

MADRID'S TOURISM NEWS

From Madrid to the world

WHAT'S NEW IN MADRID



Madrid, the best Easter destination

The city invites us to make the most of its strong identity and the deeply-rooted traditions which are particularly evident at this time of year when its churches, places of worship and streets are filled with a special, majestic Easter atmosphere. Unique moments are in store as processions wind through the city's historic centre to the tune of castles sung by different artists as they pass by on Good Friday and Holy Saturday, before a spectacular tamborrada drum parade is held in Plaza Mayor on Easter Sunday. Events of major tourist and cultural interest are complemented by the city's irresistible range of attractions, multiple accommodation options, culinary diversity, broad programme of exhibitions and events in museums and cultural venues, almost endless variety of musicals and theatre productions and exclusive shopping and artisan goods offering. Dozens of experiences and things to do in Madrid make it an irresistible destination at any time of year, and Easter is no exception.

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The city of Madrid's new tourist card

The Spanish capital has a new official tourist pass called Madrid City Card, which offers visitors unlimited travel around the city—it includes the Tourist Travel Pass—and the chance to enjoy a range of experiences, special offers and discounts at over 30 of Madrid's tourist attractions. Participating establishments and services include the museums along Paseo del Arte (Art Walk), Liria Palace, the Wax Museum and La Almudena Cathedral, Galería Canalajas shopping complex, Real Madrid and Atlético de Madrid's stadiums, the Faro de Moncloa observation deck, the Teleférico cable car and the tourist bus. Madrid City Card can be purchased at Plaza Mayor Tourist Information Centre and the tourist information points at Callao, the Royal Palace, Paseo del Prado, CentroCentro and the Reina Sofía Museum.

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ABYA, the restaurant in Saldaña Palace

ABYA has just opened in a very distinctive setting: Saldaña Palace, an iconic early 20th-century building in the heart of Barrio de Salamanca. The restaurant boasts a new dining concept which broadens Madrid's already wide and select range of culinary offerings with an innovative new gastronomic and sensory experience designed by Aurelio Morales; a renowned chef who has earned one Michelin Star and two Rapsul stars. His culinary delights forge ties between Latin American food and global cuisine, with options for any time of day served in an original space with striking, exclusive artistic decoration featuring over 100 artworks throughout its different rooms.

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MADRID CITY COUNCIL'S TOURISM DEPARTMENT



The city hosts its first Tourism Forum

Madrid City Council gathered key representatives from Madrid's tourism sector at this event which examined the Spanish capital's tourist evolution and transformation, as well as its position as one of today's leading destinations. Progress was also made with some of the city council's primary action plans for the future, such as rolling out the Asia Plan to attract visitors from China, Japan, South Korea and India, and Madrid's new Annual Tourism Report was presented.

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Meetings tourism has a major impact on Madrid: 1.715 billion euro in 2022

Meetings tourism has cemented its status as one of Madrid's biggest tourism segments with this latest figure, which is now at 87% of pre-pandemic numbers and which confirms the sector's favourable evolution in the destination of Madrid. Last year, the city hosted more than 44,500 meetings in the form of congresses, conventions and seminars, with 2.06 million participants in total. These and other figures were announced at Madrid Convention Bureau's General Assembly, where the strategy for 2023 was also detailed.

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Partnership with Air China to foster the recovery of tourism from Asia

Bolstering the recovery of tourism from China is one of Madrid City Council's key objectives. To this end, it will work with Air China to stimulate the inflow of visitors to Madrid from the Asian country. The airline recently increased the frequency of its flight connections to the capital, and the two partners will soon hold a joint promotional activity in Beijing to familiarise Chinese tourism professionals and media representatives with Madrid's fantastic tourist attractions.

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Madrid takes first place as "Spain's most attractive city for tourists"

Almudena Mallo, the city's Tourism Councillor, collected Madrid's award after it was named "Spain's most attractive city for tourists" at the 28th edition of the Travelranking Awards, which are organised by long-running tourism sector magazine AGENTRAVEL. Based on the opinions of travel agency professionals, the accolade provides major recognition for the Spanish capital and attests to the dynamism of its tourism sector.

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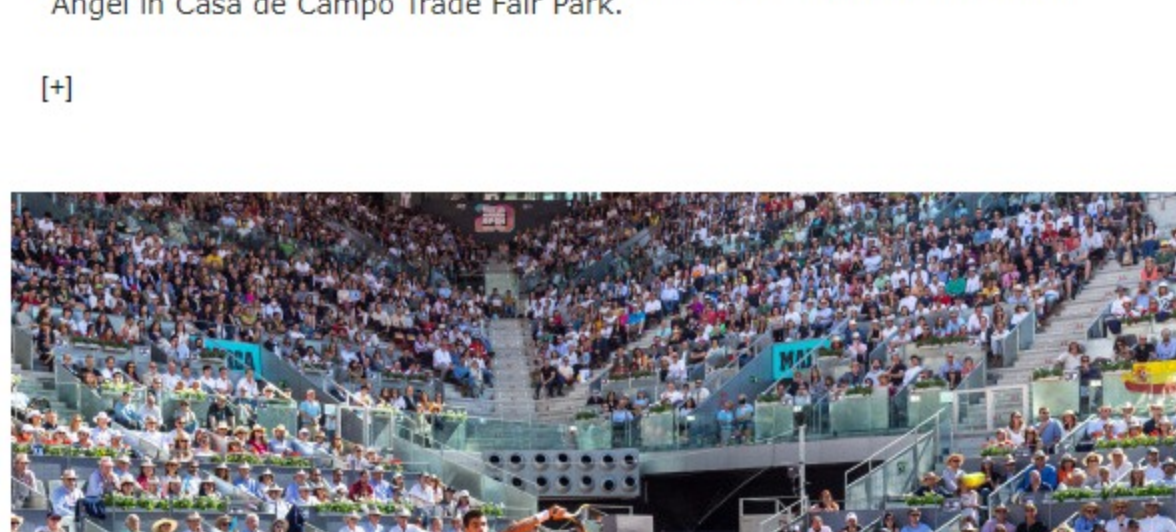
MONTHLY CALENDAR OF EVENTS



Pop Air by Balloon Museum

Balloon Museum's exhibition Pop Air has arrived in the city. The incredible temporary interactive space is devoted to inflatable art and features works and installations by 15 international artists and groups of artists. Visitors can wander inside a limitless space, immerse themselves in a silent storm, travel through a rainbow, experience the balance between chaos and stillness, observe a sleeping giant, bring a small forest of luminous sculptures to life and bathe in light and colour, to name just a few of the unique sensations the exhibition offers. Pop Air will be held until 23 July at Escenario Puerta del Ángel in Casa de Campo Trade Fair Park.

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Mutua Madrid Open

From 24 April to 7 May, we'll be able to enjoy live matches between the world's best tennis players in Madrid as the city hosts the 21st edition of the Mutua Madrid Open. 14 days of tennis will feature exciting matches in the spectacular Caja Mágica, a state-of-the-art tennis complex in the capital which has hosted the annual competition for over a decade. The contest includes both men's (ATP Masters 1000) and women's (WTA Premier Mandatory) tournaments. Last year, the men's competition was won by Spanish player Carlos Alcaraz, while Tunisian player Ons Jabeur won the women's tournament.

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Salón Gourmets

The leading event of its kind in Europe and one of the most prestigious culinary events in the world, Salón Gourmets, has firmly established itself as a benchmark for high-end trends and products. The trade fair offers visitors a chance to discover the finest culinary offerings, ranging from traditional food and drinks to the most innovative products on today's scene, as well as the opportunity to enjoy countless activities relating to the world of wine and gastronomy including tastings, cooking displays, competitions, championships and awards. The fair will return to IFEMA Madrid from 17 to 20 April for its 36th edition, which will feature over 2,000 exhibitors and 55,000 products sure to delight everyone in attendance.

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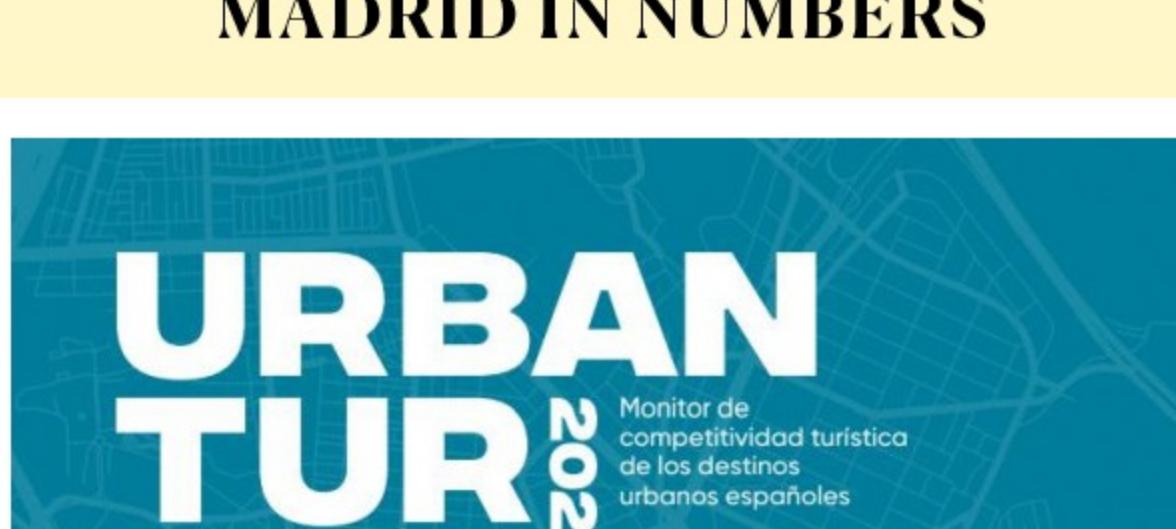


April's esMADRID magazine

Spring has arrived in Madrid's streets, parks and gardens, and the April edition of the magazine published by Madrid City Council's Tourism Department describes the best ways to make the most of this cheerful, colourful season in the capital. Among the cultural, sports and leisure offerings listed are events like Casa Decor and the Madrid Marathon, new musicals like Ghost and exhibitions such as India. Paintings from the San Diego Museum of Art, at CentroCentro, and By the Sea with Sorolla, according to Manuel Vicent, at the painter's house-museum. The publication also details a bike route through Casa de Campo Park and includes a report on a range of utterly appetising restaurants set in some of Madrid's most charming locations.

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MADRID IN NUMBERS

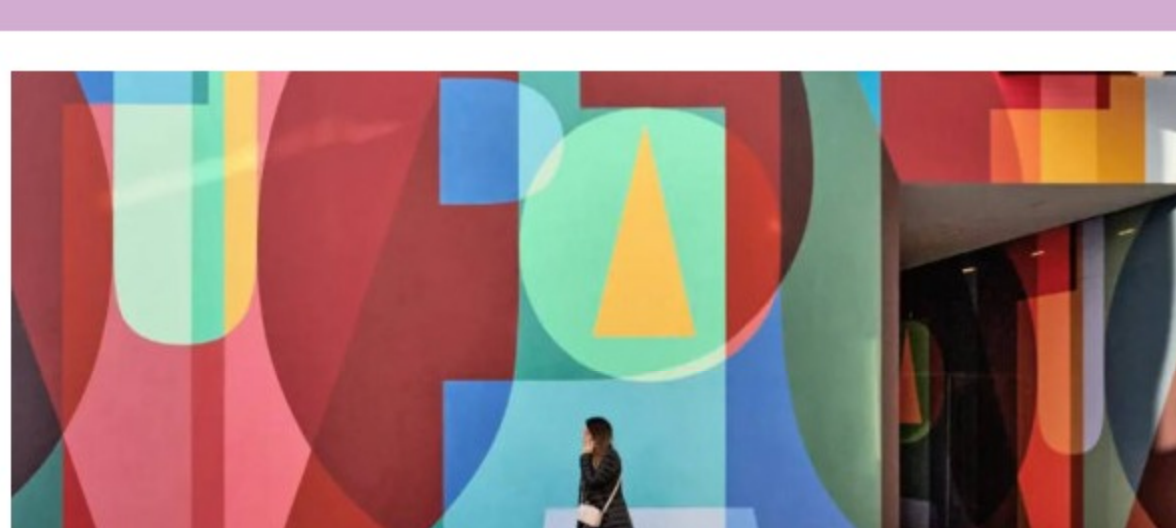


Madrid, the city with the most competitive tourism sector

URBANTUR 2022, a report published by EXCELTUR, the Alliance for Excellence in Tourism, evaluates over twenty Spanish city destinations and ranks Madrid in first place as the city with the most competitive tourism industry. The capital's leading position owes itself to Madrid's innovative use of digital marketing and its creation of multimedia content to promote tourism. The city has successfully created a positive brand image associated with its dynamism, vibrancy and lifestyle. Madrid also stands out for having exponentially expanded its cultural and entertainment offerings and for its excellence and leadership in meetings tourism.

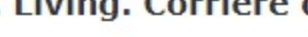
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IN THE PRESS



Madrid, spirito libero. Living. Corriere della Sera (Italy)

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