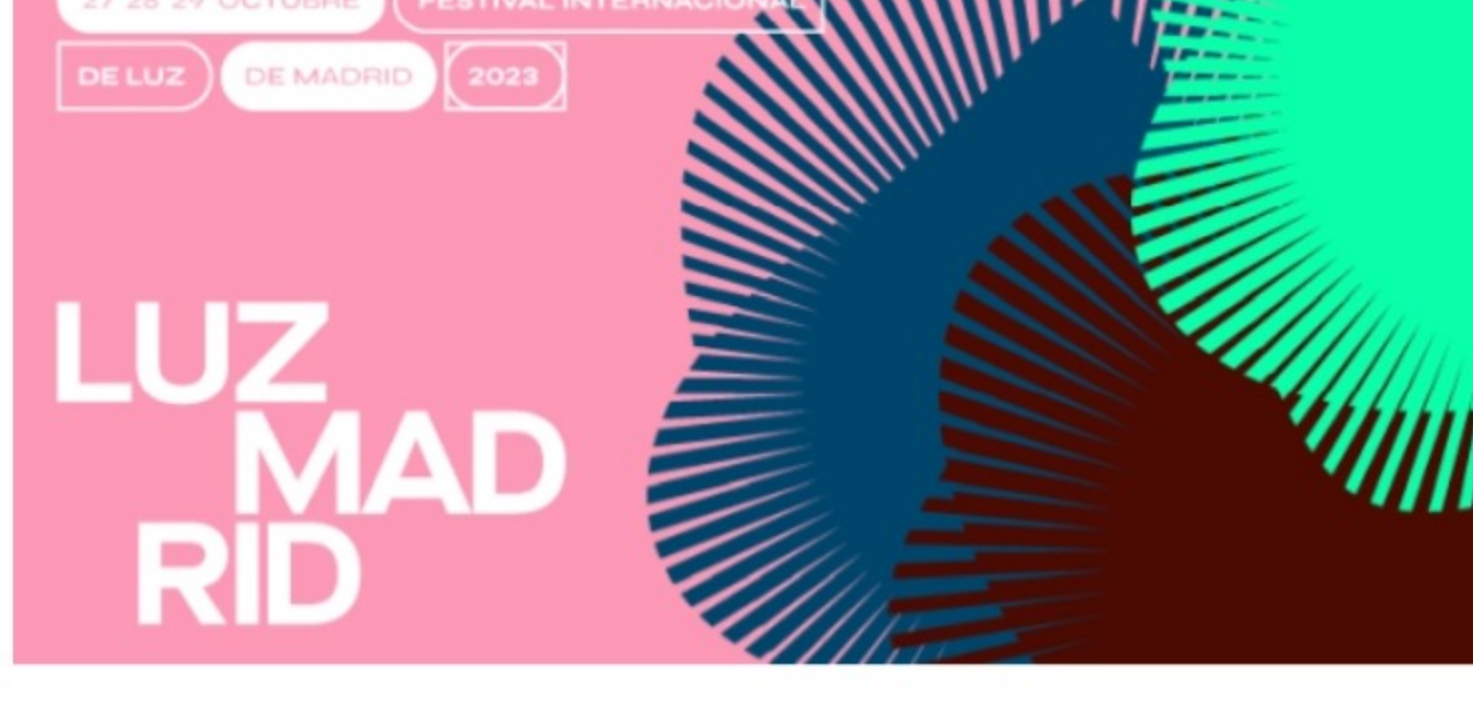


# MADRID'S TOURISM NEWS

From Madrid to the world

## WHAT'S NEW IN MADRID



### LuzMadrid Festival returns

On 27, 28 and 29 October, Madrid will host a new edition of this cultural event which sees some of the cityscape's most unique places and heritage spaces filled with lights. This second run of the international festival will revolve around the theme of movement and vibration, with over 20 light experiences spread across four areas of the city, including Carabanchel as a new addition this year.

[+]



### Teatro Real opens a window to Madrid's sky

The capital's opera house has just unveiled a new art intervention by Jaume Plensa which lights up the dome of its main performance hall. Consisting of a high-resolution recording of Madrid's sky that was filmed from the building's rooftop and later projected onto the dome, it can be viewed by the audience from the moment they enter the hall until just before the show begins.

[+]



### OSA restaurant

This year's culinary revelation in Madrid, helmed by chefs Jorge Muñoz and Sara Peral, is a venture which stands out for its brilliant menu based on national ingredients, French techniques and Japanese delicacy, but also for its unique setting: a small house with a garden in the neighbourhood of Casa de Campo.

[+]

## MADRID CITY COUNCIL'S TOURISM DEPARTMENT



### Madrid is named Europe's top MICE destination for the sixth year in a row

The city of Madrid affirmed its status as a top destination for professional meetings when it was named Europe's Leading Meeting & Conference Destination for the sixth year running at the 30th edition of the World Travel Awards—the travel industry's most important international awards. The Spanish capital is now in the running to be renamed the leading destination at a global level.

[+]



### 2023 awards recognising Madrid's tourism sector

Coinciding with World Tourism Day and in recognition of the immense talent in Madrid's tourism sector, seven new accolades were given out to some of its professionals and organisations. Real Madrid, La Pajarita confectionery, the association OPC Madrid y Centro, Federico J. González Tejera (Radisson), Delite Wear, Hosteltur and Campofrio España were the winners of this year's edition.

[+]



### Intensive promotion of Madrid in the Chinese market

To promote Madrid as a destination in China, which is already the tenth-biggest source of foreign tourists in the Spanish capital, representatives from Madrid took part in several professional events in the Asian country and attended the ITB China fair. A promotional event was also organised in partnership with Air Chins, and marketing and publicity campaigns are ongoing in the Asian market.

[+]



### Presentation by Madrid and Museo Chicote in Mexico

The city's Tourism sector organised a special event aimed at the city of Mexico by Museo Chicote at its annual awards. The aim is to continue to foster the close tourism and cultural ties between the two destinations, in line with Madrid's Strategic Tourism Plan.

[+]

## MONTHLY CALENDAR OF EVENTS



### Hispanidad 2023

Madrid is paying tribute to the Spanish language and the different Hispanic cultures with a special cultural programme held at various venues around the city. It's set to bring together disciplines like music, literature, art, theatre and gastronomy. The Dominican Republic is the guest country at this new edition, which will be held between 6 and 15 October and will include 165 activities.

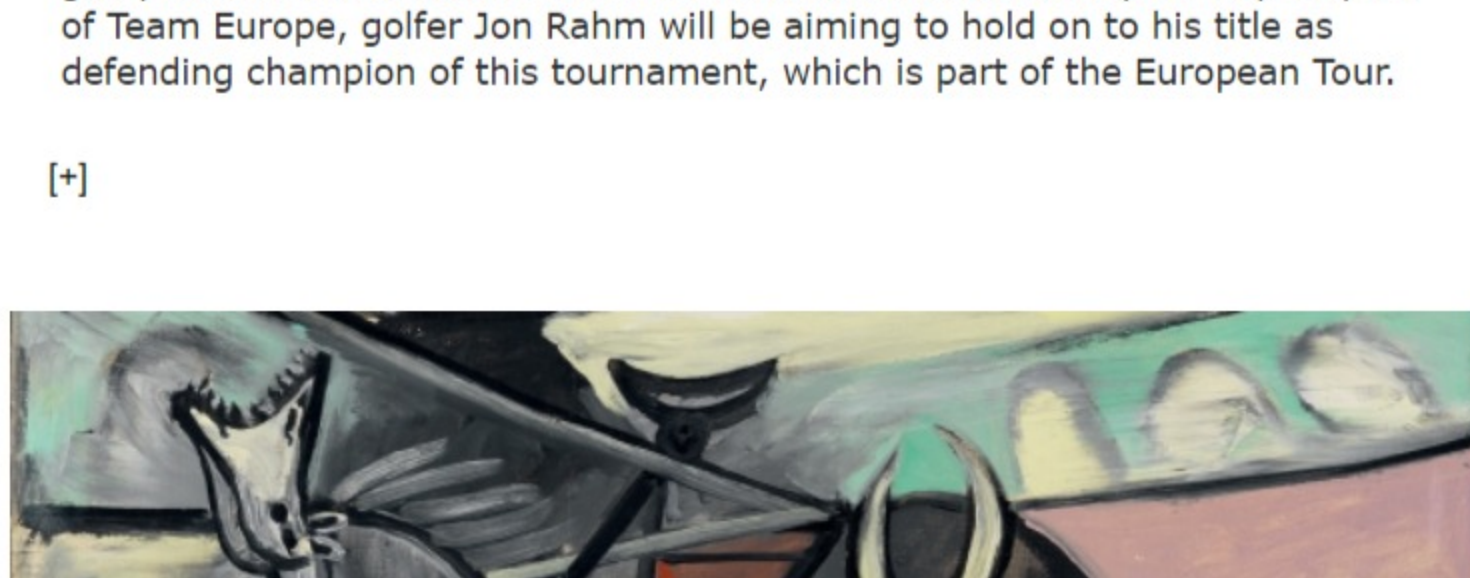
[+]



### ACCIONA Open de España presented by Madrid

From 12 to 15 October, Club de Campo Villa de Madrid will host this top-level sports competition which makes the Spanish capital a focus of attention for golf pros and enthusiasts alike. After his recent win at the Ryder Cup as part of Team Europe, golfer Jon Rahm will be aiming to hold on to his title as defending champion of this tournament, which is part of the European Tour.

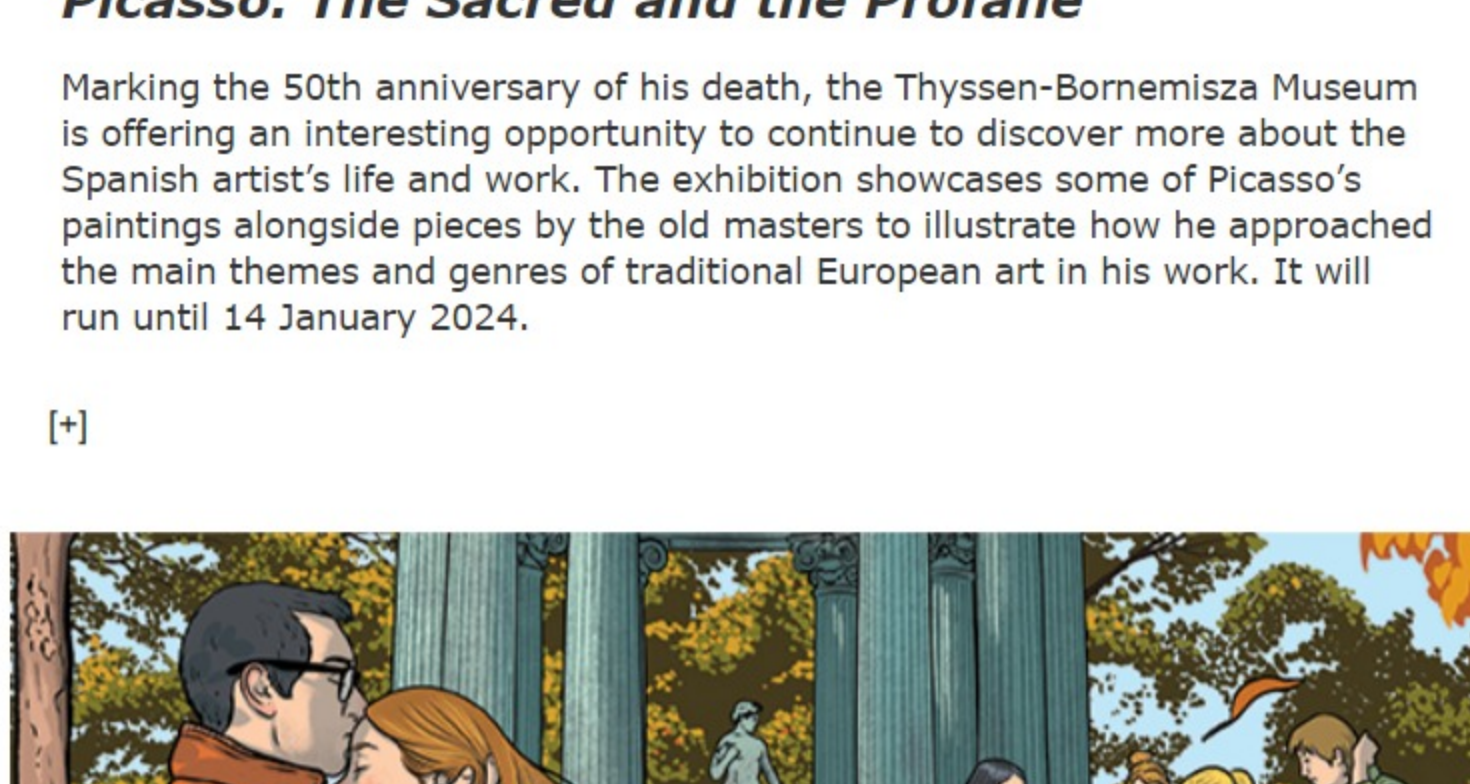
[+]



### Picasso. The Sacred and the Profane

Marking the 50th anniversary of his death, the Thyssen-Bornemisza Museum is offering an interesting opportunity to continue to discover more about the Spanish artist's life and work. The exhibition showcases some of Picasso's paintings alongside pieces by the old masters to illustrate how he approached the main themes and genres of traditional European art in his work. It will run until 14 January 2024.

[+]



### esMADRIDmagazine October

With a cover illustration featuring El Capricho Park—María Simavilla's first creation as an illustrator for Madrid's tourism magazine—this edition of esMADRIDmagazine presents the jam-packed programme of events and activities that can be enjoyed in Madrid in October, including new exhibitions, musicals and multiple cultural and leisure offerings. It also contains a report on restaurants near El Retiro Park and an itinerary of green spaces and former country estates beyond the city centre.

[+]

## MADRID IN NUMBERS



### A record number of visitors to Madrid this summer

According to the National Statistics Institute (INE), the city of Madrid received 2.7 million visitors between June and August, an increase of 15% year-over-year and 4% with respect to pre-pandemic data for the summer of 2019. The international market has grown by 17%, with a notable increase in visitors from Mexico and China.

[+]

## IN THE PRESS



### How To Plan The Perfect Art-Filled Trip To Madrid. Forbes.com (United Kingdom)

[+]