



NOJA'S TOURISTIC COMPETITIVENESS PLAN OF NOJA

Noja is full of hermitages, manor houses, palaces, natural reservoirs tion with an ancient entrance to access the tower. The main structusuch as Victoria and Joyel marshlands, charming paths and tranquil re was built in the late XVIIth century and has a rectangular shape. spots, vibrant cultural and social life, festivities, sports and most important: gastronomy.

point to get to know such an infinite green land around it.

WHAT TO SEE

Noja was mentioned for the first time in the cartulary of Santa Maria del Puerto Santoña, that included some churches, monasteries and hermitages located in the same territory. The very first population centers: San Pedro, San Juan de Ris and Garbijos, were settled near these monasteries and churches.

SAINT PETER'S CHURCH

Noja was founded around a monastery built in the year 1000 where San Peter's apostle church was later erected. The building was placed at the highest point of town, now the village plaza. Its svelte baroque tower was built to be seen from the sea as a sailors' reference. It was called Noja's lighthouse. A surrounding Gothic chapel with diagonal ribs collected in shells and a semicircular apse is



ROMAN BRIDGE

It is the name of the medieval Victoria Marsh Bridge. It is kept intact and connects the neighborhoods of three of them.

THE TIDES MILL

There are still well kept remains of two mills in the Marshland of Victoria and one in Joyel. You can also visit the mill of Santa Olaja in the town of Isla. The mill of Victoria is worth visiting, it was rebuilt in 2004 as an interpretation centre of the significant environmental values of



Noja and it's an exceptional bird observatory. They offer guided tours. You can also visit the chapel of Carmen and enjoy their festivities of the Virgin that take place on July 16th.



THE PALACE OF THE MAROUISES OF ALBAICIN

It is one of the most characteristic monuments in Noja. It is divided into the principal palace, the guests' house, the servants' house, the bowling alley, a tennis court, a swimming pool and a

botanical garden with more than 45 different species of plants. This wonderful building, declared building of cultural interest in 1992, is actually a XVIth century manor house transformed into a palace by the famous architect Leonardo Rucabado in 1914. Being a municipal property, guided tours are offered to visit the inside: living rooms, dining rooms, majestic rooms, a chapel and the rest of its ancient rooms as well as its history.



THE PALACE OF THE MARQUISES OF VELASCO



It is Located in the Plaza de la Villa and t has been designated Heritage of Cultural Interest. The first piece built was its presumably XIIth century tower which interior was destroyed in a fire in the XVIIIth century. Posterior additions and wings conform its current distribu-

It flaunts two coat of arms on the entrance façade under a sun

Noia annually receives many travelers that choose it as a starting. The marriage of Don Juan de Velasco with Doña Inés Fernández Del Castillo lady of the Castillo de Noja in the XVIth century meant the union of the two most important noble families in town. Descendant of this new linage is Don Luis de Velasco governor of the Castillo Del Morro de la Havana whose courage was praised by Carlos III by minting coins with his face and by giving his family the marquisate.

CARMEN OR SAN JERÓNIMO MANOR HOUSE

It was Built in 1735. It's noteworthy the round arch entrance on two pilasters and the coat of arms in the pediment above.

Next to the Palace you can see a recently repaired neo gothic chapel. The festivities honoring the Virgin who shares its name take place in this chapel del Carmen on July 16th.

CAPTAIN VENERO MANOR HOUSE

It was built in the late XVIIth century; it should be pointed out the sobriety of the stone facade, only decorated with the heraldic coat of arms of the Venero and Cabanzo lineages. This rigor makes a contrast with the romantic garden around the mansion.

THE HERMITAGES

Saint Nicolas: This hermitage is located in the Helgueras neighbourhood between El Brusco Mountain and Trengandín beach. It is believed that it dates from the XVI century. The ruins still show its square floor plan and cupola built by alternating rows of bricks in a staggered pattern.

Helguera and Noja. It is a Gothic Saint Pedruco: Located at the highest point of the island with the construction, with five spans, althousame name it presides over the Ris beach. It is one of the emblems gh nowadays we can only appreciate of Noja. In the old times people used to celebrate Saint Peter's festivities here, acceding by boat and carrying out a procession. This ceremony used to take place on June 29th.

> Saint Juan: Located in the Ris neighbourhood it hosts the campfire festivities of Saint Juan every June 23th and 24th.

FESTIVALS

You have a wide range of options in Noja. You can opt for a pleasant rest and tranquility or to party day and night.

SAINT JUAN

It is the most popular festival of all. There are many bonfires all over town but the most traditional ones are lit in the San Juan neighborhood in Ris.

SAINT PETER

It means the start of the summer and on June 29th it welcomes the first tourists arriving in Noja. In the old times this festival used to take place in the San Pedruco island but due to it being difficult to access, now the celebrations take place in the parish and its surroundings.

VIRGEN DEL CARMEN

Noja wouldn't forget about the patron saint of sailors for it still keeps this trade and tradition. On July 16th the village pays homage cove that were in use years ago.

to the Virgin with a particular naval procession from Saint Peter church to the . Casa Palacio de El Carmen in Fonegra where a public mass takes place followed by different activities like popular folklore, Marmite competition, a naval barbecue,



SAINT NICOLAS

This Festival takes place in the Helgueras area with open-air dances and some other activities.

SAINT EMETERIO AND SAINT CELEDONIO

These are the most important festivities, the saint martyrs. They take place on August 30th and 31st. During these days concerts, performances, sport competitions and cultural and fun activities liven up this festival that ends with fireworks in the Trengandin

NATURE

Nature is safe in Noja. A total of 12 kilometers of coast give you the opportunity to choose between open and extensive beaches or peaceful cliffs. Either way supplies and services are always close to the beach.



NOJA MARSH

The marshland of Noja (Victoria and Joyel) stands out as the nucleous of the natural reserve of Santoña. Victoria and Joyel marshlands sum more than 4000 protected hectares. It is one of the most important wetlands in Europe. In both marshlands we can find marsh mills that are open to visits. It's a special zone of resting place for birds and it is home for 20.000 aquatic birds and 120 marine species.

BEACHES



Trengandin beach: It is an extensive sandy area where low ties reveal moonscape rock formations that are typical of this nearly 5 km long beach. It is a guiet beach, with no high tides. This makes it a perfect family -friendly beach, a perfect beach to go for a walk or The village cooking is an invitation to discover unique pleasures for to do sports.

Ris Beach: The presence of tides makes it the perfect beach for nautical sports such as surf, windsurf, sup, canoeing or sailing along it's nearly 3 km. When the tide is low you can access the numerous islands and islets that are around and also walk to the Joyel marsh.



Pombra cove: It is a small and guarded cove, located at the base of Pombera rock. It keeps a curious house called "bath house" used by the ones who once were the beach owners. There are some lobsters hatcheries next to this—outstanding ingredients in the traditional cooking and citrus

ROUTES

1. COAST AND MANSIONS (5KM) It oes over Pinares street, leaving behind the palaces of Marquis Velasco and Marquises Albaicin (the only palace that is possible to visit) the Pedroso neighborhood, the mansions



of Assas, Arnaiz, Manuel Morales, and Garnica... to the Ris neighborhood. The typical mountain house is characterized by its wooden and adjacent balconies. The decorations with flowers are spectacular in spring. In Cabanzo and Fonegra areas there are more houses of this type. The route of the coast starts at the end of this street (Pinares) and it is the connection between Trengandin and Ris beaches. In this route we can find coves, cliffs, a lobsters hatchery, forests and a military cannon with a bunker. All these located in a sandy road of nearly 3 kilometers long. The views of the beaches, coast and mountains are spectacular. One of the most peaceful and savage areas of Noja, which is chosen by many people to fish or do scuba diving.

2. TRENGANDIN AND BRUSCO (10KM) Following the natural road of Trengandin beach, a magnificent sandy area of nearly 5 km long, we will arrive to the Brusco Mountain, which it hosts an antique military battery, which is practically in ruins. Climbing the old natural steps formed at the hillside, we can access and obtain a marvellous view of Noja, the beach of Berria, the Dueso penitentiary and Santoña, as well as the rest of marshes that with the ones of Noja configure the natural reserve.

3. VICTORIA MARSH (5 km). Route that borders the Victoria marsh walking through a plank road that allows us to observe the unique wetland, its flora and fauna, at the same time than we can go through the most rural areas of Noja. Likewise, the route goes near the Birds mill. It has expositive and informational materials to let people know about the nature that surrounds this village situated at seashore of the Cantabrian Sea. An ornithological observatory tower (7km high), will give us an opportunity to observe the natural enclave in its

4. JOYEL MARSH AND RIS BEACH (4 Km). From the Ris beach, following the natural coastal line and passing the Suaces isthmus, we have access to Cuarezo beach, Joyel beach or Suaces as we name it, even though it is still part of the Ris beach. With low tide we get an access to Arnuero village, in particular to Quejo. Following the course of the estuary, with the same name, we arrive at Joyel marsh where we can make some tours by its footbridge. During these tours we can observe the typical fauna and flora of this wetlands or visit Santa Olaja mill.

5. RURAL NOJA (5 km). Leaving from the cross square, in the entrance of Noja, direction Castillo, we branch off by Cabanzo road. We locate Captain Venero mansion, of late classicist, with coats of arms in the facade. Next we will find Santa Maria De la Merced convent. Continuing by Carmen road on our left we can find the Carmen chapel and the Cabanzo mansion or San Jerónimo, standing out on it the coats of arms held by stone sirens. Continuing by Viña road we arrive at the main square. There we can see the Saint Peter's church with its gothic tower. We finish the route returning to the starting point in Santander avenue.

GASTRONOMY

the palate. Take a wall around the village and you will find a fresh variety of fish such as angler fish, hake, sea bass, sardine, anchovy, tuna, gilt-head bream, red sea bream or red mullet. It is important to point out our seafood and the undeniable star: the fiddler crab

The clean and cold water in the Noja coast guarantees the quality of our seafood: crabs, barnacles, clams, lobsters or common cockle among others. The fish canned food from the Cantabrian Sea has a well- deserve prestige. The calamari plater is the local favourite and a delicacy for every palate.

Cantabria has been a stockbreeder region for many centuries. The Tudanca cow is the favourite cow breed here. Every restaurant serve steak and meat stew. The products from the garden are also products really stand out.