



Astronomical tourism with a travel agency that combines exposure and leisure

LOCATION: Martos (Jaén)

DURATION:1'35''

SUMMARY: AstroÁndalus is the first travel agency, in Spain, that specialises in astronomical observation packages for tourists. Its origin is a group of educational character from Martos, in Jaén, which has found a working niche that employs eight people and has taught stargazing to more than three thousand people in its first year.

VTR:

From this office in Martos, Jaen, AstroAndalus' partners organise touristic experiences. What makes them different is that they are the first agency in Spain which is committed exclusively to scientific and astronomical tourism.

JOSÉ MANUEL JIMÉNEZ
AstroÁndalus Scientific Consultant

"We saw that there were lots of set ups and lots of tourism establishments that what they were asking for was a marketing channel."

And in their first year they have shown stars, nebulas, planets or northern lights to more than 3,000 people.

M^a CARMEN TORRES
AstroÁndalus client

"I have found things that I knew were there, but until now I hadn't looked up and I hadn't realised what they were."

SALVADOR CONTRERAS
AstroÁndalus client

"It was great, we both liked it, in fact we've left as new astronomy fans, I have a telescope, and she loves nocturnal photography."

In high season they employ 8 people, with touristic and scientific training, to attend to a very diverse audience.

JOSÉ JIMÉNEZ
AstroÁndalus Project
Director

"To enjoy the night sky you don't need to have previous knowledge; you just need to be curious. The sight of the Milky Way, with the constellations, bright stars, meteor rain... You don't have to be a physicist to feel curious about understanding what causes these phenomena."

They're starting to respond to demands from other countries that are attracted by astronomical tourism.

JOSÉ JIMÉNEZ
AstroÁndalus Project
Director

"It combines not only being able to observe the night sky, but also a quality accommodation, visits to museums, eco-tourist activities during the day."

Halfway between being education and leisure, what started more than a decade ago, being the curiosity of an astronomy group, has turned into a business with bright ambitions.

For more information or support please email info@andalusianstories.com