

# MADRID'S TOURISM NEWS

From Madrid to the world

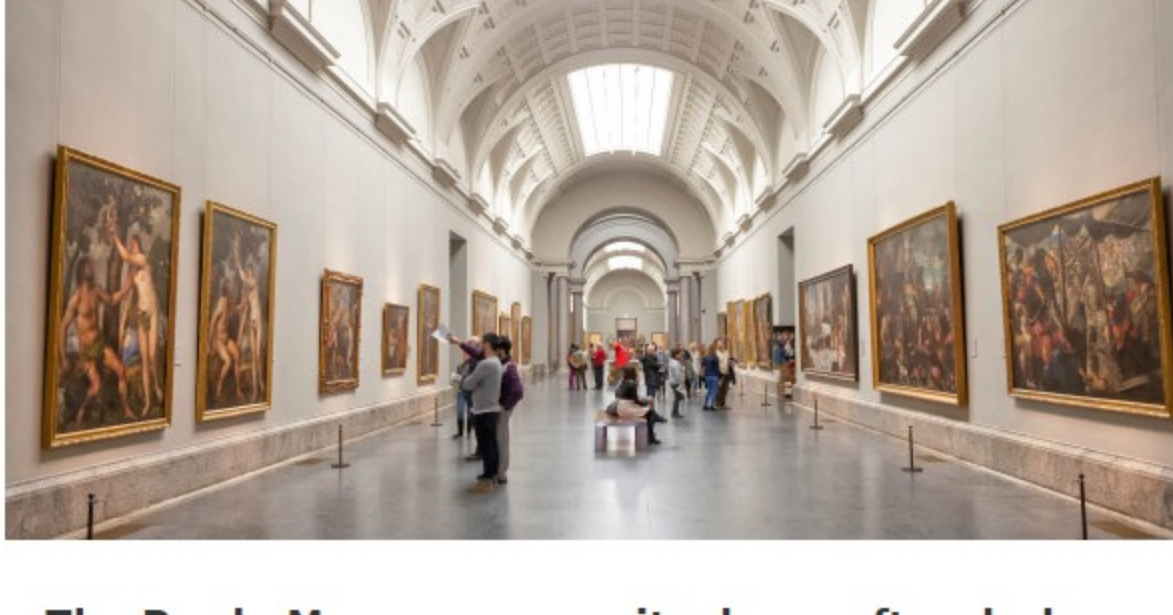
## WHAT'S NEW IN MADRID



### Madrid celebrates the Sorolla Centenary

In 2023, the capital is commemorating the 100th anniversary of the death of Joaquín Sorolla with activities that delve into the life of the Spanish painter and the most internationally renowned artist of his time. His namesake museum, considered one of the most complete and best-preserved artist's estates in Europe, now houses the exhibitions Sorolla. Origins and Sorolla is dead/ Long live Sorolla/ Focality, respectively, on the early days and the final years of the painter's career. The Royal Palace showcases the value and quality of his artistic work in Sorolla through light, an immersive display with digital recreations and sensory experiences that includes works by the artist from private collections. His distinctive portraiture style can be explored through the exhibition Portraits by Joaquín Sorolla (1863-1923), organised by the Prado Museum. Don't miss this impressive cultural programme this year in Madrid.

[+]



### The Prado Museum opens its doors after dark

The art galleries along Paseo del Arte (Art Walk) now open several of their exhibition venues free of charge on the first Saturday of each month, from 8:30pm-11:30pm. Visitors are invited to discover some of the most famous works in the history of world art, music and multimedia experiences. The main feature on the opening night on 4 March will be the Central Gallery, which offers an extraordinary journey through European painting with emblematic masterpieces such as *The Washing of the Feet* by Tintoretto, *Emperor Charles V at Mühlberg* by Titian, and Rubens's *The Three Graces*. These nocturnal visits will run until August, extending the museum's usual opening times by three hours.

[+]



### Sample traditional Spanish dishes at the Mandarin Oriental Ritz

The iconic hotel has incorporated some of the most traditional Spanish dishes into its daily set menu. Top-quality ingredients are lovingly slow-cooked by Sergio de la Plata, chef at the hotel's renowned Palm Court restaurant. Brown lentils, fava beans, spring vegetable stew, tripe, and cocido madrileño—a meat and chickpea stew—guide tasters on a journey through quintessential Spanish cuisine from Monday to Friday. Each of these traditional dishes is accompanied by a first-class main course, with the exception of the cocido, whose ingredients are always presented separately in three servings, and is rounded off with an exquisite dessert.

[+]

## MADRID CITY COUNCIL'S TOURISM DEPARTMENT



### Madrid City Council promotes family tourism

The tourism department has launched a promotional campaign to showcase the range of exceptional family activities on offer in the capital. The initiative is signed and sealed by its children's ambassador and Spain's equivalent of the Tooth Fairy, Raton Pérez, and it targets national visitors as well as those coming from France—the second largest source of foreign tourists to Madrid. The family-friendly programme will be at the centre of the capital's promotional efforts in 2023, given the positive impact of this tourist profile in categories such as average stay, spending and visitor loyalty.

[+]



### Madrid boosts its travel and transport at two prestigious international aviation events

As part of its ongoing commitment to promote Madrid as an air destination, the tourism department recently participated in two major international aviation gatherings. The first was Routes Asia, held in Thailand, to which it returned for the first time since 2019 to reactivate travel and transport in the Asian market, a very strategic area for the capital. The department also attended CONECT Route in Morocco, an annual event gathering more than 650 professionals in which it resumed contact with European airports and airlines to encourage short- and medium-haul travel.

[+]



### The capital participates in the European Film Market

With the aim of promoting the capital as a filming location and highlighting the value of Madrid's audiovisual industry, the Madrid Film Office participated in the 38th edition of the European Film Market (EFM), which took place from 16-22 February as part of the Berlin International Film Festival. Under the slogan "Madrid makes it possible", the city council's office for promoting filming and audiovisual production took the opportunity to boost the assets, options and advantages offered by the city in this field, which have consolidated it as a major European production hub.

[+]



### Promotion in the US market with Virtuoso

To strengthen its alliance with Virtuoso, the tourism department participated in a new event held by the luxury tourism consortium, Virtuoso On Tour at Sea. This professional gathering, held in Miami (Florida) from 22-26 February, enabled the city council to present the new features and attractions of Madrid as a destination to 80 American travel agencies specialised in the premium segment. This promotional action was accompanied by commercial visits and a presentation to prestigious tourism agencies in the US city.

[+]

## MONTHLY CALENDAR OF EVENTS



### Aladdin, the musical

Madrid confirms its position as the world capital of Spanish-language musicals with the arrival of this new and eagerly awaited production, created by Disney and produced by Stage Entertainment, to Gran Vía avenue. Magic, spectacle, and excitement are guaranteed by a fantastic set, magnificent costumes, one of history's most legendary soundtracks, and a cast of 180 professionals. One of the most successful musicals of all time is now in the capital—at the Teatro Coliseum—and is ready to transport the audience to the city of Agrabah to reveal the adventures of the young Aladdin and the fun-loving genie. From 24 March onwards.

[+]



### Madrid Luxury Art

Two of the main avenues of the Barrio de Salamanca neighbourhood have been transformed into pop-up open-air museums to showcase great works of contemporary Ibero-American art in a circuit along Calle de Serrano and Calle de José Ortega y Gasset. This is the second edition of Madrid Luxury Art, an initiative that, with its slogan "Human condition and its place in the universe", connects disciplines such as fashion, design, and art through a fascinating tour of 12 sculptures by artists and sculptors like Manolo Valdés, Jaume Plensa, and Diego Canogar, among others. Enjoy a dozen pieces of contemporary art while strolling through Madrid.

[+]



### Capítulo Uno. International Literature Festival

The best of contemporary literature will be in the limelight in the capital from 23-26 March at the second edition of *Capítulo Uno* at Matadero Madrid. The international festival returns to this cultural hub with a wide-ranging programme that will promote the combination of disciplines and encounters between different artistic practices through conversations with authors and artists, exploring topics such as the rise of new science fiction or literature in cinema. New features include the sections *Foco Corea*, which will examine the fields in which contemporary literature moves from a non-western perspective, and *Festivalito*, with activities that revolve around reading and writing for children and families.

[+]



### March's esMADRIDmagazine

This month's cover and main article of the city of Madrid's tourism magazine, dedicated to the Sorolla Centenary, invites you to immerse yourself in the spectrum of cultural and leisure activities offered by the capital. Exceptional events include the multidisciplinary female creation Festivals *Elas Crean*, *Teatralia*, the new racing season at La Zarzuela Racecourse, or Madrid's world premiere of *dowe Taken by Duffy: The Exhibition*, among other agenda toppers. What's more, you might choose to embark on a succulent culinary journey through Spain, with a selection of Madrid restaurants specialising in the gastronomy of other regions, or maybe you'd prefer a stroll through stores that are committed to sustainability.

[+]

## MADRID IN NUMBERS



### Madrid, the world's fourth most attractive city for tourism in 2022, according to Euromonitor

Madrid seals its place in the top ten most attractive cities for tourism. The capital occupies fourth position in the Euromonitor 2022 ranking, which analyses 100 cities around the world, ranking aspects such as policy and activity in the tourism sector, sustainability, infrastructure, health, safety and economic performance. Madrid stands out for sustainability, second only to Melbourne, in the index of best sustainable cities for tourists, while also excelling in other areas such as infrastructure and tourist attractions.

[+]

## IN THE PRESS



### The top 12 things you can't miss in Madrid. Lonely Planet

[+]



© Madrid Destino Cultura Turismo y Negocio, S.A. 2023. Some right reserved

This newsletter is a private service provided by esMADRID.com

Privacy policy | Terms and Conditions | Contact us