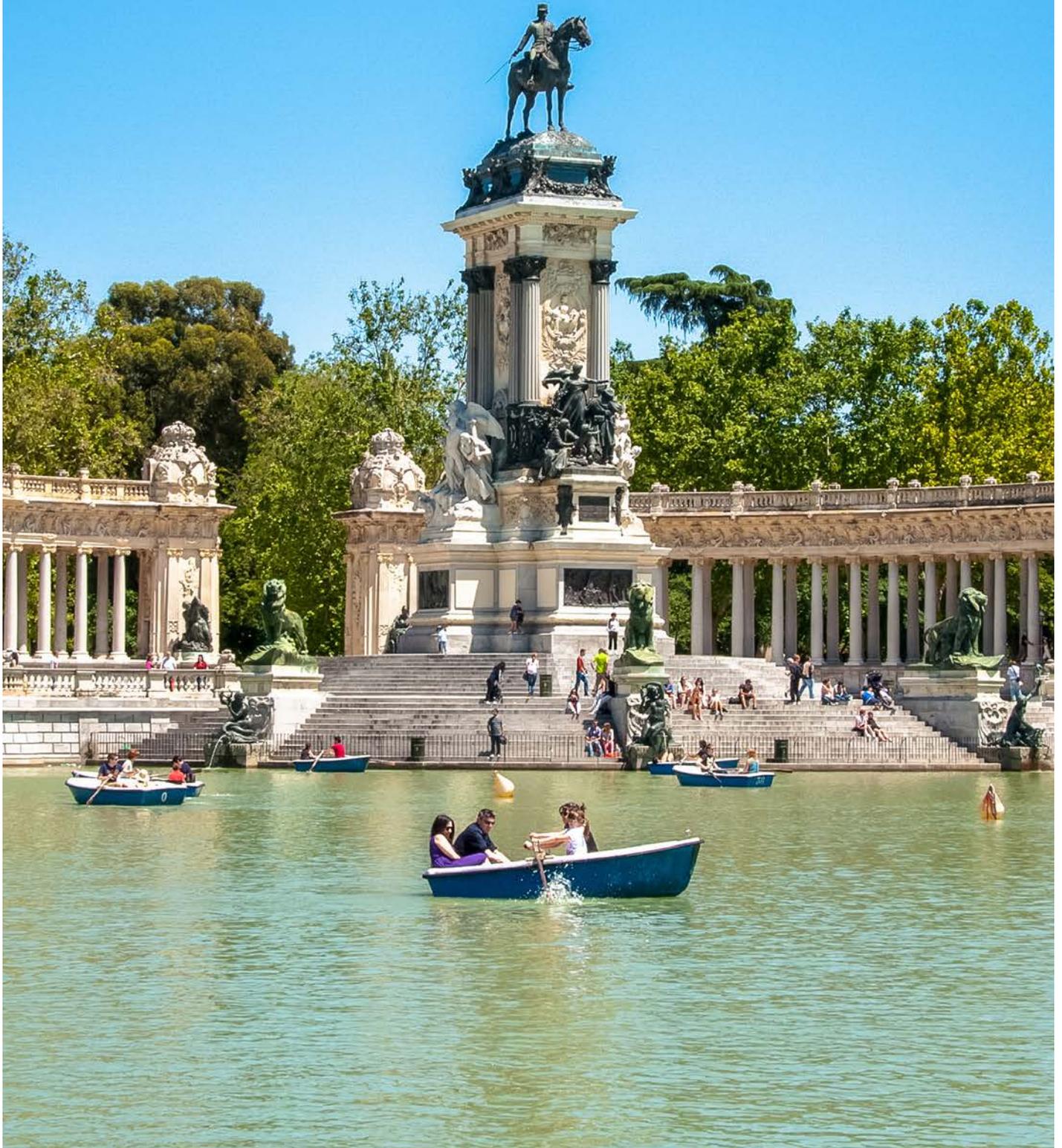


CITY OF
MADRID
PRESS
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CITY
OF MADRID
TOURISM BOARD



Summary



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1. Panoramic view with the Metrópoli building in the foreground.

City of Madrid

Diverse, tolerant, multicultural, creative, lively, innovative, sustainable, global... many words could be used to describe Madrid. Yet, the city's capacity to welcome outsiders is no doubt its most representative identity mark. And it's all due to the locals' open and inclusive nature as they make you feel right at home whomever you are and wherever you come from. If you come to Madrid, you're from Madrid. That's why Madrid is known as the city of open arms, a hospitable destination with a very unique lifestyle that makes it a one-of-a-kind place in the world

Madrid is also the capital of culture. The city offers visitors some of the most extensive and well-conserved historical/artistic heritage in the world where universal references like the walkable art district Paseo del Arte co-exist in the same environment as royal sites, museum houses, institutions with centuries of history such as the Spanish Theatre and the Royal Theatre as well as modern and alternative cultural spots like Matadero Madrid and MediaLab Prado. All of them together create one of the most attractive cultural offerings in Europe with annual events and activities of interest to a broad audience available 365 days a year.

Moreover, Madrid is inspiring as a city that captures cultural and artistic talent. Velázquez, Goya, Picasso, Dalí, Cervantes, Lorca, Buñuel, Almodóvar; the list could go on and on. Madrid has welcomed and continues to welcome big names in painting, literature and film throughout time as an essential part of the city's life and the development and dissemination of its works of art. It has even been the

actual source of inspiration for many of them. One example of this is the distinctive Barrio de las Letras district where some of the most important Golden Age Spanish writers once lived. Another is the active cultural life found at the Students' Residence. A favourite filming location for the motion picture industry and premiere city for major audio-visual productions, Madrid is also the capital of flamenco, with *tablaos* venues offering unforgettable experiences as they tremble with emotion from the incredible staging. It's the capital of Spanish music too with big-budget shows, the epicentre of which is Gran Vía, also known as "Madrid's Broadway".

Madrid has one of the best retail offerings in all of Europe and, thanks to the liberalisation of shop opening hours, it can now be enjoyed almost all year round. Spanish and international designers, alternative fashion houses, top brands as well as garments created and made in the city can be found in the capital city's different shopping areas: from Gran Vía to the Barrio de Salamanca district, all the way to Fuencarral street.

Madrid is also all about open-air life as a sustainable city that looks after the environment and holds great natural treasures. With green areas like El Retiro, La Casa de Campo, La Quinta de Los Molinos, El Capricho and Madrid Río, Madrid offers a healthy and peaceful atmosphere to experience nature.

A city of rights and liberties, Madrid is a benchmark for the LGBTI community. With the cooperation, equal treatment and cohesion afforded by each and every Madrid native and their commitment against violence and all types of discrimination, the capital has become the largest and most genuine reflection of LGBTI pride in the world.

On a professional level, Madrid is a booming city. It has established itself as a top-rate destination for business tourism and professional events and meetings as the home of large specialist headquarters and a long list of services that have gained the trust of professionals from all over the world who have chosen it as the place to do business not only because of its leadership, but also its cosy atmosphere.

In short, Madrid is a city with immense personality which welcomes visitors with open arms and offers them one of the best and most complete tourism offerings in the world. It's a friendly city with a lot to enjoy where there's always something going on and something new to discover. Welcome to this trip through the city of Madrid.

✓ **More than 3.000 hours of sun a year**

The European capital with the most sun hours – quite the opportunity to experience the city and enjoy the outdoors

➤ More information:

The City of Madrid Tourism Board

Official Website: www.esmadrid.com/en

Madrid is...



1. The Reina Sofia National Museum and Art Centre has been exhibiting a collection since 1992.
2. The stairway at the CaixaForum Madrid.
3. The Prado Museum is one of the most-visited in the world.
4. Sorolla Museum Gardens.



Art and Culture

Madrid's walkable art district Paseo del Arte is the hub for a cultural offering which is unique in the world. Its three main museums (Prado, Thyssen-Bornemisza and Reina Sofia) provide a real trip through art history. All of this valuable heritage is found alongside other types of artistic proposals, creative trends and new multidisciplinary cultural centres that have arisen following the transformation of old sites

Museums

Madrid is a city to be enjoyed on foot and the less than one kilometre occupied by the Prado Museum, National Thyssen-Bornemisza Museum and Reina Sofia Museum offers the chance to take in some of the main masterpieces of universal painting in a privileged setting (a Paseo del Arte Card can be purchased for entrance to all three; there's also plenty to discover via the Paseo del Arte Imprescindible app).

El Paseo del Prado and the El Retiro park are currently under review to be recognised as a World Heritage Cultural Landscape.

The **Prado Museum**, which is celebrating its bicentennial in 2019, has an exceptional collection of 8,600 paintings and more than 700 sculptures in addition to organising successful temporary exhibits. The route begins in the 11th century with the Mozarabic murals from the Church of San Baudelio de Berlanga and continues through time with some of the masterpieces by geniuses of the likes of El Greco, Ribera, Zurbarán, Murillo, Goya, Velázquez, Fra Angelico, Tiziano, Caravaggio, Rubens, Durer, Rembrandt and several others, all in an area near places of interest such as the Cibeles Palace and Fountain, the Royal Botanical Gardens and the Puerta de Alcalá gateway.

As for the **Thyssen-Bornemisza**, located in the Villahermosa Palace, it offers visitors the opportunity to enjoy the history of European painting from the Middle Ages to the end of the 20th century through its permanent collection. There are more than 1,000 works of art from primitive Italian art forms to Russian constructivism not to mention its unquestionable attraction – Impressionism.

The Paseo del Prado also connects to the **Reina Sofia National Museum and Art Centre** located in the former Hospital General of Madrid in the Atocha district. A place where its numerous visitors and the history of contemporary art come together, it features work by Dalí, Miró, Juan Gris, Solana and Tapies in addition to Picasso's Guernica as well as work by international artists such as Georges Braque, Francis Bacon, Henry Moore and Francis Picabia.



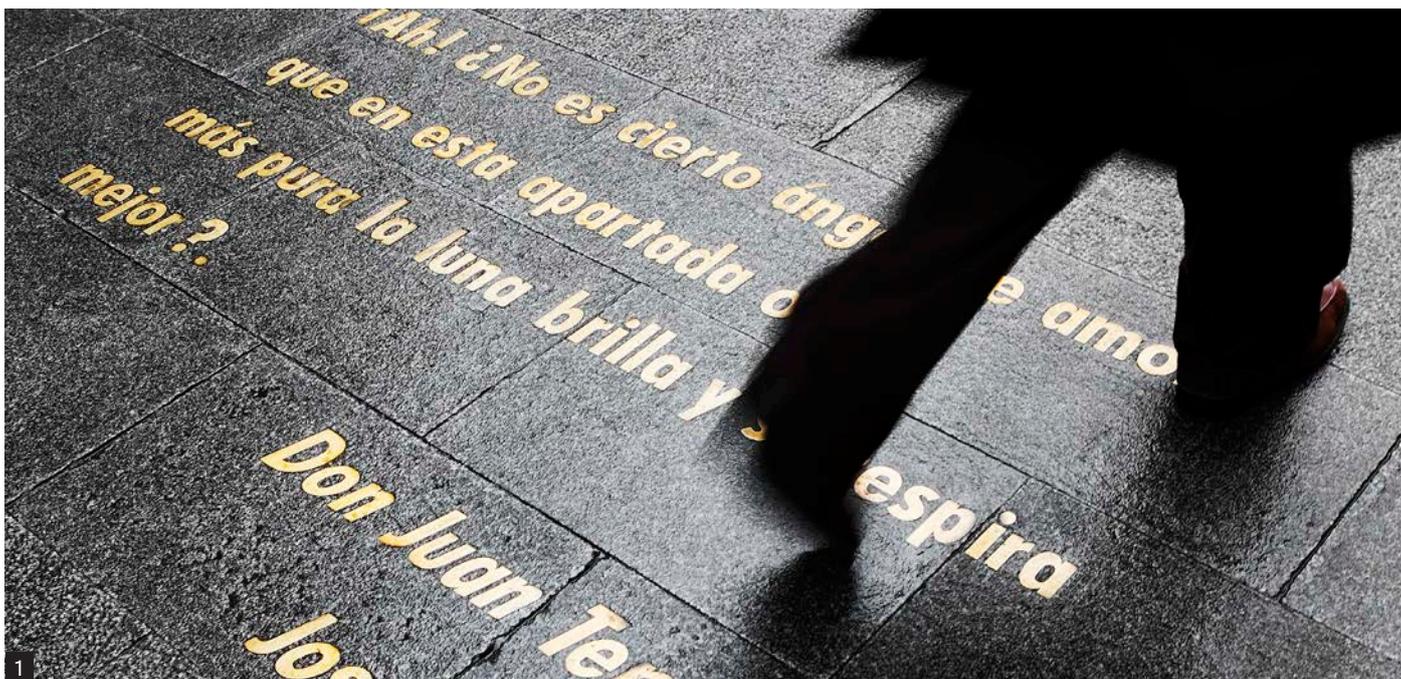
This itinerary can be extended with visits to sites like **CaixaForum Madrid**, where a surprising vertical garden welcomes visitors, and museums as special as the **Romanticism Museum**, **Sorolla Museum**, **Decorative Arts Museum**, **Lázaro Galdiano Museum** and the **Cerralbo Museum** (entrance to all of them is available with the *Cinco Museos. Otro Madrid* five-museum ticket). Added to this are exhibits offered by institutions like **Fundación Mapfre**, **Fundación Juan March**, **La Casa Encendida** or **Centro de Exposiciones Arte Canal**, **Casa de América** and the many specialist art galleries as well as other cultural and historical points of interest: **Archaeology Museum**, **Naval Museum**, **Fashion and Costume Museum**, **Lope de Vega Museum House** and the **Contemporary Art Museum**.

A for Art and Architecture

Madrid's historical inheritance from the Habsburgs and Bourbons co-exists with works of international prestige such as the ones created for Terminal 4 at the Barajas Airport, the Cuatro Torres Business Area and the Reina Sofia and Prado Museum expansions. Also standing out is the work done at major urban parks like Madrid Río, with the spectacular Arganzuela monumental bridge or Perrault bridge.



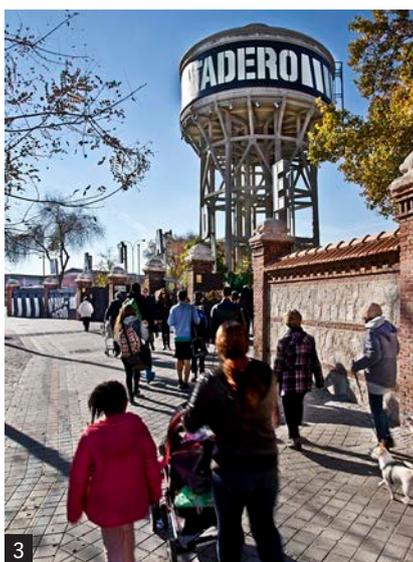
Madrid is...



1



2



3

1. The streets of the Barrio de las Letras district features more than 20 texts by classical authors. 2. Fernán Gómez Centro Cultural de la Villa is one of the city's many cultural centres. 3. One of the entrances to Matadero Madrid, right in the heart of Madrid Río.

More culture

Medialab Prado, Matadero Madrid, Conde Duque, La Tabacalera and La Neomudéjar are all active citizen contributions meant to enrich the artistic and cultural life of Madrid. As examples of venues open to citizen participation with all types of exhibits, conferences, workshops and activities, they foster an inclusive and pluralistic culture. They also make for quite the opportunity to enjoy facilities enclaved in unique buildings, most of which are of great historical interest.

Some of these venues also contribute to Madrid's extensive dramatic arts programme with historical theatres such as the **Teatro Español**, **Fernán Gómez Centro Cultural de la Villa**, **Teatros del Canal**, **Teatro de la Comedia**, **María Guerrero** and **Teatro de la Abadía** as well as a varied alternative theatre offering in halls throughout the city. These stages share the limelight with the only stable circus in Spain, **Teatro Circo Price**, and temples of music like the **Royal Theatre**, the **National Music Auditorium** and the **Zarzuela Theatre**.

Right in the heart of the city is the **Barrio de las Letras**, an area once home to some of the most prominent Spanish Golden Age writers like Cervantes, Lope de Vega and Quevedo. In fact, Madrid pays homage every year around 23 April to literature with **Book Night** (just as it also celebrates **Museum Night** and **Theatre Night**). It's the perfect initiative for a city that loves books and which is also home to the **Students' Residence**, founded in 1910, which is evidence of the life and work of the Generation of '27 and now a cultural

dissemination centre with all types of public events and exhibits.

Each spring, the Retiro Park hosts the **Book Fair** – fifteen days with dozens of huts making it possible to not only find out what's new in literature and find classics from all ages but also meet up with authors who are available to sign their books. The **Old and Used Book Fair** on Paseo de Recoletos is another cultural encounter in a city where Cervantes, Galdós, Hemingway, Valle-Inclán, Cela and many other great writers from different eras of history have all roamed the streets.

The **Spanish National Library** is another reason to enjoy the heritage and reflection of culture in our lives. It holds copies of all the books that have ever been published in Spain and an excellent collection of incunabula, manuscripts, drawings, photographs, sound recordings, musical scores, etc. Exhibits are also organised at this site.

A city of culture

At CentroCentro Cibeles, Madrid's City Hall also welcomes all types of participatory cultural and artistic displays in a city where events are held each year including ARCOMadrid and the PHotoESPAÑA festival.

► More information:

www.esmadrid.com/en/madrid-art-and-culture
www.esmadrid.com/en/madrid-is-culture
www.esmadrid.com/en/art-madrid-guide-pdf

Madrid is...

Gastronomy



One of the main attractions in Madrid no doubt lies in its broad culinary offering and the way it is enjoyed – always in good company. Going out for tapas with friends, a family meal, a tasting session at one of the city's markets or an unforgettable experience at a Michelin-star restaurant. From Madrid to heaven... via the palate

An excellent and varied offering

There are more than a dozen restaurants in Madrid that have already surpassed the 100-year milestone such as **Casa Botín**, the oldest restaurant in the world, **Lhardy**, and *casas* like **Casa Labra** and **Casa Alberto**. Traditional stew, beef tripe and lamb are served along with all the popular *tapas* in taverns, pubs, bars and 21st century *gastrobars*. And all of this is available in a city where the aperitif and early evening snack have been long-standing customs for years.

All this tradition comes together with the city's 21 restaurants that have been acknowledged with one or more Michelin stars: **DiverXO** (with three stars); **Santceloni**, **La Terraza del Casino**, **Ramón Freixa Madrid**, **DSTAgE and Coque** (with two); and **El Club Allard**, **Kabuki**, **Kabuki Wellington**, **Álbora**, **Punto MX**, **Lúa**, **A Barra**, **Gaytán**, **La Candela Restó**, **Cebo**, **El Invernadero**, **Yugo**, **The Bunker**, **La Tasquería**, **Clos Madrid** and **El Corral de la Morería Gastronómico** (with one). They're all temples of gastronomy which contribute to Madrid's presence in the select group of gourmet cities, all served by the best local ingredients from Mercamadrid - the largest food logistics centre in Europe and the second largest fish distribution market in the world.



Universal flavours

A squid roll, a serving of *patatas bravas* spicy potatoes, *soldaditos de pavía* (breaded cod and fried red peppers), a slice of Spanish omelette, a small dish of pork ear... there's quite the assortment of tapas. And those are just a few examples of the little bits of gastronomic identity found in a city with thousands of restaurants representing all the culinary possibilities found throughout Spain and the world

1. Pastry-making, with all types of specialties, is one of the strengths of Madrid's gastronomy (Mercado de San Miguel). **2.** The squid roll is another of the city's typical flavours. **3.** The origins of Madrid's traditional stew date back to the Middle Ages (Lhardy).

Even the markets themselves are becoming a more and more important option for enjoying our gastronomy. These outstanding areas are not only for shopping but also for sampling *delicatessen* items and everyday products. They include **San Miguel** (right next to the Plaza Mayor main square); **San Antón** and **El Huerto de Lucas** in Chueca; and **Vallehermoso**, **Antón Martín**, **Mercado de la Paz**, **Barceló**, **Chamartín** and **Villa de Vallecas**. Additional options include **Platea Madrid** in the Salamanca district; **Gourmet Experience de El Corte Inglés** in Gran Vía, Serrano and Castellana, the European and US-style **Organic Market & Food**; **Yatal Market** and others. The list is quite long with products that include Madrid's typical pastries: the ring-shaped *rosquillas de San Isidro*, Carnival chocolate sardines, *buñuelos* (sweet fritters) and *huesos de santo* (Saint's bones).

The city's gastronomy is also featured at a number of events on the yearly calendar. **Gastrofestival Madrid** (January-February) is a fifteen-day gastronomy and cultural period where restaurants, markets, shops, museums and other cultural centres participate in a major exhibit where painting, literature, design and, of course, the culinary arts, are the main stars with special menus, culinary routes, cooking classes and more. Other events include Madrid Fusión, an international gastronomy summit, Gastroletras (March), the Salón de Gourmets (May), Madrid Exquisito (April and October), Tapapiés and the Mercado de Sabores in October, Market Day at Casa de Campo (the first Saturday of each month), Madrid Productores at Matadero Madrid (the last Saturday of every month), just to name a few. There are many reasons to savour Madrid.

> **More information:**

www.esmadrid.com/en/eating-madrid-pdf

Madrid is...

Shopping

Madrid is full of shops for unique experiences. Quality, design and creativity are the identity marks of a broad retail offering featuring everything from top Spanish and international ready-to-wear brands to the most exclusive products created and artisan-made right here in Madrid



Open all year round

More than 46,000 shops, many of which are open 365 days a year, make Madrid the second-best city in Europe to go shopping according to Globe Shopper Index



the ideal place to buy souvenirs of a lovely time in the city – fans, capes and Manila shawls, not to mention all the collector's coins and stamps (a special market is held every Sunday under the porticos).

The so-called **Golden Mile** in the heart of the Salamanca district has become the place for the most exclusive shopping with the best international and Spanish luxury brands. Jewellery shops, shoe shops and clothing and accessory shops line the streets Serrano, Ortega y Gasset, Velázquez, Lagasca, Jorge Juan, Ayala and Claudio Coello. This last spot is where **Vogue Fashion's Night Out**, a heavily-attended evening of fashion, is held once a year.

Near this area, **Chueca** and **Fuencarral** have also become hotspots for shopping in the centre of Madrid with all types of prestigious brands and new names in fashion, sport clothing, accessories, culture, etc. This activity can also be enjoyed in other areas such as **Almirante** and **Las Salesas**, neighbourhoods with elegant cutting-edge urban designs yet which haven't lost any of the charm of traditional local shops. There's also the **Azca-Castellana** area which not only features fashion, but also technology.

No shopping trip through Madrid is complete without a stop at **El Rastro**. Dating back to the 15th century, this flea market is open on Sundays and holidays with more than 1000 street vendors at this popular gathering place for locals and visitors. It's quite the street-side tradition – walking around a world of quality second-hand products just before the deeply-rooted customary **tapas** time in the surrounding streets.



1. The shopping street Preciados.
2. The centre of Madrid, with areas like Gran Vía, Fuencarral and Chueca, offers all types of leisure opportunities.
3. El Rastro welcomes thousands of visitors from early morning to three in the afternoon on Sundays and holidays.

All kinds of ideas

A window display as large as it is diverse, which meets the needs of all types of consumers, spread throughout different areas of the city. There's **Gran Vía** with all the leading Spanish and international ready-to-wear clothing chains standing right next to traditional shops, even hundred-year-old ones like those found in the nearby main square. The **Plaza Mayor** is

> More information:

www.esmadrid.com/en/shopping-madrid



Leisure & Entertainment

The infinite leisure and entertainment offering in the city of Madrid is a fundamental part of its characteristic lifestyle. The place for the best flamenco and the capital of Spanish-language musicals, Madrid also stands out for the diverse and exquisite cultural programming at its museums, theatres and cultural centres. Its night-time entertainment options and street-side cafés in privileged locations are yet more examples of plans that can be made in a city where fun is guaranteed

Dozens of opportunities every single day

Among the endless range of choices that make it the sixth most fun city in the world (according to the magazine *Time Out*), its theatre offering particularly stands out. A reference on the international scene and a place where historical theatres like the **Teatro Español** co-exist with various alternative halls such as **Naves Matadero**, there has been a particular rise in musicals in recent years. Thus, Madrid's Gran Vía has become a solid showcase for world-famous hits.

Madrid is the city of classical music and dance with a number of venues and municipal auditoriums promoting these disciplines and temples like the **Royal Theatre** and the **National Auditorium**. With the best concerts, plays and operas, Madrid also hosts events relating to the musical arts like **World Opera Forum** and **International Jazz Day**.

There's time and space for a whole lot of music from concerts in small halls specialising in live music (rock, jazz, ethnic music, etc.) to major performances at

venues like **WiZink Center** and the **Wanda Metropolitano** as well as top locally-organised events including **Los Veranos de la Villa**, **Las Noches del Botánico**, **Mad Cool Festival**, **Mulafest**, and **JazzMadrid** and flamenco shows – everything from formats best suited for large audiences to the purest of experiences.

Madrid is also a cinema city with places of reference like the film libraries **Cineteca Madrid** and **Filmoteca Española** in addition to having been a filming location for Spanish and international productions for decades. Important filmmakers of the likes of Pedro Almodóvar, the city's Adopted Son, have portrayed it originally and audaciously. Moreover, it's a circus city with a long-standing tradition that has left its legacy through the **Teatro Circo Price** which features an excellent multidisciplinary schedule of great Spanish and international circus and magic shows.

As night falls, the fun continues. Areas such as **Princesa**, **Barrio de Salamanca**, **Barrio de las Letras**, **Malasaña** and **Chueca** all host afterwork parties and have cocktail bars and discotheques to enjoy Madrid's nightlife. In short, there are all types of opportunities without forgetting that leisure and entertainment in Madrid is also synonymous to doing sport, spending a day at a theme park or having a drink at a street-side café in **Lavapiés**, **Latina**, **Recoletos** or at **Plaza de Santa Ana**.



1. The San Isidro Festival allows people to attend all types of concerts throughout the streets. **2.** Flamenco is one of the choices for a night out in Madrid. **3.** The Teatro Circo Price puts on performances with circus shows, magic, music and more. **4.** Madrid has hundreds of street-side cafés to have a drink or bite of food outside.

✓ Madrid's "Broadway"

Madrid has become the capital of Spanish musicals. Gran Vía is the place where all sorts of productions are staged

> More information:

www.esmadrid.com/en/whats-on-madrid
www.esmadrid.com/en/madrid-nightlife

Nature

The diversity of Madrid's natural heritage is a reflection of an environmentally-friendly city erected around a river and which still conserves exceptional outdoor areas to walk, meet up, do sport and essentially live in full contact with nature. It's a green, healthy and sustainable city that cares for itself

Immense natural heritage

Madrid is one of the cities with the highest number of green areas in the world (more than 180 parks and gardens and more than 240,900 trees). El Retiro is one of the capital's great lungs. Created in the 17th century, it stands out because of the combination of architectural and landscaping elements such as its French-style parterre, large pond where people can go rowing, Glass Palace and rose garden. Along with the Paseo del Prado, it's a candidate to be named a World Heritage Landscape.

La Casa de Campo, which, just like El Retiro, is listed as Spanish national cultural heritage, offers all types of leisure opportunities across its 1,722 hectares (five times bigger than Central Park) from the pond and surrounding areas, with outdoor cafés to have a drink, lunch or dinner, to the leisure facilities within like the Theme Park and Zoo Aquarium.

As for Madrid Río, this large linear park (10 km) along the River Manzanares is an excellent place to take a walk, go skating or skateboarding or ride a bike (30 km of bike paths). People can also enjoy any of the many children's play areas and outdoor cafés. It is connected to Matadero Madrid and other green areas around the city and features what is known as the Salón de Pinos, a tree-lined 30 metre-wide path more than six kilometres long.

Other more unique green areas in the city include its Quintas recreation areas like Los Molinos (more than 6,000 almond trees in addition to olive, pine and eucalyptus trees). These areas to the north offer romantic landscaping whereas the areas to the south are more forest-like. Torres Arias and Fuente del Berro are another two natural enclaves worth a visit with their story tale landscaping right in the middle of the city. Moreover, 26.4% of the municipal



A green city

The Cerro del Tío Pío park and the Manzanares Linear Park are another two outstanding natural enclaves of tourism interest

1. Madrid Río is the ideal place to do any type of activity. 2. The almond trees at the Quinta de los Molinos bloom in February and March. 3. The El Retiro park opens every day of the year. 4. El Capricho is another of the many parks in Madrid with immense artistic and natural heritage.

territory is occupied by the Monte del Prado Natural Reserve.

The Sabatini Gardens, El Capricho Park (with highly-recommended guided tours), the gardens at the Anglona Palace (hidden yet accessible right in the middle of calle Segovia), Dalieda de San Francisco el Grande, Huerto de las Monjas, the spectacular Campo del Moro (at the foot of the Royal Palace) and Parque del Oeste are all natural enclaves in a city which also has parks like Agustín Rodríguez Sahagún, Aluche, Emperatriz María de Austria, Juan Carlos I, Dehesa de la Villa, Parque de Berlín, Parque de San Isidro o el de la Bombilla, among others.

> More information:

www.esmadrid.com/en/parks-gardens-madrid

Madrid is...



1. Fans during a match at Santiago Bernabéu.
2. Bicimad is a service that allows people to enjoy Madrid in a fun and sustainable way.

Sport

Madrid is a city to get excited and come to life with sport. The setting for the best football, its main first-division teams, Atlético de Madrid and Real Madrid, are some of the capital's best ambassadors in Europe and all over the world



Football shrines

Real Madrid is the home team at the **Santiago Bernabéu** stadium, which is toured by more than a million and a half visitors a year. El Atlético recently began playing at the all-new **Wanda Metropolitano**, a real 21st century stadium which also welcomes quite a few visitors. Another local first-division team is Rayo Vallecano, a more modest yet very popular club and another example of the immense enthusiasm for this sport. Madrid is the city of football.

Madrid is also a city for cycling with 290 kilometres of **bike lanes** (65 on the green ring) and a municipal service, **Bicimad**, which is heavily-used as a sustainable means of transport. It also organises a major event for bicycle fans: **Fiesta de la Bici** (the Bike Festival).

As a reflection of its devotion to sport (with sports centres throughout the city), Madrid hosts all types of sporting events, especially in football: it has been and will be in June 2019 the site of the **Champions**



Athletics in parks and in the streets

Thousands from all over the world participate each year in the **Madrid Marathon**, an internationally-known race which takes place in addition to other competitions like the **Half Marathon**, the **Women's Race** and the popular **San Silvestre Vallecana** race on 31 December. They're all great examples of the passion for this sport, which is done each day in parks and other facilities around the city.

League final, and its main teams, **Real Madrid** and **Atlético de Madrid**, are ambassadors for the city's image worldwide. As for tennis, the **Caja Mágica** is the site of the **Mutua Madrid Open** with top-ranked ATP players competing whereas the **National Golf Centre** organizes championships like the **Open de España**.

Another outstanding venue for major sporting events is the **Wizink Center** (**Autonomous Region of Madrid Sports Arena**) for basketball (Real Madrid and Estudiantes play there) and for major events in other sports such as indoor football and karate. The multi-purpose stadium **Pabellón Multiusos Madrid Arena** is another location for large sports competitions in a city where you can do almost any sport such as skating, triathlon, horse riding (at the **Zarzuela Hippodrome**), kayaking, handball, BMX and more.

► **More information:**
www.esmadrid.com/en/sport-in-madrid

Madrid is...



1. Various media outlets and rankings rate Madrid as The best LGBT city in the world. **2.** Chueca is the most popular LGBT neighbourhood in Madrid. **3.** Tolerance and diversity, two of the city's identity marks which can be summarised in the message "Whomever you may love, Madrid loves you".

LGTBI

Thanks to everyone's efforts, Madrid has become one of the most inclusive cities in the world. Some of its main attributes like diversity, integration and tolerance along with its great tourist and cultural attractions have turned it into a leading destination for the LGBT community. After all, whomever you may love, Madrid loves you

Open, diverse, tolerant

Every year, at the end of June and beginning of July, concerts, cultural festivals and social and sports activities make up an exceptional citizen-based pride event, the **Fiestas del Orgullo**, a great celebration of diversity topped off by a mass parade. This festival is open to everyone and enjoys great international prestige as it combines music, art and sports and attracts millions of participants each time.

This commitment is also seen in places like the **Parque de Atracciones** theme park which hosts **Gay Day Madrid** in September. It's a day to celebrate diversity where the LGBT community and their families and friends can enjoy a festive and inclusive day.

Lesgaicinemad (November) and **Madbear** (December) are other events in a city that has become one of the preferred destinations of the LGBT community.



With milestones like the celebration of **World Pride Madrid** in 2017 and acknowledgements such as The Best LGBT City in the World, the safe conditions, nightlife and open society have fostered this position in a number of media outlets and specialised rankings.

Chueca is a neighbourhood that has become quite the reference: it started changing a few decades ago and has now become internationally known for its atmosphere and night entertainment options with specialised bars, restaurants, bookshops and fashion shops. This place to meet has extended to areas like Plaza de Pedro Zerolo, calle Fuencarral, etc., as well as cultural venues such as the Thyssen Museum, which once organised the "Amores diversos" (Diverse Loves) exhibit, and La Fresh Gallery, which hosts LGBT-themed events and exhibits. They're all examples of tolerance and social harmony.



A green light for equal rights

The inclusive, egalitarian and parity-based pedestrian lights in Madrid acknowledge the reality of our social diversity, as occurs in other cities committed to this type of awareness work. Madrid is the first city in Spain to install lights with same-sex couples

> More information:

www.esmadrid.com/en/madrid-lgbt
www.esmadrid.com/en/lgbt-madrid-guide-pdf

1. The San Isidro meadows hosts a very crowded popular festival every 15 May.
2. The Espacio Abierto Quinta de los Molinos offers activities organised in collaboration with artists and schools.
3. The boats at El Retiro: fun for everyone.



Family

Madrid is also a family city. It's a large "home" where you can enjoy thousands of activities for everyone from full contact with nature to a fascination with museums and theme and recreational parks where the word "boring" just doesn't exist

Guaranteed fun

Among dozens of family entertainment options, Madrid provides the opportunity to enjoy the Parque de Atracciones theme park or nearby Parque Warner (Warner Bros. Park) in San Martín de la Vega, two of the most outstanding recreational parks in Europe. A day can also be spent at the Zoo Aquarium, which was inaugurated at la Casa de Campo in 1972, walking through the different ecosystems (the jungle, the poles and the African wilderness) represented by Faunia.

All types of plans

Why not begin with the **Funicular** to take a look at Madrid from the sky and then end the day at **Casa de Campo**? That's just one of the many family-friendly outings that can be planned to experience the city including walking through the **Royal Botanical Gardens** or the city's other parks and gardens from **El Retiro** (where you can ride a bike or skate), **Madrid Río** and its many children's play areas, **Parque Juan Carlos I** with all the kite flying done there, etc. Another interesting option is to visit the **Quinta de los Molinos** with a palace that houses the **Espacio Abierto Quinta de los Molinos**, a pioneer centre dedicated to children and young people with cultural and educational activities.

As always, the city's focus on culture leads to all types of opportunities. **Teatralia**, the International Dramatic Arts Festival for children and young people is held each spring. The **Book Fair**, located in El Retiro, organises all sorts of activities for the youngest in the house and many different performances can be seen at **Circo Price** and the **El Retiro Puppet Theatre**. There are so many great things to choose from.

Museums like the **Natural Science Museum**, **Thyssen-Bornemisza**, **Sorolla** and **CaixaForum** prepare activities and special workshops for kids and tours of the **Santiago**

Bernabéu and **Wanda Metropolitano** are other common visits in the city of interest to young ones. The **Archaeology Museum**, the **Wax Museum**, the **Ratón Pérez Museum House**, the **Naval Museum**, **Andén Cero**, the **Railway Museum**, the **Planetarium** as well as the spectacular panoramic views at the **Moncloa Lighthouse** guarantee other enjoyable times as a family.

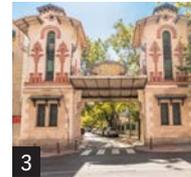
Other interesting plans include hikes through the **Sierra de Madrid** mountains, a visit to the adventure parks surrounding the city, riding on the **Aranjuez Strawberry Train** or the **Philip II Train**, etc. If you want to go skating, **Dreams Palacio de Hielo** is the only Olympic-size rink open to the public whereas **Madrid Xanadú** (Arroyomolinos) offers the only covered snow trails in Spain.

At Christmas, the **Plaza Mayor** main square, with its traditional Christmas market, is one of the city's epicentres. **Naviluz**, the **Christmas bus**, allows you to take in much of the capital's Christmas street lighting and the same streets are also the location of the **Wisemen Parade**. The **Christmas Train** and the **Wisemen Train** are other exciting suggestions to enjoy some family time during the holiday season.

> More information:

www.esmadrid.com/en/madrid-for-kids





Neighbourhoods and Surrounding Areas

Madrid offers travellers a healthy environment with a lot to visit, enjoy and share. 21 districts, each with their own, well-defined personality, provide an example of the diversity of destination Madrid. However, they all share one particular feature: the locals' friendliness and hospitality

City Centre

The heart of the city is home to enclaves of immense historical and cultural interest such as the **Hapsburg Madrid** and **Barrio de las Letras**. The city centre is also the place where you can find **corralas**, a typical 17th, 18th and 19th century home in Madrid and example of harmonious co-existence. Generally made of wood with balconies overlooking an indoor courtyard, they can be seen in neighbourhoods like **La Latina** and **Lavapiés**.

Moncloa

A shopping area and the gateway to **Ciudad Universitaria** and **Parque del Oeste**, it features the **Moncloa Lighthouse**, which was built in 1992 when Madrid was the European Capital of Culture. It has a 92-metre high lookout from where you can see everything from the Sierra de Guadarrama mountains to the Royal Palace and the Telefonica building on Gran Vía as well as the nearby Casa de Campo.

San Blas-Canillejas

This working-class neighbourhood is home to La Quinta de los Molinos, a park which offers a natural show in February and March when its 6,000 almond trees begin blooming. There is also a Pre-Rationalism style palace which houses the Espacio Abierto Quinta de los Molinos and two windmills imported from the United States in the 1920s.

Arganzuela

Madrid Río involved a complete transformation for public use based on four cornerstones: the new architectural icons, the green belt, sports and leisure and culture. On the latter front, the old municipal slaughterhouse (Neo-Mudejar style pavilions built in the early 20th century on the banks of the River Manzanares) has given way to **Matadero Madrid**, a large contemporary creativity centre dedicated to culture, exhibits, concerts, performances and a main square where all types of activities are organised in summer.

Barajas

The town near the airport has one of the most unique parks in the city: **Parque de El Capricho**, which was planned at the end of the 18th century at the wishes of the Duchess of Osuna to reproduce the Petit Trianon. There's a pier, fountains, a little temple dedicated to Bacchus, a bush maze, beehives, Civil War bunker and more. It's well worth a visit.

Carabanchel

This southern working-class neighbourhood is home to the **Colonia de la Prensa**, which was once a small holiday hotel resort. It was designed in 1905 for the writers and journalists in the **Los Cincuenta** group. An example of modernist architecture with two towers at the entrance which were

1. Madrid from the top of Cerro del Tío Pío.

2. An aerial view of Hapsburg Madrid. 3. La Colonia de la Prensa, in the Carabanchel neighbourhood. 4. Santiago Bernabéu Stadium.

used as a tramway stopping place and telephone box. This neighbourhood has gone through immense change and is beginning to be chosen by a number of artists to set up their studios.

Chamartin

In the north of the city, right next to **Paseo de la Castellana**, this area (once a village) was up until 1947 the inspiration for the name of the Real Madrid football pitch which has been known as **Santiago Bernabéu** since then. The tour of this stadium is one of the most popular tourist attractions in the city.

Chamberi

A very traditional Castilian area and quite well-known for its neighbourhood shops and restaurants, it also has room for art. Near the **Paseo del Arte**, the **Sorolla Museum** still conserves the original atmosphere of the home and the workshop that once belonged to Valencian painter Joaquín Sorolla. It features an outstanding collection of his work. It's one of the most complete and best-conserved artist homes in Europe.

Ciudad Lineal

Another great Madrid neighbourhood, it was designed in the late 19th century by Arturo Soria and is the location of the **Almudena cemetery**. Built in 1884 to bury those who died of cholera that year, it was popularly known as the "Epidemic Cemetery". The modernist arch at the entrance gives access to an enormous graveyard (one of the largest in Europe).





El Pardo-Fuencarral

A place for open-air recreation for thousands of locals over the years, Monte de El Pardo is a magnificent example of natural heritage. With one of the best-conserved Mediterranean forests in Europe, it is just 15 kilometres from the city centre and has several bars and restaurants to enjoy the atmosphere.

Hortaleza

Another example of the city's architectural legacy is the **Silo de Hortaleza**, a polygonal tower situated in the **Huerta de Salud park**, which was an old recreational field. It was converted to an agricultural/industrial complex at the end of the 19th century along with monuments like **El Granero** and **El Palomar**.

Latina

A highly popular neighbourhood bordering Casa de Campo where the **Segovia Bridge** stands out as the oldest in Madrid. It connects the historic city centre to the southeast. Built in 1574 during the reign of Philip II, it provided passage over the Manzanares to the road to Segovia and is currently one of the enclaves at **Madrid Río**.

Moratalaz

The inhabitants of this Madrid neighbourhood to the southeast of the city enjoy one of the largest urban parks in Madrid (also known as Parque Z). Inaugurated in May 1969, the chronicles of the time state that it had 750 trees, 2,600 rose bushes, a waterfall and a pond. At 50,000 m², it also has a replica of the **Toros de Guisando** Iron Age sculptural group located in El Tiemblo (Ávila).

Retiro

This residential neighbourhood near the centre with all types of cultural, retail and gastronomic options is home to the popular **El Retiro Park**. Created in the 17th century as a place for the monarchs to rest, it's the city's great green lung. There's a pond, the Ángel Caído fountain (one of the few outdoor monuments dedicated to the Devil), the Glass Palace and the Velázquez Palace as well as the Mexican cypress (planted circa 1630, it's the oldest tree in Madrid), among other features.

Salamanca

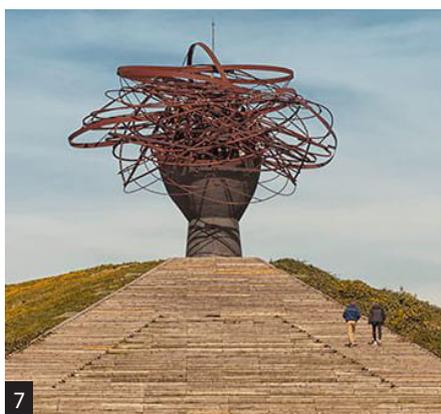
Luxury shopping on the exclusive **Golden Mile**, **Michelin star restaurants**, **the most exclusive nightlife in Madrid** and the list could go on and on. Near this distinguished area, former Mayor Enrique Tierno Galván inaugurated a space opposite the Palacio de Deportes arena to honour Salvador Dalí. So, the Catalan artist created **Dalí's**



5



6



7

5. Silo de Hortaleza. 6. Mercado de Maravillas. 7. La Dama de Manzanares.

Dolmen, a monument to science and technology - a 14 metre dolmen and the bronze figure of Isaac Newton.

Tetuán

In addition to four other markets, this northern Madrid neighbourhood is the location for the **Mercado de Maravillas** (Market of Wonders). Inaugurated in 1942, it stands out as the largest in all of Madrid: nearly 9,000 m² and 250 stalls. The main entrance, designed by Pedro de Muguruza, and the large windows give access to a very busy atmosphere.

Usera

La Dama de Manzanares (The Lady of Manzanares), the work of Ricardo Bofill, is an enormous bronze and steel head at a privileged lookout over the urban area. The **Parque Lineal del Manzanares** park is the main green lung for the southern area. It's in a neighbourhood known for its large Chinese population (in fact, the Chinese New Year celebration here is quite famous).

Vicálvaro

The **Parish Church of Santa María la Antigua** is quite the example of neighbourhood collaboration as the community has come together to help with the reproduction of the destroyed altarpiece and Baroque organ. The temple, which was built of Castilian brick, features three very spacious naves and a narrow tower. Dating back to the early 15th century, it's another outstanding historical-artistic enclave in the city.

Villa de Vallecas

The **Church of San Pedro ad Vincula** represents a milestone in this Madrid neighbourhood which was an independent municipality until 1950. Built in the early 17th century by Juan de Herrera (the tower is the work of another distinguished architect, Ventura Rodríguez), it has a wonderful façade with a representation of Saint Peter's Liberation. The geometric moulding on the central nave vault and chapels are undoubtedly worth a visit.

Villaverde

La N@ve is an example of the municipal work being done in different neighbourhoods to foster innovation and technology. In this case, the focus has been on a spectacular reinforced concrete structure in this formerly independent municipality and very important industrial area between 1950-1980. Currently, it's a centre for inspiration, education and open innovation for citizens, entrepreneurs, companies, SMEs, students and universities.

Near Madrid

Madrid is one of the few destinations in the world to be surrounded by several nearby World Heritage Sites such as **Alcalá de Henares, Ávila, Cáceres, Córdoba, Cuenca, Mérida, Salamanca, Segovia** and **Toledo**. Plus, enclaves of great interest like **Aranjuez** and **El Escorial** allow for interesting short trips from destination Madrid.

> More information:

www.esmadrid.com/en/21-destinations-madrid

www.esmadrid.com/en/day-trips-madrid

Madrid is...

The Place for Professional Meetings and Events



1. Madrid stand at Fitur, the International Tourism Fair. 2. Caja Mágica. 3. An event at the Palacio Municipal de Congresos. 4. IFEMA facilities at Campo de las Naciones.

Madrid has become a strong forum of economic exchange and new trends as well as a convenient, safe and, above all, cosy setting which is ideal for doing business. Professionals from all over the world trust in Madrid to present their work and advance their careers while enjoying its unique lifestyle and participating in the city's cultural life

A major meeting place for trade

Madrid is home to the headquarters of 90% of all large companies operating in Spain and is the third-largest European city as far as the presence of multinational companies (2000), so it's quite the international showcase to present products and the perfect setting to make proposals. It's one of the ten favourite capital cities to hold events and congresses in the world, according to the International Congress and Convention Association (ICCA), and Europe's Leading Meetings & Conference Destination as recognised at the 2018 World Travel Awards 2018.

Moncloa lighthouse and the Galería de Cristal del Palacio de Cibeles.

La N@ve in Villaverde, a place dedicated to entrepreneurship and innovation, the Centro de Congresos Príncipe Felipe, with an auditorium for up to 2,000 people, cinemas like Kinépolis, unique spots like the Casino of Madrid and Circle of Fine Arts, palaces like Linares, Neptuno and Santoña and the Santiago Bernabéu stadium are some of the many other places the city offers to hold business gatherings.

Its extraordinary connectivity makes Madrid one of the capitals with the highest activity in trade fairs and specialised meetings, with IFEMA as the top operator in Spain and one of the most important in Europe. It organises trade shows for different economic sectors and manages fairs organised by third parties, conventions, congresses and any type of meeting or event.

To promote Madrid as the ideal destination for meetings, congresses and conventions or incentive travel throughout the country and abroad as well as support the organisers who choose Madrid as the site of their professional events, the City of Madrid Tourism Board has a dedicated department: Madrid Convention Bureau. This authority is a collaborate effort between public and private entities which groups together some 200 associated companies as the sole liaison between these companies and the organisations related to Madrid's event industry and the international tourism sector. It's a guarantee for success and a commitment to progress.

There are all types of enclaves dedicated to holding these meetings and events. Some of them are managed by the municipal corporation Madrid Destino such as the Pabellón de Cristal or Madrid Arena multi-purpose hall. Both facilities are located in the Casa de Campo fairgrounds inside the city's largest public park and just five minutes from Plaza de España by car. Added to these are other premises such as the Caja Mágica in Parque Lineal del Manzanares, el Faro de

More information:

www.esmadrid.com/mcb/en/
www.madrid-destino.com/en/espacios-y-eventos



Excellent facilities

The Feria de Madrid fairgrounds occupy a net surface area of nearly a million m² (200,000 dedicated directly to exhibit areas), twelve pavilions, two Convention Centres and a themed area for fashion and lifestyle events in pavilion 14.1, which features two catwalks



1. La Virgen de la Paloma festival. 2. One of the events organised by Gastrofestival Madrid. 3. Carnival. 4. A *chulapa* (traditional local girl) with a fan.

A Lively City

Madrid's cultural and entertainment calendar stands out due to the broad offering of annual events revolving around various themes, fields and traditions. All of them have one thing in common: they gather and thrill visitors and locals alike

Something for everyone

Between January and February, **Gastrofestival Madrid** offers 15 days to discover and enjoy gastronomy not only for a strictly culinary perspective but also as it relates to art, fashion, theatre and literature. Special menus, culinary routes, tasting sessions, workshops and cooking classes guarantee savoury experiences.

Also in February, the **Chinese New Year** is celebrated with a cultural and festive programme featuring concerts, workshops, parades, fairs and gastronomy routes as well as a floating lantern ceremony and the New Year Fair. It's a tribute to Chinese culture with a special focus on the Usera neighbourhood.

Shortly after that, the final new moon of winter opens the door to **Carnival**: five days of activities for all ages starting with the much-awaited proclamation. Street parades, the Great Carnival Masquerade Ball at the Circle of Fine Arts building, the Encuentro de Murgas and Chirigotas (with street musicians and satirical song groups) all make for some wonderful family time, concluding with the Sardine Burial. **Holy Week** brings thousands of people to the Paseo del Prado, calle Alcalá, Plaza Mayor, Barrio de las Letras and other areas. From Palm Sunday to the Resurrection, the music of drums and trumpets, the beauty of the sculptures and colours of

the brotherhoods' wardrobes amaze all those looking on. Processions like Cristo de la Fe y el Perdón and Hermandad del Silencio stand out during the week, which also features sacred music concerts in basilicas and churches.

Marking Ramadan (between May and June) and to celebrate this sacred month on the Islamic calendar, Madrid hosts **Noches de Ramadán**. The programme for this event includes exhibits, workshops and other activities that help us discover this culture and Madrid's Islamic past (the only European capital to have been founded by Muslims).

Also in June (the first Saturday) is **Mira Madrid**. This City of Madrid Tourism Board initiative spreads awareness for unique enclaves throughout the capital aimed at disseminating the diversity of its historic, natural and cultural heritage and including it in Madrid's tourism and leisure offering for travellers and residents to enjoy.

With the arrival of summer comes **Veranos de la Villa**, which offers a number of artistic exhibits throughout the city's 21 districts. Concerts, magic, cinema, circus shows, sports, theatre, dance and participatory activities somewhere between tradition and modernity – it's quite the opportunity to enjoy the city.

A Date in May for the San Isidro Festival

Every May, the San Isidro Festival honouring the patron saint of Madrid (the 15th is the main day) invites everyone to enjoy traditions, music, performances and activities everywhere in the city. La Pradera de San Isidro meadow, the Plaza Mayor and Vistillas become the stage for parades featuring giants and enormous Carnival figures, nights filled with zarzuela musical theatre and all other types of music. The programme includes more than ten districts throughout the capital.

In August, Madrid is a real summer party. The most traditional neighbourhoods in the city are decorated to celebrate the festivals honouring San Cayetano (Rastro/Embajadores), San Lorenzo (Lavapiés) and Paloma (La Latina).

And, as always, **Christmas** is the star. The Plaza Mayor is a holiday focal point starting in mid-December where people can buy Christmas items and artisan and designer market gifts. The streets and trees are lit up and traditional Nativity Scenes can be found throughout Madrid with the Artisan Fair also held in Plaza de España. Circo Price, Conde Duque, Matadero Madrid and CentroCentro Cibeles also join in on the celebrations in a city where the Naviluz, Christmas Bus also operates. People also gather at Puerta del Sol to ring in the New Year and the Great Wisemen Parade is one of the most long-awaited moments.

> More information:

www.esmadrid.com/en/madrid-save-date-2019-pdf



A Whole Lot to See, a Whole Lot to Enjoy

To offer the best welcome to those who choose it as a destination, Madrid makes different tourism products and services available to its visitors so they can experience unique opportunities while staying in the city. And, what's more, they're rewarded for coming back to see us again: Madrid is the first large city in the world to have its own loyalty programme

Tourist Information Booths

The city has **ten tourist information booths** where people can get a practical map, the monthly free magazine on the city of Madrid, **esMADRID** magazine, and recommendations for places to visit as well as get all their questions related to their stay answered.

They have free Wi-Fi and magnetic induction loops to adequately serve users with deaf-aids. Several of them feature specialised service points in the following categories: recreational tourism, culture, gastronomy, shopping, family and LGBTBI.

The network information team uses tourism services support software called SAGIT (Advanced Tourism Information Management System), which contains constantly updated information on more than 3,900 tourism resources throughout the capital. Its database also includes nearly 3,900 events of tourism interest that take place in the city of Madrid each year. Information is available in nine languages. This system makes it possible to send users the requested information in PDF format in real time to visitors' mobile devices via the Wi-Fi connection, thereby reducing paper consumption.

The Casa de la Panadería in the Plaza Mayor is the site of another of the country's most modern tourist centres, the Centro de Turismo Plaza Mayor. Open 365 days a year, expert tourism professionals provide



1. Faro de Moncloa Lookout. **2.** The Plaza Mayor Tourism Centre facilities. **3.** A haptic map and multi-plane routing. **4.** The Madrid City Tour tourist bus.

face-to-face specialised services in several languages including Chinese. It also offers self-consultation services with excellent accessibility (services are provided in Spanish Sign Language – LSE) with multi-plane routing, ischiatic supports, magnetic induction loops, a haptic map, adapted counter and accessible tourism guide. This location is UNE170001-2 Universal Accessibility certified.

To enhance the visitor experience at this destination, the Plaza Mayor Tourism Centre has implemented new developments to become a European leader in the application of face-to-face tourism information technologies. One of them is Madrid 360°, a service that consists of two rotating seats equipped with virtual reality goggles containing 360° videos of different areas of the capital. Also available is the CornerTech service where two touchscreens disseminate apps and other technology aids related to tourism in the city, providing information on them as well as download links.

Moreover, there is a remote service booth to answer queries via email, chat or regular mail from tourists still at their places of origin preparing a trip to Madrid.

The Tienda de Madrid shop at this site sells tickets for the tourist bus Madrid City Tour, CDs, books, bags and other items made from recycled materials as well as t-shirts with the logos of the 21 districts of Madrid. There are all types of objects related to the experience of visiting and enjoying the city. Tickets are also sold here for shows at Teatro Circo Price, Teatro Español, the Fernán Gómez theatre, Centro Cultural de la Villa, Naves Matadero and the Centro Internacional de Artes Vivas.

Information booths found at Paseo del Prado, Atocha, Plaza de Callao, Paseo Recoletos, Estadio Santiago Bernabéu, CentroCentro, Adolfo Suárez Madrid-Barajas Airport (T2 and T4) and the Foreign Tourist Services Centre (SATE) in Leganitos street complete this extensive visitor information offering.

The Tourism Information Services (SAIT) managed by the City of Madrid Tourism Board are "Q Tourism Quality" certified, as granted by the Spanish Institute for Tourism Quality (ICTE).



Tourism Products and Services



Madrid City Tour Tourist Bus

One of the most convenient and easy ways to discover the city, earphones are provided on these routes for an interesting multilingual audio guide to enjoy the streets, monuments and main points of interest throughout the capital (you can get on and off as many times as you wish with a one or two-day ticket). It's an excellent choice if you wish to pass by the Santiago Bernabéu Stadium, the Prado Museum and the Royal Palace, for example. Madrid City Tour has two routes: **Historical Madrid** and **Modern Madrid**.



The Historical Madrid route begins in calle Felipe IV next to the Prado Museum and continues along to the Puerta de Alcalá and Prado-Recoletos axis (where the Neptune and Cibeles fountains are located) before reaching Gran Vía. Plaza de España, Templo de Debod, the Royal Palace, the Almudena Cathedral and Puerta del Sol are on the route before arriving once again at Paseo del Prado to enjoy the Art Triangle area: the Reina Sofía and Thyssen-Bornemisza museums and, again, the Prado Museum next to the Royal Botanical Gardens.

A longer version of this route runs twice a day, passing through Madrid Río and the Moncloa area (Ejército del Aire, Faro de Moncloa, Arco de la Victoria) and there's also a summer night tour with two daily departures.

The Modern Madrid route also begins next to the Prado Museum and then continues on to Paseo de la Castellana, Paseo del Prado and Recoletos as well as the surrounding streets. It's a spectacular route to see the Cibeles Palace, the current site of the City Hall of Madrid, the Marqués de Salamanca Palace, Nuevos Ministerios, the retail complex Azca and the Santiago Bernabéu Stadium in addition to travelling through the Salamanca district, with all the name brand shops and museums like Lázaro Galdiano. Puerta de Alcalá and Puerta del Sol are just before the end of the route at Plaza de las Cortes.

The longer version of this itinerary, offered twice a day, passes by the Cuatro Torres Business Area complex with the city's tallest buildings and the Plaza de Toros Monumental de las Ventas bullring. (The audio guide is available in 14 languages).

Faro de Moncloa

Immense views of a great city are to be enjoyed from this lookout reached via a panoramic lift that travels 92 metres high. It's a real symbol for the saying *From Madrid, to the heavens*.

Situated in the heart of the campus district Ciudad Universitaria de Madrid and next to the museums Museo de América and Museo del Traje is a 110-metre lighthouse with enormous glass windows providing excellent panoramic views. The Royal Palace, Almudena Cathedral, Telefonica building on Gran Vía, the Four Towers and the Sierra de Guadarrama mountains are just some of the enclaves that can be seen.

And informational railing provides a quick review of the city's growth and development throughout its history with scale models of the main buildings and monuments that can be seen along with interesting data and facts (in Spanish and English). It is equipped with an augmented virtual reality service, Faro Explorer, to enjoy close-up views of the most emblematic monuments in the capital, "walk" along more than a dozen enclaves with 360° views and "enter" the inside of several buildings. **(It was built in 1992 when Madrid was designated the European Capital of Culture).**

Accessible guided tours

This accessible tourism programme offers tourist routes adapted for all types of people with diverse capabilities revolving around four themes and with interesting itineraries through the historic city centre. The routes include **Historic Madrid**, **Monumental Madrid**, **Cervantes' Madrid** (with the Barrio de las Letras as the special setting) and **Outstanding Women in the History of Madrid**.

Professional guides (sign language experts are also available some days) offer their knowledge to the participants on these two-hour routes (in Spanish) operated for free Thursdays to Sundays with limited capacity (20 people). Registration is possible onsite at the Plaza Mayor Tourism Centre or via email at turismo@esmadrid.com.

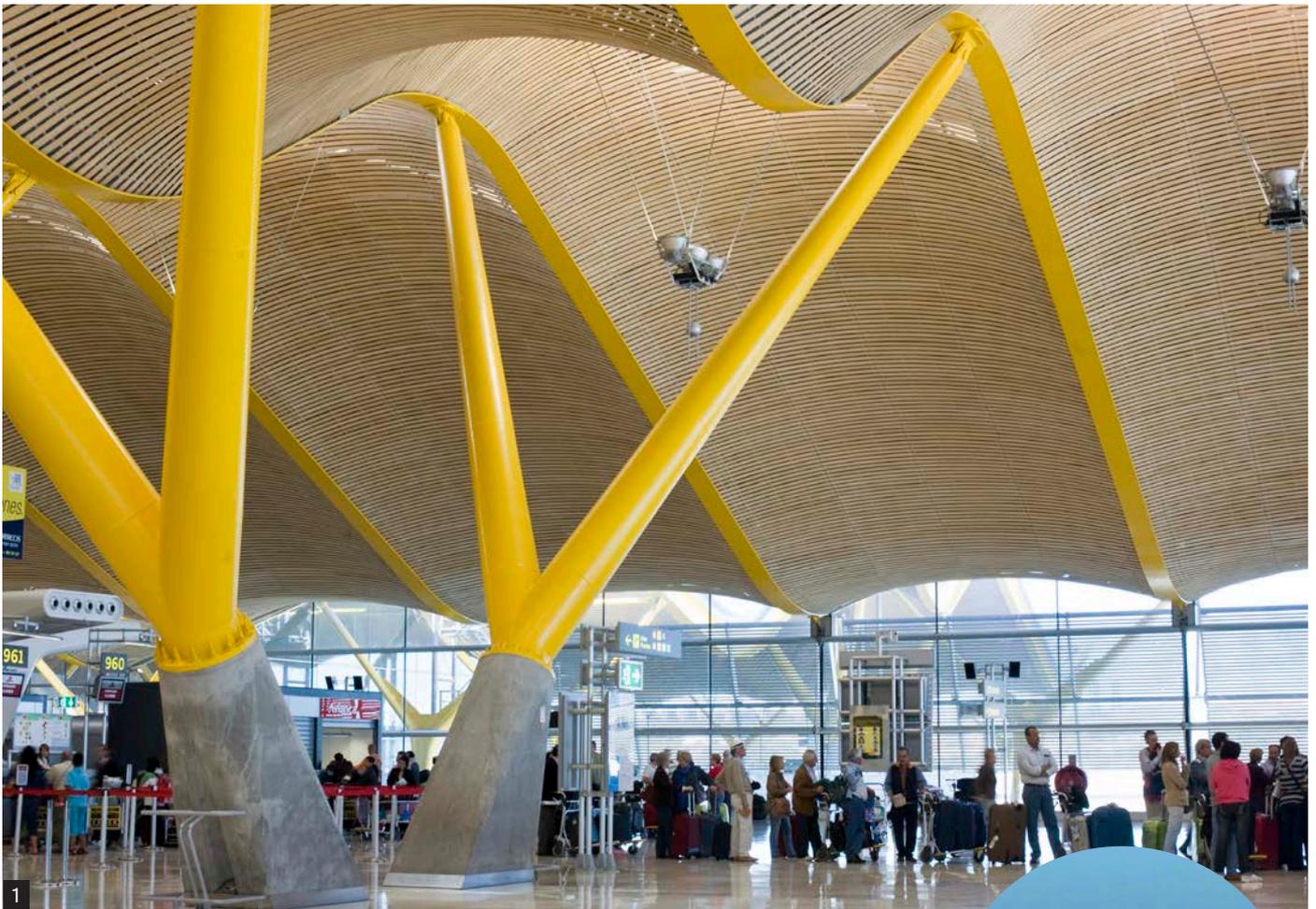
Vuelve a Madrid Loyalty Programme

The city of Madrid is the first major destination to implement its own loyalty programme, *Vuelve a Madrid* (Return to Madrid). It's an innovative programme that aims to encourage repeat visits to the city, especially among those who travel to Madrid for professional reasons. *Vuelve a Madrid* is based on a series of benefits and special offers which can be redeemed through a points system to enjoy **gastronomy, shopping, art and culture, leisure and entertainment and nightlife** opportunities.

To get all the benefits, just register for free at the programme website www.vuelveamadrid.com and you'll receive 600 welcome points to redeem for special offers and discounts during your next visit to the city. Moreover, the programme issues extra Puntos Madrid points during isolated campaigns and actions in order to provide incentives for return travellers.

> More information:

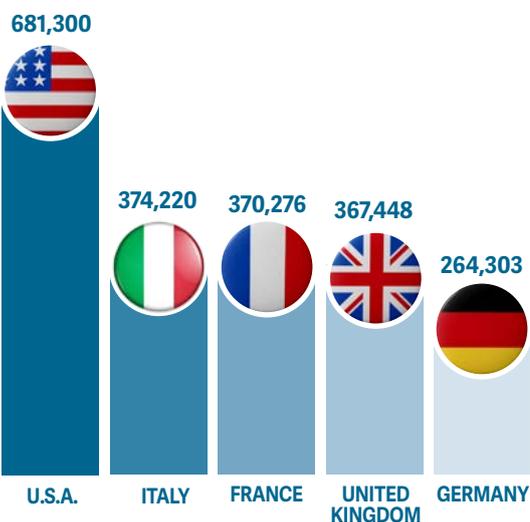
www.esmadrid.com/en/tourist-information-centres
www.esmadrid.com/en/madrid-city-tour-en
www.esmadrid.com/en/tourist-information/faro-de-moncloa
<https://www.esmadrid.com/en/accessible-madrid>
www.vuelveamadrid.com/en



Issuing Markets

More visits and more and more international visitors are making Madrid one of the main tourism destinations in the world

TOP 5 ISSUING MARKETS



With 10.2 million annual visitors, the city of Madrid is one of the most important destinations in Europe. Just over half of all these visitors come from abroad, 53% according to 2018 figures, while 47% come from the rest of the country.

The main issuing countries for international tourism in Madrid are the **United States, Italy, France, the United Kingdom and Germany**, in that order.

The foreign markets that increased the most in 2018 were China, Mexico, the United States, France and Portugal following clear tourism internationalization and diversification work in Madrid.

1. Terminal 4 at the Adolfo Suarez Madrid-Barajas airport. **2.** Views of one of the airport's runways.

This increase was fostered by improvements in international connections through the Adolfo Suarez Madrid-Barajas airport, meeting and congress tourism, promotion abroad and initiatives implemented by the City of Madrid Tourism Board such as the loyalty programme *Vuelve a Madrid*.

> More information:
www.madrid-destino.com/en/madrid-in-numbers

Tourism sector

Hotel Offering

Classic, modern, always cosy and serviced by professionals as one of their main values, Madrid's hotels make you feel right at home. Their own gastronomy and cultural events as well as all the personalised experiences that can be enjoyed at many of them enhance the capital's tourist attraction



1



3



2



4

1. ME Madrid Reina Victoria. 2. Hyatt Centric Gran Via. 3. Único. 4. Room Mate Oscar.

✓ Hospitality and accessibility

According to the Accessible Tourism Guide, available at esmadrid.com, 171 choices of accommodation in Madrid have at least one room reserved for People with Reduced Mobility

Madrid has a network of hotels with a good quality/price ratio as leaders in quality and sustainability. 787 hotels with more than 83,000 rooms.

26 are five-star hotels, 141 are four-star and 74, three-star. Tradition and modernity come together for a renewed offering that adapts to all types of guests from business tourists to those on romantic getaways. And special attention is placed on gastronomy. In fact, several of the best restaurants are located inside hotels.

In 2017, visitors spent more than 20 million nights in Madrid which is 5.7% more than the year before. The average stay was two nights.

Classic and modern like **The Westin Palace**, **AC Santo Mauro** and **Eurostars Madrid Tower**; urban with pools like **Room Mate Oscar**, **Urban** and the **Wellington**; palace hotels like **AC Palacio del Retiro** and **Catalonia Las Cortes**; romantic options like **Orfila**, and **ME Madrid Reina Victoria**; and LGBTI-friendly like **The Principal** and **Only You**. The Plaza de España is also a

genuine Hotel Plaza with several new ones, two of which have five stars (**VP** and **Torre Plaza de España** – under construction). There are many to choose from. Even the **Residencia de Estudiantes** (Students' Residence) has joined the hotel offering so people can stay in the same place as Dalí, Buñuel and Le Corbusier once did.

To support this expansive supply, Madrid Hotel Week, promoted by the Madrid Hotel Business Association (AEHM) in collaboration with the City Council of Madrid, is held each November to highlight everything these establishments can provide. Besides being aimed at international and national visitors, it invites locals to discover the wide range of possibilities at the city's hotels beyond just accommodation.

The city of Madrid also has all sorts of hostels and pensions available.

➤ **More information:**
www.esmadrid.com/en/where-to-stay



As for trains, Madrid stands out because of its world-renowned railway infrastructure with stations like **Atocha** (which records more and more high-speed commercial travellers each year) and **Chamartín**. Both receive medium-distance, long-distance (to countries like France and Portugal), high-speed and suburban trains. As for high-speed services, more than 2,600 kilometres of track (the most extensive system in Europe and second in the world) allow people to travel Spain under the best speed and quality service conditions: more than 300 trains and 100,000 passengers travel throughout the country each day.

This connectivity is also found in the city, which has excellent infrastructures like its Metro underground system as the fastest, most efficient and most affordable way to get around Madrid. Twelve lines and three light underground lines can take passengers virtually anywhere in the capital and many of the nearby areas. Line 8 (Nuevos Ministerios-Airport T4) connects Madrid to the airport in addition to a station at the fairgrounds (IFEMA).

The bus system, managed by the municipal entity Empresa Municipal de Transporte (EMT), covers the entire city with 210 lines (some at night) and 2,000 vehicles all compliant with sustainability and handicap accessibility criteria. The more than 16,000 taxis and the possibility of purchasing a Tourist Transport Voucher (for one to seven days) are some of the other magnificent opportunities available for travel around Madrid.

Conectivity

Madrid is one of the most well-connected cities in the world. The main gateway to Europe from Ibero-America, Adolfo Suarez Madrid-Barajas airport is one of the ten best internationally as it connects the capital to more than 200 destinations via direct flights

Extremely well-connected

The Adolfo Suarez Madrid-Barajas airport, just 12 kilometres from Madrid, is the main port of entry for visitors as the main airport facility in Spain (four terminals, a satellite building and more than 138,000 m² of retail areas) and accounts for one-fifth of all air traffic in Europe.

It has excellent connections to the city with underground, train and bus stations as well as taxi stands, not to mention the road accesses which are some of the easiest, fastest and most complete in the world. As concerns the air connections, it's the main link between Europe and Ibero-America and has more than 210 direct routes from all the major international destinations from Mexico to Seoul as well as Helsinki and Buenos Aires.

Nearly 100 airlines operate at this airport with all types of services available: children's play areas, cafés and restaurants, chemist's, banks, car rental companies, bookshops and kiosks as well as shops of all kinds, car parks, medical services, a police station, etc. These services are available to its more than 53 million passengers a year.



1. The city enjoys excellent connections.
2. Metro Madrid underground facilities.
3. A Shuttle Service at Adolfo Suarez Madrid-Barajas Airport.
4. Atocha Station.

► More information:

www.esmadrid.com/en/getting-to-madrid



Award-winning design

The T4 and T4 Satellite terminals have expanded the capacity at Adolfo Suarez Madrid-Barajas airport to 70 million passengers. Designed by Richard Rogers and Antonio Lamela, they have received a number of awards including the British Architects' Stirling Prize.



1

Accessible Tourism

Madrid looks after its visitors. Its commitment to accessible and inclusive tourism is proof of its open-city and cosy nature, with excellent traveller services and endless adapted tourism possibilities and services so everyone can enjoy a complete experience

Less barriers, more universal

In witness to Madrid's commitment to accessibility, the **'Accessible Tourism Guide'** presents all the adapted resources available in transport, accommodation, restaurants, museums, libraries, leisure activities and tourism information booths (in Spanish and English).

Prepared in collaboration with the Spanish Platform Representing People with Physical Disabilities (PREDIF), the guide reflects the results of the work done so Madrid can become an equalitarian and just city for everyone who lives here and for all those who visit us.

Another resource available for consultation is **'Madrid, Accessible in Seven Days'**, a guide with seven tourism routes, one each day, with a brief description of pedestrian routes, tips and suggestions, a map and a list of recommended places to visit. They are Paseo del Arte, the Hapsburg Madrid, calle de Alcalá, Barrio de las Letras, El Retiro park and the Salamanca district, Chueca-Malasaña and Princesa-Moncloa.

The **'Guide to Accessible Accommodation'** offers useful and accurate information on hotel establishments, classified by hotel ratings and disability types. It describes all the accessibility characteristics found in luxury and historical hotels as well as one-star hotels and hostels, youth hostels and guest houses.

Moreover, Madrid stands out as a destination because of the many initiatives encouraging tourism among everyone. These include **TUR4all** (information on more than 1,800 tourism establishments throughout Spain), **Cities4all** (where accessible tourism routes can be downloaded), **Accessibility** (geolocation services for parking stalls, cash machines, petrol stations, etc.), **Paseo del Arte para todos**, **Museo Tifológico**, **Teatro Accessible** and **Agenda Cultural Accessible**.

1. Accessible map. 2. 'Madrid, Accessible in 7 days'. 3. An adapted counter at the Plaza Mayor Tourism Centre.



✓ Accessible Madrid

It's all about a meticulously designed offering that begins with the Adolfo Suarez Madrid-Barajas airport itself, with a handicap assistance system, RENFE Atendo services, Madrid's adapted Metro underground stations, the entire EMT municipal transport fleet (completely adapted for use by the disabled), Eurotaxi Association services, car parks with special stalls, adapted vehicle rental companies, etc.

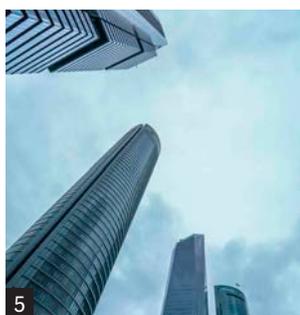
➤ More information:

www.esmadrid.com/en/accessible-madrid
Madrid, accessible in 7 days:
www.esmadrid.com/en/accessible-madrid-7-days-pdf





1. Panoramic view from the Circle of Fine Arts outdoor café. 2. The Hotel Emperador swimming pool and terrace. 3. A view of the Royal Palace from one of the local outdoor cafés. 4. San Antón Market. 5. Four Towers Business Area. 6. The Atlético de Madrid stadium, Wanda Metropolitano. 7. Madrid has a number of specialised cocktails bars.



A City Where New Things Are Happening All The Time

The city of Madrid never stops adding new resources to its tourism offering. There are always new developments in accommodation, gastronomy, shopping, markets, cultural venues, sports and services. Check out all the new things happening in Madrid which make

it a destination that is constantly renewing itself with an ever more diversified offering.

➤ **More information:**

www.esmadrid.com/en/whats-new-madrid-pdf



Madrid welcomes you

The city of Madrid has one attribute that defines and sets it apart from other destinations: its hospitality. This intangible asset was the source of inspiration for the all-new graphic logo for the capital city, developed by the City of Madrid Tourism Board. The design features the most representative symbol of this welcome, a hug, to reflect Madrid's integrating nature. It's a city where everyone in the world is welcome.

About Us

The City of Madrid Tourism Board is responsible for **managing and promoting tourism in the city of Madrid**. Its mission is to create incentives for this driver of economic, social and cultural development in the capital by optimising the use of the City Council's economic resources with public/private collaboration as the main tool. With a strategy focusing on the development of a **sustainable tourism model** -socially, environmentally and economically- that is also **decentralised**, it aims to more effectively distribute the positive impacts of tourism throughout the city.

Besides designing and planning strategic lines to strengthen the capital city's image as a leading destination for **leisure tourism** in and outside our borders, it also has a specialised authority to promote **business tourism: Madrid Convention Bureau (MCB)**.

To spread awareness for the unique tourism, cultural and leisure opportunities offered by destination Madrid, the City of Madrid Tourism Board implements destination Madrid marketing, advertising and communication campaigns and uses **esMADRID.com**, the city's official tourism website, to supply information in nine different languages (Spanish, English, French, German, Italian, Portuguese, Chinese, Russian and Japanese).

Moreover, it is responsible for providing all types of **tourism information services** for the city of Madrid, which includes managing the network of tourism information booths: a Tourism Centre in the Plaza Mayor and nine tourism information booths in the most popular areas among travellers, all forming the Foreign Tourist Service (SATE).

Its responsibilities also include managing the Accessible Tourism Programme "Accessible Guided Tours", tourism products like the Faro de Moncloa lighthouse and the tourist bus Madrid City Tour in addition to promoting and developing actions that make visitors loyal to the city of Madrid through in-house actions and in collaboration with public administrations and other public and private entities.

More information:

www.madrid-destino.com/en/tourism
www.esmadrid.com/en
www.esmadrid.com/mcb/en/

Madrid Pro

A virtual **City of Madrid Tourism Office** with access to press releases, a multimedia gallery and other informational resources (such as guides and brochures) for the city of Madrid aimed at media professionals.

Get the latest news on tourism in Madrid, visitors figures, leisure tourism promotional actions and tourism information and services initiatives and access a large image bank to illustrate tourism reports on the city in addition to a selection of articles published by other media outlets to find out what they're saying about destination Madrid.

► More information:

<https://medios.esmadridpro.com/en>

► Tourism Newsletter

Information and news related to destination Madrid and its cultural and leisure programming as well as new developments related to the promotional activities carried out by the City's Tourism Board
<https://www.madrid-destino.com/en/tourism/newsletter>

► Contact:

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