20/09 VALENCIA WORLD PAELLA DAY

THE WORLD SPEAKS PAELLA

INTERNATIONAL CALL FOR HOST DESTINATIONS

Your destination can be part of World Paella Day 2027!

Would you like to host one of the qualifying competitions of the world's largest international paella championship?

World Paella Day (WPD) is much more than a gastronomic competition: it is an international celebration of culture, diversity and culinary creativity, centered on paella, the most emblematic dish of Valencian gastronomy.

Promoted by the **Visit València Foundation**, the tourism promotion and management organization of the city of València (Spain), World Paella Day brings together chefs from different countries every year to pay tribute to this universal dish, reinterpreting it through their own cultures and culinary traditions.

The competition begins with a series of **international qualifying rounds**, which in 2027 will take place between March and July in different locations around the world. These rounds will determine the semi-finalists who will travel to València to take part in the final stage of the championship, with the Grand Final taking place on Sunday, 19 September 2027. There, chefs from around the world will compete for the title of World Paella Day champion, preparing their own versions of paella and sharing their passion for gastronomy.

In 2026, World Paella Day featured **10 qualifying rounds across the Americas, Europe and Asia, and more than 100 semi-finalists**, establishing itself as a meeting point between cultures and achieving significant international media coverage. In 2027, we want to go even further!

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Why become part of World Paella Day?

Hosting a World Paella Day competition offers the host destination:

- **International exposure :** your destination will be part of the championship's official circuit, gaining worldwide visibility through World Paella Day media and social channels and those of the other organizers.
- **Tourism and gastronomic promotion:** the event raises awareness and attracts attention, showcasing the destination's gastronomy, products and culinary professionals as they interpret a dish that València shares with the world.
- **Connection with València and Spain:** the event strengthens ties with the world capital of paella, a benchmark for Mediterranean and Spanish cuisine, while joining an international circuit of leading destinations.
- **Cultural pride:** share the culture and customs surrounding paella, a dish that brings together people, traditions and identities.
- **Enhancing the competitiveness and standing of participating chefs**, whose involvement helps improve their training and international recognition.

Who can organize the competition?

We are looking for a public body or private organisation (hospitality, restaurant, gastronomy or paella association) with regional or national representation, capable of bringing together participating chefs from a country and successfully organising and financing the event.

What does being an organizer involve?

The organizer's main responsibilities are as follows:

- Prepare an application to host the event and, if selected by the Visit València Foundation, organize the qualifying competition in accordance with the submitted proposal, inviting chefs from the competition's geographical area. To this end, the organizer must have experience in staging large-scale gastronomic events and have the infrastructure and equipment needed to run the competition properly, including a suitable venue.
- Take part in the presentation of the calendar of countries and semi-finals at the FITUR tourism trade fair in Madrid in January 2027.

- Host World Paella Day ambassadors or official representatives under the conditions previously agreed with the Visit València Foundation, including expenses relating to travel, accommodation, meals, schedules and participation in the event.
- Ensure that at least one official representative of the Visit València Foundation, or a person appointed by it, serves on the jury.
- Coordinate local permits, suppliers and operational services required for the competition.
- Finance the national winner's flight to València to participate in the activities leading up to the Grand Final (stage) and in the Grand Final itself in September 2027.
- Assume full responsibility for organizing and running the qualifying event, expressly releasing the Visit València Foundation from any liability for damage, loss, incidents, food poisoning or any other contingency that may occur during the event.
- Ensure compliance with the official competition format and the quality standards established by the Visit València Foundation, guaranteeing visibility for the València and Tourspain brands at the event and in its communications.
- Sign an agreement with the Visit València Foundation, promoter of World Paella Day and organizer of the Grand Final in València.
- Receive technical support from the Visit València Foundation's World Paella Day organizing team, which will provide a "Qualifying Competition Organization Manual".

Participation by chefs in the official World Paella Day semi-finals must be free of charge, although the organizer may engage partners and collaborators to finance the event.

Submit your application

Complete this form before 27 November and tell us about your proposal to join the worldwide paella map.

World Paella Day 2027 is already underway
and your destination can be part of it.