



**REGION  
OF MURCIA.**  
**ALL YOU NEED  
IS FLOW(ERS)**

MULA • CIEZA • VALLE DE RICOTE • MORATALLA





# Region of Murcia

Four blooming seasons accompanied by a rich programme of tourist activities, all within a single year

The Region of Murcia is a unique land capable of blooming several times in the same year. This natural privilege makes it a truly **distinctive destination in Europe**.

From **Cieza** to **Moratalla**, via **Mula** and the **Ricote Valley**, the blooming seasons of the Region of Murcia unfold as a sensory journey in which nature becomes art, flavour and **pure joy**.

An explosion of beauty, together with an extensive programme of tourist activities during each of these four blooming seasons, transforms our natural surroundings into a genuine spectacle for the senses.

With the white serenity of the **almond** blossom, the vibrant joy of peach blossom, the harmony of **lemon** blossom and the abundance of **lavender**, the Region of Murcia pulses with the energy of life in every bloom.

Discover this itinerary of emotions that can only be experienced here, where each bloom is also **a way of feeling and experiencing the Region of Murcia**.



ALMOND BLOOM



**MULA  
FLOR**

FIESTA DEL ALMENDRO  
EN FLOR DE MULA



# Mula

## The serenity of February

The almond bloom ushers in the cycle of happiness in Mula, marking the first bloom of the year in Europe. Its white, tranquil landscapes invite **slow walks, deep breaths, and quiet moments** to soak in the calm of the fields across the Region of Murcia.

Every year, the **Almond in Bloom Fair** in Mula, MulaFlor, offers a **wealth of activities** for all ages centred on **culture, with guided walks, horseback rides, and charity runs; gastronomy, with the GastroFlor** culinary events; and the **landscape and local traditions** through its Agricultural Fair.

Tourist  
Information





PEACH BLOOM



FLO  
RAC  
I Ò N

c i e z a



# Cieza

## The joy of March

Every spring, Cieza **turns pink** and comes alive with the joy of the peach bloom. Its vast fields burst into flower all at once, transforming the landscape into a living canvas that **invites visitors to pause**, take it all in, and be moved.

**Guided tours on foot, by bus, or by bike, hiking trails, photography activities, music, and gastronomy** with lunches, snacks, tastings, and wine samplings, alongside dreamy sunsets, make the Cieza bloom a true celebration of life.

Tourist  
Information





LEMON BLOOM



Valle  
**RI  
CO  
TE**  
SLOW



ULEA • VILLANUEVA DEL RIO SEGURA • OJÓS • RICOTE

# Valle de Ricote

## The harmony of April

When the lemon bloom **perfumes the air**, the Ricote Valley transforms into a **garden of sensations**. The lemon flower is a **symbol of balance, spirituality, and inner beauty**. Its fragrance envelops orchards, rivers, and magical corners, inviting visitors to experience the landscape with all their senses.

**Yoga sessions among lemon trees, agrotourism** with excursions and **visits to citrus farms, culinary experiences** including tastings of traditional **paparajotes**, and **breathtaking views** from privileged lookout points are just some of the activities the Ricote Valley offers each spring to those who come to **enjoy its bloom**.

Tourist  
Information >





LAVENDER BLOOM



**lalavand**

morata()a  
territorio lavanda



# Moratalla

## The abundance of June

In the **summer months**, Moratalla bursts into a thousand shades of violet. The **scent of lavender fills the air**, transforming the **fields into a haven of calm**. Amid the hills and fragrant horizons, **time seems to stop**, giving way to a **sense of complete abundance**.

During **Lalavand**, the Lavender Bloom Festival, Moratalla offers visitors a **wide range of activities** centred on **art, culture, tradition, and nature**.

From **fairs and markets** to **workshops and guided visits**, the bloom is experienced as an **immersive sensory celebration**.

Tourist  
Information





# Good practices

Enjoy the blooming landscapes while remembering to **respect** the following guidelines.



Do not touch flowers or fruit. Respect the crops.



Do not pick or cut branches.



Do not litter, including plastics or cigarette butts.



Respect farm workers.



Drive and park responsibly.



Value and respect the work of farmers.



# Stamp your experience

Visit the **tourist office** and receive a very special keepsake from each blooming season by **stamping your passport**.



**MULA**

**CIEZA**

**VALLE DE RICOTE**

**MORATALLA**



Costa Cálida

**REGION  
OF MURCIA**

Tourist  
Information

