

MADRID'S TOURISM NEWS

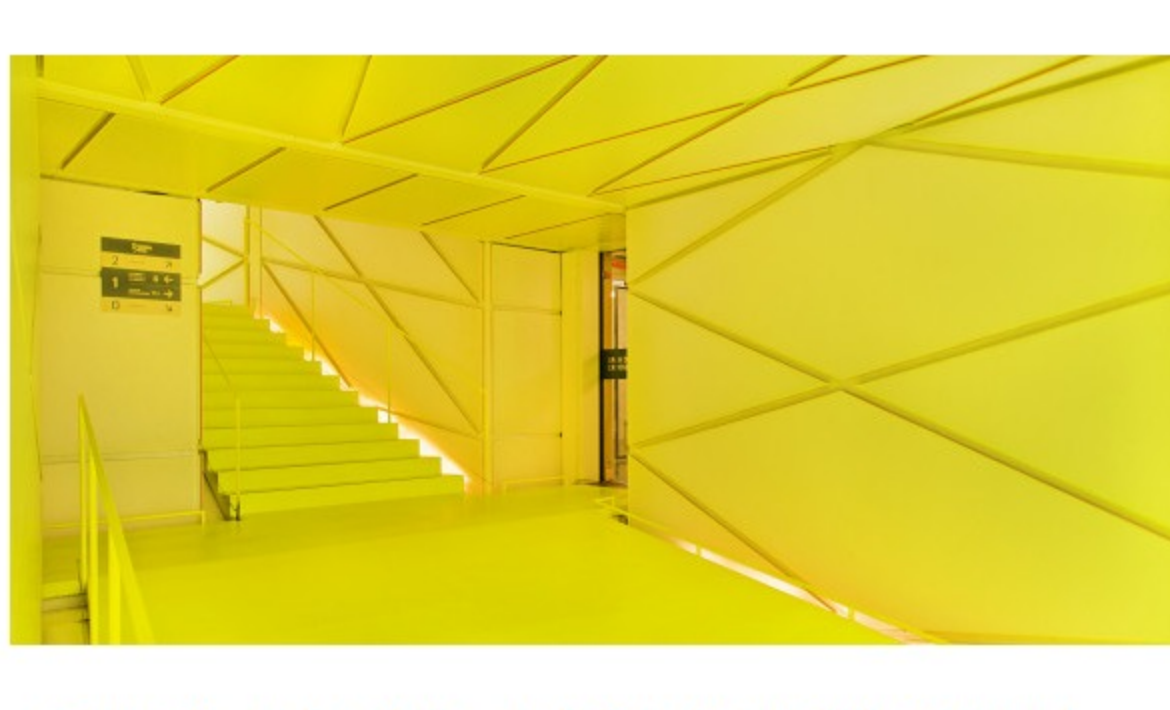
From Madrid to the world



Carnival in Madrid

This month, Madrid will hold one of its most joyous and entertaining events: a festival that fills the city's streets with music, rhythm and colour in a riot of amazing costumes and original outfits. One of the highlights of the festive, light-hearted event will occur on 18 February with the return—following a two-year absence—of the traditional **Carnival Parade**. It will pass through **Madrid Río Park and Matadero Madrid**, two spaces that are set to serve as the festival's hub again this year. Carnival will include events like the **Masquerade Ball at Circolo de Bellas Artes**, **music performances and other traditional Carnival events** such as the **manto del cielo** (blanket-tossing a doll into the air) and the gathering of **murgas and chingotas** (bands of satirical street musicians). The celebrations will wind up on the 22nd (Ash Wednesday) with the **Burial of the Sardine**, a traditional, centuries-old ceremonial event that was even depicted by the famous painter Francisco de Goya in one of his paintings. It brings Madrid's carnival to a close with a parody of a funeral procession that culminates in the burial of this humble fish with full honours, ending the festivities and ushering in Lent.

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Serrería Belga (The Belgian Sawmill) Cultural Centre

This centre is one of the biggest new developments on Madrid's cultural scene, highlighting the city's dynamism in this sphere. Housed in a very singular space—an industrial building from the first quarter of the 20th century in the vicinity of the Landscape of Light and Barrio de las Letras (Literary Quarter)—, the centre is designed to be a meeting place for cultural and creative industry stakeholders, with a carefully planned programme that unites art, music, design, literature, images and gastronomy. Serrería Belga Cultural Centre is currently hosting the exhibitions **History and Mystery of a Collection: Madrid's Museum of Contemporary Art**, and **Sound Madrid: Trance in Nightclubs, 2000-2022**. All activities are free of charge.

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New cultural and culinary experience Art & Wine: Madrid Tour

Two of the city's major tourist spaces, the Thyssen-Bornemisza Museum and San Miguel Market, have teamed up to offer visitors a very special experience revolving around art and gastronomy, thanks to this joint venture which runs until December, participants will be able to enjoy an audio-guided tour of the art museum to discover a selection of wine culture-themed works, before continuing on to the market for an audio-guided tasting of three wines linked to the tour. The establishments also offer another, more personal experience in which participants can enjoy a private tour of the museum in the company of a specialised guide, before proceeding to a wine tasting of five Designation of Origin Spanish wines led by a sommelier.

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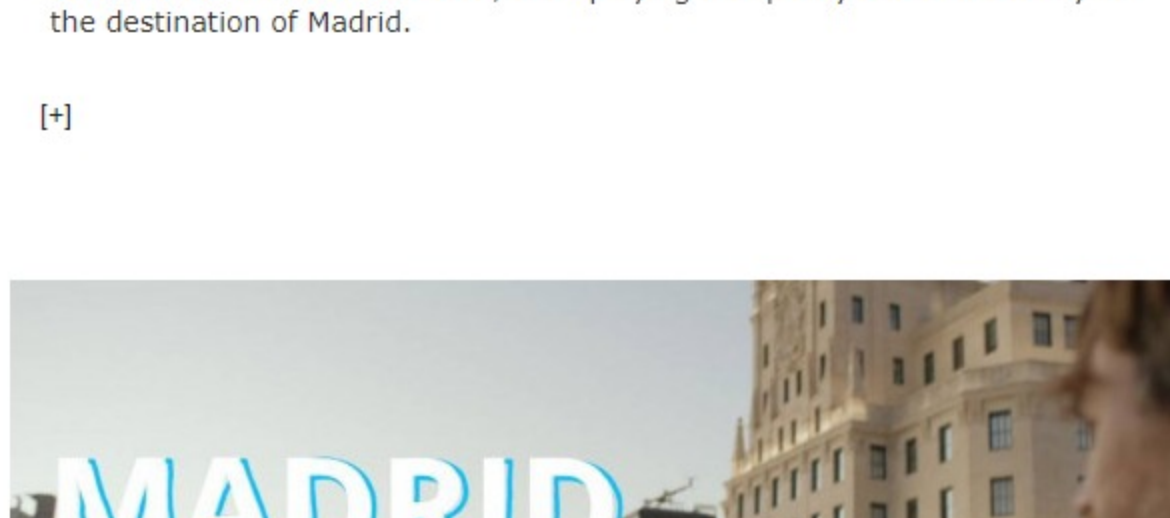
MADRID CITY COUNCIL'S TOURISM DEPARTMENT



Promotion of Madrid at Fitur

Once again, the destination of Madrid was present at the city's International Tourism Fair, a major national and international showcase where the capital presented its main tourist attractions and unique resources. The city council had its own promotional space with a design inspired by Madrid's special light, where visitors could take an experience-based tour of the Spanish capital. The stand hosted numerous professional meetings, institutional events, sectorial presentations and activities such as live demonstrations of several Madrid artisans at work, exemplifying the quality and authenticity of the destination of Madrid.

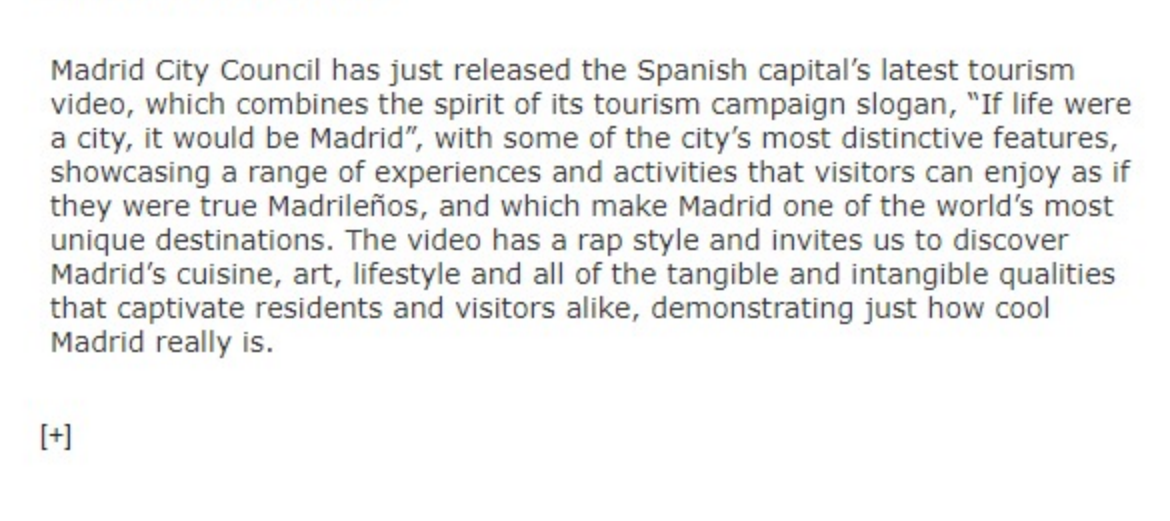
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Madrid is chulo

Madrid City Council has just released the Spanish capital's latest tourism video, which combines the spirit of its tourism campaign slogan, "If life were a city, it would be Madrid", with some of the city's most distinctive features, showcasing a range of experiences and activities that visitors can enjoy as if they were true Madrileños, and which make Madrid one of the world's most unique destinations. The video has a rap style and invites us to discover Madrid's cuisine, art, lifestyle and all the tangible and intangible qualities that captivate residents and visitors alike, demonstrating just how cool Madrid really is.

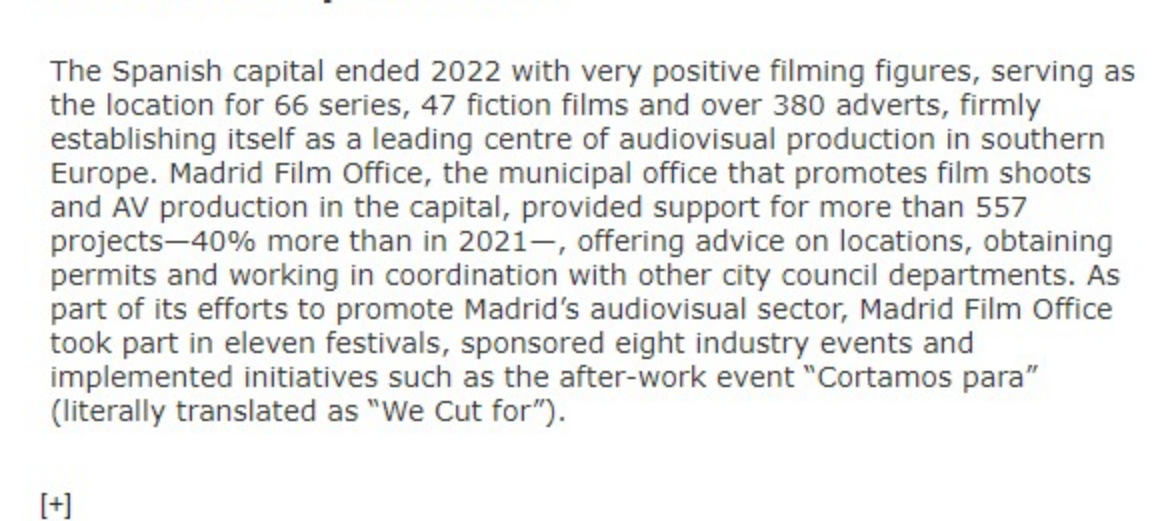
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Madrid cements its position as a hub for audiovisual production

The Spanish capital ended 2022 with very positive filming figures, serving as the location for 66 series, 47 fiction films and over 380 adverts, firmly establishing itself as a leading centre of audiovisual production in southern Europe. Madrid Film Office, the municipal office that promotes film shoots and AV production in the capital, provided support for more than 557 projects—40% more than in 2021—, offering advice on locations, obtaining permits and working in coordination with other city council departments. As part of its efforts to promote Madrid's audiovisual sector, Madrid Film Office took part in eleven festivals, sponsored eight industry events and implemented initiatives such as the after-work event "Cortamos para" (literally translated as "We Cut for").

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Promotion of culinary tourism at Madrid Fusión

Madrid's culinary potential was on display as it hosted the 21st edition of the world's premier gastronomic conference, Madrid Fusión. Working via the Tourism Department, Madrid City Council showcased the culinary attractions and experiences that make Madrid one of the most popular foodie destinations. Industry professionals and media representatives had a chance to step into Madrid's deliciously rich culinary universe courtesy of several workshops by renowned chefs, and tastings by iconic establishments in the capital. What's more, they were also able to discover first-hand some of the city's most traditional dishes, such as cocido madrileño, a meat and chickpea stew. The initiative strengthens Madrid's image by means of one of its biggest tourist draws.

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MONTHLY CALENDAR OF EVENTS



ARCOMadrid 2023

This can't-miss contemporary art event will return to Madrid from 22 to 26 February: 42 years of history attest to the success of this international fair, which is continuing to expand its offering this year with the participation of over 200 galleries from 37 countries, with works by both established and emerging artists. The Mediterranean: A Round Sea is the central theme of the General Programme at this year's edition, which will include the curated sections **Opening by Allanz and Never the Same: Latin American Art**. The fair will be held in halls 7 and 9 of IFEMA Madrid.

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Madrid is Culture. January-April 2023 Exhibition Programme

Madrid's yearly programme of exhibitions is already off to a roaring start, with the city set to offer a broad and varied range of options for enjoying art in its various forms. Notable exhibitions include those devoted to Valencian painter Joaquín Sorolla which mark the centenary of his death, hosted by the artist's house-museum (Sorolla. Origins) and Madrid's Royal Palace (Sorolla through Light). Other interesting exhibitions include **Lucian Freud. New Perspectives** (Thyssen-Bornemisza Museum), **Leonora Carrington (Maifre Foundation) and Expanded Visions** (CaixaForum Madrid). Check out the latest edition of **Madrid is Culture**, which provides information on a selection of over 40 exhibitions that can be visited during the first quarter of 2023.

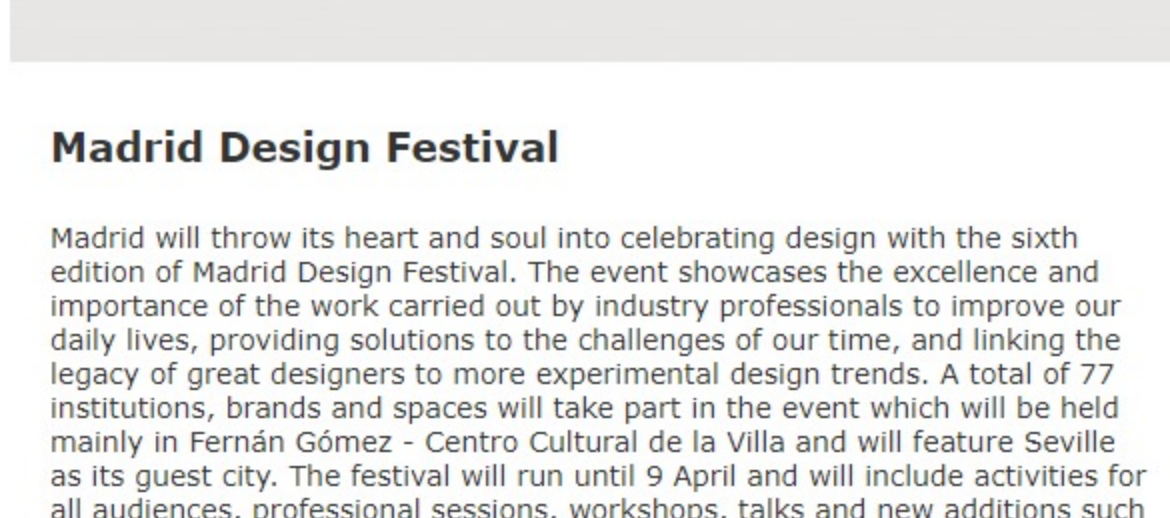
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Madrid Design Festival

Madrid will throw its heart and soul into celebrating design with the sixth edition of Madrid Design Festival. The event showcases the excellence and importance of the work carried out by industry professionals to improve our daily lives, providing solutions to the challenges of our time, and linking the legacy of great designers to more experimental design trends. A total of 77 institutions, brands and spaces will take part in the event which will be held mainly in Fermín Galmei - Centro Cultural de la Villa and will feature Seville as its guest city. The festival will run until 9 April and will include activities for all audiences, professional sessions, workshops, talks and new additions such as the Fiesta Design programme.

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February's esMADRIDmagazine

The city of Madrid's tourist magazine reviews the vibrant offerings in the Spanish capital this month, providing information on almost one hundred cultural and leisure options. These include major concerts, theatre productions, shows and events taking place in Madrid in February, from the International Magic Festival at Teatro Circo Price to the dozen musicals with spectacular staging currently being performed for both adults and children, as well as other events like Mercedes-Benz Fashion Week Madrid. The publication also features two very appetising suggestions for things to do: a wander through some of the city's most charming markets, and the best places to have a delicious brunch—a culinary trend that's increasingly popular in Spain's capital city.

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MADRID IN NUMBERS



Madrid recorded 9.2 million visitors in 2022

Last year the city of Madrid received 9.2 million visitors, representing a recovery of 88.4% with respect to the 2019 tourism figures, coming close to pre-pandemic levels and confirming the sector's positive trend in the Spanish capital. In 2022, Madrid also recorded 20 million overnight stays and an upward curve in international tourism, with travellers from abroad accounting for over half of Madrid's annual visitors (50.4%). When it comes to countries, the United States was once again the city's primary source of international tourists, followed by France, Italy, the United Kingdom and Mexico. It's also worth noting that four long-haul (non-European) markets made it into the Spanish capital's top ten international inbound tourism markets.

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IN THE PRESS



How to not look like a clueless tourist in Madrid, Spain. Channel News Asia

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