2:00 pm. Jerez de Honor

Sherry Wines welcome visitors to the city at the Municipal Tourist Office.

Plaza del Arenal, Los Arcos building, s/n

12:00 pm. Royal Andalusian School of Equestrian Art. Show “*How the Andalusian Horses Dance*”. Charity Gala

Charity gala in aid of Aspanido and AFA La Barca.

Tickets available at:

ASPANIDO: Calle Zaragoza, 9

AFA La Barca: +34 615 206 751 · afalabarca@gmail.com

12:00 to 2:00 pm. Piece of the Month. Archaeological Museum

Lecture: “*Spindle Tower from the Islamic period*” by Pilar Peña Jiménez, Art Historian.

Organized by: Jerez City Council, Department of Culture, Archaeological Museum, Friends of the Museum Association.

Venue: Julián Cuadra Room - Archaeological Museum

No registration required.

Free activity.

2:00 pm, 8:00 pm, and 10:00 pm. Flamenco Show and Invitation to a Second Glass of Sherry Wine

Tabanco El Pasaje - Calle Santa María, 8

Organized by: Tabanco El Pasaje

See conditions and book at www.tabancoelpasaje.com

1:30 pm. Visit to Tío Pepe Wineries with Pairing Tasting of 5 Wines and Tapas

Guided tour of the wineries ending with a tasting of 5 Sherry wines paired with tapas.

Meeting point: Tío Pepe Wineries

Organized by: Tío Pepe Wineries

Language: Spanish

Tel: +34 956 35 70 16 • reservas@gonzalezbyass.es

www.tiopepe.com

Special rate per adult: €90

6:30 to 8:30 pm. Jerez City Grand Prix

A great team/family game designed to discover the most cultural and touristic side of Jerez through clues and challenges across its streets and squares. Pets welcome.

Meeting point: Plaza del Arenal, Los Arcos building

Organized by: Brandon Tourist

Bookings: brandontourist.pablo@gmail.es • Tel: +34 618 427 916

Special rate per person: €5

7:00 pm. Guided Visit to the Las Majadillas Vineyard School and Tasting of a Traditional Jerez Stew

Jerez de la Frontera is world-renowned for its countryside, the cradle of wine. Spend the late afternoon and evening at the Las Majadillas Vineyard School learning about vineyard tasks, the influence of climate and soil, pruning, vines, and enjoy a traditional Jerez stew paired with Sherry wines while watching a beautiful sunset.

Estimated duration: 3 hours

Language: Spanish

Venue: Las Majadillas Vineyard School

Organized by: Genatur, Environmental Education and Rural Tourism

Booking Tel: +34 676 987 031 info@genatur.com

www.genatur.com

Rate per person: €25

The visit includes a professional nature guide, vineyard materials, stew and wine tasting, as well as civil liability and accident insurance.

SUNDAY, SEPTEMBER 28

9:30 am to 2:30 pm. Open Day at the Monumental Complex of the Alcázar of Jerez

Alcázar of Jerez · Alameda Vieja s/n

Organized by: Jerez City Council · Department of Tourism and Tourism Promotion

Tel: +34 956 149 956

No registration required

Free activity

10:30 am Guided Tour “Jerez and its Sherries” - The history of the city of Jerez through the history of its wines

Meeting point: Alcázar of Jerez, visitor entrance

Organized by: Vente pa Jerez - Reyes Maraver Pérez

Language: Spanish

Tel: +34 607 275 729

Email: reyes.maraver.perez@gmail.com

Promotional website: www.ventepajerez.es

Special rate: €10 per person. Free for children under 8.

7:00 pm. Guided Visit to the Las Majadillas Vineyard School and Tasting of a Traditional Jerez Stew

Jerez de la Frontera is world-renowned for its countryside, the cradle of wine. Spend the late afternoon and evening at the Las Majadillas Vineyard School learning about vineyard tasks, the influence of climate and soil, pruning, vines, and enjoy a traditional Jerez stew paired with Sherry wines while watching a beautiful sunset.

Estimated duration: 3 hours

Language: Spanish

Venue: Las Majadillas Vineyard School

Organized by: Genatur, Environmental Education and Rural Tourism

Booking Tel: +34 676 987 031 • info@genatur.com • www.genatur.com

Rate per person: €25

The visit includes a professional nature guide, vineyard materials, stew and wine tasting, as well as civil liability and accident insurance.

#DíaMundialdelTurismo
#JerezDíaMundialdelTurismo
+ info: www.turismojerez.com



Please check the opening hours of tourist attractions.



Information may change. Confirm in advance.
For more information: Turismo Jerez - Tel. +34 956 149 863
www.turismojerez.com

