SAN FERMIN FESTIVAL GUIDE

2027

Bucket List Events





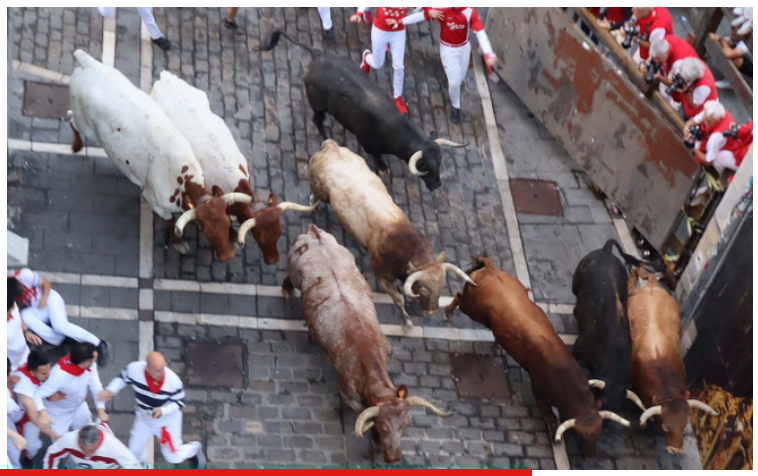












Bucket List Events

WHY BUCKET LIST EVENTS?

- **We're the Pamplona experts.** With nearly two decades of experience in Pamplona, we're here to answer your questions and help you get the most out of your time in the city and throughout the region.
- **Quality over quantity.** We intentionally limit the size of our activities to provide a more personal, enjoyable, and flexible adventure for every traveler.
- **The person you book with is the person you'll meet.** There are no middlemen or call centers. The person helping you plan your trip is the same person who will welcome you in Pamplona and be there throughout your experience.
- **Insider knowledge.** We've got the inside scoop on the best restaurants, attractions, local traditions, and hidden gems to help you experience Pamplona beyond the guidebooks.
- **Proven experience.** The original version of our company was founded in 2003, and members of our team have been providing access to these events ever since. We've helped more than 10,000 travelers check timeless experiences off their bucket lists.
- **Premier balconies and hotels.** Through years of relationships in Pamplona, we've secured some of the city's most desirable balcony locations and hotel accommodations.
- **Support before you arrive.** From the day you book until the day you depart Pamplona, we're available to answer questions, provide recommendations, and help you prepare for the San Fermín Festival.
- **Our staff becomes part of your experience.** Our on-site team isn't just there to guide you. They are there to help you navigate the festival, celebrate with you, and ensure you have an unforgettable time.
- **We open up door you wouldn't find on your own.** When you travel with Bucket List Events, you don't just visit Pamplona you experience it the way locals do.
- **We value your feedback.** We're not a corporate giant. Every package we offer has been shaped by years of firsthand experience and refined through traveler feedback. We build trips the way we'd want our own friends and family to experience them, and we're proud of the many five-star reviews we've earned along the way.
- **Recognized by the media.** In 2023, 2025, and 2026, members of our team were interviewed live from Pamplona by major U.S. television networks to explain what makes the San Fermín Festival one of the world's most iconic events.

CLICK HERE for our Google Reviews

CLICK HERE for our Trustpilot

CLICK HERE for our facebook

"We did the Running of the Bull / San Fermin festival in Pamplona and we're so glad we used Bucket List Events. We were traveling with a group of 12 friends and Bucket List made it so easy! They had a balcony to observe the run each day, they arranged some great dinners and evening events, & the hotel was great! Also we got some great advice for Running with Bulls safely! Thanks to the whole Bucket List team!"

- **Ted Selbach, 2026 Client**

Trustpilot



About Sanfermines

Every summer over 1 million people gather in Pamplona (Iruña), Spain from July 6th – 14th to witness and partake in the world renowned San Fermín Festival. The 9-day celebration originated as a religious festival to honor Saint Fermín, who is the co-patron of the region of Navarre, where Pamplona is the capital. The festival comprises parades, wood chopping competitions, folk dancing, music, bull fights, and of course, the running of the bulls (encierro). Originally, the fiesta was held on October 10th but has since been changed to July 6th for chances of better weather.



WELCOME TO THE FIRST STEP OF YOUR EXPERIENCE OF A LIFETIME.

Beginning in the 20th century, the running of the bulls has become the most popular part of the festival. This idea dates as far back as the 15th century when the only route to get the bulls from their corral to the bull ring would be through the city streets. Over time people began to run alongside the bulls and as Spanish tradition goes, the bull-run became a bit of a competition. Herders would excite the bulls through the streets to speed up the march. Soon people began to run ahead of the bulls for their own excitement, thus the Running of the Bulls was born. The San Fermín Festival reached heightened popularity outside of Spain in 1926 when Ernest Hemingway published the novel *The Sun Also Rises*. The love tale has been printed continuously in multiple languages, adding to the global popularity of the San Fermín Festival.



Frequently Asked Questions







What is the San Fermin Festival?

The fiesta of San Fermin ("Sanfermines") is celebrated in Iruna/Pamplona, in the region of Navarre. This region is known around the world for the running of the bulls, where the bulls are led through the streets of the old quarter to the bull ring by runners. However, that's just a portion of the celebration.

The fiestas are celebrated in honor of San Fermin, patron saint of Navarre, although the religious aspect would seem to have taken on a secondary role over the last number of decades. Nowadays, the fiestas are seen as a mass gathering of people from all corners of the world and where the partying, the fun, and the joy of it all are the most outstanding ingredients.

How many people attend the San Fermin Festival?

Each year, the city hosts 1,000,000 participants over the week.

Where is Pamplona?

Pamplona is about 50 miles from the Pyrenees Mountains and the Spanish-French border and around 250 miles north of Madrid.

When does the San Fermin Festival take place?

The dates of the San Fermin festival are the same every year, no matter the day of the week. The festival begins at noon on July 6th and concludes at midnight on July 14th, going into July 15th.

How many times do they do the Running of the Bulls?

The bulls run each morning at 8 AM for 8 days, beginning July 7th.



SUMMER 2022



SUMMER 2014



SUMMER 2025



SUMMER 2015

What's the average age of Bucket List Events clients?

That's a hard question to answer, but most of our clients are between the ages of 20-65. It varies with each group. We've had guests that are 60+ years of age as well as kids with their families and college students. We don't have an age limit; you just have to be ready to have a good time!

How many people book with your company?

We try to schedule 30 people or fewer per activity with the exception of the bull fights and dinner. It is our goal to get to know everyone in our program, and that cannot be accomplished with too large of a group. Our balcony locations vary greatly in size, but we abide by a very strict headcount to ensure everyone has a view.

Why is the opening weekend more expensive?

Regardless of the day of the week the festival begins, the first 24 hours of the San Fermin celebration will be the most attended and boisterous days of the week. Hotel rooms are in higher demand and acquired at higher rates. There is also a one-time event called the Chupinazo, which is an extremely popular event.

What is the drinking age?

18 years old.

Do we have to dress up in the traditional white attire and red accessories?

This is not just for the participants in the run; everyone is wearing this, male and female. The official San Fermin costume is a white shirt, white pants/skirt, a red sash, and a red neckscarf. Please note that this is included in each package booking.

Where can we purchase the attire?

There is a shop on every corner selling the traditional clothing articles.

What made Bucket List Events choose the hotel that is part of each package?

It's been a fine tuned process that we believe is the best of both worlds. Hotels located within the party areas are often congested and sleep is hard to find. Our 4-Star hotel, the Hotel Tres Reyes, is a locally owned property located 10 minutes by foot from the heart of the festivities, yet is far enough away that uninterrupted slumber is obtainable.









SUMMER 2018



SUMMER 2023



SUMMER 2019



SUMMER 2014







When should I buy my train ticket?

Train travel during the festival is extremely busy and we advise you book tickets in advance to ensure a seat. The journey between Madrid and Pamplona is about 4 hours by train or car.

The train journey between Barcelona and Pamplona is about 4.5 hours. You can book your RENFE train tickets 60 days in advance.

Is there really a Running of the Nudes?

Yup! The Running of the Nudes is held on the day before the official opening day of the festival. Traditionally there are a lot of animal rights activists who wear white underwear or thongs, red scarves, and plastic bullhorns as they protest the perceived animal cruelty of San Fermin.

Is it safe?

Yes, it is safe. But just like any travel/festival experience, be aware of your surroundings. Keep money in a safe place (not in your back pocket). Security is very present and visible throughout the festival.

Are there ATMs available?

Yes, there are ATMs available throughout the city. We highly recommend notifying your bank beforehand that you will be travelling abroad.

Is Uber or Lyft available?

As of 2026, rideshare apps are not active in Pamplona. However, there is an influx of cabs during the San Fermin, especially around Old Town where the majority of the festival takes place each July.

"My college buddies and our wives had an incredible experience in Spain, in large part due to the wonderful work by the folks at Bucket List Events. Not only did they make the logistics of our trip to Pamplona incredibly easy, but their hospitality was fantastic.

I would strongly recommend you consider them for the trip to Pamplona or any other event they offer."

Trustpilot

- **Andy Sacks 2026 Client**



SUMMER 2023



SUMMER 2026



SUMMER 2018



SUMMER 2022

What are the bull fights like?

A traditional Spanish bull fight is part of your standard package, but we would like to set the correct expectation. The bulls do die during the fight, and the scene isn't always well received by everyone. These events are deeply rooted in Spanish culture, and the crowd is traditionally boisterous and having a good time.



I don't speak Spanish. Will this be a problem?

Unlikely, but we do have guides that are fluent to help with your planning and navigating through the city, especially ordering food!

What food is served at the San Fermin Festival?

Expect to eat a healthy dose of tapas, paella, and fish.

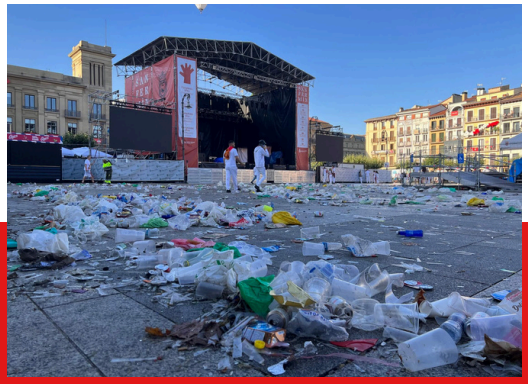


How is the bathroom situation during the festival?

With the increased population during the festival, the city brings in mobile restrooms that are stationed throughout the city.

What time do the daily festivities end?

This is a tricky question to give an exact answer considering the bars and clubs stay open all night. In regards to actual scheduled activities, the run begins at 8 AM and the night capping public fireworks are at 11 PM. There are concerts beginning at midnight each night on stages set up around the old town.



"As a travel agent I'm very particular about the vendors I use because I have high expectations for my clients. Two of my clients recently returned from the Running of the Bulls in Pamplona, Spain and had so many wonderful things to say about Connor and their entire experience including the amazing location of the hotel, the tour, the breakfast, etc. I look forward to booking more Bucket List Event trips for my clients in the future."

Trustpilot

- Lauren Mena, Travel Agent

CHUPINAZO



At exactly 12:00 noon every July 6th, the square in front of the Town Hall witnesses absolute chaos when the start of the San Fermín Fiesta is marked by a single rocket launch. All morning, crowds pack in like sardines at the Plaza Ayuntamiento. The Mayor and members of the Council step out onto the balconies of the Town Hall to greet the crowds. There is an announcement: “Pamploneses, Pamplonesas, Viva San Fermín! Gora San Fermín!” (people of Pamplona, long live San Fermín!). The crowd responds with cries of “Viva!” and “Gora!” The square erupts as hundreds of bottles of Cava are uncorked and sprayed all over the crowd.

STAFF ADVICE

This is an incredibly intense event. There is a lot of pushing back and forth and it can be quite uncomfortable. For this reason, we will take you close by the square where you can watch the event in a more comfortable balcony setting.



JULY 6 - 2016



JULY 6 - 2023



JULY 6 - 2015



JULY 6 - 2013



JULY 6 - 2019



JULY 6 - 2026



JULY 6 - 2015



JULY 6 - 2017



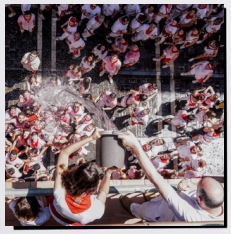
JULY 6 - 2014



JULY 6 - 2022



JULY 6 - 2025



JULY 6 - 2022

ALL ABOUT BALCONIES





Witness an international phenomenon from above

Will my hotel room have a balcony spot?

No. This is a common misnomer about the bull run. All of the balconies you see along the course are private apartments and businesses. We work with the property owners to provide your balcony options, and provide an escort from your hotel to the balconies in the morning.

Where are the Bucket List Events balconies located?

We have locations spread out over the entire course, but the majority of our balconies are located along Estafeta Street. We prefer this vantage point because it allows the longest viewing opportunity. Something to keep in mind - since the runners are the same height as the bulls, there are some balconies that afford a very brief view of the run. You will only see the bulls once they are right under you. The higher the balcony, the longer the view.

Does your balcony space fill up?

Yes! We accept only a small and exact number of people to watch from our balcony and share breakfast with us each morning. We want everyone to be able to see the run easily. Therefore, we suggest that you reserve your space as soon as possible

Are these private balconies?

Yes, only Bucket List Events guests will be at our locations.

Am I able to participate in the run after the bulls go past the balcony?

No.

Are we able to go to the Plaza del Toros after the run to see the post run activities?

In order to see what happens after all of the bulls enter the arena, you have be inside the arena by 7 am.

Can we reserve just balcony spots?

Yes, if any spots are remaining we make them available April 1.

What level are the balconies located?

We have locations on the 1st, 2nd, 3rd, and 4th floors. Each level has a limited headcount and clear sightlines.

How do we find your balconies the morning we are scheduled to watch?

We provide a guide from your hotel to escort you to the balcony viewing.

Is breakfast served at the balcony?

Yes, a small Spanish style breakfast is available.

"Connor and his team provided an exceptional experience on all fronts during our family trip to Pamplona & San Sabastian, Spain. Everything was super organized - nothing slipped through the cracks during a packed and diverse venue itinerary. From the welcoming meeting where packets with explicit instructions were provided, to multi-lingual staff who were professional, efficient, always available and really friendly during all events to outstanding venue locations (hotel, balconies overlooking the running of the bulls, bull fights (with Matadors!), Michelin star restaurants, walking tours, etc.,) everything was exceptional! It was really a total package, there wasn't a single hitch - one could never ask for a more 'gold standard' level of service. Thank you for the trip of a lifetime!

- ***Karl & Tara, 2026 Client***

Trustpilot

Other San Fermin Traditions

• **Parade of Giants** – held each morning with huge paper mache figures dancing and swirling in the streets

• **Fire bull** – or what appears to be a man in a steel drum covered in firecrackers, is let loose each evening to entertain young and old

• **Corrida** – (bull fights) are held each evening from 6.30pm in the arena when three Matadors fight two bulls each

• **Firework display** – is put on each evening near the old Citadel at 11.00pm. Over the week, there is a competition for the best production. The show never disappoints.

• **Nightly Concert** - Starting at midnight after the firework show, there is a nightly concert in the Plaza del Castillo.









"We had a wonderful experience with Bucket List events. The staff was friendly and professional. Our trip to Spain was unforgettable. The Running of the Bulls was the highlight of the trip. Every detail was well organized and exceeded our expectations. I highly recommend them!"

– Jodi Spittler, 2026 Client

Trustpilot

OUR STAFF'S TOP 10 FAVORITE THINGS ABOUT THE SAN FERMIN FESTIVAL



#1 - THE RUNNING OF THE BULLS

Simply put, there isn't anything else like it in the world. Although the run only lasts a matter of minutes, the imagery lasts a lifetime. Thrill seekers from all corners of the world come to this small Spanish town to live out a lifetime accomplishment. You watch with intrigue, fear, excitement, concern - emotions that you probably can't explain because you've never seen anything like this before.

We highly suggest you watch the run from an elevated vantage point.



#2 - CHUPINAZO

The Chupinazo represents the beginning of the San Fermin festival on July 6th. Starting at noon, the Chupinazo is a 24 hour extravaganza, full of debauchery and a wild party scene. A simple internet image search will more than confirm this.

It's impossible not to get caught up in the energy radiating throughout the city on July 6th into the 7th. There is a reason why our opening ceremonies package is the first to fill up each year.



#3 - POBRE DE MI

The Pobre de Mi is overall a calmer scene, but there is still plenty of fun to be had in person.

The event takes place at midnight and is based around a candlelight ceremony and epic fireworks. It's certainly a bittersweet event to be a part of, as the ceremony serves as a unique bookend to the wild 8 days in Pamplona.



#4 - THE TRADITIONS

Whether it is the the constant toast of "Viva San Fermin!" or the four rockets that signify the beginning and end of the run, there are dozens of little quirks about the festival.

There is the Parade of Giants and Big Heads, which is exactly what it sounds like. There is the traditional Basque attire of red and white, while not mandatory, is highly encouraged. There are the sangria fights, the water baths, the running of the nudes - you should be prepared to see some strange stuff throughout your trip. Odds are, you'll see something that you've never seen before and will never see again.

SAN FERMIN FESTIVAL TOP 10



#5 - THE MUSIC

We're confident in proclaiming that anytime during the 192 hours of the San Fermin Festival, there is a group singing or a marching band playing in the streets. Odds are, you probably won't recognize the majority of the traditional Spanish songs, the artists take a lot of pride in their music and sound great. When you think about it, there aren't many American drinking songs that everyone knows. That doesn't apply to Spain, where generations all know the same melodies, and you hear them coming from every corner. Throw in that the bands play all day, every day in the streets throughout the city - it's like you have a soundtrack provided for you as you amble around.



#6 - THE BULL FIGHTS

With each passing run of the bulls, there is a bull fight that evening featuring the exact same bulls that run that morning. From roughly 9 AM to 6 PM, they are rested at the arena, and some put up a better fight than others. We'll be up front here: the bulls do not survive the day and are killed in front of your eyes. Needless-to-say, while the fight isn't for everyone, we find the atmosphere to be just as entertaining. The crowd is an incredible source of chants, cheers, boos, food fights - perfectly coinciding with what is going on in the ring.



#7 - THE FIREWORKS

Each night during the San Fermin Festival, there is a grand scale fireworks show over La Ciudadela. The city doesn't cut corners on this one, and each night offers a new choreography to lessen the repetitiveness. Since Pamplona has very few tall buildings, you can see most of the show from anywhere in old town.



#8 - THE CONCERTS

While music is perpetual during the festival, there are two massive stages featuring live bands every evening. The genre of music is very diverse, but it's incredible how much American influence there is in the music scene - especially Motown. The bands have a big sound (Spain loves their brass) and sound great.

And they are FREE!



#9 - PLAZA DEL CASTILLO

The main social square of the old town, this plaza is host to a plethora of famous bars, restaurants, clubs, and casinos. This area was the main haught of Ernest Hemingway, and every business seems to claim that they were his favorite! This is also the location of one of the stages for the nightly concerts, so this is one of the more popular after hours locations.



#10 - SANGRIA

Whether you choose to drink or not in Pamplona, you are going to come into contact with sangria. It's everywhere, both being consumed and used as a prop in the celebration. By the end of your trip, you will know Don Simon brand Sangria like it was a relative.

PLANNING TO RUN? HERE'S WHAT YOU NEED TO KNOW





Where does the the Running of the Bulls take place?

It goes through four streets of the old part of the city of Pamplona. The four streets are Santo Domingo, Town Hall Square, Mercaderes and Estafeta, and a section called Telefónica before entering into the bullring.

When does the Running of the Bulls take place?

The dates of the San Fermin festival are the same every year, no matter the day of the week. The bull runs begin on July 7th and run through the 14th. After the launching of two rockets at 8:00 am, the bulls charge behind the runners for the distance between the corral and the bullring. The third rocket, fired from the bullring, signals that all the bulls have entered the bullring. A fourth and final rocket indicates that all the bulls are safely in the corral located inside the bullring, and that the bull run has ended.

Does everyone have to participate in the Running of the bulls?

Absolutely not. In the Summer of 2026, less than half of our guests participated in the actual run, ages ranging from 18 to 70 years old.

Can women participate in the run?

Yes. The women on our staff, as well as some of our younger guests have completed the run with understanding of the assumed risks.

I plan to participate in the run. What do I need to do to prepare?

We strongly advise you to watch at least one run before taking part in the run. Each package comes with a day on our viewing balcony, located on the longest stretch of the run. We are confident that by watching the run, you will gain an understanding about how the event progresses. Our staff will also be able to walk the route with you, giving you a blueprint of the route and traditionally difficult areas.

Is the bull run safe?

No, it's not, but there are ways you can make it a little safer. To ease your mind, there are drastic measures taken by the city to prepare for the inevitable injuries sustained in the run. Medics are all over the place, and roads are closed off to allow ambulances routes without obstacles.

PLANNING TO RUN? HERE'S WHAT YOU NEED TO KNOW

Do you have guides that run with me? Can I hire someone?

We get asked this a lot, and the answer is an easy "no." The bull run is incredibly unpredictable and dangerous enough, you need to be focusing on what is around you instead of trying to mimic someone else's movements. Each package does come with a walking tour of the course, which will help give you a better understanding of the run before you participate.

Where do I sign up to Run with the Bulls?

There's no need to sign-up. It's simply a matter of walking inside the fencing about an hour before the running of the bulls starts (before the fencing is closed) and waiting for the rocket to go off (which signifies they've let the bulls out). In the morning, we get you where you need to be in order to participate.

What is the goal of the Running with the Bulls?

It depends on what you what story you want to tell your friends, but we think the ultimate goal should be simply completing the run by ending up in the Plaza de Toros. If you want to get into the arena, don't fall too far behind the bulls, as they will close the gates shortly after the bulls have entered. You don't need to actually participate in the arena action: once in the ring you are free to climb the wall and watch from the safety of the spectator areas. However, don't run too close behind the bull, you don't want to risk it turning around and causing more trouble.

How many bulls run?

In total you will see 12 animals. There are 6 bulls which can be recognized immediately by their darker coloring, either black or brown. At a closer look you can also tell them apart because they are not castrated. The other 6 bulls are actually steers, recognizable by their lighter coloring, usually white and brown spots. The purpose of the steers is to keep the whole pack together and to calm down the bulls. The steers run every day and know the course well. Steers are harmless, which means they will not try to gore you. If you stand in their way however, they may bump into you.

How many times do they do the Running of the Bulls?

There are 8 runs, beginning July 7th. Each run begins at 8 AM.

How long is the Running of the Bulls?

The run itself is 826 meters, and can last anywhere from 2-6 minutes, depending on the fluidity of the run. The run usually lasts between three and four minutes although it has sometimes taken over ten minutes, especially if one of the bulls has been isolated from his companions.



PLANNING TO RUN?
HERE'S WHAT YOU NEED TO KNOW

Is there an age restriction to run with the bulls?

Yes, you have to at least 18 years old. On the other side of the spectrum, the local police staff will be perusing the participants before the run to remove those they deem unfit, both physically, and well, their state of intoxication.

Can I run with a camera?

We would strongly advise against it. There is a major problem with people trying to film the run from the street that is causing very avoidable injuries. The local police has begun putting photos of people caught using cameras in the paper hoping for identification. One man from Britain was fined £10,000 in 2018 for attempting a selfie during the run. In 2026, the police made a point to remove runners using Meta glasses from the streets.

If I fall down during the run, what should I do?

Simply stay down and ball up. While this won't ensure complete safety, it is the recommended reaction to increase safety from runners and toros alike.

Can I wear a mounted Go-Pro?

No, the police will kick you out and not let you back in to participate if you are caught with a GoPro, even if it's being held.

Can someone take a photo of me with bulls in it?

We get this question more than any other. There are a few professionals who take thousands of photos each morning and sell them. Odds are they catch you in the streets.

Can I watch the Bull Run (encierro) from the bullfight arena (Plaza de Toros)?

Yes, it is possible to watch the runners and bulls enter the arena from the Bull Run. Just walk to the bullfight arena early in the morning to gather a seat before the Bull Run (encierro) at 8 a.m.. After a balcony spot, this is the second best option for watching running of the bulls.

What happens if a bull gets loose?

A large number of pastores (bull "shepherds") cover the entire bull run. They place themselves behind the bulls, with their only protection being a long stick. Their main role is to stop the irritants from inciting the bulls from behind, to avoid the bulls turning round and running backwards, and to help any bulls that have stopped or have been separated from their companions to continue running towards the bullring.

Can I film the run with a drone?

No, and there is an enforced "no fly zone" for drone GPS.

"Very organized outfit providing unique experiences! We watched the Running of the Bulls from 3 different balconies. This was made extra special by having done a walking tour of the path the bulls take with a local guide. Highly recommend Bucket List Events!"

- Grace Roth, 2026 Client

Google Reviews





CHOOSING THE RIGHT PACKAGE



While the festival is scheduled from July 6 - 14 each year, every day is a little bit different, which means there are some days that might fit your idea of a vacation more than others. It is our goal to find the best fit personality wise to ensure an experience that meets and exceeds expectations.

What's the biggest difference throughout the week?

We would say that with the exception of July 6th, just about every day of the festival is the exact same. There is a bull run in the morning, a bull fight at night, a firework show, and a concert in the Plaza del Castillo. So what makes July 6th different? It's the biggest party you've ever seen.

I've heard the Opening Ceremonies is the best time to come. What do you think?

Depending on what you like, it's either the best time to come or the absolute worst time to come. The narrow streets of old town are filled to the brim with revelers, singing, marching bands, and non-stop drinking, which is what some people are looking for in Pamplona. On the flip side, there is little room to walk or breathe in the streets, so if you are one who does not do well in large crowds, we do not advise coming these dates. It tends to be a younger and more aggressive crowd from July 5-7.

Do we have to participate in the Running of the Bulls?

Of course not, but each booking affords the option to participate. It does not affect pricing whether you do or not.

Do your package features vary by date?

Yes, but not by much.. The biggest differences are the opening and closing ceremonies. Besides those dates (July 6 and July 14), every day of the San Fermin is similar from start to finish.

I really only care about participating in the Running of the Bulls

Perfect, we have designed something for the travelers seeking to accomplish just that. We provide two nights hotel stay, a walking tour of the course, and a balcony to watch the run on your first morning. We feel that watching before participating is very important in preparing for the run, and that can only be accomplished by watching in person. If you think this set of arrangements work best for you, ask us about the "Quick Trip Package."

We invite you to use our decade of experience with the San Fermin festival as a resource in your planning process. Our staff loves this event and would be happy to assist in any way.

OUR **FESTIVAL PACKAGES**

Experience the highlights of the San Fermin Festival with us



4-star Hotel Accommodations

Hotel Tres Reyes

Set in Taconera Park gardens, this modern hotel is in an ideal location for the San Fermin. Towering over the edge of Pamplona's old town, the Tres Reyes boasts luxury amenities from top to bottom. This includes an on-site restaurant, air conditioned rooms, outdoor pool, and fitness center. **Daily breakfast is included at the hotel as well.**

While the hotel is just around the corner from all of the San Fermin festivities, the comfort of a quiet hotel room is not sacrificed. Also nearby are some of the popular food districts in the city, including Calle San Nicolas, Calle Estafeta, and the Plaza del Castillo.



Premium Balcony Spots

Calle Estafeta

If you'd rather kick back during the run than risk your life, you can watch from our private balconies. Each of our guests can experience two glorious mornings of witnessing the international phenomenon known as the Running of the Bulls. A Spanish breakfast and drinks are served all morning.

With a prime view of the course, catering, and lots of great company, it sure beats watching from the streets.



Opportunity to Participate

Old Town

Talk about an adrenaline rush! If you're up for it, you can hit the streets of Pamplona to run with the bulls. Our experienced travel pros will give you their expert tips for staying safe and having a blast.

If you choose to run, our staff will meet you in the lobby in the morning and get you where you need to be to particpate.



Walking Tour of the Course

From start to finish

There are 826 meters from the start to the finish of the Running of the Bulls, and we know every inch of it. Join us for an afternoon stroll throughout the course, and learn about the history and pitfalls of this century old tradition.

Our experienced guides meet you in the hotel lobby and teach you all you need to know over the next hour.

OUR **FESTIVAL PACKAGES**

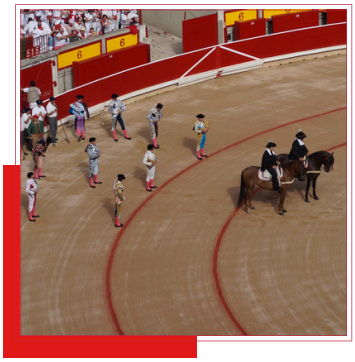


Taste of Navarra Dinner

Old Town

With world-famous wine and delectable food, Spain's Navarra region is a foodie heaven. Our expert guides know all the best places in town, and invite you to join us for an authentic Iruna dinner at one of the best restaurants in the city.

You can expect a menu full of paella, meat, seafood and local wines. Vegetarian options are available as well.



Night at the Bull Fights

Plaza de Toros

Anyone who has read the *Sun Also Rises* knows how important the bull fights are during the San Fermin Festival. It is the favorite activity among the locals, and we provide a ticket in the shade for everyone who wants to attend.

Bull fight not your thing? We understand. We host a simultaneous happy hour at a local hot spot to soak in more of Pamplona's amazing culinary delights.



Tapas Happy Hour

Old Town

Usually scheduled after our extensive walking tour of Pamplona, sit down at one of the city's most authentic culinary establishments to devour traditional food and local wines. This is also a great opportunity to get to know our staff and ask questions of our local guides.



Festival Attire

Courtesy of Bucket List Events

One of the trademarks for the San Fermin Festival is the white and red dress code. We provide everything but the pants so you can start to feel like a local the second you check into the hotel.



On-Site Guides

For every activity

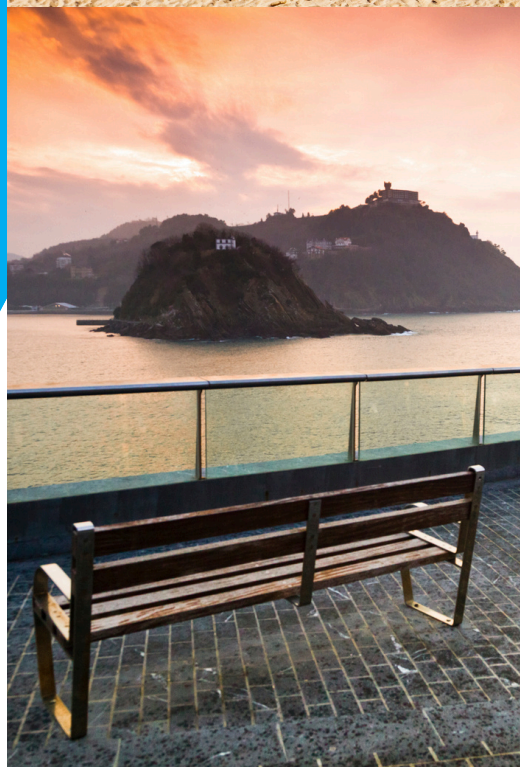
Since 2007, we have organized thousands of trips to Pamplona for adventure seeking travelers. What's unique about our company is that the people that help set everything up are the same people who greet you at your hotel upon arrival. We provide experienced tour guides, translators, and private escorts to every scheduled activity in Pamplona.

SAN SEBASTIAN ADD-ON









Just fifty miles north of Pamplona lies the gorgeous coastal city of San Sebastian. Consistently ranked one of the top cities in Europe for travelers, the city is located in the heart of Basque Country.

Known for it's beautiful beaches and incredible food, there are ten Michelin-starred restaurants in the modest sized city.

San Sebastian is the perfect getaway to make this the best trip of your life.

OUR PROGRAM

- **Beachfront hotel**
- **2-night stay with Sea View**
- **One way transfer to/from Pamplona**
- **Tapas walking tour**
- **Daily breakfast at hotel**

GETTING TO PAMPLONA

Planes, Trains, and Automobiles



BY TRAIN

By our calculations, in the Summer of 2023 close to 90% of our guests either arrived in or left Pamplona via train. They are fast, inexpensive and usually very reliable and the Pamplona train station is just one mile from our San Fermin hotel.

The national train of Spain is named Renfe, and they have a series of trains that frequent Pamplona, especially during the San Fermin.

You are able to book your tickets 60 days out on one of these two websites:

- Rail Europe
- Renfe

Rail Europe is based in the US and usually has a little higher rate than buying directly from Renfe. However, we would not be doing our job if we didn't share that the Renfe website is notoriously full of errors and confusing translations. It might be worth the extra pennies for the peace of mind to book with the domestic company.

There are direct shuttles from the Madrid and Barcelona Airports to the main train stations.



BY PLANE

This is sometimes not considered because many people do not realize that Pamplona does, in fact, have an airport, its code being PNA. It may have only a few gates, but there are daily flights from both Madrid and Barcelona. Pamplona Airport.

The good part about this is the flights are competitive with the trains in terms of pricing. The bad news, the majority of the flights are in the afternoon or later. Considering that most of the flights coming from the US land early in the morning, you can expect a layover in either Madrid or Barcelona. If you just keep moving, you can sometimes arrive in Pamplona faster via train or bus. Iberia is the most prevalent airline in Spain.



BY BUS / CAR

Buses will typically be the most competitive option.

Since public transportation is so prevalent throughout Europe, you can expect a clean and safe bus to get you to Pamplona. Also, the bus station is only 3 blocks from the hotel in Pamplona.

If renting a car...

Be sure to remember that manual transmission is the norm in Spain, so if you do not know how to drive a stick shift, be sure to rent an automatic car. Rental car companies rarely have automatic cars readily available in their lots, so this isn't always an easy fix in case you accidentally rent a manual transmission.



BUCKET LIST EVENTS

SINCE 2003

ABOUT US

We're a small company with big dreams. Based in Austin, Texas, Bucket List Events was founded by avid sports fans and global travelers who wanted to build a company from the ground up just to make sure we could attend the world's most exciting events every year.

But our mission isn't about us - we are in the business of bringing together family, friends, and like-minded travelers to make memories that last a lifetime and, of course, check things off your bucket list!

We strive to provide affordable access for our clients to the most epic experiences in the world. And to do it all with that extra kick of local knowledge you can't get anywhere else. It's a big job, but someone's gotta do it.



Bucket List Events Founders
Brian Peters and Toby Atkins

OTHER EVENTS

We run similar events all around the globe. Here are some of the upcoming programs over the next few years.

- 2028 Summer Games - Los Angeles
- 2027 Ryder Cup - Ireland
- Albuquerque Balloon Fiesta - New Mexico
- The Masters - Augusta, GA
- Macy's Thanksgiving Parade - New York
- Kentucky Derby - Louisville, KY
- Wimbledon - London, England
- US Open Tennis - New York, NY
- CMA Awards - Nashville, TN
- Oktoberfest - Munich, Germany

www.bucketlistevents.com
www.pamplona-tours.com
office: 512-261-5140

HEMINGWAY
and Pamplona



Where does Hemingway fit in with the San Fermin?

Ubiquitous. That's the best word to describe the man.

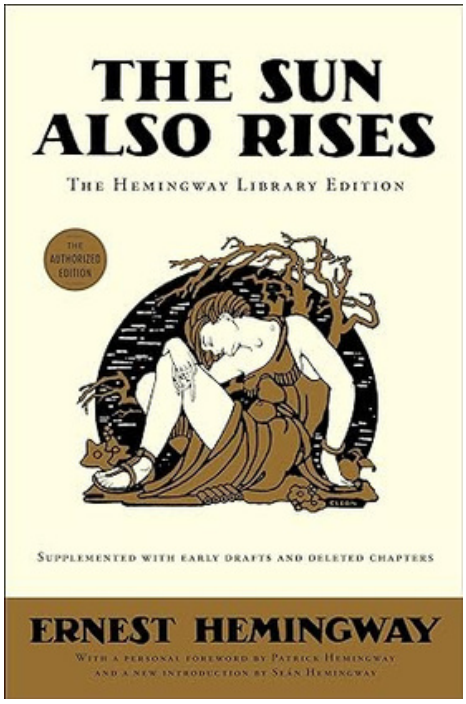
All it takes is a 10 minute walk around Pamplona, and you will likely find yourself face to face with Ernest Hemingway in one form or another.

Wander around the famed Plaza de Toros, and there is his massive head, sporting his customary beard and looking so very stoic, as if this was once his property. As you begin to cross the street to head down the famous Estafeta Street, you are connected by Paseo de Hemingway. About 100 steps later you find yourself looking at a giant mural of the man above a store named "Hemingway's."



Think we're going overboard with the tributes? Then I would advise you not wander to the neighboring Plaza del Castillo, which features another statue of the great American author. Next to the Hotel La Perla, Hemingway's favorite hotel that has preserved the room he once frequented over 80 years ago.

You get the point by now. You would think he was the mayor or President or the man who saved the city from a hostile takeover, but no. In this case, the pen is much mightier than the sword, and we're not talking about matadors here.



Ernest Hemingway is remembered for many things, but it's his expansive travels and the books they birthed that may be his lasting legacy. These travels served as the inspiration for many of his writings, which included forays to Cuba, Kenya, and many parts of France. But it is his connection with Spain – most notably the San Fermin Festival of Pamplona – that may be the most well known in the often complicated life of Ernest. Furthermore, when you consider the chronological timeline of his publications – despite being a man who was married four times – it can be argued that Pamplona was Hemingway's first true love.

Needless to say, Pamplona loves him back.

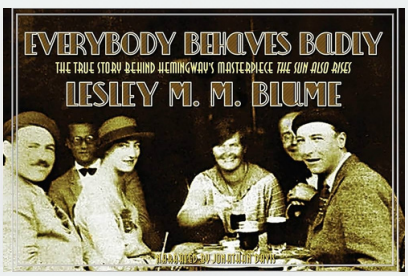
While the city's population has grown to a respectable modern day size of nearly 200,000 people, Pamplona still has the feel of a small town. However, today's small town feel pales in comparison to the sleepy Spanish town that Hemingway first found after World War One.











HEMINGWAY
and Pamplona

Long before Twitter, Facebook, or even cell phones, society learned of the world from either word of mouth, newspapers or books. Sanfermines, which features the Running of the Bulls, had always been a local treasure just waiting for its story to be told, and that's exactly what Hemingway did. Between 1923 and 1927, he ventured each July to the Northeast corner of Spain to take in the San Fermin festival.

As Hemingway sipped on a glass of sangria in 1923, Pamplona was probably not on any map published in the US. It likely would have stayed that way if he had not penned *The Sun Also Rises* during the Summer of 1925. But he did, and San Fermin went from what had been a provincial party into an international phenomenon. He would attend the festival nine times in his lifetime, but sadly his view of the celebration changed over time.

During his final visit in 1959, Hemingway found a much different Spain than in the roaring 20s. Gone was the vivacious core of the festival, instead replaced by fascist rule of General Franco. In fact, Hemingway's books weren't even allowed to be read under this government. This was not the city he had fallen in love with. Shortly before his death, he would seemingly come to regret exposing the well kept secret of the festival, citing that, "Pamplona was rough, as always, overcrowded... I've written Pamplona once, and for keeps. It is all there, as it always was, except forty thousand tourists have been added. There were not twenty tourists when I first went there...four decades ago."

Ouch. That is what the kids would call, "selling out." But while Hemingway essentially broke up with Pamplona, we've looked at all of the details and think he should reconsider. There is still chemistry between the two!

Walk around any part of Old Town Pamplona, and you can relive the words on the pages. Like Jake Barnes, you can still sip your morning coffee at Café Iruna, "sitting in the comfortable wicker chairs." Café Iruna itself looks like it is from a time machine, and carries the same local authenticity as it did in the novel. While sitting in that wicker chair, you can gaze out onto the Plaza del Castillo, where the characters nurse their morning coffee and spill their evening wine. You'll also see Bar Torino, better known as Bar Milano in the novel. The landmarks go on and on, just like the legacy of Hemingway in Pamplona.

It is certainly disheartening to read that Hemingway's love affair with San Fermin eventually came to an end, but do not let that dissuade you from experiencing the festival like his characters once did – because that authenticity is still present in Pamplona.

The magic of *The Sun Also Rises* still exists in Pamplona. Let us show you where to find it.

2025 CLIENT TESTIMONIALS



"We had a great time at the Running of the Bulls and the San Fermin festival in Pamplona! The Bucket List Events staff was fantastic. The accommodations exceeded expectations both in Pamplona and San Sebastian. The Bucket List team was so attentive, organized and helpful in making our experience truly a once in a lifetime experience! That knowledge was so important for something like RWTB! We even came through unscathed!"

- **Matt Pasco, 2025 Client**

Trustpilot



"I can't thank you enough for organizing such an amazing trip! Everything was very high touch and service friendly! Your team is exceptionally engaging and easy to know. I think we all made long-term connections both with your staff and with the other guests. Your dedication and hard work truly made this trip unforgettable. I wholeheartedly endorse Bucket List Events and the Run WTB trip to everyone who will listen."

– Scott Swonger, 2025 Client

Google Reviews



"My husband and I joined with Bucket List Events for the Running with the Bulls and added Barcelona before and San Sebastián after through them. We had an outstanding time with beautiful, perfectly located accommodations in each city. We cannot say enough about this staff who made sure we were well prepared for our trip and went out of their way to ensure we had an amazing time. We thoroughly enjoyed the whole experience and look forward to joining them again for another fun event. Highest recommendations!."

- Lisa Meador, 2025 Client

Trustpilot



"I took my daughter on a trip to Spain and Italy. A big part of our trip was to experience the running of the bulls in Pamplona. We enjoyed our time there and they even gave us better seating. We were able to watch comfortably at dead man's curve. We were served food and mingled with the other visitors and locals. My Bucket List Events is highly professional and very accommodating. It was a most memorable event. I feel proud and confident when I wear my tshirt from the event."

- Lucinda Davis, 2025 Client

Trustpilot



"Conner and his staff where so helpful and knowledge about the Running of Bulls Event. They made it special with tips, stories and history behind the event. They even carried drinks for the whole group to bull fights where it was very warm and much appreciated. I would not trust anyone else for this once in lifetime experience. We had a blast and everything was so amazing. Our view from the balconies in deadmans curve were spectaular to view and the hostess treated us to a special Spanish breakfast! 6 stars!!"

Michelle McRee, 2025 Client

Google Reviews



"My wife and I just returned from a wonderful couple of days at the San Fermin Festival in Pamplona Spain with the Bucket List Event team. 20 years ago I attended with my brother and we had a nice time, but this trip was over the top. The Bucket List team took care of every detail and I can say the exceeded our expectations in every aspect. We are now trying to decide what is our next adventure with this first class organization. Thank you Toby and team."

-Michael Moore, 2025 Client

Google Reviews



"This trip was amazing from the start to finish the trip was tailored to accommodate us perfectly. The food, the restaurants were chosen to perfection, they are truly a great tour company and their clients are top priority. I would recommend them again and again, please use them for your trips you won't be disappointed. Thank you to all the tour guys knowledgeable and they ensured we were taken care off."

- Art Rivero, 2025 Client

Google Reviews



The top of my husband's bucket list has always been to Run With The Bulls someday. I booked with Bucket List Events. I'm so glad I did. Bucket List came highly recommended from a family member that did the Masters with Bucket List, so I knew that we'd be in good hands. The entire team is great to work with. They are extremely helpful and knowledgeable. They make everything so easy. All you have to do is show up and be ready for an experience of a lifetime! I can't thank Connor and Bucket List enough!

- **Michelle Platt, 2025 Client**

Google Reviews



"More fun than we could have expected. Bucket List Events staff was extremely friendly, professional and informative. Everything ran as planned and the hotel location for San Fermin was spectacular!"

- **Cynthia Munia, 2025 Client**

Google Reviews



Bucket List Events planned one of the greatest vacations we have ever been on. The restaurants we visited, the parades, the opening ceremony, the bull fights, and of course the bull run gave us an experience unmatched. Both of them and their staff catered to our every need, and made sure at every turn we were taken care of. The final 4 days in San Sebastián were the perfect "wind down" from the adrenaline fused Pamplona days. We can't thank them enough for the professional, spot on excursion they planned for us."

- **Tom Kennedy, 2025 Client**

Google Reviews

2024 CLIENT TESTIMONIALS



"Joined the Bucket List Events team for two days in Pamplona for the Running of the Bulls 2024. The entire team was great at explaining all of the cultural aspects of the event and also providing great recommendations around the city. The balconies were in great locations and extremely easy to meet up with the group beforehand. Connor, Toby and Dara were all great guides and would highly recommend BLE for the Running of the Bulls or any other events they put on!"

- Will Weideling, 2024 Client

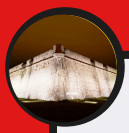
Google Reviews



"Did the Running of the Bulls with them in Pamplona 2024. Awesome event! Once you check in at the hotel Toby, Connor and their staff do the rest! They made it easy to navigate all the events by scheduling and escorting groups to everywhere we wanted to be. There were 6 in our group and Bucket list managed to get photos of all of us! I will travel with them again and highly recommend for a fun stress free adventure."

- Valerie Sylvester, 2024 Client

Google Reviews



"My husband and I had a wonderful experience traveling with Bucket List Events to Run with the Bulls in Pamplona, Spain! When we started researching running with the bulls, it felt very daunting to plan the best possible trip - that's where Bucket List Events worked their magic.

– Provi Gonzalez, 2024 Client

Trustpilot



"It was a hassle free experience. Booking was easy and Toby was available for questions over the phone. Once we made it to Pamplona, staff was friendly, everything was very well organized and timely. Very experienced and fun crew. I want to do this again!!!!

- **Jose Vale, 2024 Client**

Trustpilot



"I can't adequately express my delight with literally every aspect of the trip and everything Toby and his team did for us, from working around our very late arrival to making every minute enjoyable and special. This experience was worth every penny (nd more!) and we will definitely be taking another trip with Bucket List Events."

- John Babb, 2024 Client

Google Reviews



"One Word, Amazing! Okay maybe 3 , Professional and Thorough! I had no idea what to expect as never used them before. They had the best accommodations, great deal of staff to help everyone. Picked locations that were fantastic and walking distance to everything. Top notch from start to finish. I even booked a second trip with already

-Sam Cucciniello, 2024 Client

Google Reviews



" Book with Bucket List Events!! They are amazing! I did Running with the Bulls yesterday, and it was one of the best experiences of my life!! It is so quick and easy to book with them, and they took care of everything! The venue was incredible with up-close views of the action! They provide clear & concise instructions on all the details for the event. Honestly, I couldn't have imagined a better experience!"

- **Becca B, 2024 Client**

Google Reviews



"With some initial hesitancy I contacted bucket list events in Texas whilst I was in Australia to talk about running with the bulls in Spain. However Toby and his team were absolutely faultless-professional-and personable. Every i was dotted and t crossed . BLE made my experience perfect. I would recommend them unreservedly. Thanks Toby and team 👍🦘 "

-Glenn, 2024 Client

Google Reviews



"We had a wonderful time at the Running with the Bulls in Pamplona, Spain. Well organized and the hotel is right near the venue. Bucket list checked off. Next will be the Rio Carnival in Brazil"

Tony Navarro, 2024 Client

facebook



"Do not hesitate to book a trip with Bucket List Events...their staff is top notch , from the planning stages, to the event and followup. The tours, the food, the city but most importantly...the people. They are passionate about their city, their country, their food and it shows in everything they do. Bucket List Events does an excellent job of communication and utilizing these local employees that really improve the overall experience."

Judy Evans, 2024 Client

facebook

2023 CLIENT TESTIMONIALS



"WOW, what a wonderful trip! Thank you to Toby and his outstanding staff who were friendly, kind, efficient, full of energy and a delight to be with. The organization is top notch! Thank goodness we went with Bucket List. They took care of everything! The hotel was great and in a prime location. I cannot encourage you enough to book through them."

Trustpilot

- Laurie Tinker, 2023 Client



"We had a wonderful time at the San Fermin Festival and the Running of the Bulls! Toby and the Bucket List Events team made everything great. We are still raving about the experience a month later! Will definitely use this service in the future and may even return to Pamplona!"

- Michael Stefanowicz, 2023 Client

Google Reviews



"Crazy organized with 100% effort in our comfort. Our large group, consisting of two families, participated in the running of the bulls in Spain. Toby and crew made us and all parties with us feel completely involved in the festival. Could not be more pleased. We would use them again in a heart beat."

– Shaun P, Lodi, CA, 2019 Client

Trustpilot



"I have traveled a lot and this is an experience I'll never forget. We had a balcony directly over dead man's curve, ran with the bulls, amazing meals and information. Fabulous hotel - all stylish and taken care of without feeling touristy. Great people too- Can't recommend enough!"

- **Alice Bondulich, 2023 Client**

Google Reviews



"Finlay and I are back home now and want to say a big thank you to Toby and the Bucket List team for making our Pamplona adventure so special. You guys absolutely nailed it. The hotel, the balconies, the meals, and each and every one of you were amazing! 100% recommend Bucket List and we will definitely be booking with you again. Until next time...VIVA SAN FERMIN!"

- John Sheard, 2023 Client

Google Reviews



"We used Bucket List Events for our trip to Pamplona for San Fermin Festival . Toby and his team did an absolutely outstanding job! I cannot say enough good things about this entire trip from start to finish. the information all the guides had was helpful and interesting. The balconies included in the package had great viewing of the bull run. Bucket List Events definitely made this the trip of a lifetime!"

-Sandra Kristiansen, 2023 Client

Google Reviews



The hotel was beautiful and the energy upon arrival was electrifying. Upon meeting our guides we found them to be warm and welcoming. They went above and beyond their responsibility to us. We felt looked after, safe and catered to at all times.

Trustpilot

Glynis Riley, 2023 Client



I did some homework before hiring Bucket List to handle my trip to the Running of the Bulls in Pamplona in 2023. I was confident I had made the right choice when I began to receive monthly advice from the company when I signed up in January. The advice was very helpful and concise. The staff was attentive, generous with their time and accommodating and their welcome at the hotel was great. I felt very confident in this young group of staff.

-Ramon Garcia, 2023 Client

Google Reviews



"Toby & his crew were AWESOME!!! The Running with the Bulls experience was well worth the pandemic wait. From the history to the parades to the food to the architecture to the people to the music to the total vibe - EVERYTHING WAS PHENOMENAL!! Thanks Toby for taking good care of my mom - lol.."

Ksisha Stevenson-Johnson, 2023 Client

Google Reviews



"Bucket List Events was awesome. They made our experience of Running with the Bulls amazing. The staff was great but best of all, their knowledge made it easy for us to fulfill our dream flawlessly and truly enjoy every minute. The hotel provided was also superb. The location was perfect, the staff friendly, the breakfast spectacular and the room comfortable and spacious."

Gianni Galliani, 2023 Client

Google Reviews

RECENT CLIENT TESTIMONIALS



Toby and his team did not disappoint, from choice of hotel , balcony view and San Fermin accessories. Responsive and approachable staff. We will seek Bucket List Events service anytime!

Salome Kimpo, 2022 Client Trustpilot



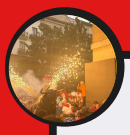
Words can't fully describe the joy that this Running of the Bulls trip brought us! Toby and his team made this event incredible. From the ease of booking, to check in, the walking tour (and tapas/wine), the group dinner (delicious), the AMAZING balcony views/spots for watching the runs and the run itself-----this trip was top-notch!!!

The Zermenos. 2022 Client Google Reviews



Just had a killer couple of days in Pamplona with Bucket List Events. Great hotel and location, really friendly and passionate staff, and the best viewing balcony of the whole bull run (right above Dead Man's Corner). If you want the full experience, I would highly recommend these guys.

Andy McCarthy, 2023 Client Google Reviews



I highly recommend Bucket List Events. Toby and his team did a fantastic job and were with us every step of the way to maximize the experience. The balcony locations to see the opening festivities (Chupinazo) as well as the balcony locations on Estafeta Street & Dead Man's Curve were incredible.

Mark Shevick, 2019 Client Google Reviews



I highly recommend Bucket List Events. We had a fantastic experience at the San Fermin Festival (Running of the Bulls) in Pamplona, Spain. Toby put together an unforgettable trip and employs a great group of guides. Everyone on the team was knowledgeable, enthusiastic and friendly.

Robert Bitikofer, 2023 Client Google Reviews



Toby and the crew at BLE were great hosts at San Fermin in Pamplona. The itineraries were well planned and there were plenty of team members on hand to make sure we were taken care of at all times. We were very happy we chose BLE. It couldn't have gone any better!

Brian Flood, 2023 Client Google Reviews



The hotel was beautiful and the energy upon arrival was electrifying. Upon meeting our guides we found them to be warm and welcoming. They went above and beyond their responsibility to us. We felt looked after, safe and catered to at all times.

Glynis Riley, 2023 Client Trustpilot



Toby and his team are amazing! They ensured my husband and I had the best experience possible at the San Fermin festival this year. The team was so much fun and it always felt like a trip with friends. It is clear how passionate Toby and his team are about providing a comfortable experience for everyone.

Leah Cumberbatch, 2019 Client Google Reviews



I randomly picked this group off the internet and hit the jackpot. They corresponded with me with details up to the date of our event. They were always available on the telephone for my questions. Very organized. A great way to see an event and let someone else handle the details. Wonderful, friendly staff. Highly recommend!

Florence Tyson, 2019 Client Google Reviews



I had an amazing time! As a person who wanted to experience this very old tradition this company did everything I would have expected and much more. The staff's energy and optimism throughout the several days I was in Pamplona was what made the trip so special. Thank you!!

Lucas Gibb, 2019 Client Google Reviews