

## MADRID'S TOURISM NEWS

From Madrid to the world



### Save the date 2023: new events and experiences in Madrid

In 2023, Madrid lives up to its reputation as a trend-setting destination. New spaces are opening their doors, urban venues are being renovated and the capital is set to host endless events and experiences, inviting new visitors to get to know the city and familiar friends to rediscover and enjoy Madrid in new ways. The capital will see two much-awaited museums open to the public: **The Royal Collections Gallery** and **Legends. The Home of Football**. What's more, after undergoing renovation, this year the **Santiago Bernabéu** will reopen as one of the most renowned, modern football stadiums in the world. Taking a stroll through the new **Puerta del Sol** renovated as a more orderly and entirely pedestrianised space, and exploring the neighbourhoods of **Carabanchel** and **Usera** - Madrid's Soho and Chinitoan respectively - are just two more incentives for visiting Madrid. And, not forgetting the city's cultural scene, with some unmissable dates for our calendars in 2023, including activities to mark **50 years since the death of Pablo Picasso**, the **Sorolla Through Light** exhibition at the Royal Palace, the programme at the **Serreteria Belga (The Belgian Sawmill) Cultural Space**, the capital's first edition of the **Primavera Sound** music festival, and **Madrid, of music!**.

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### The new Ratón Pérez's Madrid guide for families

The Madrid City Council has published a new guide for the youngest visitors to the capital, this time by the adorable little mouse, Ratón Pérez: the Spanish equivalent of the tooth fairy. Alongside this legendary figure, who lives in the capital and is so entwined in its history and traditions, children can discover some of Madrid's greatest treasures and have some truly unique experiences. This fun and entertaining illustrated guide includes a treasure hunt where young readers can put their knowledge to the test and prove they are worthy of the "Expert on Madrid" diploma. Currently only in Spanish, but will be available soon in English.

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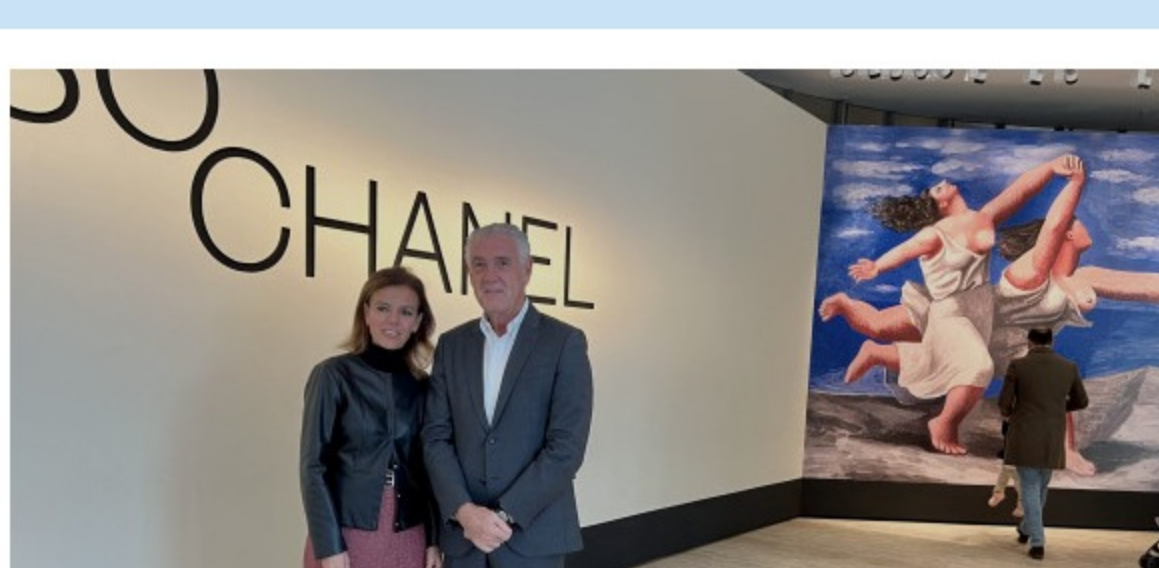


### The Landscape of Light Interpretation Centre opens

Madrid welcomes this fascinating cultural space where visitors can discover the area declared a World Heritage Site by UNESCO in the category of Landscape of Arts and Sciences. Located in CentroCentro's Operations Hall, the cultural centre will display detailed information on the significance of this landmark for the capital and its historical, scenic, architectural and urban relevance. Visitors will find a circular model of the area with video mapping to show how it has evolved over the years and a rotating section on the institutions and resources that it's home to. A great option would be to visit it before or after enjoying Madrid's Landscape of Light.

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## MADRID CITY COUNCIL'S TOURISM DEPARTMENT



### Madrid promotes premium tourism in the capital at the ILTM in Cannes

Within the framework of this specialist international tourism event, and in collaboration with the Thyssen-Bornemisza Museum - which is currently hosting the exhibition **Picasso/Chanel** - the Madrid City Council has designed a special promotion campaign inspired by the Spanish painter. The objective of the campaign is to introduce professionals at luxury tourism agencies to the capital's cultural and culinary offering for high-level visitors. With a view to boosting visibility at the fair, the capital was represented by approximately ten companies from the city's tourism sector, which is more than double last year's figure, and its attractions were presented to around twenty foreign media outlets.

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### Recognition of 13 new "ambassadors" for Madrid's conference tourism

The 15th edition of Recognition Night, an event that forms part of Madrid Convention Bureau's (MCB) Ambassadors Programme and aims to shed light on the work of those behind Madrid's meetings industry, was held on 13 December. This edition highlighted the work of 13 new ambassadors, representing 11 of the conferences held in Madrid in 2022. What's more, the presidents of the European Board of Otorhinolaryngology and the Ibero-Latin American Association of Dermatology were named "Ambassadors of Honour". A total of 250 professionals have been recognised during the 15 years of this initiative.

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### The new Pichi robot at the Plaza Mayor Tourist Information Centre

Visitors to the capital who drop into the Plaza Mayor Tourist Information Centre will find the new Pichi robot ready to offer personalised help and advice in line with their interests and ages. Pichi speaks three languages and uses face recognition technology to give visitors recommendations based on their needs. This peculiar assistant knows how to dance the chotis - a traditional dance from Madrid - and can take selfies with visitors. Together with other activities and tools offered throughout the city, Pichi secures the capital's place as a leading destination in digital tourist information services.

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### The Madrid City Council takes part in the IBTM World Fair to promote business tourism

Madrid Convention Bureau (MCB) represented the capital at this leading event for meetings tourism, promoting the city's reputation as a destination for large-scale professional meetings and presenting the capital's latest additions in the sector. The city's stand - designed in line with sustainable standards - featured 22 Madrid-based companies in partnership with MCB and hosted more than 600 business meetings. The fair also included a special promotional event with Málaga Convention Bureau and the Barceló Sants hotel.

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## MONTHLY CALENDAR OF EVENTS



### FITUR

The Madrid Tourism Fair - a meeting point for professionals in the sector and destinations to promote new and old attractions and events - is one of the most important global dates in the tourism industry. The fair is also open to the general public and those looking for their next holiday destination. At this 43rd edition, Madrid aims to showcase the city's most unique experiences and the tangible and intangible values that allow it to make an impression in its own, unique way. The fair will take place from 18 to 23 January in IFEMA MADRID.

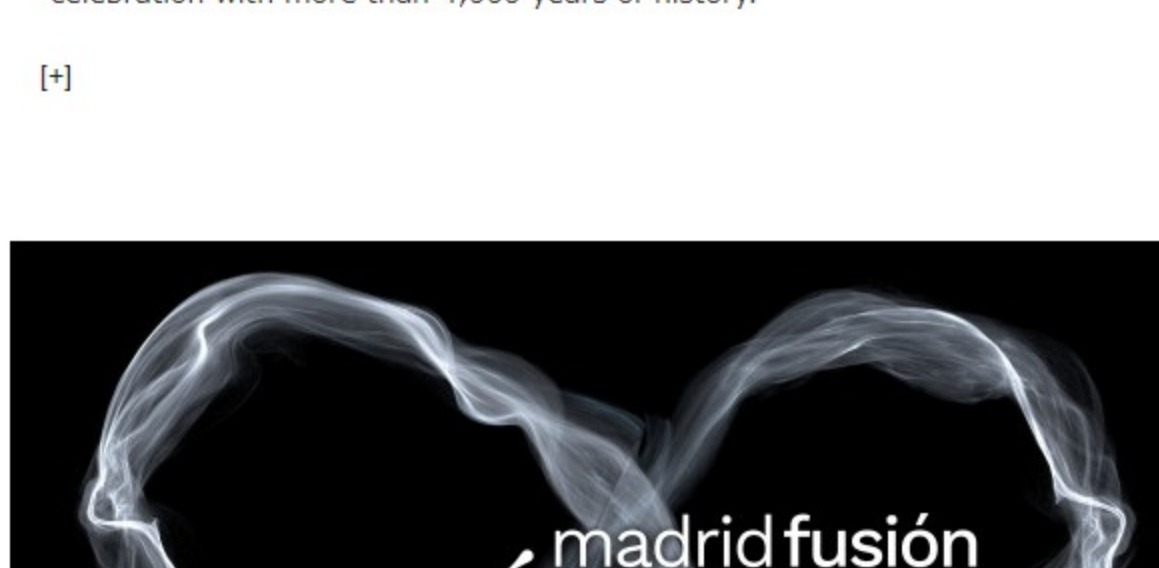
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### Chinese New Year

The city of Madrid will celebrate the Year of the Rabbit, which starts on 22 January, with a jam-packed cultural programme set to take place mainly in the district of Usera. The events - organised by the Chinese Embassy in Spain and the Centre for Chinese Culture in Madrid, in collaboration with the Madrid City Council - will include music, performing arts, exhibitions, workshops and more so that visitors can delve into Chinese culture and take part in a celebration with more than 4,000 years of history.

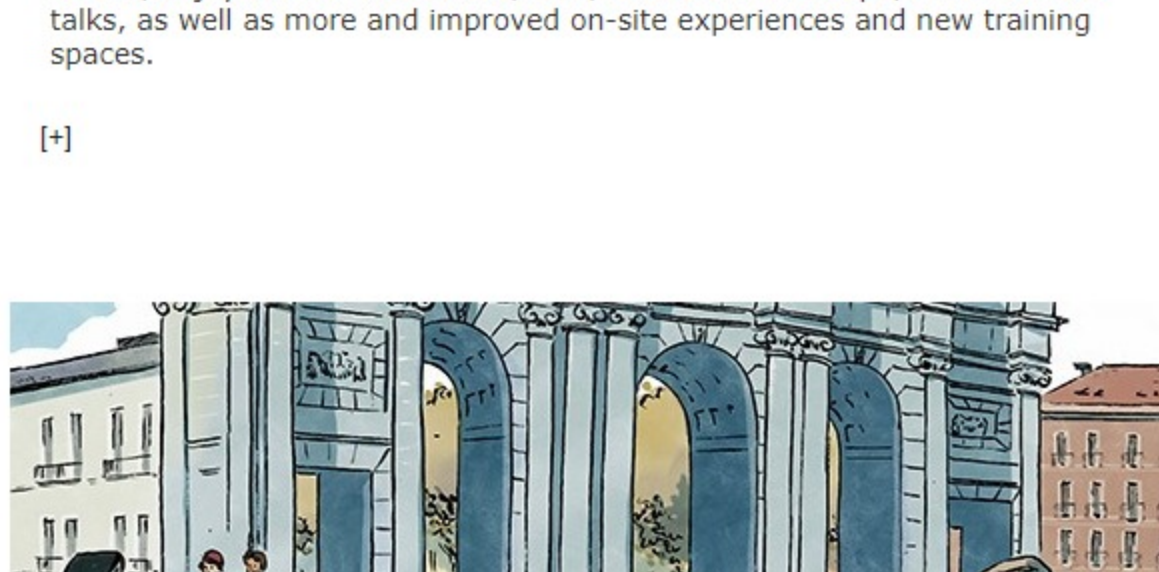
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### Madrid Fusión

One of the world's most important culinary conferences will once again shine its spotlight on the capital's latest trends in gastronomy. Under the motto "Sin Límites-No Limits", this 21st edition, which will be held on the 23, 24 and 25 January at IFEMA Madrid, will highlight the diversity of contemporary gastronomy and knowledge as a creative tool. At this edition of Madrid Fusión, enjoy cuisine from Africa, Asia, America and Europe, much-awaited talks, as well as more and improved on-site experiences and new training spaces.

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### January's esMADRID magazine

Inverfest, Madrid's winter musical festival hosted primarily by Teatro Circo Price among other venues, is one of the capital's biggest cultural and entertainment events covered by this edition of Madrid's tourism magazine, which is kicking off the year with an unbeatable selection of exhibitions, live shows and other events of interest in January. And to get the ball rolling in 2023, the esMADRID magazine features a jam-packed article on Madrid's artisan bakeries, and a list of restaurants in the vicinity of the Puerta de Alcalá gate for those looking to savour the flavours of the capital's cuisine in the heart of the Landscape of Light.

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## MADRID IN NUMBERS



### Madrid, Europe's most popular city for events in 2023

According to the 12th Annual Global Meetings & Events Forecast annual report, Madrid is this year's most popular European city for events and business meetings. After coming sixth in 2020, the capital is now ranked as number one and has secured its place at the top of the best five European destinations for MICE (meetings, incentives, conferences and exhibitions) tourism. The study by American Express Meetings & Events is based on the opinions of 580 tourism professionals in 23 countries, including industry leaders' opinions. More than 70% of those surveyed are optimistic about the future of this tourism segment for 2023, and 65% confirm that overall spending in business tourism will increase.

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## IN THE PRESS



### Vánoční Madrid láká turisty až do svátku Tří králů. TTG (Czech Republic)

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