

# MADRID'S TOURISM NEWS

From Madrid to the world

## WHAT'S NEW IN MADRID



### Madrid's music festival season gets off to a start

This month marks the start of the outdoor music season in Madrid, with festive and series featuring a broad and eclectic range of musical experiences, making the city a must-visit destination. One of the first is **Primavera Sound**, which is being held in the capital for the first time and will feature performances from 5 to 11 June at Ciudad del Rock in Arganda del Rey, as well as at some other major venues throughout the city. It will also include a **Fan Zone**, at Civitas Metropolitano Stadium. Also in June, the utterly unique **Noches del Botánico** (Botanical Gardens of Complutense University) will begin, and various other festivals will be held including the **Maudes Festival** and the **Tomavistas** and **Río Babel** festivals, which will spread some music magic around the city, at venues like IFEMA Madrid, Enrique Tierno Galván Park and Caja Mágica. Live performances of the very best music will continue until the end of the summer, with **Mad Cool** (6-8 July), **Reggaeton Beach Festival** (22 and 23 July) and **Coca-Cola Music Experience** (1 and 2 September), all of which will take place at Madrid's new festival site in the district of Villaverde. Not forgetting **Dcode** (9 September), held at the Complutense University of Madrid (UCM) campus.

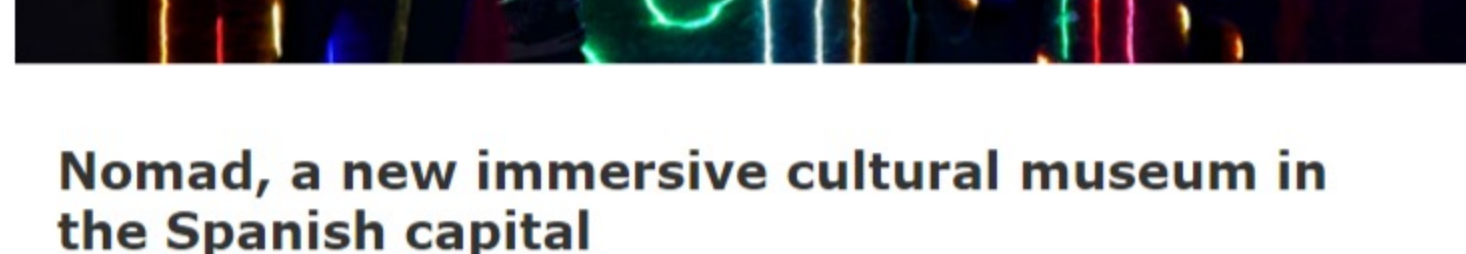
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### The biggest museum devoted to football history opens in Madrid

Legends. The Home of Football recently opened in the heart of the Spanish capital next to Puerta del Sol. The original museum offers a fantastic review of some of the sport's most thrilling moments by means of a chronological journey that uses the latest technology and features immersive and 4D experiences. Visitors can enjoy the most complete collection of historical items relating to the sport, with thousands of authentic pieces linked to past and present football legends including boots and balls used by the first world champions, as well as gear worn by icons like Maradona, Pelé and Di Stéfano. It's a major draw for fans of the game, positioning Madrid as a favourite destination for sports tourism and the global capital of football.

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### Nomad, a new immersive cultural museum in the Spanish capital

Technology, creative innovation and participatory art come together at Nomad Immersive Museum, one of the newest immersive cultural offerings in the city of Madrid, located on Gran Vía avenue next to Plaza de España. The museum limits capacity to ensure the best possible experience for visitors, who can stay as long as they like during extended opening hours that run from 10am to 12 midnight. It debuts with the exhibition **UTOPIA 1.0**, a show featuring light, colour, texture, images and music that explores what the universe would be like if artificial intelligence was integrated into our planet's core. Nomad is a wheelchair-accessible and dog-friendly space.

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## MADRID CITY COUNCIL'S TOURISM DEPARTMENT



### Creation of the City of Madrid's Local Tourism Board

This advisory body was established on 9 May and fosters public-private partnership in tourism through the direct involvement of Madrid's tourism sector and the joint pursuit of excellence in the municipal tourism strategy. Presided over by the city's mayor, it also includes a vice president (a role filled by the city's tourism councillor), a secretary, 36 representatives from the city government, Madrid Destino's Director of Tourism, and 23 representatives from business organisations, companies, associations and other entities, as well as industry experts.

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### The city council visits South Korea to promote tourism in Madrid

Working through the Tourism Department and coinciding with the return of direct flights between Madrid and the South Korean capital, the city council took part in the Seoul International Travel Fair, showcasing new offerings and developments of interest that Madrid has to offer South Korean visitors as one of Europe's top city destinations. The city council's attendance marked its renewed efforts to promote the city in this strategic market, an action included in the Asia Plan; a special programme launched by Madrid City Council to bolster the recovery of Asian visitor figures and to increase the number of such tourists.

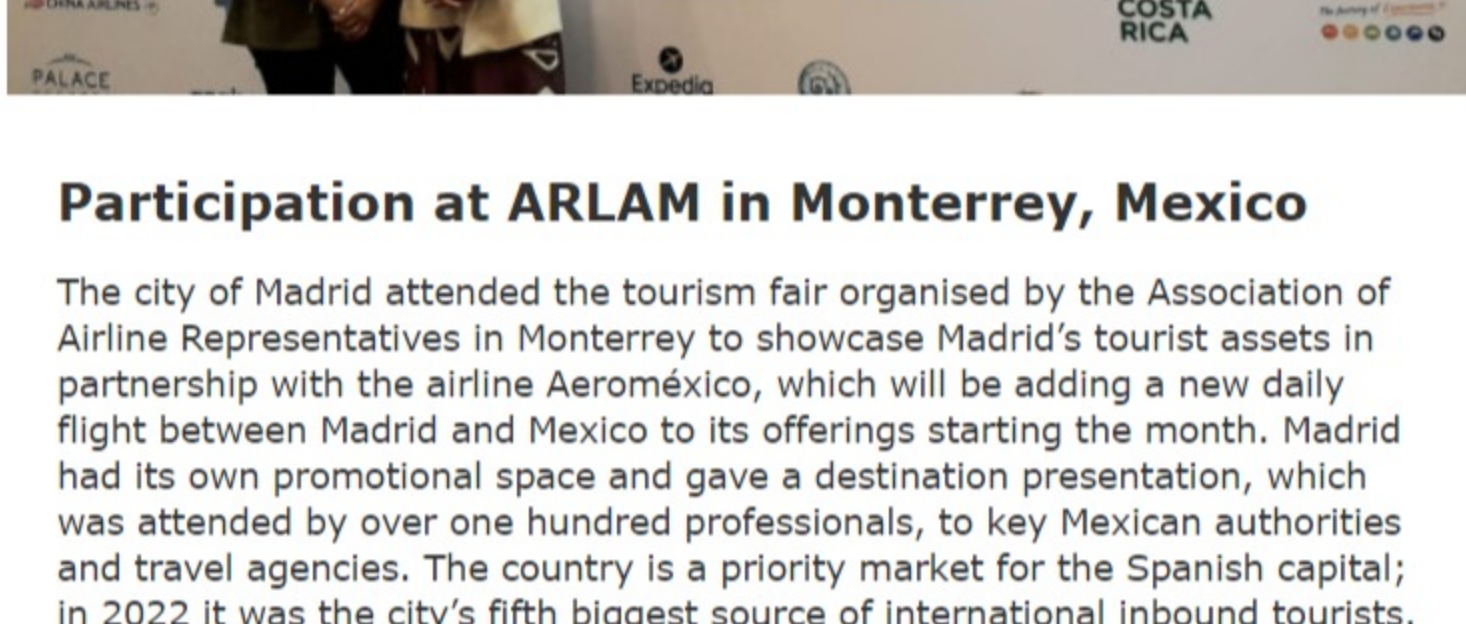
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### Presentation of Madrid's potential as a great filming location

Once again, the office that promotes filming and AV production in Madrid, run by Madrid City Council and attached to the Tourism Department, attended Marché du Film, the film market held during the prestigious Cannes Film Festival. During its attendance, Madrid Film Office focused on raising awareness of the city's potential as a filming location for audiovisual productions, holding meetings with national and international producers to encourage filming in the city. It also showcased productions filmed in Madrid such as *Close Your Eyes*, the latest movie by Spanish filmmaker Victor Erice.

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### Participation at ARLAM in Monterrey, Mexico

The city of Madrid attended the tourism fair organised by the Association of Airline Representatives in Monterrey to showcase Madrid's tourist assets in partnership with the airline Aeroméxico, which will be adding a new daily flight between Madrid and Mexico to its offerings starting the month. Madrid had its own promotional space and gave a destination presentation, which was attended by over one hundred professionals, to key Mexican authorities and travel agencies. The country is a priority market for the Spanish capital; in 2022 it was the city's fifth biggest source of international inbound tourists.

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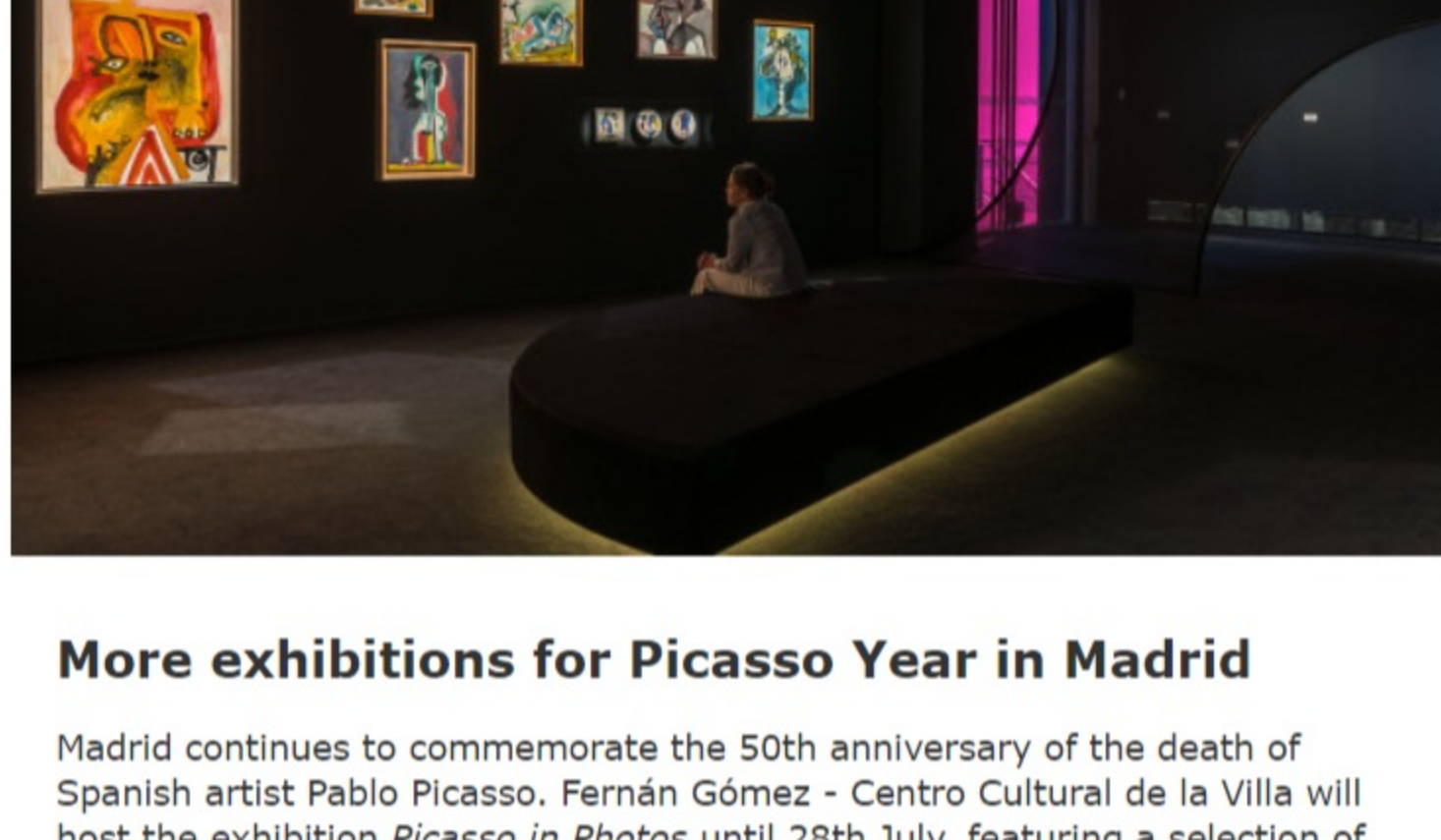
## MONTHLY CALENDAR OF EVENTS



### PHotoESPAÑA

Until 3 September, Madrid will be a benchmark for the latest trends in visual arts and photography thanks to its long-running international festival, now in its 26th edition. PHotoESPAÑA will feature a powerful programme of 96 exhibitions including works by over 300 photographers and visual artists in total, with key contemporary issues like art, the environment and gender as their central themes. Círculo de Bellas Artes, Lázaro Galdiano Museum, the Royal Botanical Gardens, the Museum of Romanticism and CentroCentro are just some of the cultural spaces that will host displays and activities this year. For the first time, Serrería Belga (The Belgian Sawmill) will also be taking part.

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### More exhibitions for Picasso Year in Madrid

Madrid continues to commemorate the 25th anniversary of the death of Spanish artist Pablo Picasso. Fermín Gómez - Centro Cultural de la Villa will host the exhibition **Picasso in Photos** until 28th July, featuring a selection of over 3,000 photographs that capture the painter's life and creative processes. At La Casa Encendida, we'll be able to see *Picasso: Untitled*, a review of and new take on fifty works from the final stage of his career by national and international contemporary artists. And, at the Prado Museum, *Picasso, El Greco and Analytical Cubism* will open on 13 June. The exhibition showcases some of Picasso's pieces alongside those of the brilliant, world-famous painter, who lived from the mid-16th century to the early 17th century and had such a strong influence on the Spanish artist's unique style.

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### European Music Day

Madrid will join in the celebrations for European Music Day (21 June) with a jam-packed cultural programme from the 13th to the 24th of the month. Some of the highlights of this year's great celebration of music include: four concerts at Hatadero Madrid combining different music genres, nationalities and cultures (17 June); a film series with six screenings that will be held at Cineteca Madrid film archive thanks to its collaboration with Barcelona's Documentary Film Festival (In-Edit); a performance by the Municipal Symphonic Band in one of the city's most unique green spaces, Sabatini Gardens; and the audiovisual show *Spirit Exit* at CondeDucque Centre for Contemporary Culture.

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### LGBTQIA+ Pride

The openness, tolerance, inclusiveness and welcoming nature that distinguishes Madrid will be particularly apparent at this festival which highlights the fact that Spain's capital city is one of the best LGBTQIA+ destinations in the world. From 23 June to 2 July, the community's demands for social justice will be accompanied by all sorts of cultural and leisure events in a broad programme that will include discussions, lectures, concerts, sports competitions and—of course—the annual Pride parade. Theatre, literature, film and visual arts at the MUESTRA T, LA CULTA and LA OCULTA festivals, as well as special activities organised by institutions like the Thyssen-Bornemisza Museum and the National Archaeological Museum will make the event, considered the biggest Pride Festival in Europe, even better.

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## MADRID IN NUMBERS

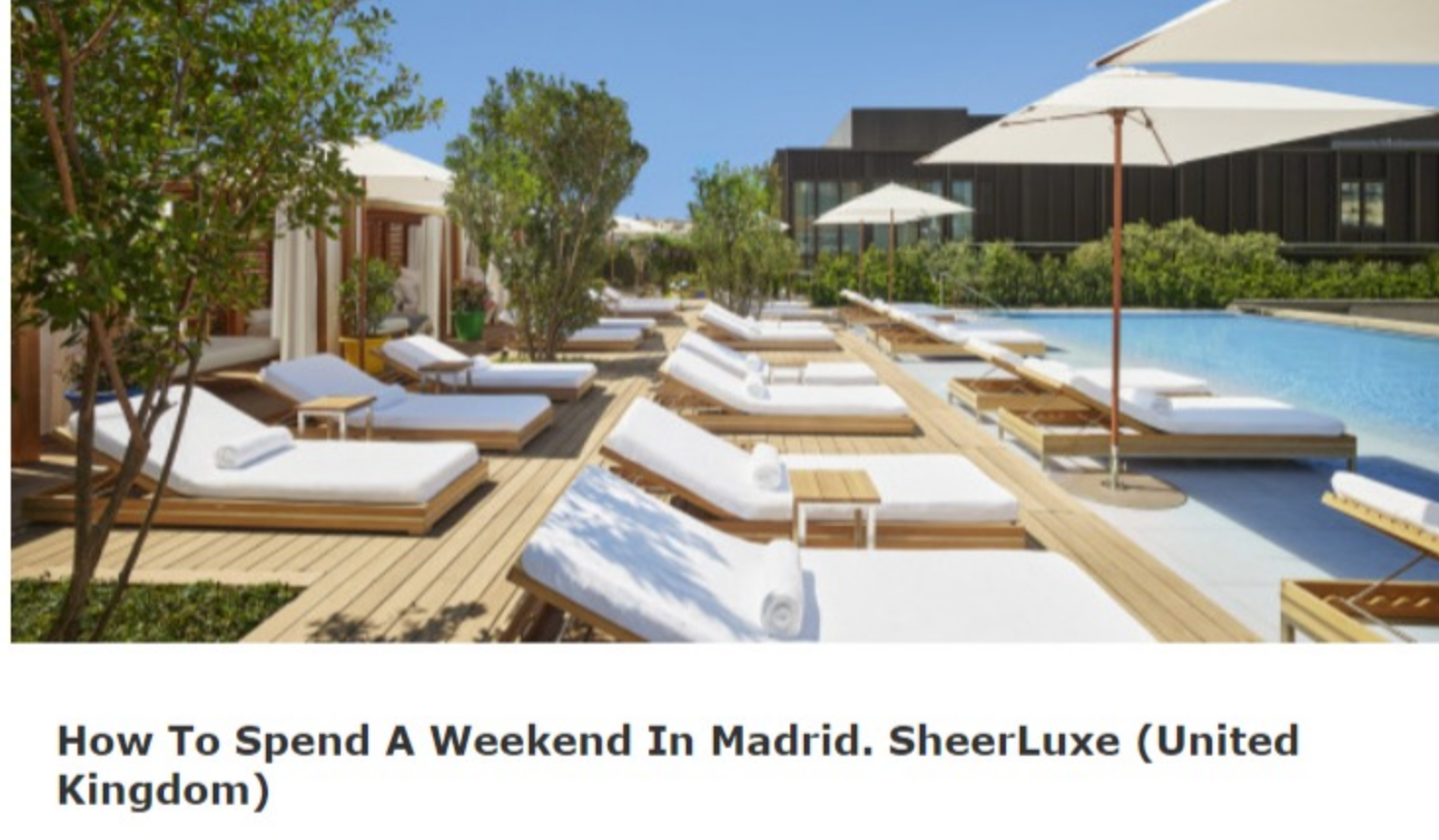


### Madrid, the 2022 top destination in terms of tourism and social contribution

According to the first Atlas of Municipal Contribution of Tourism in Spain, compiled by Exceltur, tourism was more important and made a greater social contribution in Madrid than in any other Spanish city in 2022. Madrid topped the list with 151,627 overnight stays in tourist accommodation, of which 61.9% were in hotels, 8.1% in tourist apartments, campsites and rural tourism accommodation, and 29.9% in homes for tourist use (VUT). 72,912 jobs in the tourism industry were recorded in the Spanish capital. Barcelona and Benidorm positioned behind Madrid on the list, which ranks Spain's top 100 cities in terms of tourism.

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## IN THE PRESS



### How To Spend A Weekend In Madrid. SheerLuxe (United Kingdom)

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