



AJUNTAMENT DE  
**MURO**

**MURO**  
TURISME  
LA TERRA  
CULTA

## **CHOOSE MURO, STAY IN MURO, INVEST IN MURO**



**Muro takes a step forward with the creation and launch of its new tourism brand, a brand that reinforces the municipality's commitment and sets us apart from neighboring towns.**

**The new brand aims to highlight the municipality over competitors by emphasizing what makes it unique, such as its culture, landscapes, or economic activities. It also seeks to immediately associate Muro with positive values and desirable experiences.**



**In Muro, its people have shaped the landscape, produced its most treasured foods, planted the trees and fields that are now monumental, crafted music as art, and fostered social cohesion through festivals. In Muro, culture is Valencian, festive, artisanal, gastronomic, agricultural, musical, scenic, visual, and urban.**

**With the launch of the new brand, we aim to attract cultural and nature-oriented tourists in a strong and organized way, boosting the local economy and creating jobs in sectors such as hospitality, guided tours, interpretation, and crafts.**



**Muro also boasts an unparalleled natural environment: it is the northern gateway of Alicante province to the Serra de Mariola Natural Park and features one of the most lush Municipal Natural Sites, the Font del Baladre-Fontanars-Riu d'Agres. Its hamlets—Turballos, Setla de Nunyes, Benàmer, and l'Alquerieta—are treasures waiting to be discovered.**



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Muro is also committed to a new tourism narrative centered on the Neoclassical era. Its urban planning, monuments, and artistic heritage reflect the presence of one of the most important academic painters in Valencian lands, Miguel Parra.



This municipality is home to four historic festivals: the Palace Dances (late 17th century), the Fireta de Sant Antoni de Muro (1738), the Moors and Christians (1822), and the Three Kings Parade (1901). Additionally, it boasts the oldest musical society in the Valencian Community.

## **STAY IN MURO, CHOOSE MURO, BECAUSE WE OFFER YOU:**



- Half a million square meters of industrial urban land offered by the Town Hall to investors.

- Tax benefits to attract strategic investments in sustainable economy.

- The Rehabilitation Strategy for the Built Environment to revitalize the historic center of Muro. This plan will help you establish your business in the historic center.

- A commitment to embracing the principles of the New European Bauhaus promoted by the European Union, Street Art Cities, and the European Heritage Days. Additionally, we aim to host various academic and university institutions in the municipality to develop new cultural heritage action programs.

**IF YOU ARE INTERESTED, PLEASE CONTACT US:**

**MURO CITY COUNCIL**

**DEPARTMENT OF ECONOMIC PROMOTION**

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