



Authentic Flamenco Quality Establishments

The Flamenco Alliance "Authentic Flamenco Quality Establishments" leads new experiences of flamenco.



**TABLAO
EL ARENAL**



Under the motto "Authentic Flamenco Quality", four of the most important flamenco establishments in Seville have formed an alliance to strengthen the image, brand and prestige of the city, as the epicentre of flamenco on an international level. The facilities are part of the core of Seville's flamenco offer.

The Flamenco Dance Museum, the Casa de la Memoria, the Triana Flamenco Theatre and the Tablao El Arenal are the four institutions that bring the concept of the Quality Alliance to one of the most important tourism fairs in Europe, the ITB in Berlin.

In this way, they support the strategy of the city of Seville to promote cultural and tourist offerings, to develop folklore into art, to emphasize quality in service but also on the flamenco stages as the core of the tourist and cultural experience in Seville.

This alliance, with its presence in Berlin, now represents an approach to a geomarketing strategy that introduces a "new" concept of flamenco to the German market. It has chosen "Art discovers Flamenco" as its motto and is presenting this approach in the "Culture Lounge", a space reserved for the most important artistic and cultural institutions in Europe.

Flamenco continues to develop as one of Spain's most important attractions, which as an intangible, living and experiential World Heritage has become one of the main pillars of the



general brand “Spain”. In recent decades, it has increasingly emancipated itself as a unique stage experience, which brings it to the level of any other scenic, musical or dance performance. The Alliance now sees this development as a mission and is researching its own forms of a more artistic flamenco, which respects the roots of this art, but also seeks and develops new forms of choreographies.

To this end, the four institutions in Seville have joined forces under the label "Authentic Flamenco Quality Establishments" as a brand, in order to use quality and ethics to open the doors to flamenco for a culturally more demanding tourism, a premium tourism.

They are now developing a more artistic flamenco on their stages and performances, leaving behind the mere folkloric flamenco. With their innovation they have now left behind the original concept of flamenco "for" tourists and are exploring their own ways of expression, stylizing flamenco and creating an encounter between traditional flamenco and modernity. With their work, they strive to preserve the basic experience of flamenco, the authentic "duende", and make it tangible for their guests. This has become impossible in the macro-shows, which strive for profitability at the best price.

The alliance offers a total of up to 12 shows per day with a capacity of approximately 800 seats per night, with each establishment having its own special features. In addition, customers in each of the partner stages receive a 20% discount on admission if they have previously attended another show of the alliance. This is a product for individual and group tourism, which also focuses on the MICE sector, with offers such as dance or percussion workshops, flamenco gourmet experiences, VIP shows, art exhibitions, shops, city tours, etc.







PRESENTATION

Event: Presentation of the AUTHENTIC FLAMENCO QUALITY ESTABLISHMENTS Alliance

Day: Thursday, March 5, 2020

Time: 13:00 h

Place: Hall 2.1 201,201a-c. Messedamm 22. 14055 Berlin

GPS-Coordinates: 52,50133°N / 13,27431°E

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