

# MADRID'S TOURISM NEWS

From Madrid to the world

## WHAT'S NEW IN MADRID



### Musicals premiering this season

A wave of new musicals will hit Madrid's theatres in the coming weeks, cementing the city's status as the global capital of musical productions in Spanish. *School of Rock* (14 September), *The Phantom of the Opera* (20 September), *Pretty Woman* (26 September), *Legally Blonde* (29 September), *Chicago* and the Spanish-language premiere of *The Book of Mormon* (6 October) will join the other captivating works being staged in the city's theatres, from classics like the Spanish version of *The Lion King* to more recent shows like *Malinche* and *Aladdin*.

[+]



### Gran Vía 15 Museum

The Spanish capital's century-old shopping thoroughfare has welcomed the arrival of another place of cultural interest, which is housed in the historic building that once held Joyería Aldao Jewellery shop. The museum takes a unique look at contemporary art in its multiple facets and offers visitors a chance to purchase pieces that transcend the merely aesthetic and incorporate craftsmanship, quality and elements of local identity. The space has opened with the exhibition *Walking Life* by artist Okuda San Miguel, which encourages us to reflect on life's different paths.

[+]

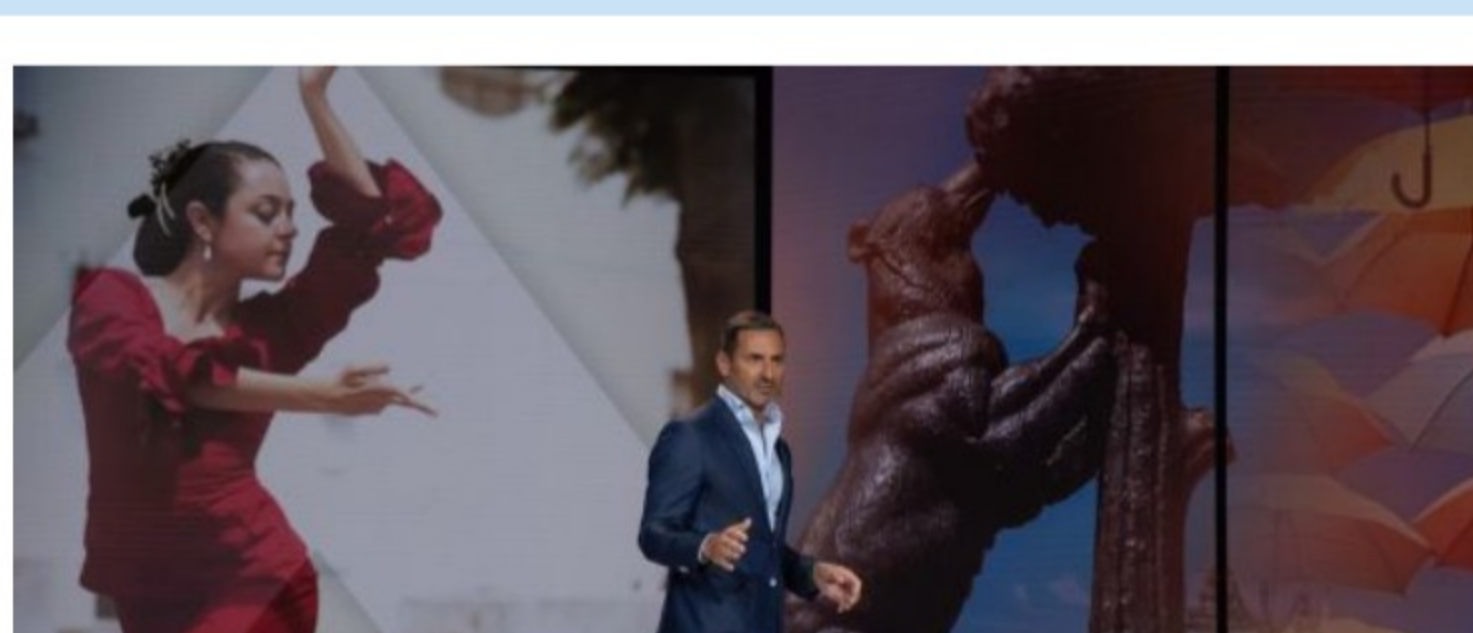


### Roberto Ruiz opens Can Chan Chán

The El Corte Inglés store on Calle de Serrano is the location chosen by the Mexican chef for his latest venture in Madrid. This new restaurant serves authentic but non-traditional Mexican cuisine and has a completely original menu that reflects his creativity and extensive research into local ingredients. The result is twenty different "craving-satisfying" options which change on a seasonal basis and can be paired with cocktails from the lengthy and spectacular drinks list.

[+]

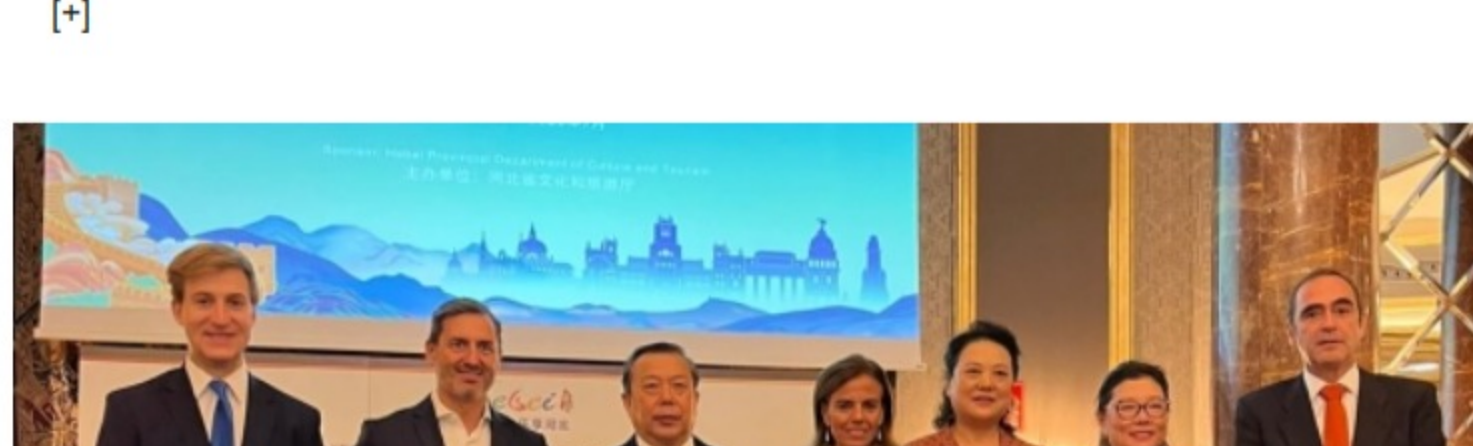
## MADRID CITY COUNCIL'S TOURISM DEPARTMENT



### Promotion of Madrid's premium tourist offerings in Las Vegas

Once again, Madrid endorsed itself at Virtuoso Travel Week, the premier meeting of North American travel agencies. In addition to networking and holding meetings with industry professionals during the event, which is held from 12 to 18 August, Madrid City Council gave a presentation that highlighted the experiences and exclusive services available for high-impact visitors to the capital.

[+]



### Participation in the Madrid-Hebei Cultural and Tourism Exchange

This event organised with the support of the Chinese province and Madrid Business Forum was attended by Madrid's tourism councillor, Almudena Mallo seized the opportunity to draw attention to the city council's efforts to promote flight connectivity between Madrid and the Asian country, and to underscore the importance of Chinese tourists and the work being done to improve their experience in the Spanish capital.

[+]



### Plaza de España and La Latina are now part of the Accessible Guided Tours Programme

The summer routes and timetables of the Accessible Guided Tours Programme, offered free of charge by Madrid's Tourism Department to disabled people and their companions, will continue to run until 30 September. The new tours "Madrid's New Plaza de España" and "La Latina and the Origins of Madrid Museum" have been added to the programme's four other usual routes.

[+]

## YOUR UNIQUE INCENTIVE IN MADRID

MADRID CONVENTION BUREAU



### Madrid Convention Bureau attracts incentive travel to the city

The municipal body has released a publication specifically for this MICE tourism segment. It provides information and suggestions on the resources and unique experiences Madrid offers in the areas of culture, shopping, sports and artisan goods. It serves as a source of inspiration for incentive trip organisers and showcases the capital as a one-of-a-kind destination that's sure to be a hit.

[+]

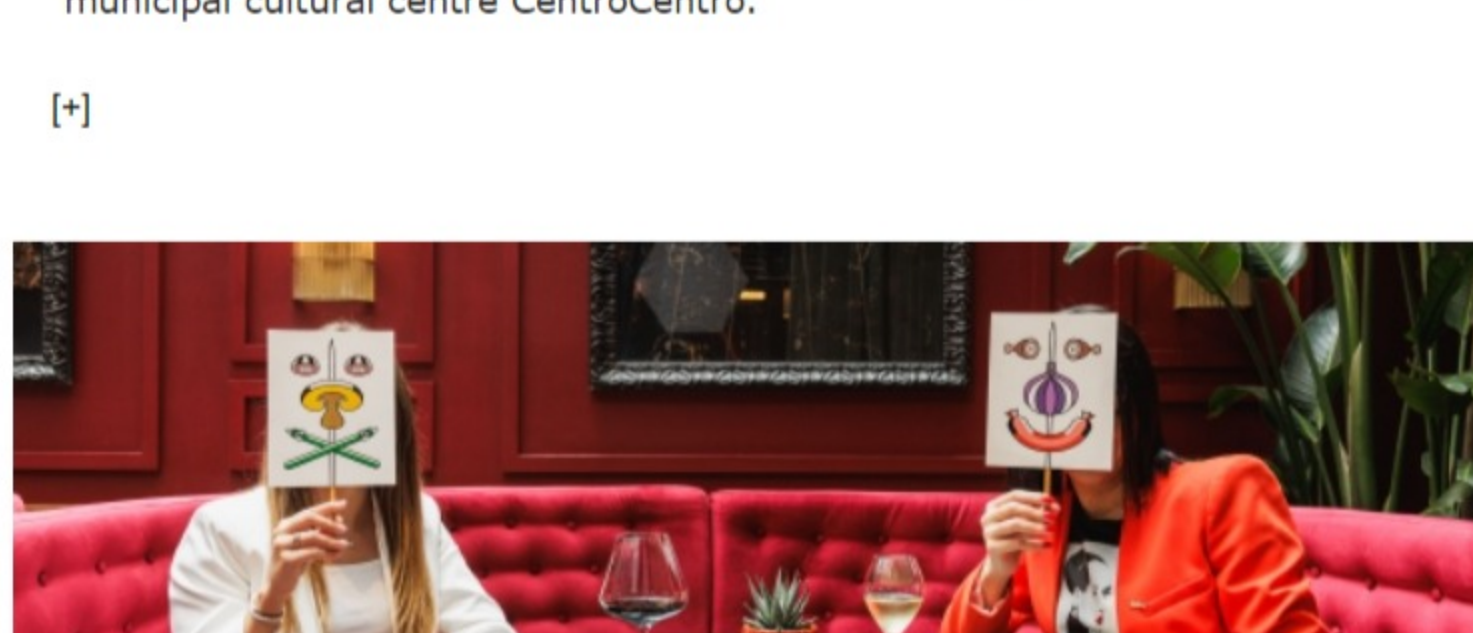
## MONTHLY CALENDAR OF EVENTS



### Monet. Masterpieces from the Musée Marmottan Monet

Madrid's first major exhibition devoted to the French painter, considered to be one of the founders of Impressionism, provides an overview of his artistic career and brings together some of the works he cherished most, including *Michel Monet Wearing a Bobbie Hat* (1880) and his famous *Water Lilies* (1917-1920). The display will be on show from 21 September at the municipal cultural centre CentroCentro.

[+]



### Hotel Tapa Tour

Four Seasons Madrid, The Westin Palace, Hotel RIU Plaza España and Rosewood Villa Magna are just some of the city's 24 luxury hotels taking part in the eighth edition of this culinary event. Held from 14 to 24 September, it champions the "casual gourmet cuisine" of some of the Spanish capital's establishments. As many as four different offerings can be enjoyed in tapas format at each of the participating hotels.

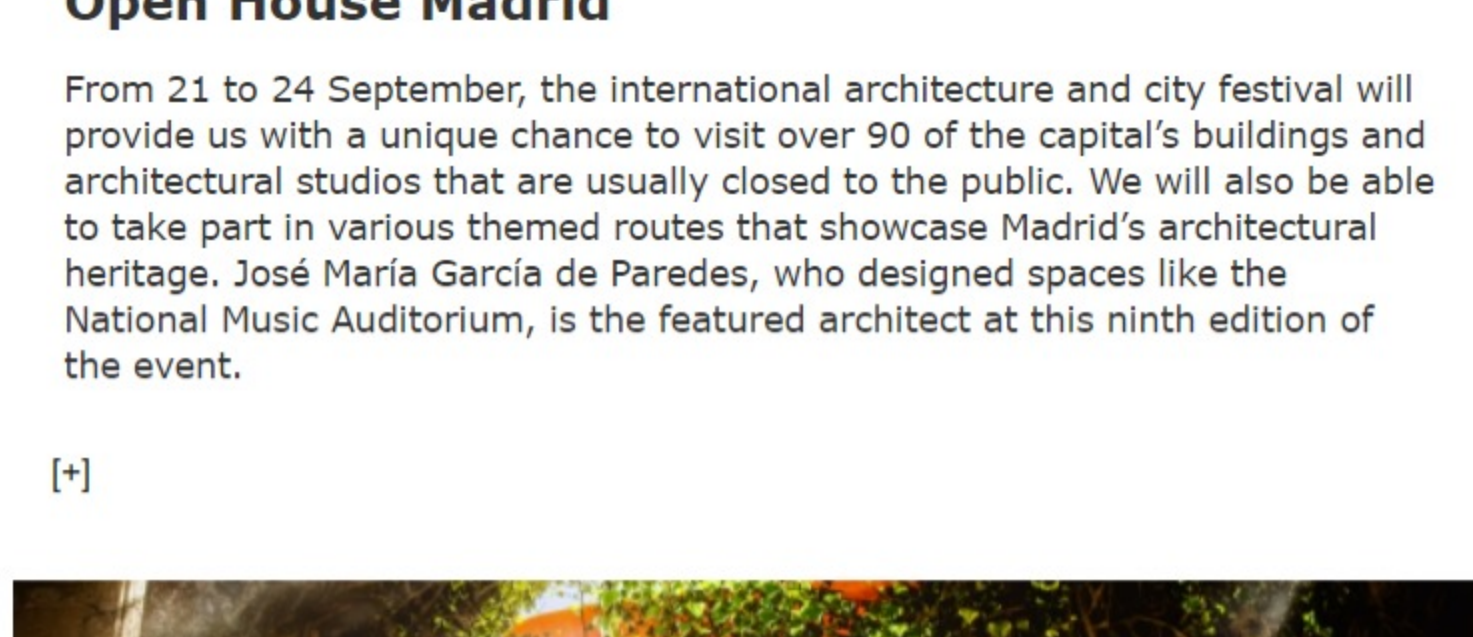
[+]



### Open House Madrid

From 21 to 24 September, the international architecture and city festival will provide us with a unique chance to visit over 90 of the capital's buildings and architectural studios that are usually closed to the public. We will also be able to take part in various themed routes that showcase Madrid's architectural heritage. José María García de Paredes, who designed spaces like the National Music Auditorium, is the featured architect at this ninth edition of the event.

[+]



### The Last Days of Pompeii. The Immersive Exhibition

MAD - Madrid Artes Digitales invites us on a virtual adventure to learn about the final days of Pompeii and the tragic end it met with after the eruption of Mount Vesuvius. The exhibition allows us to walk through the streets of the Roman city, interacting with its treasures and paintings and even going inside an amphitheatre to watch a fight between gladiators and wild beasts. It will be held at Nave 16 in the cultural centre Matadero Madrid from 8 September.

[+]

## MADRID IN NUMBERS



### Madrid, one of Europe's top five LGBTQ+ destinations

The Spanish capital is the second-friendliest LGBTQ+ destination in Europe, according to a study by Mabrian Technologies. Madrid's position underscores its welcoming nature and the quality of the services it offers travellers. The study is based on the satisfaction of visitors themselves, as it was compiled from 55 million reviews posted on the most popular travel websites.

[+]

## IN THE PRESS



### Madrid et ses merveilles. Elle Québec (Canada)

[+]