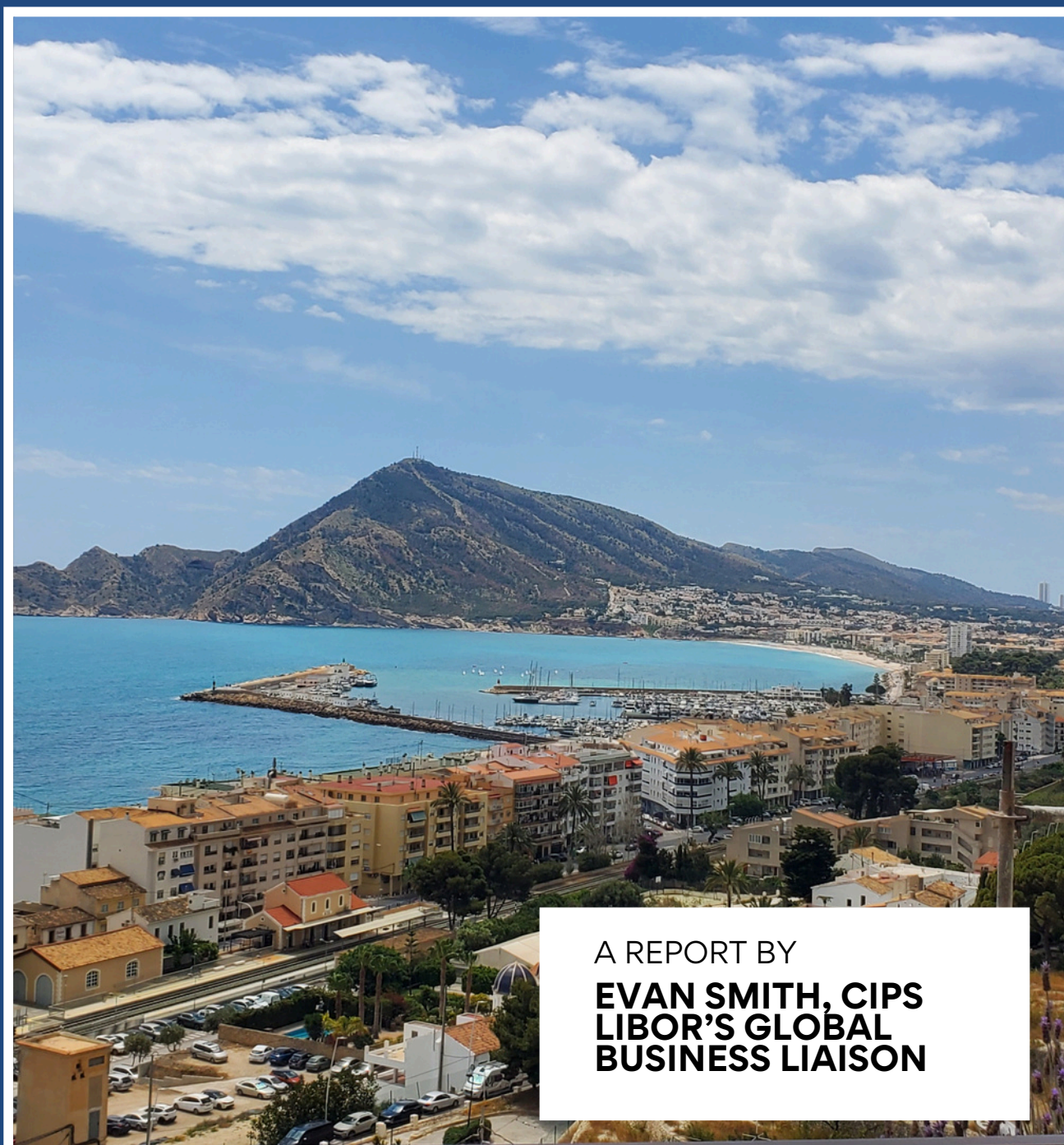


2025 LIBOR TRADE MISSION

# ALICANTE & TORREMOLINOS

MAY 10-16, 2025



A REPORT BY  
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**LIBOR'S GLOBAL**  
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# ABOUT THE TRIP

On May 9, 2025, a delegation from the Long Island Board of REALTORS® (LIBOR) traveled to Spain for a trade mission to Alicante and to attend Inmociónate, an annual conference hosted by Spanish International Realty Alliance (SIRA), in Torremolinos—this marked LIBOR's 8th time attending the event.

**WHY SPAIN?** Since 2018, LIBOR has served as the National Association of REALTORS® (NAR) Ambassador Association to Spain. This designation connects LIBOR to SIRA and promotes business development, best practice exchange, and long-term relationship building between U.S. and Spanish real estate professionals. LIBOR works closely with NAR's Global Ambassador and Regional Coordinator for Europe to foster collaboration and member engagement.

**What is Inmociónate?** Held annually since 2010, Inmociónate is the largest Spanish-language real estate event, attracting agents, brokers, and industry innovators from around the world. The conference combines training and fun, keeping all attendees engaged, motivated, and interested throughout the day and a half of the event.

Those who already know Inmociónate know they come to receive training from national and international experts, but they also come to network with other industry professionals, including real estate marketers and those working in other related sectors who take advantage of the event's market to present their latest product or service offerings. And at the end of the day, the celebration and joy of the gathering take over the welcome cocktail on Thursday and the closing party on Friday.

This year's delegation included LIBOR President Mark Donnelly and Global Chairperson Daniela Diaz, Global Committee Members Gisella Craig, Dinah Zhang, Tsui Ying (Judy) Hsu, Maria Zuluaga, and LIBOR Member Andrea Gibbes.



# 5/10/2025 (DAY 1)

## PROVIA DAY 1

The trade mission began with a welcome breakfast at Hotel AC Alicante, where the LIBOR delegation met with REALTORS® from the Bonita Springs-Estero REALTORS® in Florida and local professionals from the Alicante Costa Blanca region. After introductions and an overview of the itinerary, the morning featured a key moment of international partnership: LIBOR President Mark Donnelly and Bonita Springs-Estero Vice President Fawn Estes each signed a

Memorandum of Understanding with Jesualdo Ros, Secretary-General of Provia, formalizing a commitment to cross-border cooperation. The group then boarded a coach for the Costa Blanca Experience Tour, beginning in Guardamar del Segura with a visit to the region's iconic dunes and Mediterranean coastline. Next, they toured upscale residential developments by Euromarina, known for resort-style communities offering sea-view terraces, pools, fitness centers, and proximity to beaches and golf. Several condominium units showcased modern Mediterranean architecture, open layouts, and expansive terraces with sea or garden views. The morning concluded with a specially prepared regional lunch at Hotel La Laguna.



In the afternoon, the group arrived in Torrevieja to tour select developments of MPC, a developer focused on sustainable, design-forward properties. Their communities feature rooftop lounges and co-working spaces, with modern amenities that attract international investors seeking lifestyle and value. They boasted a fantastic view of the pink waters in the Salinas de Torrevieja. The day concluded with a unique gastro-cultural experience at the Salinas de Torrevieja, where participants enjoyed a guided tour through the striking pink salt lakes. The immersive activity included tasting local wines, olive oils, and traditional fish dishes such as anchovies and sardines prepared using ancient salt-baking methods.

# 5/11/2025 (DAY 2)

## PROVIA DAY 2



The second day of the Costa Blanca Experience Tour began with a morning departure from Hotel AC Alicante, heading north to explore some of the province's most scenic and architecturally distinctive areas. The day's first stop was Cumbre del Sol in Benitachell, a striking clifftop community offering panoramic views of the Mediterranean. The group toured luxury properties developed by VAPF, a company renowned for exclusive residential projects that seamlessly integrate with the natural landscape. Attendees explored modern villas and apartments designed with

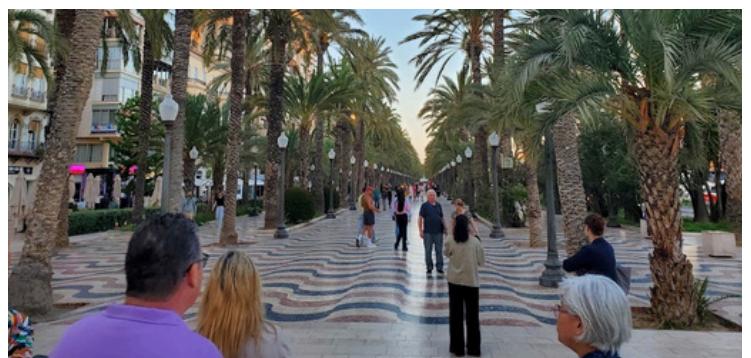


energy-efficient layouts, expansive terraces, and appealing features, appealing to international buyers seeking tranquility, privacy, and coastal elegance. Next, the group continued to the picturesque town of Altea, which is known for its whitewashed facades, blue-domed church, and vibrant cultural scene. A guided walk through the winding streets of the historic old town highlighted its charm and artistic character. The delegation enjoyed lunch at a local restaurant in the hilltop district, where regional cuisine and spectacular views offered a relaxing midday break.

In the afternoon, the group arrived in Benidorm, one of Spain's most dynamic coastal cities, known for its modern skyline and beachside appeal. The delegation visited developments by TM Real Estate Group, a leading developer recognized for its innovative resort-style communities.

The tour showcased properties with contemporary designs, communal amenities such as pools and wellness areas, and a strong appeal to both domestic and foreign buyers. The visit concluded with a stop at the Balcón del Mediterráneo, a scenic overlook offering sweeping views of the coastline and the city's skyline.

The group returned to Hotel AC Alicante around 7:00 PM, leaving a free evening to experience the vibrant local nightlife and enjoy traditional tapas at nearby restaurants.



# 5/12/2025 (DAY 3)

## PROVIA DAY 3

The final day of the Costa Blanca Experience Tour began with a morning departure from Hotel AC Alicante, as the group headed south once more to explore two of the region's premier golf and residential communities. The first stop was the exclusive Las Colinas Golf &

Country Club, where attendees toured luxury properties developed by Somium. Set in a serene, award-winning natural reserve, the offered a perfect blend of privacy, upscale design, and panoramic views. The modern villas and apartments featured sleek architecture, spacious layouts, and access to world-class golf, wellness, and dining amenities.

The group then continued to La Finca Golf, another sought-after residential and leisure destination. Here, attendees explored real estate offerings by Trivee, known for stylish homes catering to investors and lifestyle buyers. The visit included an exceptional wine tasting experience at a nearby boutique winery, where participants sampled regional vintages in a unique setting that combined local tradition with refined hospitality.



The group returned to Hotel AC Alicante, with time in the late afternoon for rest or personal exploration. Attendees were encouraged to discover more of Alicante's city center, including the marina, the palm-lined Explanada de España, and the historic Santa Bárbara Castle overlooking the coast. At 8:30 PM, the delegation reconvened for a festive farewell dinner at Restaurante Poniente, located at the Royal Regatta Club of Alicante. The evening featured a vibrant flamenco show, offering a final taste of Spanish culture and celebration to close out an unforgettable trade mission.

# 5/13/2025 (DAY 4)

## TRAVELING TO TORREMOLINOS

On Day 4, the delegation departed Alicante and embarked on a scenic coach ride south to Torremolinos, a lively and colorful town nestled along the Costa del Sol in the province of Málaga. Once a quiet fishing village, Torremolinos has evolved into a dynamic seaside destination known for its golden beaches, charming old town, and cosmopolitan flair. With its mix of Andalusian heritage and international energy, the area serves as a perfect host for major gatherings like Inmociónate.

Upon arrival, the group checked into their hotels and had time to refresh and settle in. Many took the opportunity to stroll along the Paseo Marítimo, the town's beachfront promenade lined with palm trees, chiringuitos (beach bars), and boutiques. The Mediterranean breeze and laid-back coastal atmosphere provided a relaxing contrast to the busier pace of the days prior.

That evening, the group came together for a beachfront dinner, where the setting sun painted the sky in warm hues over the sea. Held at a local restaurant right on the sand, the dinner featured fresh seafood, tapas, and regional wines that celebrated the flavors of southern Spain. It was a moment of camaraderie and reflection, offering time to unwind, reconnect, and look ahead.

With the start of Inmociónate 2025 just hours away, anticipation was building. Delegates discussed the upcoming sessions, speakers, and networking opportunities that awaited them. For many, this was a return to an event they had grown to love. For others, it was their first time attending Spain's premier real estate conference. Either way, Torremolinos, with its inviting charm, cultural depth, and world-class hospitality, offered an ideal backdrop to kick off the next chapter of the trade mission.



# 5/14/2025 (DAY 5)

## SITSEEING AND INMOCIÓNATE PROPERTY TOURS



The day began with a guided tour of two of Málaga's most remarkable landmarks: the Roman Theatre and the Alcazaba Fortress. This immersive experience provided a glimpse into the city's layered past, from Roman antiquity to Moorish influence, showcased the enduring architectural beauty of southern Spain. The tour offered sweeping views of the city and highlighted the cultural depth that continues to shape Málaga's identity.

In the afternoon, the LIBOR delegation joined the official Inmociónate International Property Tours, a program curated exclusively for global attendees of the conference. One of the standout properties was at the prestigious Med One Residences at Reserva del Higuérón Resort, a luxury development known for its high-end amenities. The resort features a state-of-the-art wellness center, salt room, spa, infinity pools, and panoramic sea views — representing the modern,



lifestyle-focused residential market. This curated experience offered insight into Spanish real estate inventory and pricing and fostered dialogue on



international buyer preferences and marketing strategies.



The day concluded with a networking reception for luxury international attendees hosted by Properties & Decor, bringing together delegates from across the globe.

In a stylish and welcoming setting, participants exchanged ideas, made meaningful connections, and reinforced the cross-border relationships that define the value of LIBOR's international outreach.



# 5/15/2025 (DAY 6)

## INMOCIÓNATE DAY 1

Inmociónate officially started on Thursday, May 15th, with a dynamic lineup of master classes, marketplace exhibits, and keynotes focused on the evolving future of real estate. The day began with an inspiring session led by Nuria P. Rivera, followed by the Inmociónate 25 Market Place opening, where attendees explored the latest products and services from sponsors and industry leaders. The official ribbon-cutting ceremony welcomed attendees in a celebratory moment. Representing

IBOR, also 2025 de Presidente de la UCI (CEO of UCI), Vivian Macias (CRS President), and Vlora Sejdi (HGAR President), marking the start of the conference with a shared spirit of collaboration and international unity.



Throughout the afternoon, panels and presentations tackled timely topics that resonate with local and international professionals. Highlights

"Inmo-vilizados", a provocative talk by Oto Whitehead that questioned whether we choose what we believe or simply believe what we choose; "El Escenario Global", featuring insights from journalist Juan Pedro Valentín on media, politics, and the economic landscape of the real estate sector; and "Inteligencia Artificial: ¿Es lo que parece?", where Xavi Laballos explored the promises and pitfalls of artificial intelligence in real estate. These sessions provided fresh perspectives and sparked thoughtful dialogue among attendees navigating the future of the profession.



The evening concluded with a spectacular welcome cocktail reception sponsored by UCI, held at an open-air venue that transported attendees back in time. The highlight of the night was a theatrical performance featuring live horses, flamenco dancers, and actors in period costume, offering a vivid and artistic retelling of the region's rich cultural history. Set against a dramatic backdrop and accompanied by stirring music, the performance was both immersive and unforgettable — a perfect fusion of culture, history, and celebration that left a lasting impression on all who attended.





# 5/16/2025 (DAY 7)

## INMOCIÓNATE DAY 2



The second day of Inmociónate 25 opened with a welcome from Francis Fernández, CEO of UCI SPPI. Vivian Macias, President of RRC, emphasized the importance of continuous education, followed by Nuria P. Rivera, who delivered a compelling talk on the psychology of money and how to embrace financial success with confidence. The morning continued with the Inmosolidarios Awards, celebrating charitable projects led by real estate professionals, and a diploma ceremony recognizing new REALTORS® and CRS designees, and then a coffee break, sponsored by Caser, allowed attendees to recharge before the next round of programming. Midday breakout sessions offered diverse learning tracks focused on current industry challenges and innovations. Topics included international buyers in Spain, real estate pricing strategy, AI tools for lead response and communication, rental tech solutions, personal branding, and building off-portal marketing channels. The sessions provided practical strategies and future-focused insights for agents navigating a rapidly changing market.



In the afternoon, Pedro Trueba de Torres shared powerful reflections on how professionals can adapt to the fast pace of change in real estate, followed by Emma Rodero, who offered expert guidance on how to communicate with clarity and confidence through voice control and delivery. Before the transition to the evening festivities, the day's formal programming closed with the Marketing 25 Awards and a standout performance by comedian Miguel Lago, who delivered an energetic and humorous finale that left the audience entertained and inspired.



# 5/16/2025 (DAY 7)

## INMOCIÓNATE CLOSING RECEPTION

The Inmociónate 25 experience concluded with an unforgettable Closing Gala Reception at the Palacio de Deportes Martín Carpena, a major indoor arena in Málaga typically used for concerts, sporting events, and large-scale gatherings.

Guests were welcomed with cocktails before being seated for a lavish, multi-course dinner, creating the perfect setting to relax, reflect, and continue the conversations sparked throughout the week. As the evening unfolded, the atmosphere was filled with live music, dancing, and high energy, bringing attendees together in a vibrant and joyful celebration of international real estate collaboration.

The gala served as more than just a celebration. It was a meaningful opportunity to solidify the connections and friendships formed throughout the conference. With colleagues from around the world gathered in one place, laughter and camaraderie flowed as easily as the wine, reminding everyone of the value of global partnerships and shared vision.

From inspiring sessions to spirited entertainment, the evening captured the heart of Inmociónate, bringing together professionals united by passion, purpose, and the promise of doing great things together.



# THANK YOU JOIN US NEXT YEAR!

Long Island Board of REALTORS® extends its deepest gratitude to Spanish International Realty Alliance and Provia for their partnership, hospitality, and tireless dedication in making this trade mission an unforgettable experience. To all who helped plan, coordinate, and support this journey, your contributions did not go unnoticed. Because of your efforts, our members were able to explore new markets, build international relationships, and return home inspired, informed, and empowered.



If this experience inspired you, we invite you to join us next year as we continue our mission to connect Long Island REALTORS® with the world. Each trade mission offers new destinations, new partnerships, and new opportunities to grow your business and expand your global perspective.

Scan the QR Code to join the Global Newsletter mailing list  
and stay up to date on everything global.



See you on the next journey.