PAMPLONA IS SANFERMINES. The San Fermín festival, with its running of the bulls through the streets of Pamplona, is internationally famous. They are unique, cosmopolitan and multitudinous fiestas that reached their maximum popularity thanks to Ernest Hemingway’s novel ‘The Sun also rises’. “At noon of Sunday, the 6th of July, the fiesta exploded. There is no other way to describe it... The fiesta was really started. It kept up day and night for seven days. The dancing kept up, the drinking kept up, the noise went on.” (Ernest Hemingway, 1926)

The San Fermin festival is celebrated between the 6th and 14th of July, but its magic can be relived by walking around Pamplona any time of the year.

PAMPLONA IS GREEN. With 26 m² of landscaped urban areas per inhabitant, Pamplona is one of the greenest cities in Europe. Pamplona has also launched the ‘Go Green’ strategy to foster new opportunities in the green economy.

PAMPLONA IS GASTRONOMY. The street with the most bars in the world per square meter is in Pamplona. It is San Nicolás street and is home to 21 bars in just 190 meters of street (one bar every 9.04 meters).

With a total of 960 bars and restaurants, Pamplona is a city to enjoy the taste of Navarrese vegetables, chistorra sausage, stuffing, mushrooms, meats and other traditional local products, accompanied by red, rosé and white wines with Navarra P.D.O. (Protected Designation of Origin).

PAMPLONA IS SANFERMINES, PAMPLONA IS GREEN, PAMPLONA IS GASTRONOMY.
PAMPLONA IS THE CITY OF HEALTH. An international healthcare reference due to the recognized prestige of its medical and hospital system, both public and private, with the Clínica Universidad de Navarra. It tops the rankings of Spain with the best public healthcare. Its healthcare system ranks first in Spain and 16th in Europe in number of doctors: 54 per 10,000 inhabitants.

The life expectancy of the people of Pamplona is 84.4 years, making it one of the highest in the world.

PAMPLONA IS THE CITY OF EDUCATION. Its population is highly qualified (48.4% with a higher education degree, compared to 39.6% of the OECD).

The city welcomes more than 25,000 university students each year to the campuses of the University of Navarra and the Public University of Navarra (UPNA), ranked among the best in Spain in both teaching and research.

The University of Navarra is the university with the best reputation in Spain and is among the top 100 in the world.

PAMPLONA IS THE CAPITAL OF NAVARRA, a historic Kingdom located in the north of Spain on the border with France, a strategic enclave of connection between the Iberian Peninsula and the rest of Europe. It is also the first city on the French Way of St. James, which has influenced its history and character since ancient times.

PAMPLONA IS A HISTORICAL HERITAGE. It has more than 5 km of city walls and a Citadel declared a National Monument, which constitute one of the most interesting and best preserved Renaissance military complexes in Europe.

The city was born in 1423 from the union of three medieval boroughs, the outline of which is still preserved in the Old Town of Pamplonia.