

# MADRID'S TOURISM NEWS

From Madrid to the world

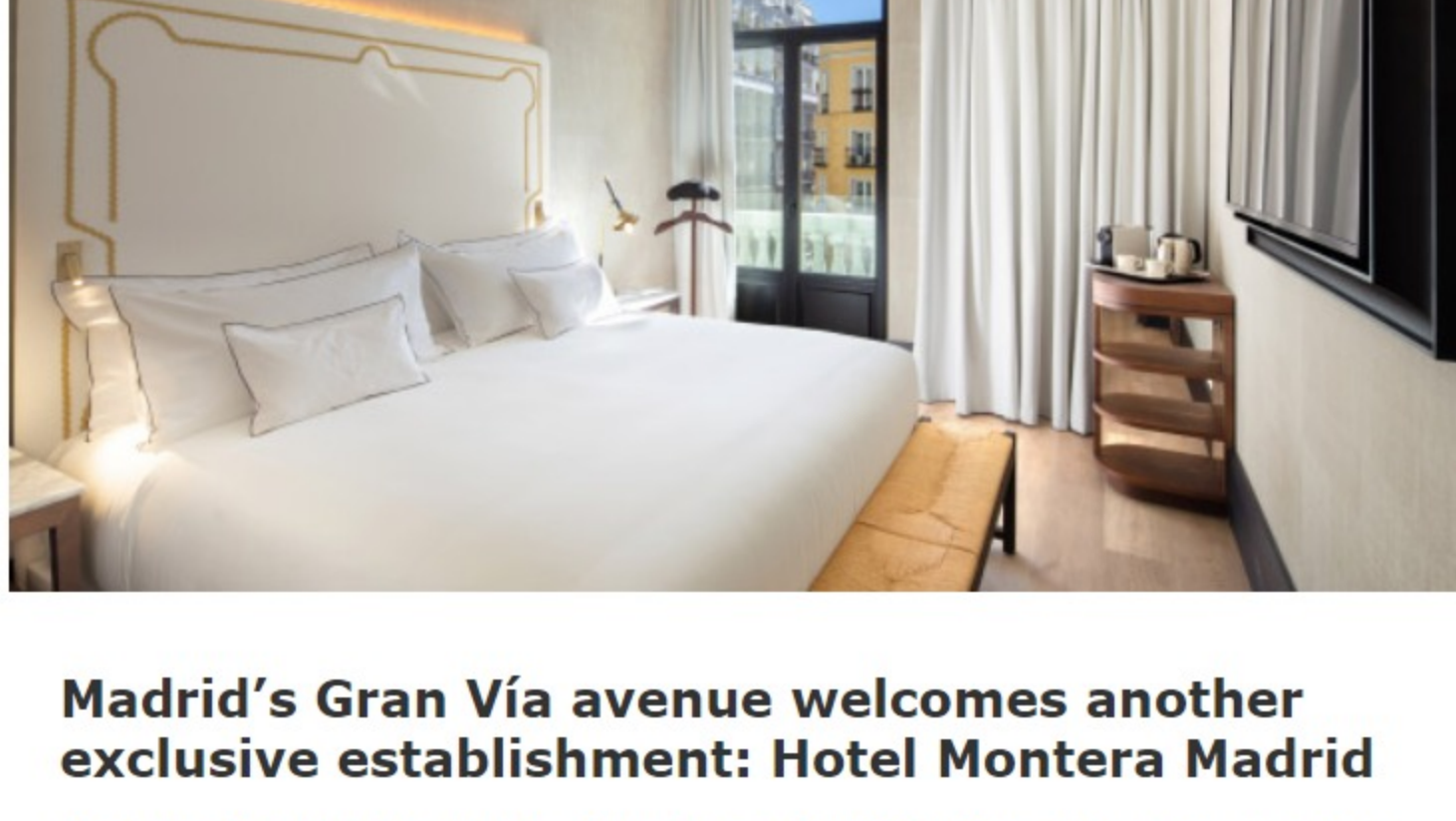
## WHAT'S NEW IN MADRID



### The Royal Collections Gallery, a unique museum with pieces collected by Spain's monarchs

Madrid is the site of one of the biggest cultural developments in Spain in decades. The new museum, which recently opened in the Spanish capital next to the Royal Palace, showcases the magnificence and uniqueness of Spain's royal collections with a tour of pieces assembled by its monarchs over five centuries. The unique holdings include paintings, decorative art, photographs, tapestries and works by master artists like Velázquez, Goya, Caravaggio and Luisa Roldán, who was the first female court sculptor. Inside the innovative space, you can also view the remains of the original city wall.

[\*]



### Madrid's Gran Vía avenue welcomes another exclusive establishment: Hotel Montera Madrid

Madrid's first Curio Collection by Hilton hotel offers five-star accommodation and dining in the unique setting of Madrid's century-old avenue. Designed with sustainability in mind and featuring meticulous interior decor, it has more than 90 guest rooms and stunning views of Gran Vía and Calle Montera. Its restaurant, La Braseri, takes us on a culinary journey through global cuisine with a focus on Madrid. On its rooftop we can enjoy creations by the master mixologists of the famous Museo Chicote.

[\*]



### VelascoAbellá Restaurant

Seasonal market cuisine that eschews passing fads is the hallmark of this new culinary venture in the north of Madrid by two gastronomic heavyweights, Oscar Velasco and Montse Abellá. Its delicious offerings can be enjoyed a la carte, choosing from a short menu of twenty savoury dishes and several desserts, or in the form of a tasting menu tailored to the individual diner.

[\*]

## MADRID CITY COUNCIL'S TOURISM DEPARTMENT



### Promotion of Madrid in the Asian market

The City Council's Tourism Department attended the Virtuoso Forum Asia and ILTM Asia Pacific, two professional meetings held in Singapore in June which allowed Madrid to showcase the features that make it a leading luxury travel destination. The two promotional activities were part of the city's Asia Plan, which was developed to attract tourists from the Asian market.

[\*]



### Organisation of Madrid Agency Forum 2023

Madrid Convention Bureau (MCB) held another edition—the fourth—of this promotional initiative that aims to boost MICE tourism in the Spanish capital. It put together a special programme of experiences for 27 events and incentives agencies from eight European markets, with a particular focus on sustainability and legacy. The event featured the participation of affiliates of MCB and Turespaña.

[\*]



### Support for talent development and retention in the hotel sector

The city council sponsored the third edition of the Travelling for Happiness Awards. Given out by the Hotel Business Association of Madrid (AEBM), they recognise best practices in the tourism industry with regards to social and environmental commitment. The partnership will continue with the city council's support for a publicity campaign focusing on Madrid's hotel sector that will be launched by the association to draw attention to important work done by its various professionals.

[\*]



### Madrid Film Office holds the third edition of the networking event Afterwork

The office run by the city council to promote filming and audiovisual production in Madrid held a new edition of this event designed to foster public-private partnership. It also aims to support Madrid's AV industry in order to continue to position Spain as Europe's leading audiovisual production centre. The event took place in the Hard Rock Hotel Madrid and was attended by over 300 industry professionals.

[\*]

## MONTHLY CALENDAR OF EVENTS



### Veranos de la Villa

This annual Madrid festival is a breath of fresh air in the city's summer calendar of events, boasting a broad and always surprising cultural programme full of music, performing arts, opera, circus, film and art. This year's edition includes offerings by creators from Spain and 11 other countries, and China as the special guest. Nearly 200 events held in a varied range of 29 meaningful venues around the city make up a programme that will kick off on 5 July with an aerial dance show. The festival, which will feature plenty of one-of-a-kind moments, will draw to a close on 27 August with a concert performed by a temporary orchestra of 100 cellists.

[\*]



### Mad Cool Festival

Regarded as one of the city's most important festivals, Mad Cool will return to Madrid from 6 to 8 July, held in a new location and featuring first-class live performances over three days of music, with an impressive line-up that includes prominent bands and artists. Red Hot Chili Peppers, Robbie Williams, Offspring, The Black Keys, M.I.A., Liam Gallagher, Franz Ferdinand and The Prodigy are some of the acts sure to thrill the audience with their shows.

[\*]



### Universal Music Festival

From 25 to 30 July, the Teatro Real will be a meeting place for top national and international artists as it hosts the seventh edition of this festival which brings a varied range of musical styles to Madrid's opera house. Canadian singer-songwriter Rufus Wainwright will open a programme that will also feature performances by Israel Fernández, Kraftwerk, Gloria Trevi, Gilberto Gil and Lola Indigo.

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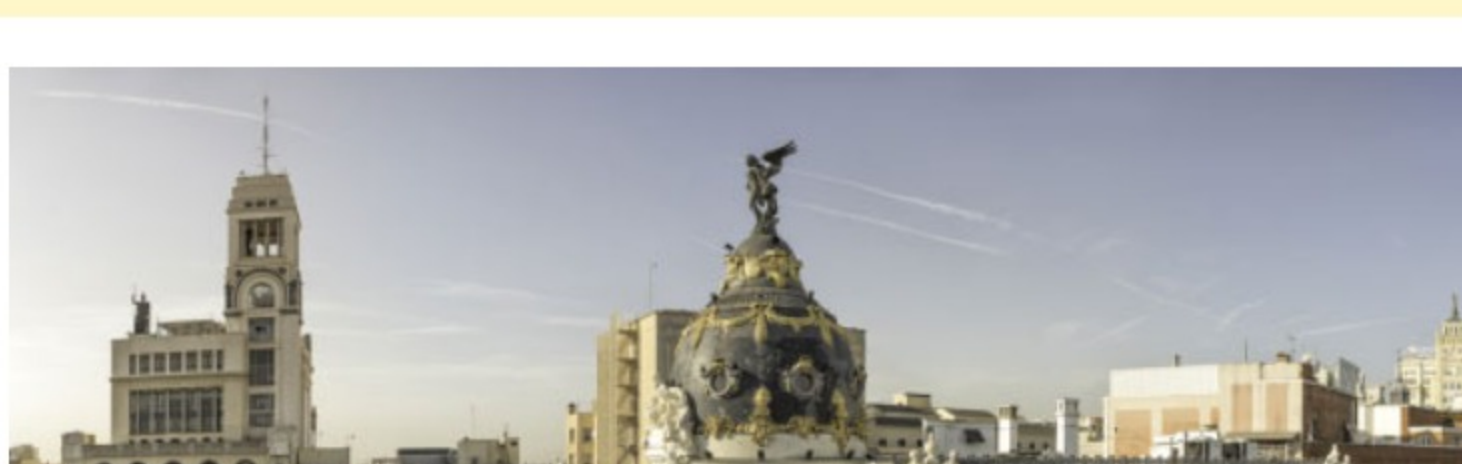


### Rugby: The Match

This summer, you'll be able to see the finest rugby at the Civitas Metropolitano Stadium. On Saturday 26 August, it will host an exciting match between the Spanish and Argentinian national teams in the second edition of The Match, an event organised to mark the 100th anniversary of the Spanish Rugby Federation (FER). It's a thrilling chance to watch the Leones' talented new players and appreciate the skill of Argentina's Pumas.

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## MADRID IN NUMBERS

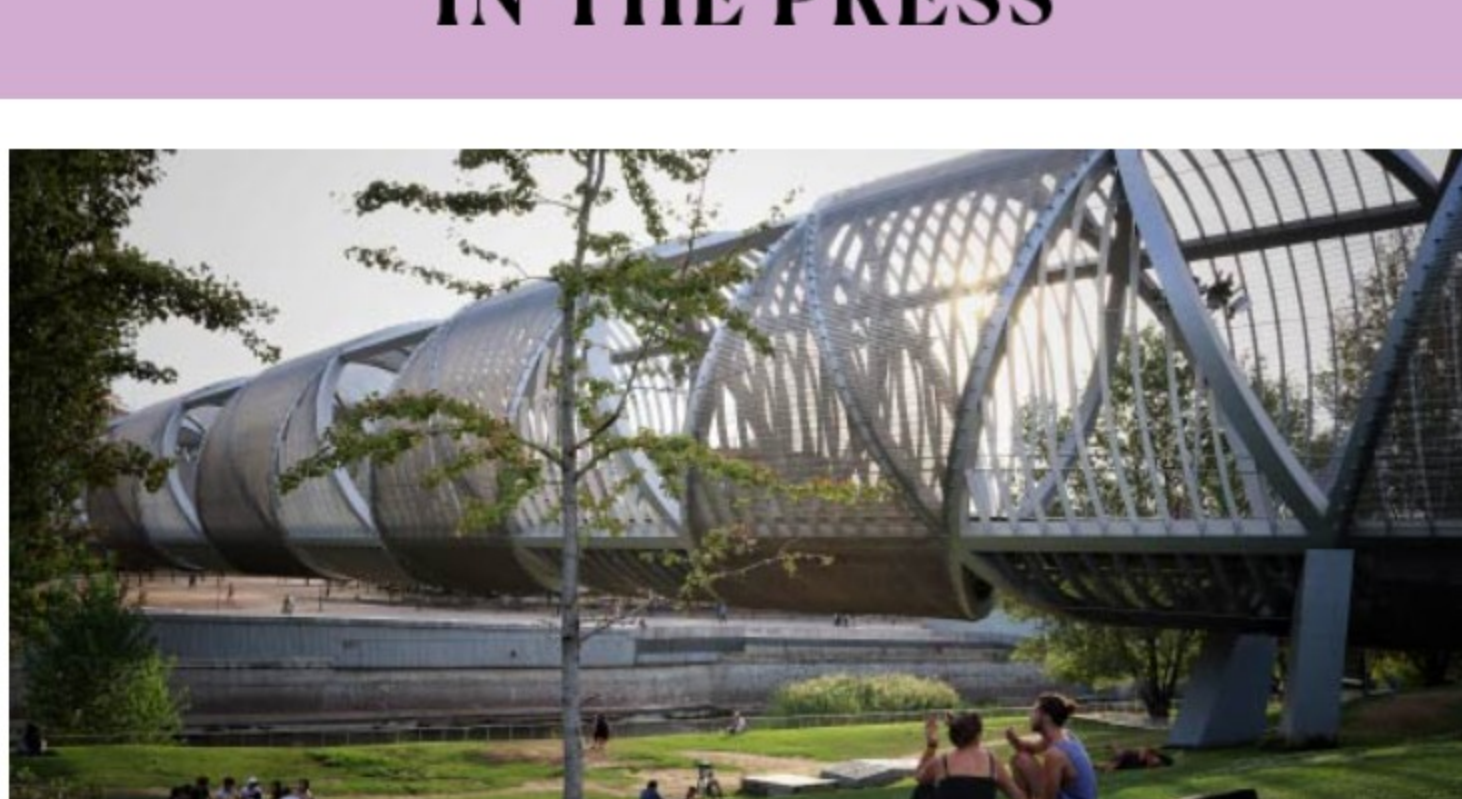


### Madrid, a market leader in hotel investment

According to the report *5 Keys Madrid vs. Barcelona* published by the hotel division of Colliers real estate consultancy, Madrid's attractiveness as a tourist destination continues to grow and it is now the top destination for hotel investment in Spain. Over 33 new projects are scheduled for 2023 in Madrid, on top of 3.3% growth last year in the city's hotel accommodation and a favourable trend in its profitability indicators.

[\*]

## IN THE PRESS



### Madrid, naturalmente sostenible. El diario de Turismo (Argentina)

[\*]