

# MADRID'S TOURISM NEWS

From Madrid to the world

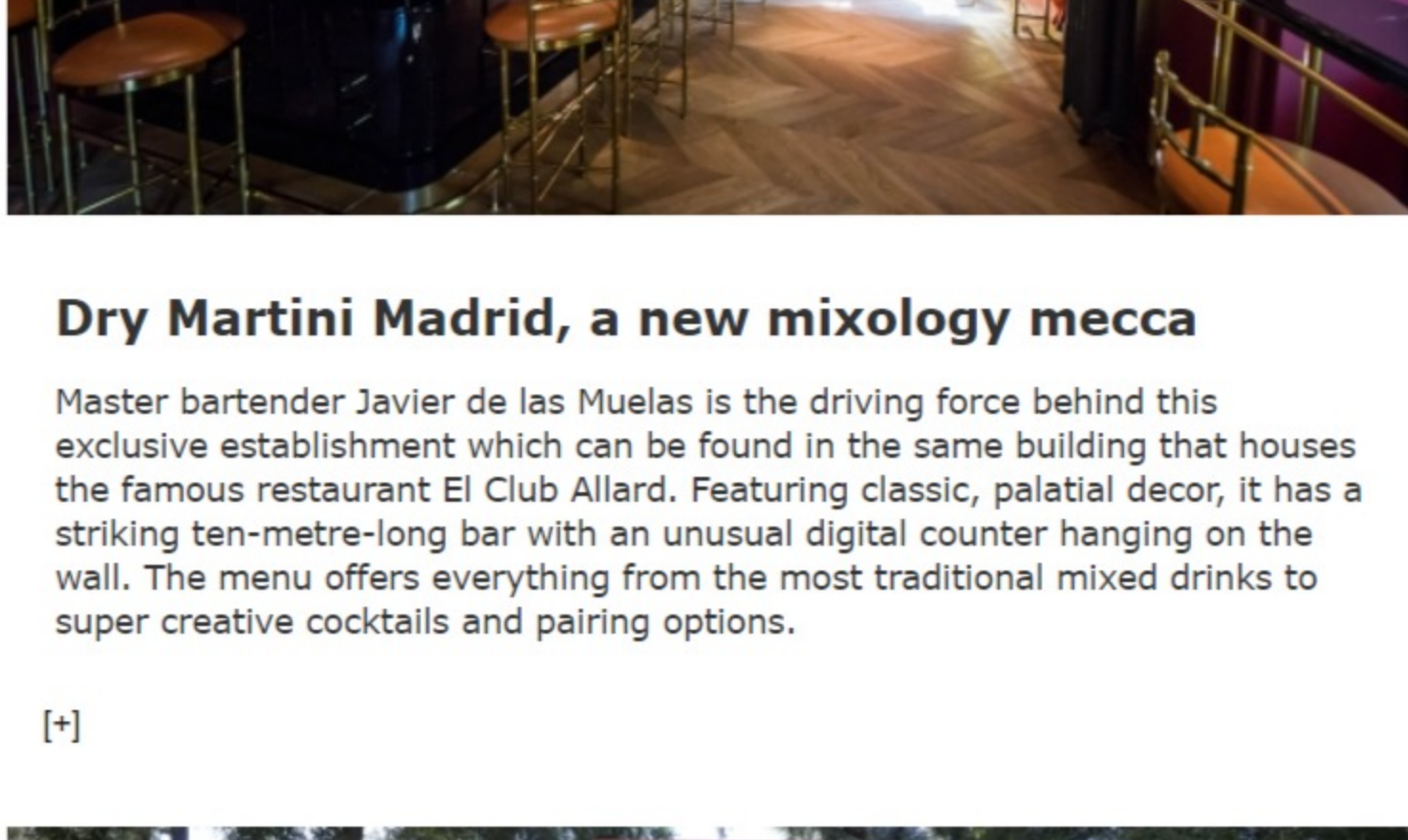
## WHAT'S NEW IN MADRID



### Guided tours in English of the National Archaeological Museum

This cultural institution, which houses an outstanding collection of objects and antiques from prehistory to the 19th century, is now offering guided tours in English for visitors. Included in the price of admission, the tours are available for up to 20 people at a time, last for 90 minutes and review the museum's key pieces.

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### Dry Martini Madrid, a new mixology mecca

Master bartender Javier de las Muelas is the driving force behind this exclusive establishment which can be found in the same building that houses the famous restaurant El Club Allard. Featuring classic, palatial decor, it has a striking ten-metre-long bar with an unusual digital counter hanging on the wall. The menu offers everything from the most traditional mixed drinks to super creative cocktails and pairing options.

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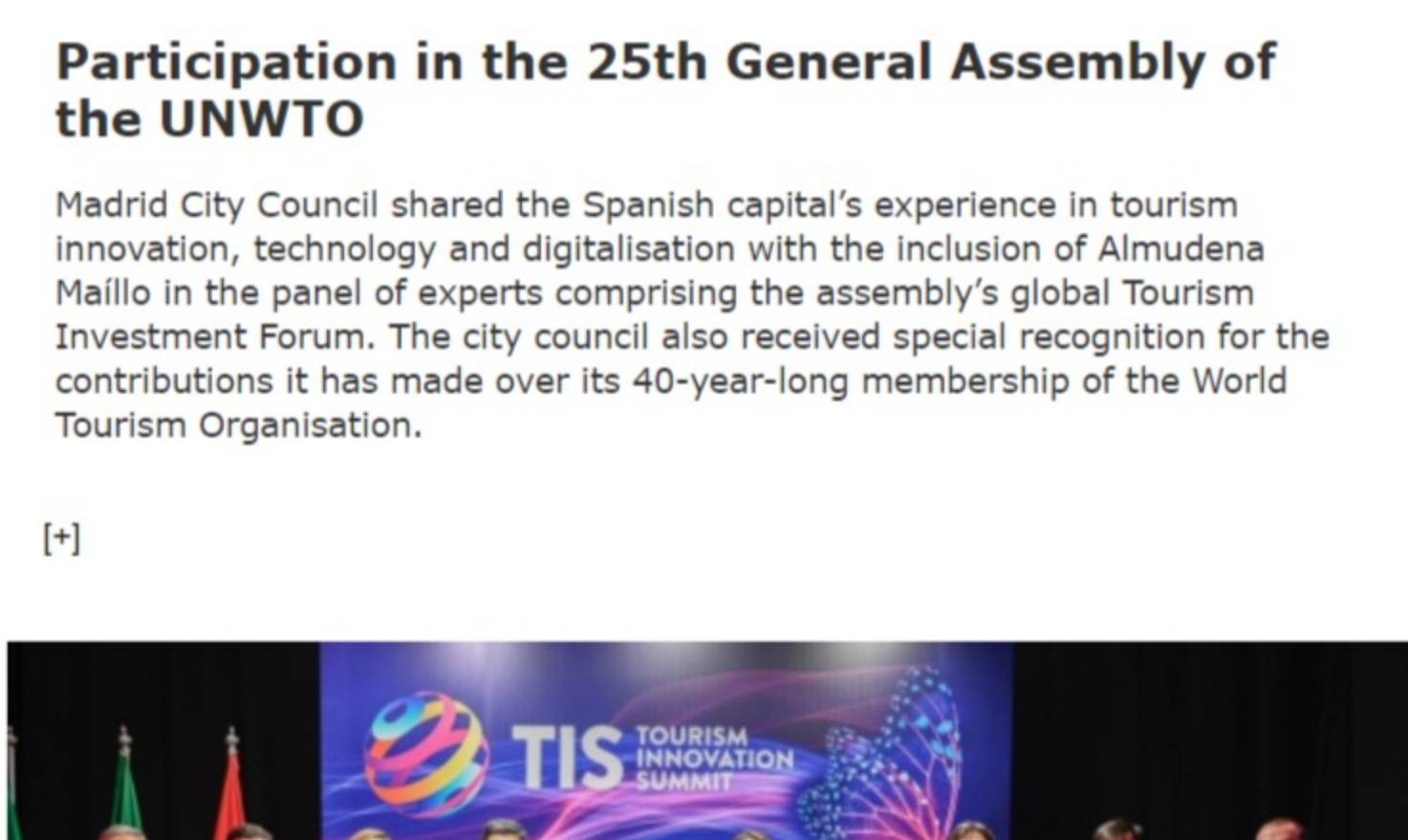


### Unique places in El Retiro Park: Cat Mountain and the Monkey Pit

These places located in the Madrid park, which are part of the UNESCO World Heritage Site's history, were recently reopened to the public. Cat Mountain was designed in the 19th century as a whimsical garden with architectural features, while the Monkey Pit was part of the Casa de Fieras menagerie. The two unique spots are well worth exploring on your next visit to El Retiro Park.

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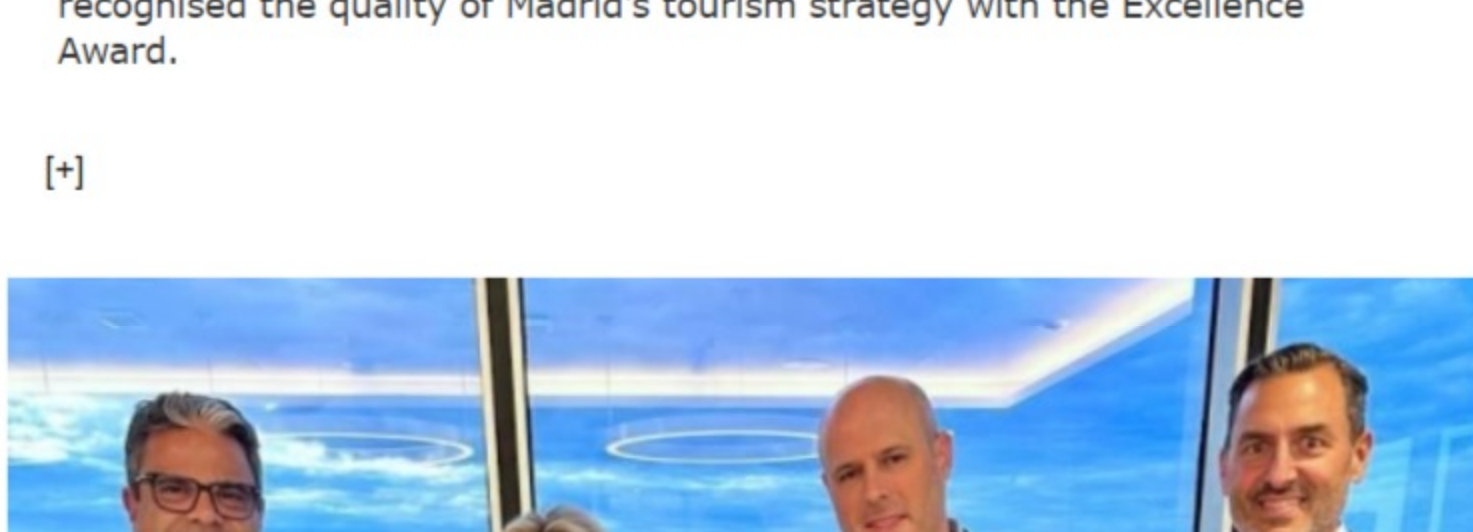
## MADRID CITY COUNCIL'S TOURISM DEPARTMENT



### Participation in the 25th General Assembly of the UNWTO

Madrid City Council shared the Spanish capital's experience in tourism innovation, technology and digitalisation with the inclusion of Almudena Maíllo in the panel of experts comprising the assembly's global Tourism Investment Forum. The city council also received special recognition for the contributions it has made over its 40-year-long membership of the World Tourism Organisation.

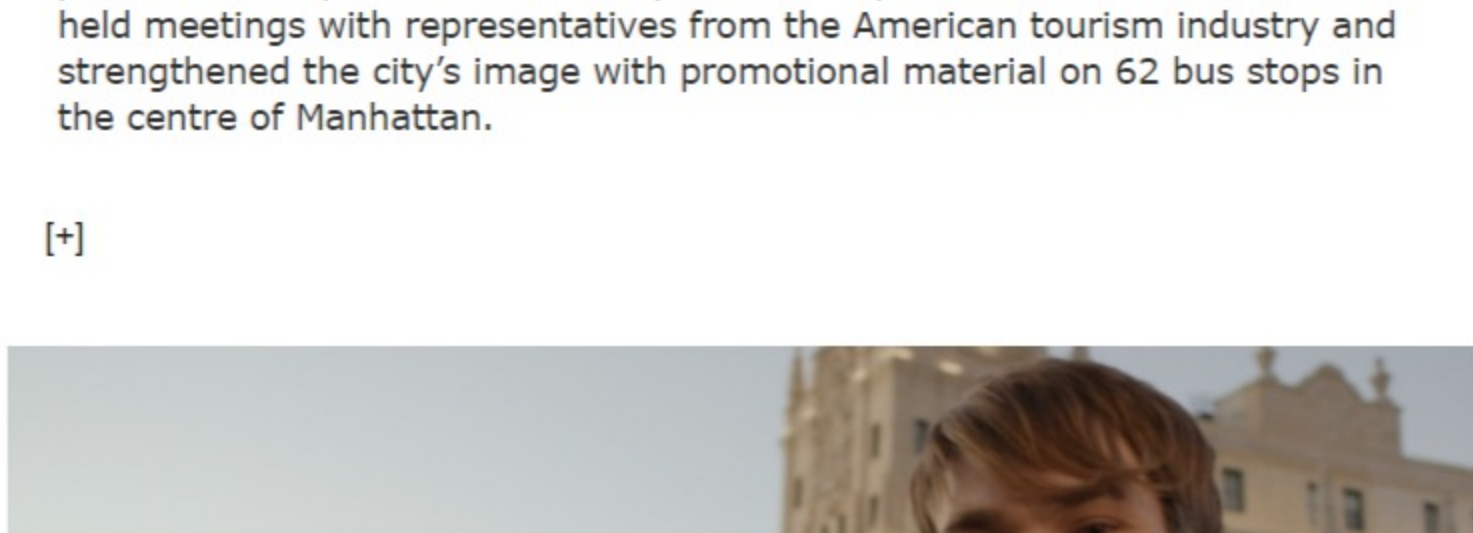
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### Presentation of Madrid's tourism transformation at the Tourism Innovation Summit

The key features of the tourism model which is positioning Madrid as a leading European city destination were studied at the international tourism innovation forum held in Seville. The organisers of the professional event recognised the quality of Madrid's tourism strategy with the Excellence Award.

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### Promotion of Madrid in New York in partnership with Teatro Real

With the aim of promoting Madrid as a high-impact tourism destination associated with first-rate musical and cultural offerings, the city council sponsored the concert organised in the Big Apple by Madrid's opera house. In parallel to this promotional activity, Madrid City Council's director of Tourism held meetings with representatives from the American tourism industry and strengthened the city's image with promotional material on 62 bus stops in the centre of Manhattan.

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### Madrid is chulo wins awards at three international tourism film festivals

The tourism promotion video produced by Madrid City Council won a number of awards at tourism film festivals in Zagreb, Serbia and Tortosa which are part of the International Committee of Tourism Film Festivals (CIFFT) circuit. The video, which premiered at the last edition of FITUR, showcases the many attractions of the Spanish capital and focuses on its unique identity and one-of-a-kind lifestyle.

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## MONTHLY CALENDAR OF EVENTS



### The Madrid International Jazz Festival

Spain's capital city hosts big stars and talented emerging artists from the jazz genre at this cultural event which will run until 30 November and will feature concerts in venues such as Teatro Fernán Gómez - Centro Cultural de la Villa, CentroCentro and Conde Duque Centre for Contemporary Culture. Musicians as Samara Joy, the Nils Petter Molvaer Trio and Andrea Motis will make up the line-up of this edition.

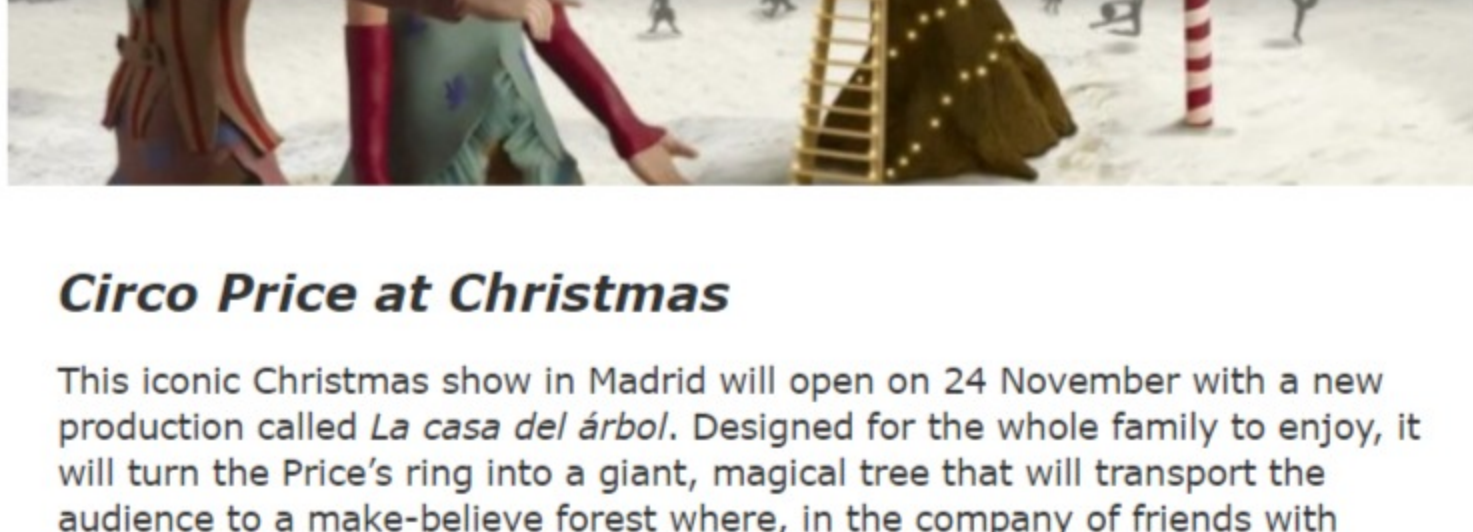
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### IFEMA Madrid Horse Week

The country's most important multidisciplinary equestrian event will return to Halls 12 and 14 of IFEMA Madrid from 24 to 26 November. The world's top horse riders will compete in the Jumping World Cup, the Dressage World Cup and the Maestros de la Vaquera Cup. At the event, visitors will be able to enjoy a range of shows, more than 90 trade stands, a children's area and the classic Pony Park.

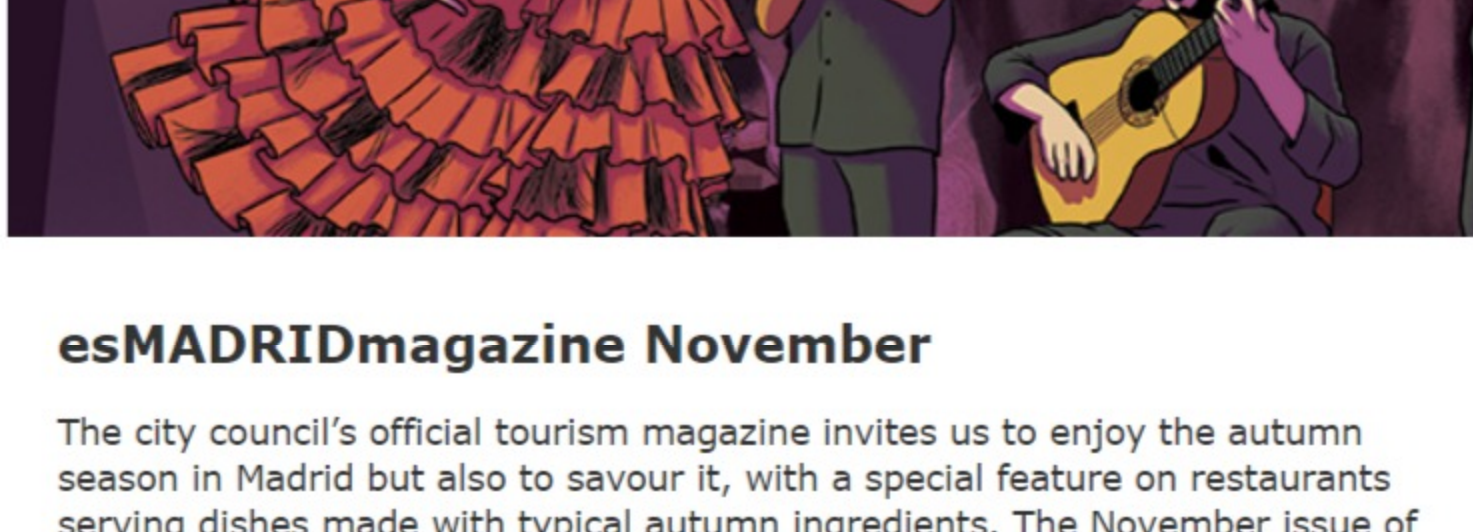
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### Circo Price at Christmas

This iconic Christmas show in Madrid will open on 24 November with a new production called *La casa del árbol*. Designed for the whole family to enjoy, it will turn the Price's ring into a giant, magical tree that will transport the audience to a make-believe forest where, in the company of friends with some impressive circus skills, the two protagonists, Sarah and José, will discover festive customs and traditions from other countries.

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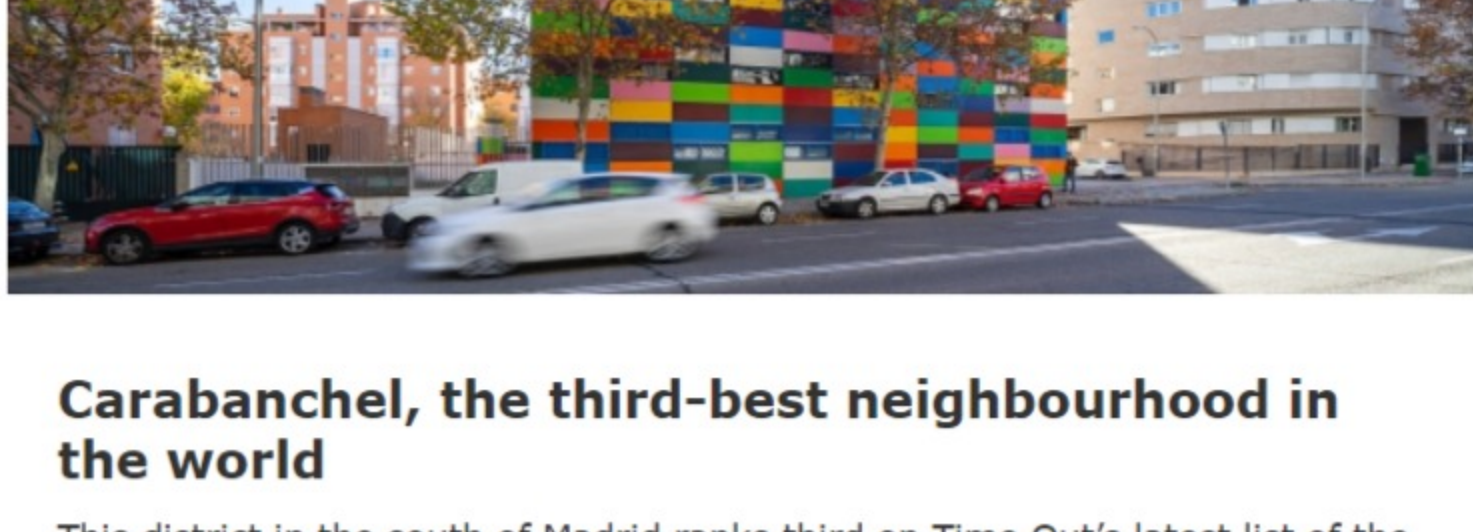


### esMADRIDmagazine November

The city council's official tourism magazine invites us to enjoy the autumn season in Madrid but also to savour it, with a special feature on restaurants serving dishes made with typical autumn ingredients. The November issue of esMADRIDmagazine also includes an overview of one of the Spanish capital's top cultural attractions: its flamenco *tablaos*. As usual, readers can find out about a selection of key events and the latest cultural and leisure offerings in the city.

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## MADRID IN NUMBERS

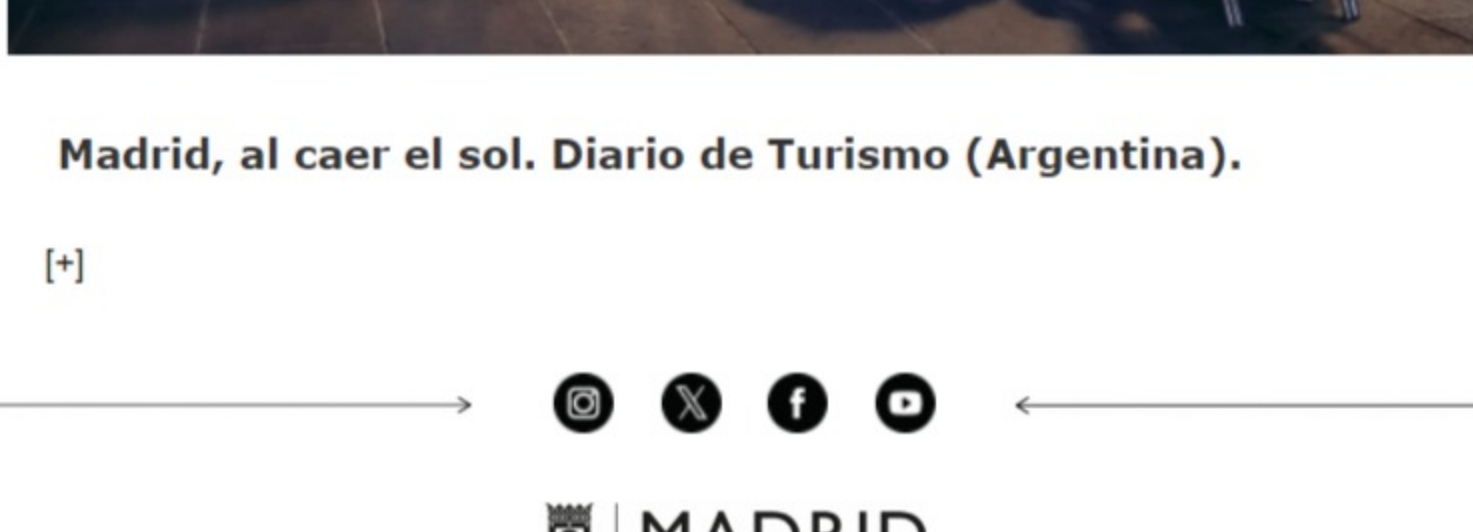


### Carabanchel, the third-best neighbourhood in the world

This district in the south of Madrid ranks third on Time Out's latest list of the world's coolest neighbourhoods, compiled based on the opinions of more than 12,000 readers around the planet. The combination of the avant-garde and tradition found in its streets, which have become a hub for some of the city's top art galleries and creative spaces, was one of the reasons the neighbourhood was ranked so highly.

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## IN THE PRESS



### Madrid, al caer el sol. Diario de Turismo (Argentina).

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