



Discover Exclusivity in Rioja Alavesa

Rioja Alavesa

Luxury, personalization, and unique experiences come together in the heart of Laguardia.

A Unique Destination, an Unmatched Partner

"At Rioja Alavesa Turismo, where tradition meets innovation, we specialize in creating unforgettable experiences. From boutique stays to high-end events, our offering combines luxury, creativity, and attention to detail, ensuring that every trip or event becomes a cherished memory. We invite you to discover why we are the preferred choice for agencies seeking exclusivity and personalization."





Local Knowledge:
A deep connection with Rioja Alavesa and its culture.



Proven Experience:
Decades of organizing unforgettable itineraries and events.

Our Differentiators



Creativity and Adaptability: We design personalized experiences that exceed expectations.



Exclusive Products: Direct access to accommodations, wineries, and unique activities.



Castillo El Collado

Exclusive Boutique Accommodation

"Located in a medieval castle in the village of Laguardia, Hotel Castillo El Collado is more than just accommodation: it's a journey through time with the comfort and luxury of the present. Ten unique rooms, each with its own personality, and a philosophy that treats every guest as part of our family. A perfect place to enjoy VIP getaways or exclusive events."



MICE events in an

Unforgettable Setting

"Our lounges and terrace, along with the versatile spaces of the Taberna del Castillo, can host unique events for up to 140 people. From corporate meetings to private celebrations, each space is designed to inspire and delight. Our team takes care of every detail, ensuring an event that meets your highest expectations."



Culture, wine and art

Solar de Samaniego Winery

"The Solar de Samaniego Winery offers a unique environment for events and visits. Recognized as one of the main enological attractions in the region, it combines reinterpreted industrial architecture with unique cultural and gastronomic experiences. Ideal for MICE activities, its restaurant can accommodate large groups, offering menus designed to surprise and delight."



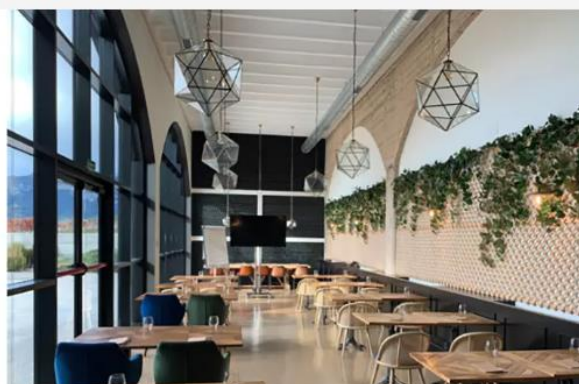


Sala de Barricas - Botellero

Capacidad Cocktail - 500

Dimensiones 776 m2

Luz Natural No



More than a visit,
a story
to tell

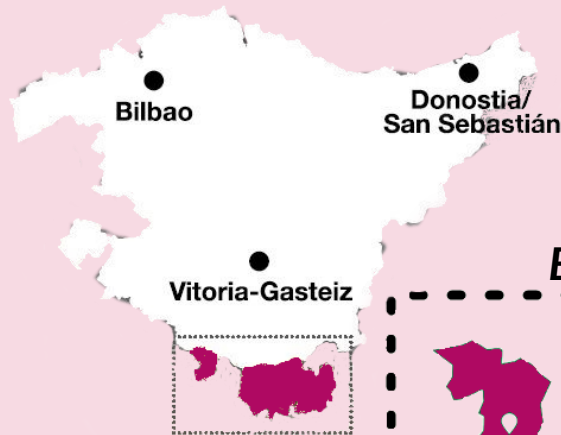


"From hot air balloon rides to wine and gastronomy pairings in medieval wineries, we create itineraries that connect travelers to the essence of Rioja Alavesa. Routes, VIP tours, interactive gymkhanas, personalized guided visits..."



We are here for you

"We are at your service to design unforgettable experiences tailored to your needs and those of your clients. Contact us to discover how we can help create memorable moments."



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Hotel Castillo
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 SOLAR DE
SAMANIEGO

