

*hagoos*

Your Basque Country DMC

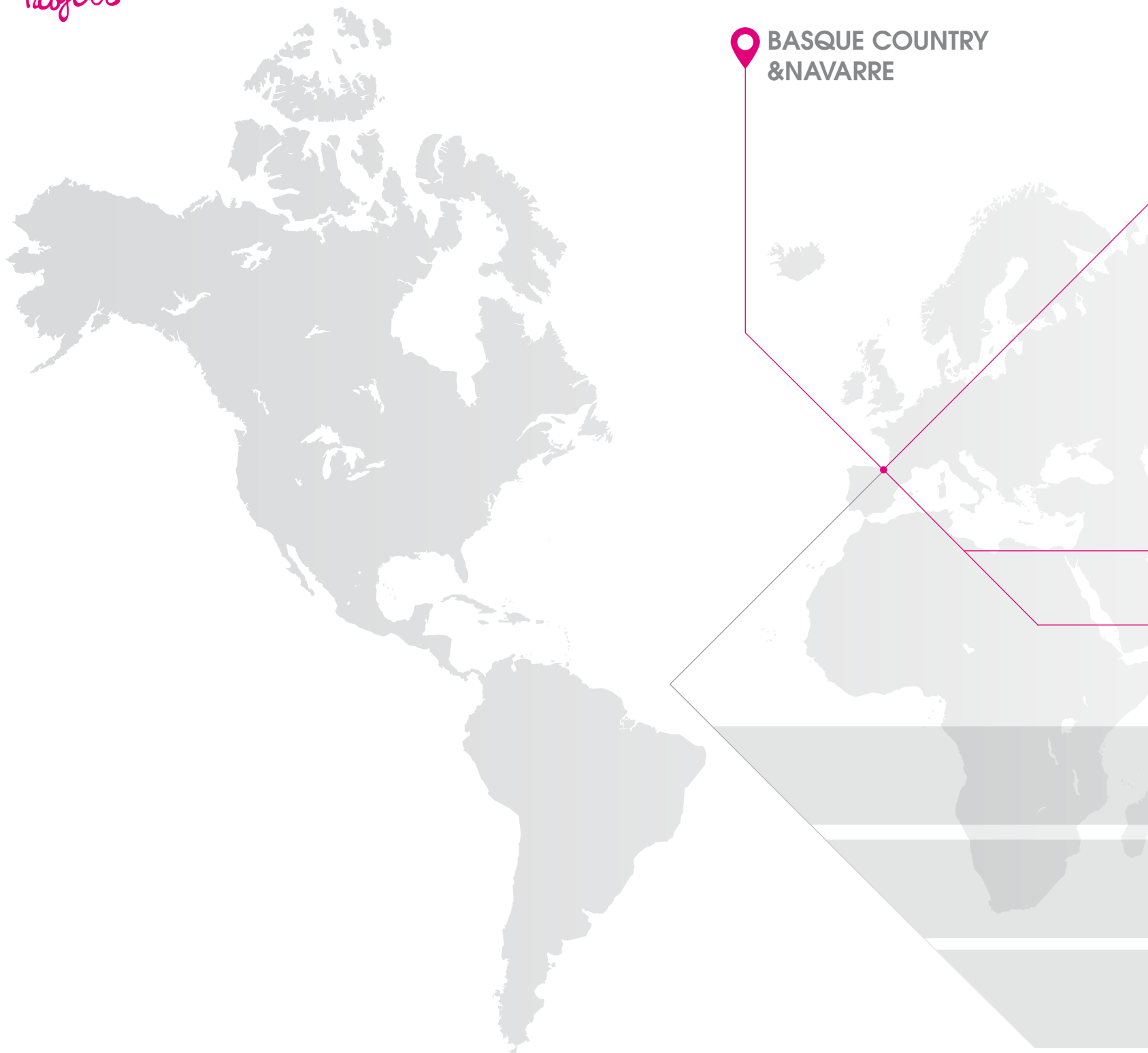
hagoo's



*hagoos*



**BASQUE COUNTRY  
& NAVARRE**





COORDINATES

**42°50' N 2°41' W**



AIRPORTS

**4 > 2 INT.**



MUSEUMS

**111**



POPULATION

**2.836.159**



BEACHES

**44 > 8** BLUE  
FLAGS



NATURE RESERVES

**25%** SURFACE



AREA

**24.877 km2**



MICHELIN RESTAURANTS

**4 ★ ★ ★ ★ 1 ★ ★ 26 ★**



CLIMATE

**9°/19°**



# 0.1

# HAGOOS

INTRODUCTION

MEET THE TEAM

WHY BOOK WITH US







A FLOCK OF SHEEP  
IN THE MOUNTAINS  
OF ARALAR





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# HAGOOS, HAVE A GOOD STAY!

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## WE LOVE THE BASQUE COUNTRY

Hagoos is a DMC with a wholesale and retail licence (CIE 2282) which operates in the Basque Country, Navarre and the north of Spain.

We have two areas of business: holiday tourism, with regard to which we are family friendly the only DMC in the north of Spain specialised in family tourism, and the MICE market.

We are experts in designing **tailor-made programmes** to suit each of our client's specific needs.

We pay particular attention to **quality** and lay great store by the **flexibility** of our service.

We develop creative, different proposals, striving to ensure that they convey the **culture, traditions and gastronomy** of our destination.



**Laura Larrión**  
Donostia-San Sebastián.  
Co-Founder. International Partnerships Manager.



**Silvia Tellechea**  
Pamplona.  
Co-Founder. MKT & Communications Manager.

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## MEET THE TEAM

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### WE ENJOY THE SUPPORT OF A MULTIDISCIPLINARY TEAM

Born and raised in the Basque Country and Navarre, at Hagoos we have long experience and perfect knowledge of the north of Spain.

We are a team of professionals who simply love our region; With a multidisciplinary professional & international background and work with a very wide network of local experts in different areas.



# WHY BOOK WITH US

## WE CONVEY THE ESSENCE OF THE LOCAL OFFER

A great deal of **experience** in the destination.  
We convey the essence of the local aspect  
in our offer.

Fast and efficient management and flexibility.  
We adapt to every client.

We seek to **set ourselves apart** with highly  
creative and original proposals.

We work **seriously** and are strongly committed  
to our work, where every detail matters.





# 0.2 HOLIDAYS

THE FLAVOURS OF OUR  
REGION

A PEOPLE WITH ITS  
OWN IDENTITY

LANDSCAPES TO  
REMEMBER

A DESTINATION TO  
ENJOY WITH  
CHILDREN

# THE FLAVOURS OF OUR REGION

## A GASTRONOMIC CULTURE FAMOUS ACROSS THE WORLD

Our food and wine culture in the Basque Country, La Rioja and Navarre.

In both the Basque Country and the North of Spain, wine, **Cider and Txakoli** form a very important part of our culture. Here you will find traditional and state-of-the-art wineries, sprawling vineyards of astonishing beauty and the skills of the Basque winemakers.

Food as an artistic expression, gastronomic societies, the famous "pintxo" culture, Basque cookery lessons and fine, award-winning restaurants.







BASQUE DELIS: PRESERVED  
ANCHOVIES & BONITO WHITE TUNA  
FROM THE CANTABRIC SEA



JAUREGI PALACE, WHICH WAS  
ONCE THE LIVING HOME OF THE  
LORDS OF ZERAIN







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# A PEOPLE WITH ITS OWN IDENTITY

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## A WAY OF LIFE

**History, folklore, and traditions** in a land packed with personality. Folklore, rural sports and a countrified way of life; traditional food markets, local producers who open their doors and invite you in to discover their skills.

Different kinds of cities: **modern, historical, medieval, monumental...** San Sebastián, Bilbao, Vitoria and Pamplona, cities where you can soak yourself in culture thanks to the many museums.

All sorts of special events: music and film festivals, sports, international festivals and cultural programmes, traditional sports displays: pelota, jai-alai, rowing, rural sports. Sporting events: surf and running competitions...

# LANDSCAPES TO REMEMBER

## NATURAL PROTECTED REGION

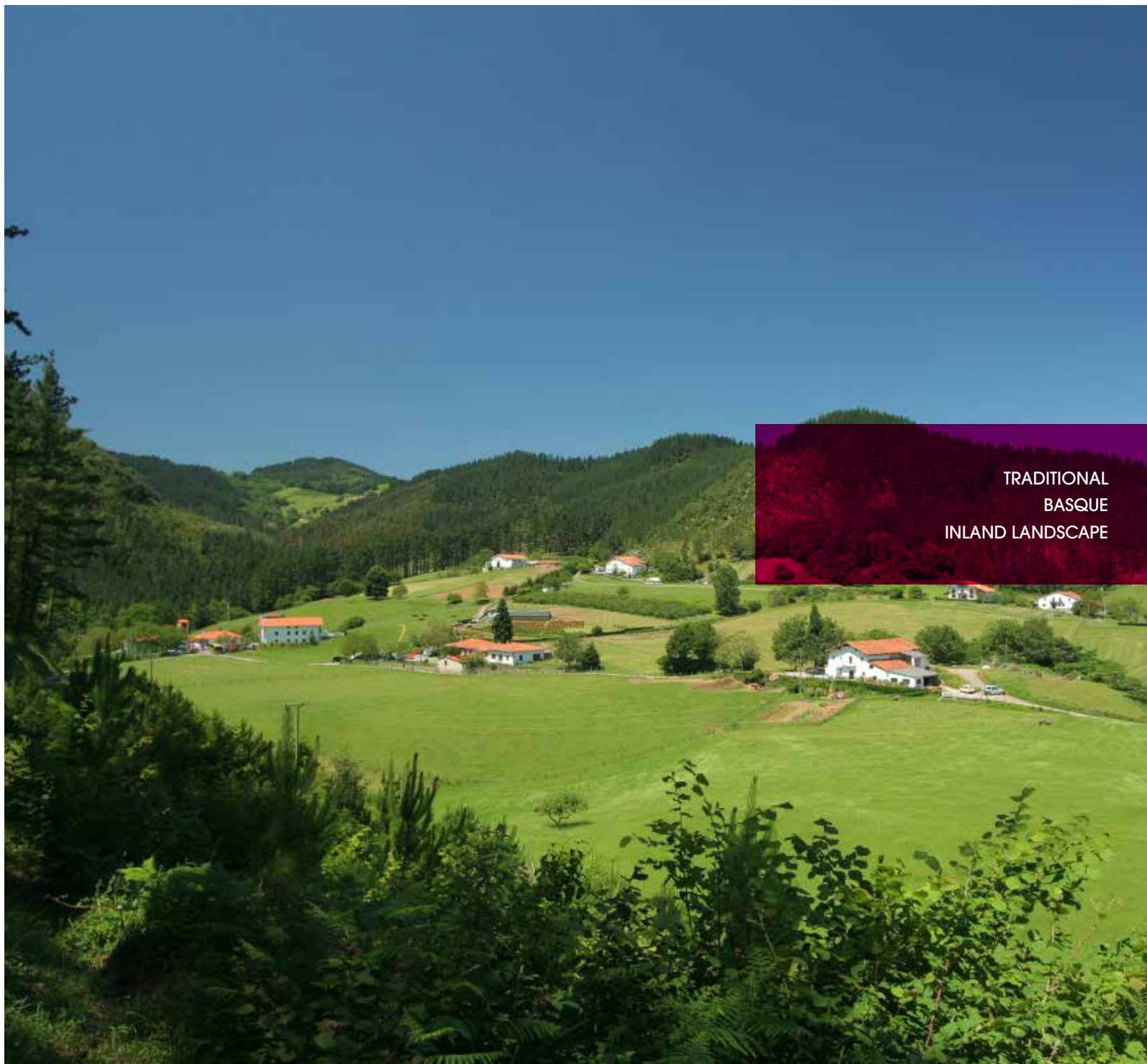
A natural wealth of changing landscapes, nature at its most diverse, adventure sports and active tourism

**Rambling plains, mountain ranges for pleasant excursions, green forests, spectacular cliffs, rich wetlands and relaxing beaches.** Lovers of natural spaces have a great deal to discover in the Basque Country.

The Basque Country has several protected natural spaces in which important projects are underway to recover the fauna and flora: a biosphere reserve, nine natural parks, the Basque Coast Geopark, protected biotopes and more than 300 different species of birds. Humid spaces with magic mountains and legendary cave pits in which to enjoy the charms of nature.







TRADITIONAL  
BASQUE  
INLAND LANDSCAPE



# A DESTINATION TO ENJOY WITH CHILDREN

## REAL FAMILY EXPERIENCES

Hagoos, the real family experience, is the only DMC focussed on developing touristic quality products aimed to satisfy the needs of families with children. It therefore offers its clients touristic products designed especially for them, which include accommodation and child-friendly restaurants, activities to enjoy as a family and a wide range of complementary services which make a Hagoos vacation a true family experience.

We also have a set of additional services that give Hagoos trips that added touch of quality, safety and wellbeing required by travelling families: private transfers in adapted vehicles, mini-clubs for kids, babysitters, etc.

All of our trips to promote family tourism have a number of common features:

- Small groups
- Trips designed to suit your children's age
- Hagoos welcome kit
- And many more surprises!





SOCIEDAD  
GASTRONÓMICA  
EXPERIENCE WITH CHILDREN





## BY HAGOOS CERTIFICATION

# FAMILY FRIENDLY

Hagoos has developed the first quality certification for tourist companies in recognition of a business model with an offer including resources oriented towards satisfying the needs of those who decide to travel to the North of Spain as a family.





# 0.3

## DESTINATIONS

BILBAO  
SAN SEBASTIAN  
PAMPLONA  
THE BASQUE COAST  
RIOJA ALAVESA  
NAVARRE  
MOUNTS & VALLEYS



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# BILBAO

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## CULTURE, ARCHITECTURE AND MODERNITY

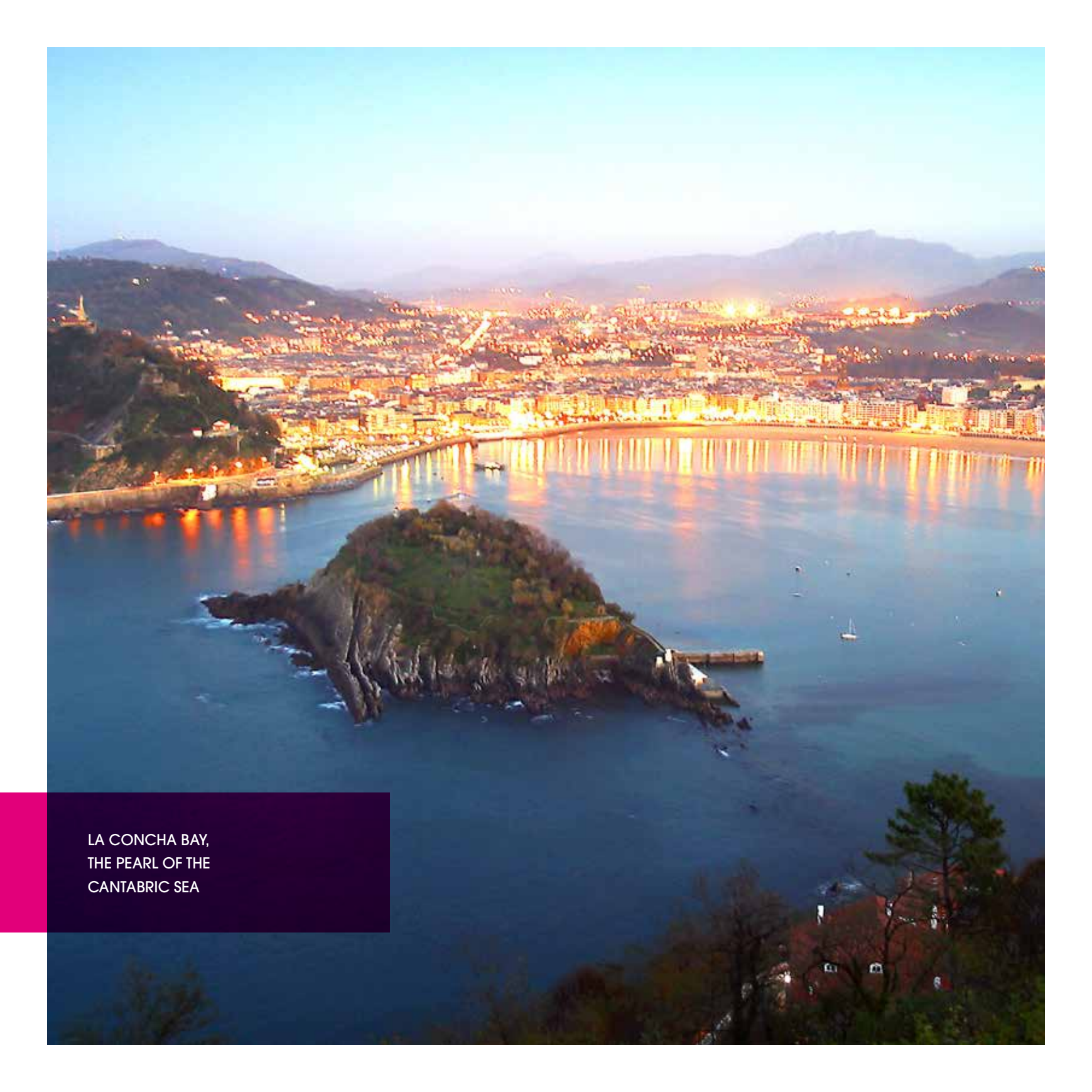
A plural, active, cosmopolitan and friendly city which has carefully maintained the charm of its ancient corners. **Bilbao** experienced a complete transformation from its industrial past to become a totally renovated city packed with energy and light. Architectural gems such as the **Guggenheim** reflect this impressive change.





FRANK GEHRY'S  
GUGGENHEIM  
MUSEUM IN BILBAO





LA CONCHA BAY,  
THE PEARL OF THE  
CANTABRIC SEA

# SAN SEBASTIAN

## GASTRONOMY AND TRADITION

Fabulous beaches, towns with impressive architecture, farmhouses surrounded by spectacular mountains and a wide and varied offer of cultural activities and gastronomy, San Sebastián is considered to be one of the most beautiful cities on the planet. It was recently chosen as the **5th best tourist destination in the world** by the Readers' Choice Awards called yearly by the prestigious North American magazine, **Condé Nast Traveler**.

In the city, foodies find an offer hard to beat, with all kinds of flavours, aromas and textures to satisfy the most demanding palates: from its 16 Michelin stars to the delicious pintxos lining the bar-tops, gastronomic societies, fairs, markets and cider houses.





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# PAMPLONA

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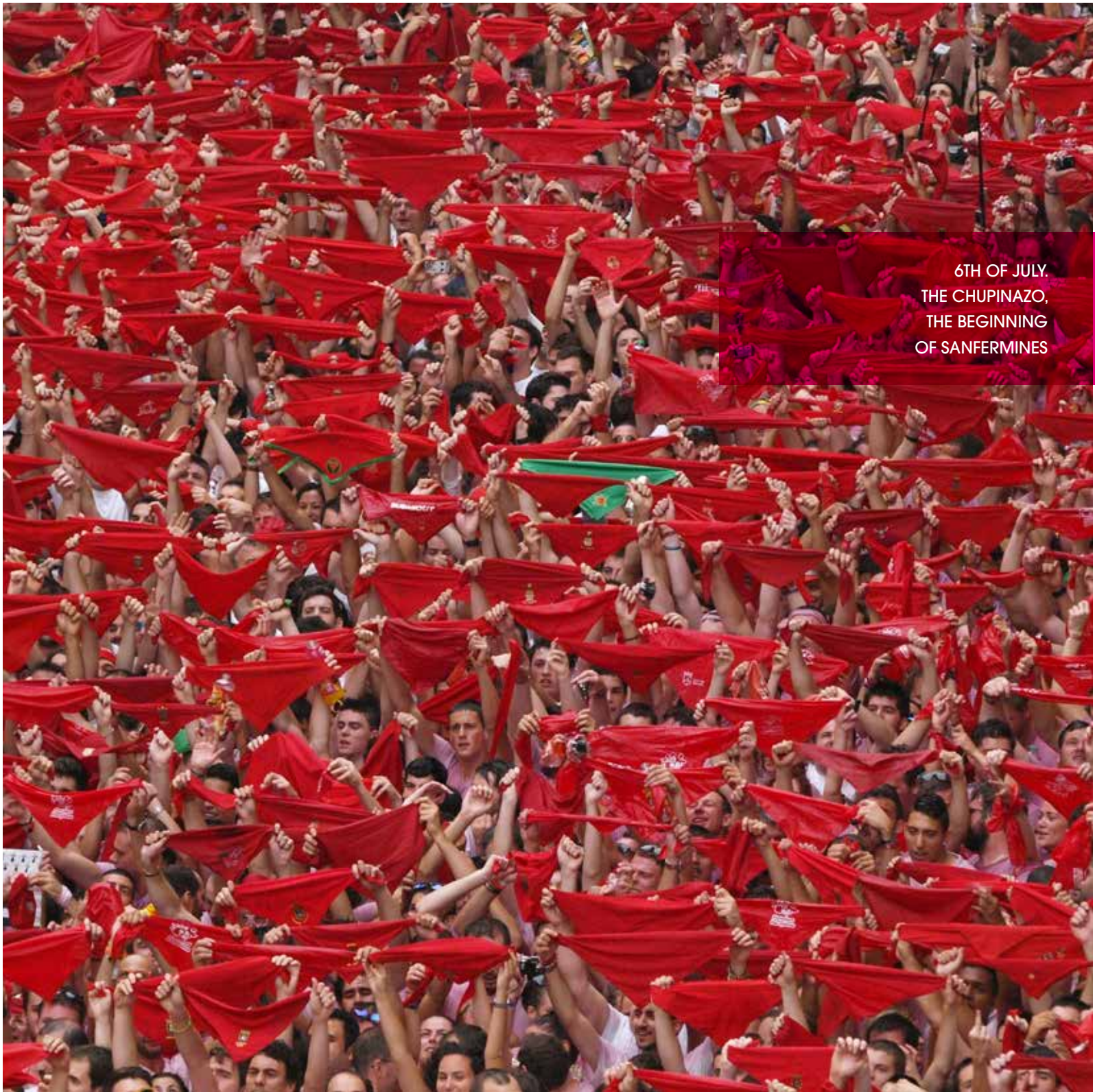
## HISTORY AND TRADITIONAL FIESTAS

A city packed with history, founded by the Romans and crossed by **the Way of St. James**, today Pamplona is a modern, friendly city with a wide assortment of activities.

This is a place of walls dating back centuries, cobbled streets, parks, gastronomy, monuments with history and its internationally famous bull-running fiesta, **Sanfermines**, which so strongly inspired Ernest Hemingway.







6TH OF JULY.  
THE CHUPINAZO,  
THE BEGINNING  
OF SANFERMINES



An aerial photograph of the San Juan de Gaztelugatxe monastery, a small church with a red roof and a bell tower, perched on a rocky cliff overlooking the ocean. A winding stone path leads up the cliff from a small beach at the bottom. The surrounding area is rugged with some green vegetation. A semi-transparent pink box with white text is overlaid on the left side of the image.

SAN JUAN DE GAZTELUGATXE,  
AN ISLAND LOCATED  
IN THE BAY OF BISCAY





# THE BASQUE COAST

## SEAFARING TOWNS & VILLAGES, GOLDEN BEACHES

250 km of beaches, estuaries, wetlands, cliffs and fishing villages.

A wild coast, with golden sands, plunging cliffs and natural spaces where pretty coastal towns like Zarautz, Getaria and Mutriku intensely celebrate their seafaring fiestas and traditions.

The Basque Coast is synonymous with breathtakingly beautiful landscapes, images as pure as those of **San Juan de Gaztelugatxe and the Urdaibai Biosphere Reserve, and exceptional natural spaces used as places of shelter** by migrating birds.

The Basque beaches are fully equipped with services and offer the possibility to practise numerous nautical sports including windsurf, yachting, surfing, canoeing, and diving, to name but a few.



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# RIOJA ALAVESA

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## VINEYARDS DATING BACK HUNDREDS OF YEARS

Rioja Alavesa means good wine and a landscape dotted with **walled villages, vineyards and wine cellars** at which to taste the exquisite wines lovingly produced by the local winemakers.

Towns and villages with history, vineyards dating back hundreds of years, traditional and modern bodegas join the fiestas related to the wine culture.





DESING, ART,  
GASTRONOMY  
AND WINE



THE ALLOZ RESERVOIR,  
IN TIERRA ESTELLA  
(NAVARRE)





# NAVARRE

## LAND OF CONTRASTS

Navarre is home to an enormously varied landscape ranging from the mountains of the **Pyrenees** to the desert of the **Bardenas Reales**, with countless places and experiences just waiting to be discovered.

A quiet place of contrasts, associated to the **Sanfermines** festivities and the **the Way of St. James**, which threads its way through Navarre along two major routes: Orreaga/Roncesvalles, via Pamplona, and the other from the Aragonese Pyrenees, which makes its way through Sangüesa and Leyre.

Land of traditions, music and dance. Throughout the year, myriad fiestas take place all over Navarre; from the **country carnivals** to **fiestas with bulls** and **rural sports events**.

Traditional cuisine uses all of the products obtained from the widely varying landscape of Navarre, and particularly those produced in the famous **Navarre vegetable gardens**: asparagus, artichokes, piquillo peppers and white Beans.



# MOUNTS & VALLEYS

## SHEPHERDS AND TRADITIONS

The inland part of the Basque Country is dominated by the green of its forests and pastures and by farmhouses or **caseríos**, the occupants of which continue to lead a very traditional way of life.

It has countless natural parks and offers the opportunity to visit places such as the **Loiola** and **Arantzazu** sanctuaries.

The historic-artistic heritage of its big towns is hugely interesting: places with impressive buildings, medieval towns, mining complexes and numerous museums to explain the origins of the Basque people.

Places in which to learn about the life of shepherds and how to make the famous **Idiazabal cheese**, or others with famous **Traditional food markets**, such as Ordizia and Tolosa.





# 0.4

# M I C E

INSPIRING INCENTIVES

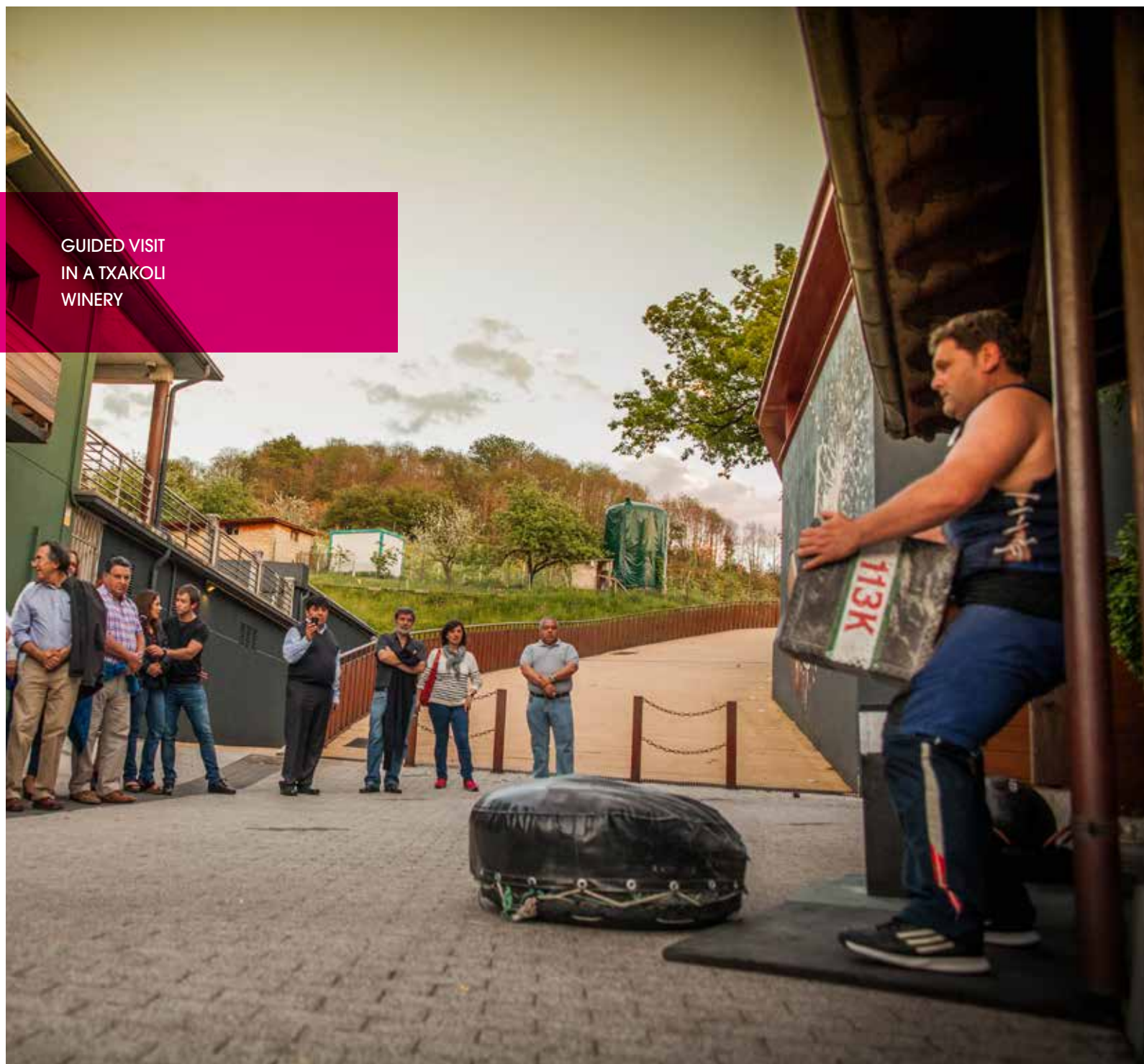
SPECIAL EVENTS

HOTELS & VENUES

EXCLUSIVE &  
CUSTOMIZED  
SERVICES

CLIENTS

GUIDED VISIT  
IN A TXAKOLI  
WINERY







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# INSPIRING INCENTIVES

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ORIGINAL PROGRAMS  
COMBINING WORK AND LEISURE

**Teambuilding activities, special interest tours, unforgettable experiences** that will entice and excite every participant.

We provide our clients with the services of experts in different coaching areas in order to design effective meetings at which to elaborate on aspects as important as teamwork or the sense of belonging to a company.

We specialise in handling your group so you can relax, safe in the knowledge that our experts are looking after your clients.



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# SPECIAL EVENTS

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## WE DESIGN UNIQUE & CREATIVE EVENTS

We organise events placing special importance on Basque culture and gastronomy. We design unique, creative events, taking particular care with every detail. We offer an **integral service**, from pre to post event. With us, you're sure to enjoy the WOW effect!



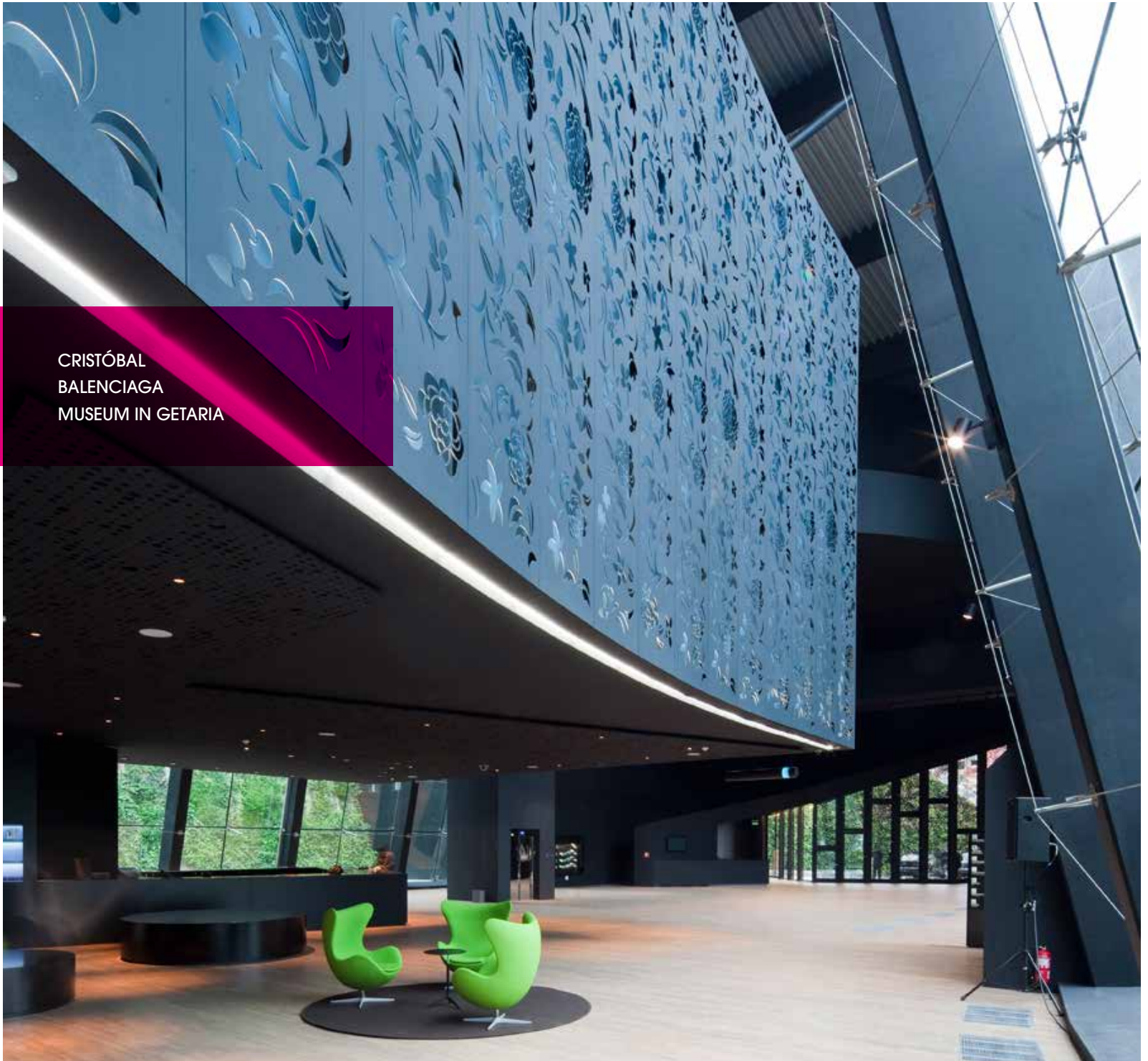




CORPORATE EVENT & TRADITIONAL  
BASQUE DANCERS IN  
MIRAMAR PALACE



CRISTÓBAL  
BALENCIAGA  
MUSEUM IN GETARIA





# HOTELS & VENUES

THE SPACE BEST ADAPTED TO  
THEIR NEEDS

We work hand in hand with the client to find the space best adapted to their needs for assured success. **Conference centres, meeting rooms, museums, theatres, sports arenas, iconic spaces..**the options are wideranging depending on the case at hand.





# EXCLUSIVE & CUSTOMIZED SERVICES

WE OFFER OUR CUSTOMERS A WIDE VARIETY OF SPECIAL SERVICES:

- Private events with well known chefs
- Personal Shopper
- Luxury transfers
- Boat cruises, light aircraft flying
- Tickets
- Photographer.
- Personal Trainer
- Health & Beauty
- Baby Sitter
- Private Cook
- Cleaning Services



A photograph of a restaurant entrance. In the foreground, four waiters stand on either side of a wide wooden staircase. Two men and two women are dressed in traditional Basque clothing: white long-sleeved shirts, dark trousers, and long white aprons. They are holding silver trays with glasses. The background shows the interior of the restaurant, with a large arched doorway and a glass skylight. Other guests are visible inside, and the atmosphere is warm and inviting.

WAITERS DRESSED  
UP IN TRADITIONAL  
BASQUE CLOTHES



COMPANY'S  
ANNIVERSARY  
CELEBRATION





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## CLIENTS

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### NATIONAL AND INTERNATIONAL COMPANIES

**Our clients vouch for our work.** We work for national and international companies, adapting to the specific needs of each one.

Our client portfolio features companies in different sectors of activity such as banking, the food industry, leisure and industry.







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**EUSKADI**  
BASQUE COUNTRY



