

JEREZ

DÍA **MUNDIAL** DEL **TURISMO** WORLD **TOURISM** DAY

27 de septiembre • 27th September • 2026

AGENDA DIGITAL E INTELIGENCIA ARTIFICIAL
PARA **REDISEÑAR** EL TURISMO

del **21** al **27** de **septiembre**



J E R E Z

WORLD **TOURISM** DAY 2026

Digital Agenda and Artificial Intelligence
to Redesign Tourism

MONDAY, SEPTEMBER 21

12:00 p.m. Open Day at Bodega Miguel Domecq- Entrechuelos

Free guided tour of the winery and vineyard estate, including an explanatory tour of the production process followed by a commented tasting.

Meeting point: Bodega Entrechuelos (Cortijo de Torrecera, Ctra. de Torrecera a La Barca, km 4, Jerez de la Frontera).

Organised by: Bodega Miguel Domecq.

Languages: Spanish / English

Advance booking required

Tel: +34 682539197

Email: visitas@migueldomecq.com

Web: <https://migueldomecq.com/>

Free activity.

Maximum group size: 20 people.

Advance booking required (preferably by email), including first and last names and number of people (maximum 2 people per booking).

TUESDAY, SEPTEMBER 22

11:30 a.m. “Heritage Within Walls” Tour

Guided tour of the Cathedral, ascent to the Bell Tower and visit to San Miguel Church with an audio guide.

Organised by: Óptimacultura

Location: Jerez Cathedral and San Miguel Church

Language: Spanish

Tel: +34 662 187 511

Email: catjerez@artisplendore.com

Web: catedraldejerez.es

Special rate: €13/person

Limited places available. Advance booking required.

12:00 p.m. Open Day at Bodega Miguel Domecq- Entrechuelos

Free guided tour of the winery and vineyard estate, including an explanatory tour of the production process followed by a commented tasting.

Bodega Entrechuelos (Cortijo de Torrecera, Ctra. de Torrecera a la Barca, km 4, Jerez)

Organised by: Bodega Miguel Domecq.

Languages: Spanish / English

Tel: +34 682 539 197

Email: visitas@migueldomecq.com

Web: <https://migueldomecq.com/>

Free activity.

Maximum group size: 20 people.

Advance booking required (preferably by email), including first and last names and number of people (maximum 2 people per booking).

From 5:00 to 8:30 p.m. Sunset among the vineyards. 4x4 route through the vineyards of the Jerez Sherry region

Discover the history of Jerez and the Bay of Cádiz, from the earliest civilisations to the present day, and its relationship with wine. Explore the most emblematic vineyard estates of the Jerez Sherry region, interpreting its landscape: vineyard houses, land, grapes, farming activities, stories, etc., and finish at sunset with an appetiser and a glass of Jerez wine at an emblematic 17th-century vineyard.

Meeting point: Plaza del Arenal, corner of the Tourist Office. Jerez

Organised by: RUTASIETE

Languages: Spanish

Tel / WhatsApp +34 610 962 155

Email: rutasietecadiz@gmail.com / info@rutasiete.es

Web: www.rutasiete.es

Special rate: €49/person

The price includes 4x4 service, route with a specialised guide, binoculars and reference documentation, information leaflet, bottle of water, appetiser with Jerez wine, civil liability and accident insurance, and taxes.

WEDNESDAY, SEPTEMBER 23

12:00 p.m. Discover Bodegas Arfe

Guided tour of Bodegas Arfe, known for producing Palo Cortado

Location: C/ Molino de Viento, 12

Organised by: Bodegas Arfe

Languages: Spanish

Tel: +34 665 570 316

Email: luis.arroyo@bodegasarfe.com

Web: www.bodegasarfe.com

Free activity. Booking by telephone or through the website.

12:00 p.m. Open Day at Bodega Miguel Domecq- Entrechuelos

Free guided tour of the winery and vineyard estate, including an explanatory tour of the production process followed by a commented tasting.

Meeting point: Bodega Entrechuelos (Cortijo de Torrecera, Ctra. de Torrecera a la Barca, km 4, Jerez de la Frontera).

Organised by: Bodega Miguel Domecq.

Languages: Spanish / English

Tel: +34 682 539 197

Email: visitas@migueldomecq.com

Web: <https://migueldomecq.com/>

Free activity. Maximum group size: 20 people.

Advance booking required (preferably by email), including first and last names and number of people (maximum 2 people per booking).

7:30 p.m. Presentation of the biography “La Viña del Milagro. Biografía de Íñigo López de Carrizosa Ybarra”

Organised by: Tierra de Nadie Editores and Eugenio Camacho.

Location: COVIJEREZ Assembly Hall (Jerez Wine Cooperative “Nuestra Señora de las Angustias”). Next to Jerez Hospital.

The author will sign copies, and guests will enjoy a complimentary glass of Jerez wine courtesy of COVIJEREZ.

8:00 p.m. Palace Dialogues

Led by Art History PhD José Manuel Moreno Arana, we will enjoy a tour of Plaza de la Asunción, followed by a dialogue about the Palace of the Countess of Casares at The Sherry

Gallery, accompanied by a glass of Jerez wine.

Meeting point: Plaza de la Asunción / The Sherry Gallery

Organised by: BRANDON TOURIST / THE SHERRY GALLERY

Languages: Spanish

Tel: +34 618 427 916

Email: brandontourist.pablo@gmail.com

Special rate: €15 per person

Accessible and adapted activity.

THURSDAY, SEPTEMBER 24

10:00 a.m. “Heritage Within Walls” Tour

Guided tour of the Cathedral, ascent to the Bell Tower and visit to San Miguel Church with an audio guide.

Organised by: Óptimacultura

Location: Jerez Cathedral and San Miguel Church

Language: Spanish

Tel: +34 662 187 511

Email: catjerez@artisplendore.com

Web: www.catedraldejerez.es

Special rate/person: €13

Limited places available. Advance booking required.

From 5:00 to 8:30 p.m. Sunset among the vineyards. 4x4 route through the vineyards of the Jerez Sherry region.

Discover the history of Jerez and the Bay of Cádiz, from the earliest civilisations to the present day, and its relationship with wine. Explore the most emblematic vineyard estates of the Jerez

Sherry region, interpreting its landscape: vineyard houses, land, grapes, farming activities, stories, etc., and finish at sunset with an appetiser and a glass of Jerez wine at an emblematic 17th-century vineyard.

Meeting point: Plaza del Arenal, corner of the Tourist Office.
Jerez

Organised by: RUTASIETE

Languages: Spanish. English (Please ask)

Tel / WhatsApp: +34 610 962 155

Email: rutasietecadiz@gmail.com / info@rutasiete.es

Web: www.rutasiete.es

Special rate/person: €49

Other days available upon request

The price includes 4x4 service, route with a specialised guide, binoculars and reference documentation, information leaflet, bottle of water, appetiser with Jerez wine, civil liability and accident insurance, and taxes.

From 6:30 to 10:00 p.m. Procession of Ntra. Sra. de la Merced Coronada.

Departure from the Minor Basilica of Ntra Sra. de la Merced Coronada.

8:00 p.m. Fundador & Friends: Ale Alcántara (Restaurante Beduino)

8:00 p.m. Private visit to Bodegas Fundador

9:00 p.m. Wine-paired tasting dinner with live music

Location: Bodegas Fundador.

Fundador and Friends - schedules, menus and reservations - Brandy Fundador

Advance booking required.

FRIDAY, SEPTEMBER 25

10:00 a.m. “Heritage Within Walls” Tour

Guided tour of the Cathedral, ascent to the Bell Tower and visit to San Miguel with an audio guide.

Organised by: Óptimacultura

Location: Jerez Cathedral and San Miguel Church

Language: Spanish

Tel: +34 662 187 511

Email: catjerez@artisplendore.com

Web: catedraldejerez.es

Special rate: €13/person

Other information: limited places available, advance booking required.

From 10:00 a.m. to 8:00 p.m. (Ticket office closes at 7:00 p.m.)

Conservation of Nature and Tourism

Free admission to the Jerez Zoobotanical Garden for children accompanied by an adult who purchases a ticket (1-for-1).

Organised by: Jerez Zoobotanical Biodiversity Conservation Centre - Alberto Durán.

Location: Calle Madreselva s/n.

Tel. +34 956 149 785

E-mail: marketing.zoo@aytojerez.es

Web: www.zoobotanicojerez.com

12:30 p.m. World Tourism Day Luxury Visit.

Guided tour with tasting in the exclusive historic bottle cellar and a wine-paired lunch at Restaurante Pedro Nolasco.

Meeting point: Bodegas Tío Pepe

Organised by: Bodegas Tío Pepe

Languages: Spanish

Tel: +34 956 357 016

Email: reservas@gonzalezbyass.es

Web: www.tiopepe.com

Special rate/person: €96

Advance booking required.

From 4:00 to 10:00 p.m. 4x4 route: The Deer Rut in Los Alcornocales Natural Park – Montes de Propios de Jerez.

Journey through the Guadalete river valley and the Guadalquivir reservoir - the second-largest reservoir in Andalusia - passing through extensive irrigated areas and dehesas until reaching Los Alcornocales Natural Park, where you can enjoy a unique landscape, known as “the last Mediterranean jungle”, before arriving at La Jarda estate (Montes de Propios de Jerez).

A journey of several kilometres with stops at strategic points to observe and listen to the deer rut. At the end, we will raise a glass of Jerez wine as the sun sets on the horizon and the sound of the deer rut provides the soundtrack to a unique and unforgettable experience.

Meeting point: Jerez Cemetery car park.

Organised by: RUTASIETE

Languages: Spanish

Tel / WhatsApp +34 610 962 155

Email: rutasietecadiz@gmail.com / info@rutasiete.es

Web: www.rutasiete.es

Special rate/person: €65

The price includes 4x4 service, route with a specialised guide, binoculars and reference documentation, information leaflet, bottle of water, appetiser with Jerez wine, civil liability and accident insurance, and taxes.

10:00 p.m. Ángel Concerts: Los Bastardos + Ozzy Solution.

Location: Sala La Guarida del Ángel

<https://laguaridadelangel.com/calendario-pop-rock/>

SATURDAY, SEPTEMBER 26

From 9:00 a.m. to 2:00 p.m. Open Day at the Archaeological Museum.

Plaza del Mercado s/n

Organised by: Jerez City Council, Department of Culture, Archaeological Museum

Registration not required. Free activity.

From 10:30 a.m. to 1:00 p.m. Painting Among the Vineyards

Outdoor painting and guided creative interior-design workshop, accompanied by a tasting of Entrechuelos wines and an appetiser at the winery. Participants take their artwork home.

Meeting point: Bodega Entrechuelos de Miguel Domecq.

Organised by: Alejandra Tabares (Paint & Wine) and Bodega Miguel Domecq

Languages: Spanish and English.

Bookings:

Tel: +34 682 539197 (Marta) 625 77 08 63 (Alejandra)
visitas@migueldomecq.com

Web: <https://migueldomecq.com/> · <https://alejandratabares.com/tienda/pintando-entre-vinedos/>

Special rate: €50/person.

Includes all materials, instruction and a glass of wine accompanied by an appetiser during the activity. (Maximum group size, 20 people)

From 12:00 to 2:00 p.m. Piece of the Month. Archaeological Museum

Lecture “Gothic Tombstone from the Jerez Museum” by Dr Javier Jiménez López de Eguileta. Palaeographer. University of Cádiz. CEHJ

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

Location: Jerez Archaeological Museum

Registration not required

Free activity.

4:00 p.m. “Heritage Within Walls” Tour

Guided tour of the Cathedral, ascent to the Bell Tower and visit to San Miguel with an audio guide.

Organised by: Óptimacultura

Location: Jerez Cathedral and San Miguel Church

Language: Spanish

Tel: +34 662 187 511

Email: catjerez@artisplendore.com

Web: catedraldejerez.es

Special rate: €13/person

Other information: limited places available. Advance booking required.

From 4:00 to 10:00 p.m. 4x4 route: The Deer Rut in Los Alcornocales Natural Park – Montes de Propios de Jerez.

Journey through the Guadalete river valley and the Guadalquivir reservoir - the second-largest reservoir in Andalusia - passing through extensive irrigated areas and dehesas until reaching Los Alcornocales Natural Park, where you can enjoy a unique landscape, known as “the last Mediterranean jungle”, before

arriving at La Jarda estate (Montes de Propios de Jerez).

A journey of several kilometres with stops at strategic points to observe and listen to the deer rut. At the end, we will raise a glass of Jerez wine as the sun sets on the horizon and the sound of the deer rut provides the soundtrack to a unique and unforgettable experience.

Meeting point: Jerez Cemetery car park.

Organised by: RUTASIETE

Languages: Spanish

Tel / WhatsApp +34 610 962 155

Email: rutasietecadiz@gmail.com / info@rutasiete.es

Web: www.rutasiete.es

Special rate/person: €65

Other information: The price includes 4x4 service, route with a specialised guide, binoculars and reference documentation, information leaflet, bottle of water, appetiser with Jerez wine, civil liability and accident insurance, and taxes.

From 7:00 to 9:00 p.m. Grand Prix Ciudad de Jerez

A team experience to discover and enjoy Jerez by playing games, overcoming challenges, tests and riddles, and above all, enjoying the experience together.

Meeting point: Plaza del Arenal / Edif. Los Arcos

Organised by: BRANDON TOURIST

Languages: Spanish

Tel: +34 618 427 916

Email: brandontourist.pablo@gmail.com

Special rate: €5 per person

Pets are welcome. No age limit.

From 7:00 to 9:30 p.m. Hidden Jerez: Mysteries and Legends of the City.

Guided tour through the historic centre of Jerez, where participants will discover legends, characters, historical events and popular stories that form part of the city's intangible heritage. A different experience to discover Jerez from a historical and legendary perspective.

Meeting point: Plaza del Arenal

Organised by: Conoce Cádiz – Carmen Flores Navarro. Official Tourist Guide.

Languages: Spanish

Tel.: +34 646 777 970

Email: info@conocecadiz.com

Web: www.conocecadiz.com

Special rate/person: €10. "World Tourism Day Special Rate"
Maximum group size of 25 people. Advance booking required.

Approximate duration: 2.5 hours.

SUNDAY, SEPTEMBER 27

From 8:30 a.m. to 2:30 p.m. Open Day at the Jerez Alcázar Monumental Complex

Jerez Alcázar · Alameda Vieja s/n

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

Tel +34 956 149 956

Languages: English, French, German, Spanish, Italian

Tel: +34956149955

Email: info.visitas.alcazar@aytojerez.es

Web: <https://www.jerez.es/webs-municipales/conjunto-monumental-del-alcazar>

Registration not required. Free activity.

From 10:00 to 11:00 a.m. Honey tasting and countryside walk

We will take a guided walk around the facilities of Rancho Cortesano, followed by a honey tasting.

Meeting point: Under the pine tree next to the shop. Rancho Cortesano.

Organised by: S.C.A. Campo Museo de la Miel Rancho Cortesano

Languages: Spanish

Tel: +34 956237528

Email: vamosalrancho@ranchocortesano.net

Web: <https://ranchocortesano.net/>

Free activity.

10:00 a.m. / 11:00 a.m. / 12:00 p.m. / 1:00 p.m. Visit to Palacio Domecq.

Admission includes a group visit with an audio guide to Palacio Domecq, exploring the rooms of the Palace.

Estimated duration: 45 minutes

Location: Palacio Domecq, Plaza Aladro, 2.

Organised by: Palacio Domecq

Languages: English, French, Spanish

Tel: +34 673 92 36 40

Email: info@palaciodomecq.com

Special rate: €12 only through the website <https://tickets.palaciodomecq.com> using the promotional code TURMUN26

11:00 a.m. Historical visit and wine tasting at Bodega Viña Santa Petronila

Historical visit to the 1722 Casa Viña and Gañanía and to the winery. The visit includes a tasting of 5 premium artisanal wines that are usually only available at fine-dining restaurants. The visit will be conducted by the owners of the vineyard and lasts approximately 1 hour and 30 minutes.

Meeting point: Viña Santa Petronila. C. Hermandad del Rocío de Jerez, km. 3, 2, 11408 Jerez

Organised by: Bodega Viña Santa Petronila

Languages: Spanish

Tel: +34 669750888

Email: info@santapetronila.com

Web: www.santapetronila.com

Instagram: @bodegasantapetronila

Special rate: €25 per person

Advance booking required.

From 11:00 a.m. to 2:00 p.m. Jerez de Honor.

The Wines of Jerez welcome visitors to the city at the Municipal Tourist Office.

Plaza del Arenal, Los Arcos building, s/n.

From 4:00 to 10:00 p.m. 4x4 route: The Deer Rut in Los Alcornocales Natural Park – Montes de Propios de Jerez.

Journey through the Guadalete river valley and the Guadalquivir reservoir - the second-largest reservoir in Andalusia - passing through extensive irrigated areas and dehesas until reaching Los Alcornocales Natural Park, where you can enjoy a unique landscape, known as “the last Mediterranean jungle”, before arriving at La Jarda estate

(Montes de Propios de Jerez).

A journey of several kilometres with stops at strategic points to observe and listen to the deer rut. At the end, we will raise a glass of Jerez wine as the sun sets on the horizon and the sound of the deer rut provides the soundtrack to a unique and unforgettable experience.

Meeting point: Jerez Cemetery car park.

Organised by: RUTASIETE

Languages: Spanish (English, please ask)

Tel / WhatsApp +34 610 962 155

Email: rutasietecadiz@gmail.com / info@rutasiete.es

Web: www.rutasiete.es

Special rate/person: €65

Other days available upon request

The price includes 4x4 service, route with a specialised guide, binoculars and reference documentation, information leaflet, bottle of water, appetiser with Jerez wine, civil liability and accident insurance, and taxes.

EVERY DAY, SEPTEMBER 21–27

2:00, 8:00 and 10:00 p.m. Jerez Flamenco at Tabanco El Pasaje

Tabanco El Pasaje - Calle Santa María, 8

Organised by: Tabanco El Pasaje

Tabanco El Pasaje, in collaboration with El Maestro Sierra wineries, invites attendees of the 2:00 p.m. show to a glass of Sherry wine.

Information and reservations: <https://tabancoelpasaje.com/reservas/>

12:00 p.m., 1:00, 7:00 and 8:00 p.m. Jerez Historic Centre Tour + tasting of 2 wines

Guided tour of the historic centre and tasting of two Jerez wines at a tabanco.

Organised by: Andalusia Tour Travel

Estimated duration: 2 hours

Languages: Spanish or English

Meeting point: in front of the equestrian monument in Plaza del Arenal

Advance booking required.

Tel. 674 745 060 · info@andalusiatourtravel.com

Book: <https://www.andalusiatourtravel.com/actividad/visita-guiada-centro-de-jerez-y-degustacion-de-2-vinos>

Special rate/person: €22

Booking through the website, minimum 2 adults, at least 24 hours before the day of the visit.

9:00, 11:00 a.m., 1:00, 4:00, 6:00 and 8:00 p.m. Jerez Historic Centre Tour

Guided tour of the Historic Centre of Jerez.

Organised by: Andalusia Tour Travel

Estimated duration: 2 hours

Languages: Spanish or English

Meeting point: in front of the equestrian monument in Plaza del Arenal

Advance booking required

Tel. 674 745 060 · info@andalusiatourtravel.com

Book: <https://www.andalusiatourtravel.com/actividad/visita-guiada-centro-historico-jerez>

Special rate/person: €18

Booking through the website, minimum 2 adults, at least 24 hours before the day of the visit.

9:00, 11:00 a.m. and 1:00 p.m. Jerez Historic Centre Tour and Alcázar Visit

Guided tour of the Historic Centre of Jerez and visit to the Alcázar.

Organised by: Andalusia Tour Travel

Estimated duration: 2 hours

Languages: Spanish or English

Meeting point: in front of the equestrian monument in Plaza del Arenal

Advance booking required

Tel. 674 745 060 · info@andalusiatourtravel.com

Book: <https://www.andalusiatourtravel.com/actividad/visita-guiada-centro-de-jerez-y-alcazar>

Special rate: €24/person

Booking through the website, minimum 2 adults, at least 24 hours before the day of the visit.

11:00 a.m., 1:00, 4:00 and 6:00 p.m. Jerez Historic Centre Tour and Cathedral Visit.

Guided tour of the historic centre of Jerez and the interior of the Cathedral.

Organised by: Andalusia Tour Travel

Estimated duration: 2 hours

Languages: Spanish or English

Meeting point: in front of the equestrian monument in Plaza del Arenal

Advance booking required

Tel. 674 745 060 · info@andalusiatourtravel.com

Book: <https://www.andalusiatourtravel.com/actividad/visita-guiada-centro-de-jerez-y-catedral>

Special rate/person: €24

Booking through the website, minimum 2 adults, at least 24 hours before the day of the visit.

9:00, 11:00 a.m. and 1:00 p.m. Monumental Jerez Tour

Guided tour of the historic centre of Jerez, Alcázar and Cathedral.

Organised by: Andalusia Tour Travel

Estimated duration: 2 hours

Languages: Spanish or English

Advance booking required

Meeting point: in front of the equestrian monument in Plaza del Arenal

Tel. 674 745 060 · info@andalusiatourtravel.com

Book: <https://www.andalusiatourtravel.com/actividad/visita-guiada-jerez-monumental>

Special rate/person: €30

Booking through the website, minimum 2 adults, at least 24 hours before the day of the visit.

Cata y Compás (Tasting and Rhythm) Bodegas Álvaro Domecq

4:00 p.m. Check dates on the calendar (lunch at 2:30 p.m. available on request).

7:00 p.m. Thursday to Sunday (dinner at 8:30 p.m. available on request).

10:00 p.m. Every day (dinner at 8:30 p.m. available on request).
An experience combining a visit and tasting at Bodegas Álvaro Domecq, Andalusian cuisine and a flamenco show at Tablao Flamenco Puro Arte.

Includes: winery visit and tasting, lunch or dinner, and flamenco show at Puro Arte.

Location: C/ Madre de Dios, Jerez

Organised by: Bodegas Álvaro Domecq and Tablao Flamenco Puro Arte.

Languages: Spanish and English.

Advance booking required.

Tel. +34 660 030 420 / +34 636 145 254

reservas@puroarteflamencojerez.com

More information: <https://puroarteflamencojerez.com/>

Special rate: 10% discount on the standard rate.

Jerez a Compás

Schedule: Please check the website

Flamenco show at Tablao Flamenco Puro Arte

Venue: Tablao Flamenco Puro Arte, c/ Madre de Dios 10
Organized by: Puro Arte

Tel: +34 660 03 04 20

Email: reservas@puroarteflamencojerez.com

Web: www.puroarteflamencojerez.com

Special rate: 10% discount

Reservations must be made through the website.

From 7:00 to 8:00 p.m. Guadalete River Boat Trip

Dragon boat trip to La Cartuja Monastery, rowing with the assistance of an electric motor.

Meeting point: Jerez Port

Organised by: Truxor Jerez SL

Languages: Spanish, English, Swedish and German

Tel: +34 652 394 524

Web: www.puertodejerez.com

Special rate/person: €5

EXHIBITIONS

Exhibition “Il Certamen Internacional de Pintura Ciudad de Jerez”

Date: August 31 to October 4.

Location: Sala De Profundis. Claustros de Santo Domingo.

Photography Exhibition “Picadores” by Jesús Salido.

Date: August 28 to September 26, 2026.

Location: Claustros de Santo Domingo. First-floor gallery.

Exhibition “Del color y sus razones”. Mixed media and encaustic techniques. Recent work by José María Rojas.

Date: September 2 to 27, 2026.

Location: Sala El Molino. Jerez Alcázar.

Exhibition “Personas, Animales y Cosas” 1988-2025 by Juan Vida.

Date: September 4 to October 10, 2026.

Location: Sala Pescadería Vieja.

Exhibition “De lo divino a lo humano” by Rafa Moreno.

Date: September 8 to 25, 2026.

Location: Palacio Riquelme.

Exhibition “Bebe, Come, Ama Jerez”, a multidisciplinary exhibition organised by the Regulatory Council to mark Jerez’s designation as Spanish Capital of Gastronomy 2026.

Date: September 1 to 26, 2026.

Location: Upper Gallery. Claustros de Santo Domingo.

Check tourist attraction opening hours.



More information: www.turismojerez.com

#WorldTourismDay #JerezWorldTourismDay

**Information is subject to change
and modification, so please
confirm details in advance.**



**Ayuntamiento
de Jerez**

