



destino navarra
GUÍAS TURÍSTICOS

San Fermín

San Fermín
by locals



destino navarra

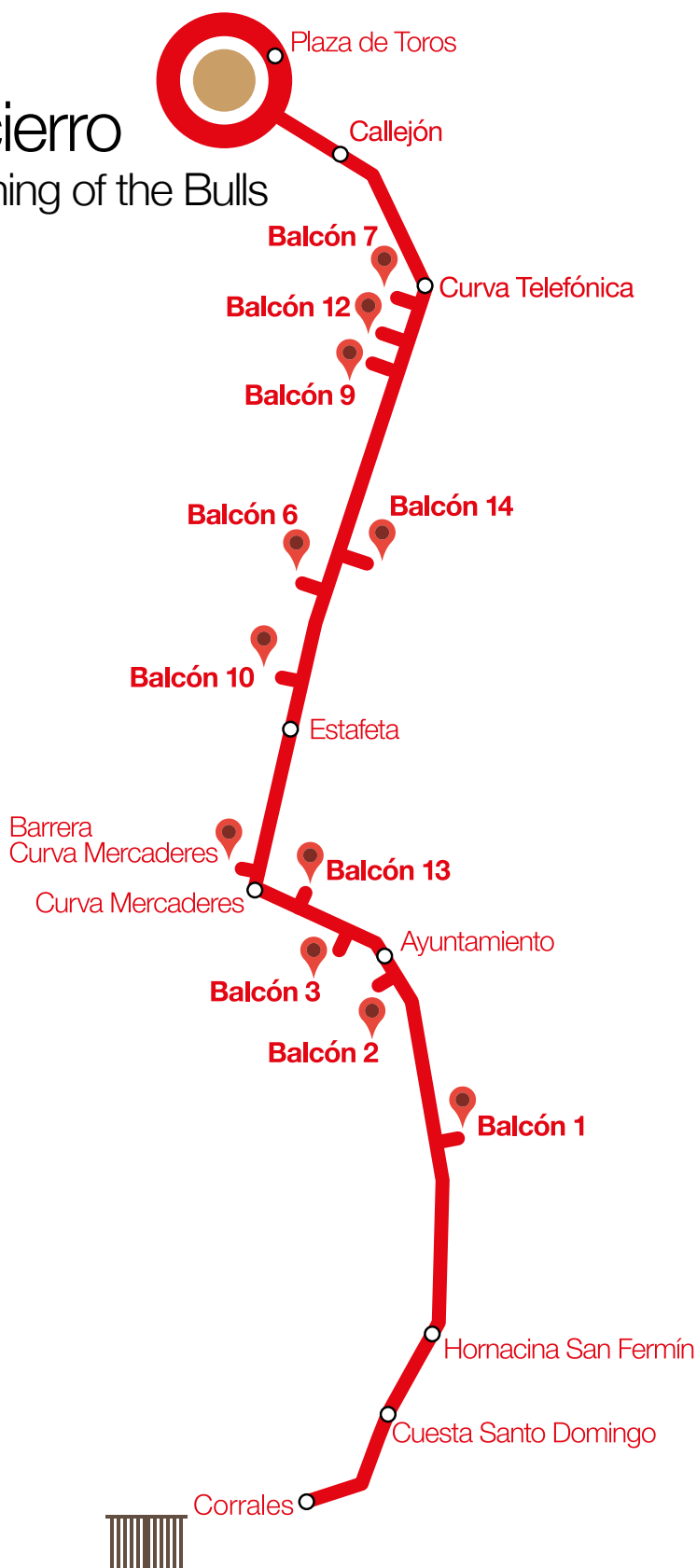
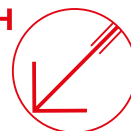
The privilege of living in San Fermín from the inside

Catalog 2026

El encierro

The Running of the Bulls

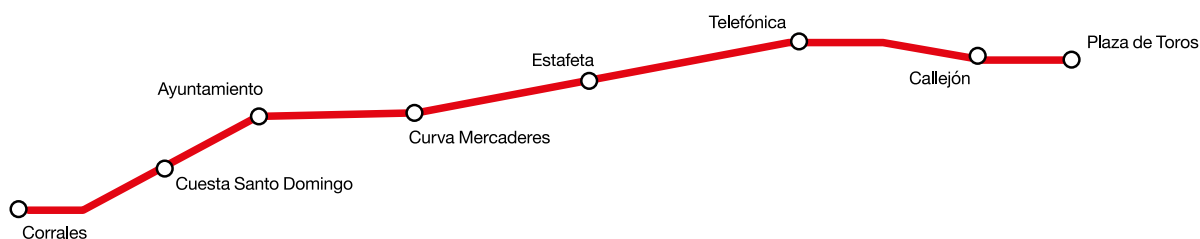
NORTH



San Fermín by locals  destino navarra

The San Fermín bull run route is 875 meters (2,870.73 feet) long and has an accumulated elevation change of approximately 44 meters (144 feet).

SECCIÓN



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Hello,

My name is Mikel Ollo, and I am the coordinator of the **Destino Navarra** Tourist Guides team and “San Fermín by Locals”. This is a project created by our company, consisting of official tourist guides from Pamplona.

The San Fermín Festival is one of the most emblematic and internationally recognised celebrations. Alongside this, the Running of the Bulls is, without a doubt, the peak moment of the Festival, when bulls and runners (“mozos”) race through the streets of the old town to the Bullring.

However, the festival is much more than this iconic event.

Parades of giants and big-heads (“cabezudos”), live music, traditional dances, religious ceremonies, local gastronomy and constant entertainment transform the city into a festive stage for nine uninterrupted days. For us, Pamplona’s tourist guides, San Fermín represents an exceptional opportunity to offer an unforgettable and authentic experience.

During this season, Pamplona bursts with energy and history, providing the perfect setting for tour packages including celebration, culture, and cuisine.

Booking with Official Tourist Guides of Destino Navarra is the fastest and most reliable way to create the best itinerary for your trip.

Above all, I encourage you to contact us directly so we can adapt any proposal to your specific needs.

We love speaking with our clients and finding the best solution together. Thank you for your trust.

¡Viva San Fermín!

¡Gora San Fermín!



Running of the bulls Balconies

July 6 to 14

Experience the Running of the Bulls of San Fermín from a privileged balcony. Enjoying the run from a balcony is the most comfortable, safe and exclusive way to experience one of the most exciting moments of the Pamplona festival.

As a local guiding agency, we offer a complete hosted experience, designed so that visitors can not only watch the run but also understand it and enjoy it to the fullest.

Over the last 30 years, we have been in contact with locals who welcome us into their homes, so that we can enjoy this event as they do with their families.

We currently have more than 100 places (each day) distributed along the streets on the route of the run (Santo Domingo, Town Hall, Mercaderes and Estafeta), divided into categories according to the apartment's floor height:

VIP balconies

Located on first and second floors.

Standard balconies

Located on the third floor.

Clients are accompanied by an official guide on balconies located at strategic points along the route.

While waiting, the guide shares information about the history of the run, how it unfolds, and the keys to understanding each section, answering any questions that may arise.

To make the experience more enjoyable, coffee, juice and biscuits are served, creating a relaxed atmosphere before the race begins.

After the run, we can comment on the replay on television, explaining the most remarkable moments, the behaviour of runners and bulls, and details that often go unnoticed by non-expert viewers. In this way, visitors experience the run not only as a show but as a true guided cultural experience.

An exclusive, friendly and professional service that allows travellers to enjoy San Fermín with the peace of mind and insight that only local guides can provide.



Chupinazo Balconies

July 6

Exclusive balconies to experience the Chupinazo of San Fermín. The Chupinazo is the rocket launch ceremony that officially opens the San Fermín Festival on July 6 at 12:00 h. It is one of the most anticipated and crowded moments of the year in Pamplona.

It is an exclusive and unrepeatable experience, as it only happens once, and balcony access is very limited.

We offer balconies in private homes located in the Town Hall Square (Plaza Consistorial), with a privileged location that provides a direct and complete view of the heart of the celebration.

Clients enjoy the experience from 10:30 to 13:30, allowing them to live, how the square's atmosphere fills with music and excitement until the culminating moment of the rocket launch.

Attendants witness the Chupinazo from the front row, however, avoiding crowds and enjoying the event in comfort from a comfortable and safe position.

The experience concludes with a carefully prepared gastronomic lunch, celebrating the start of the festival in an exclusive setting.

A unique opportunity to offer travellers an unforgettable San Fermín opening, from one of Pamplona's most desired spots, with limited access.



Giants Farewell Balconies

July 14

On July 14, the Giants and Big-Heads say goodbye to San Fermín in the Town Hall Square, and children are the true protagonists!

Music, colour, and huge dancing figures create a show that delights both children and adults.

Our family balconies, with privileged views, allow children to see the giants moving and dancing up close, while enjoying a safe and comfortable space.

They will laugh and feel thrilled with every step of the giants, living the festival from the front row.



The experience is completed with a drink and light bites, ideal to restore energy after much excitement. While the children enjoy the atmosphere, adults can relax and share special family moments.

A fun, safe and memorable way to close San Fermín with little ones, combining tradition, spectacle and gastronomy in the heart of Pamplona.



“Pobre de Mí” Balconies

July 14

Experience the “Pobre de Mí” from a balcony during San Fermín. On July 14, San Fermín reaches its emotional finale with the “Pobre de Mí”, an event full of tradition, emotion and nostalgia that says goodbye to Pamplona’s festival until the next year.

Thousands of people gather in the Town Hall Square to sing the popular “Pobre de Mí” song together, while the city lights up with candles and lanterns, creating a magical and unforgettable atmosphere.

For those who want to enjoy this moment comfortably and safely, we offer balcony rentals with privileged views.

From here, attendants who prefer a relaxed experience can live the ceremony without crowds, with a complete perspective of the square and its surroundings.

This is a unique opportunity to close San Fermín in a special way, experiencing the most authentic tradition from a privileged place.

An unforgettable, safe and moving experience that combines tradition, culture and comfort, recalling San Fermín for a lifetime.



Bullring Tickets

Running of the Bulls Arrival and Heifer (vaquillas) - Bullfights from 6 to 14

Pamplona's Bullring is one of the key venues of the San Fermín Festival, where the runs end each morning and the only bullfights of the entire year are held.

An ideal proposal to complement any San Fermín program with an iconic experience, adapted to different traveller profiles.

BULLRING TICKETS **Running of the Bulls arrival and Vaquillas**

Offer your clients a must-do San Fermín experience from Pamplona's Bullring.

The activity includes entry to the arena to witness the arrival of the run in a safe and lively environment, with pre-run entertainment that makes the wait more enjoyable.

After the run, attendants enjoy a show with vaquillas (young cows), a popular tradition that completes the experience and brings visitors closer to the local festive atmosphere.

An ideal proposal for a large group, or for people who have already watched the run from balconies and want to complete their travel programs during San Fermín.

Approximate duration: from 7:00 to 8:45 a.m.

BULLRING TICKETS **Bullfight**

For the afternoon bullfight, we offer selected tickets in the shaded area, the most demanded option due to its comfort and excellent visibility.

Due to the difficulty of obtaining tickets, we make very limited availability of seats available to our clients, adapted to each client's preferences:

- **Tendido Sombra**
(Shaded stands): Seats located close to the ring, with an intense, up-close view of the spectacle. Ideal for couples aiming to experience the most authentic and exclusive atmosphere in the arena.

- **Palco Sombra**
(Shaded box): Exclusive seats with an elevated and privileged perspective, under cover, perfect for couples seeking greater comfort and a more relaxed experience.

- **Andanada Sombra**
(Upper shaded tier): Located in the upper part of the arena, offering a complete panoramic view of the ring and the crowd.



Welcome to Pamplona Shared Tour

Guided tour in English during San Fermín (July 5-13)

During the San Fermín Festival, we offer the “Welcome to Pamplona Shared Tour”, an English guided tour designed to provide visitors with a first contact with Pamplona.

The tour runs every day from July 5th to July 13th and is available to all travellers who wish to join, regardless of their accommodation or program.

Accompanied by a specialised local guide, participants walk through Pamplona's historic centre, discovering its main squares, streets and monuments, while learning about the city's historical background, and the origins of the San Fermín Festival.

The tour includes practical information about the most important events of the week, traditions, schedules and recommendations to enjoy the festival safely and responsibly.

The ‘Welcome to Pamplona’ Tour is an open tour that brings together visitors from different countries in a dynamic, participatory atmosphere.

It is ideal for visitors arriving in Pamplona for the first time and who want to familiarise themselves, understand the city, and experience San Fermín with a greater cultural context.

A perfect proposal as a welcome activity, combining history, culture and celebration during San Fermín.



Private San Fermín Tours

July 5 to 13

For those who want to discover Pamplona and the San Fermín Festival in a more personal way and at their own pace, we offer private guided tours throughout the entire celebration.

This is an exclusive experience, designed only for the client who books it.

Accompanied by a local guide from Pamplona, visitors explore the city's historic centre, its history and the traditions of San Fermín, with explanations adapted to their interests, preferences and desired depth.

The itinerary and content are fully adjusted to their schedules and preferences, even on the busiest days.

Private tours can be offered in Spanish, English, French or German, ensuring smooth communication and a high-quality experience for national and international travellers.

An ideal option for clients seeking exclusivity, flexibility and personalised attention, and who want to experience San Fermín with the close support and expert knowledge of a local guide.



Gastronomic Experiences

Traditional breakfast and buffet breakfast

After experiencing the excitement of the Running of the Bulls of San Fermín from a balcony, it is a tradition in Pamplona to continue the experience with a typical breakfast or a buffet breakfast in a bar in the city centre.

Traditional breakfast

The traditional breakfast includes a typical Pamplona menu consisting of:

- Fried eggs
- Txistorra
- French fries
- Serrano ham
- Wine and coffee

During breakfast, participants can share anecdotes, feelings and highlights of the run with their companions, in a relaxed, authentic atmosphere surrounded by locals from Pamplona.

This moment of rest and local gastronomy helps recharge energy to continue enjoying San Fermín's intense festive program, where days seem to have 25 hours (as people say in Pamplona), and you have to be ready to keep up.

Buffet breakfast

in a central hotel after the run. For clients seeking a more international atmosphere, we suggest enjoying a complete buffet breakfast in a hotel in the centre of Pamplona after the run, in a comfortable and welcoming environment.

The buffet offers a wide variety of fresh, quality products, designed for all tastes:

- Fresh seasonal fruits
- A varied selection of cereals
- Cold cuts and cheeses
- Eggs, bacon, ham, sausages
- Coffee and tea

This moment of rest and good food allows you to regain strength before continuing to enjoy the intense festive atmosphere of San Fermín.

The combination of a central location, careful service and local hospitality makes this breakfast the perfect complement to the morning of the run and a great memory for visitors.



Gastronomic Experiences

Tapas and pintxos dinners

During the San Fermín Festival, finding a place to sit for dinner in the centre of Pamplona is not easy. For this reason, we propose an organised “tapas and pintxos” dinner that allows you to enjoy local gastronomy right in the heart of the city.

The experience takes place in one of the traditional bars in the Old Town, in an authentic, very local atmosphere, surrounded by the hustle and joy typical of the festival.

Dinner starts from 20:00 and offers a varied and representative menu of local cuisine, ideal for sharing.

The gastronomic proposal includes* :

- Russian salad with mussels and prawns
- Spicy txistorra (Navarre sausage)
- Ham and cheese croquettes
- Ajoarriero (cod in Basque style)
- Bull stew, an essential local speciality
- Lemon sorbet
- Wine, beer, soft drinks and coffee

This traditional dinner not only allows you to discover the most authentic flavours of the region, but also to share a lively evening in an environment full of history and tradition.

The Old Town is the perfect setting to experience the soul of San Fermin, accompanied by local hospitality and atmosphere.

Other gastronomic proposals

We can offer other options for groups upon request. Please consult us.

***Sample menu.** In case of intolerances or allergies, please inform us in advance.



Press and Media - San Fermín

The San Fermín Festival is one of the most renowned cultural and festive events in the world. It is a spectacle full of energy, tradition and visually unique moments that make it an ideal setting for film and documentaries.

Beyond the official accreditations of Pamplona City Hall, audiovisual projects need exclusive locations, privileged access and logistical support tailored to each production.

Destino Navarra / San Fermín by Locals is your local partner to make the most of these opportunities.

We offer balconies and strategic spaces to film the Running of the Bulls, the Chupinazo, the Procession and other key events, as well as full management of accommodation, transport, filming licenses and team coordination.

As locals, we also have a network of contacts and key characters of the festival, which can enrich any audiovisual narrative with authentic interviews and scenes.

Each project is different: documentaries, films, TV programs or advertising campaigns require personalised solutions.

That is why we believe the most effective approach is to work with you from the beginning, defining together how we can collaborate to ensure your production captures the essence of San Fermín in an authentic, safe and efficient way.

With **Destino Navarra / San Fermín by Locals**, your project not only gains guarantee, but also a local perspective that adds value, detail and depth to every shot and every story.



Incentives – MICE Tourism in Sanfermín

The image of the San Fermín Festival as a unique and unrepeatable event makes Pamplona an ideal destination for incentive trips and MICE programs.

Organising a corporate event in this environment guarantees impact, motivation and lasting memories for executives, sales teams and work groups.

It is natural that some companies may have doubts about the logistics or cost of organising an event during San Fermín.

Destino Navarra / San Fermín by Locals, as a local tourism company and city expert, offers realistic solutions adapted to each request, combining personalised programs and adjusted budgets without sacrificing quality or authenticity.

From events for 150 salespeople to exclusive experiences for 6 executives or partners, we can design activities and programs that will remain in the participants' memories; combining culture, gastronomy, history and the unique emotion of the festival.

The best way to create a truly personalised project is to speak directly with our team, so we can define together how to transform San Fermín into an unforgettable corporate experience.



San Fermín Transfer Service

During the San Fermín Festival, arriving in Pamplona can be challenging due to the high number of visitors.

To offer your clients comfort, safety and punctuality, we provide a private transfer service with a driver from different airports to the hotel in Pamplona.

We offer private transfers with a driver for both arrival and departure, from and to the airports of San Sebastián, Bilbao, Vitoria, Madrid and Biarritz, as well as train stations and other destinations upon request, with direct transfer to the hotel in Pamplona.

Our vehicles are comfortable and have capacity adapted to groups of any size, ensuring clients enjoy a relaxed and safe transfer.

Drivers are local professionals, familiar with the city and the festival logistics, ensuring quick and convenient routes even on the busiest days.



Hotel Reservations

During the San Fermín Festival, securing well-located and high-quality accommodation is key to offering clients a complete and satisfying experience. Our hotel room booking service is designed for groups or individual clients.

We propose selected hotels in two strategic locations:

- **Historic centre**

Close to the runs, Town Hall Square and the Old Town. Ideal for clients who want to experience the festival to the fullest.

- **Modern neighbourhoods**

Quiet environments, perfect for families or travellers seeking rest after the intensity of the celebrations, without being too far from the action.

Our service allows us to adapt the offer to the clients' profile (families, couples, groups of friends, or corporate groups) ensuring comfort, safety and proximity to the main San Fermín events.

Booking management is fast, reliable and personalised, making it easier to plan complete travel packages.

Due to high demand, we work based on specific requests (number of people, dates, number of rooms).



Sustainable and Inclusive Tourism

Inclusive San Fermín

During the San Fermín Festival, from July 6 to 14, Pamplona becomes a meeting place where people of all ages, origins and conditions share the same celebration. Dressed in the traditional San Fermín outfit, consisting of white shirt and trousers with a red neckerchief and sash, differences dissolve into a diverse sea of people.

San Fermín is an intense, continuous festival, a living environment that may seem chaotic at first glance, but that is fully enjoyed once you learn to move through its rhythms, spaces and traditions.

At **Destino Navarra / San Fermín by Locals**, we offer visits and experiences designed to accompany our visitors in the heart of Pamplona, promoting tourism that respects the city, its cultural heritage and its community, and applying an inclusive approach that aims to make the experience accessible, understandable and enjoyable for everyone.

Our local guides help you discover San Fermín from the inside, sharing knowledge, keys and small secrets so that each person can live the festival naturally, respectfully and confidently.



Individual Service Rates

NET RATES (VAT included). Individual Customers

Balconies

Balconies Running of the Bulls

VIP Running of the Bulls Balcony (VIP balcony seat on 1st or 2nd floor, local guide, coffee and pastries)

VIP Balcony Program July 7 to 14.....235 €/pax

Standard Running of the Bulls Balcony (Standard Balcony on 3rd floor, local guide, coffee and pastries)

Standard Balcony Program July 7 to 14.....160 €/pax

Balconies Chupinazo (Local guide, balcony rental, cava, lunch)

VIP Balcony Program 1.000 €/pax

Bullring Tickets

Bullring Tickets - Bullfight (ticket + administrative fees)

Upper Shaded Tier Shade (Andanada Sombra) 90 €/pax

Shaded Box Seats (Grada Sombra)200 €/pax

Shaded Stands (Tendido Sombra)250 €/pax

Guided Tours

“Welcome to Pamplona” Guided Tour (16:30_18:00) 30 €/pax

Private Pamplona Tour_ Half Day (up to 4 hours)350 €/group

Gastronomic Experiences

Traditional Breakfast (central popular bar) 30 €/pax

Buffet Breakfast (central hotel) 30 €/pax

Tapas & pintxos Dinner 45 €/pax

“Local Gastronomy” Restaurants from 70 to 130 €/pax

VIP Transfers

Transfer in 4-7 seat vehicle within Pamplona		150 €/vehicle
Transfer in 15-50 seat vehicle within Pamplona		400 €/bus

HOTELS

Rates provided upon request.





Photography / Videos

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Instagram



Link Instagram

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