

MADRID'S TOURISM NEWS

From Madrid to the world

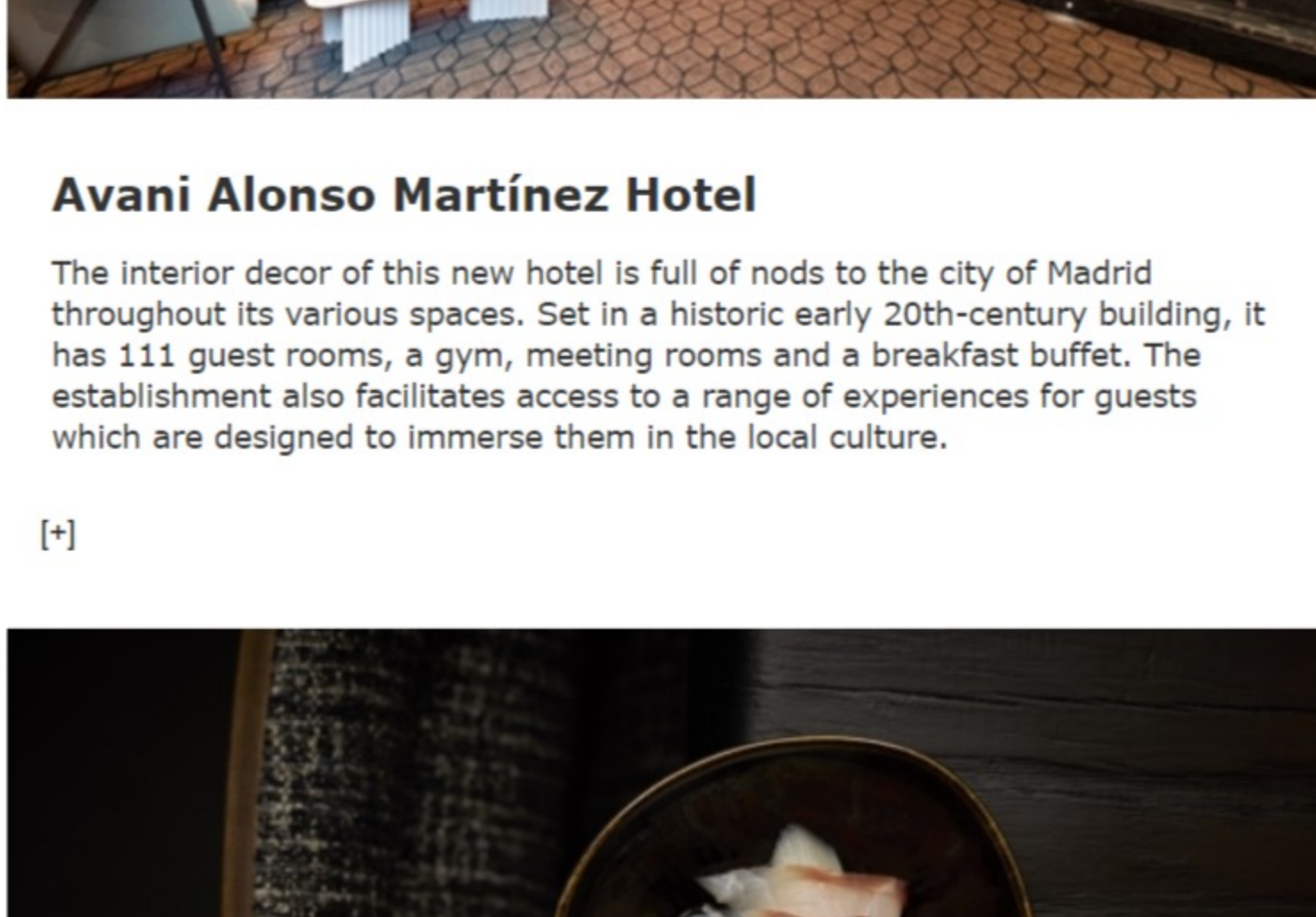
WHAT'S NEW IN MADRID



Madrid, the best Christmas destination

The city's main sites are already filled with lights and colour in celebration of the festive season. Can't-miss holiday activities include a visit to Madrid's traditional markets, sampling some typical fare and enjoying the exciting special programme designed by the city council. Art interventions in five districts, Nativity scenes, music, the spectacular Three Kings Parade and events like Madrid, Navidad de Encuentro at Matadero Madrid make the Spanish capital the best place to spend Christmas.

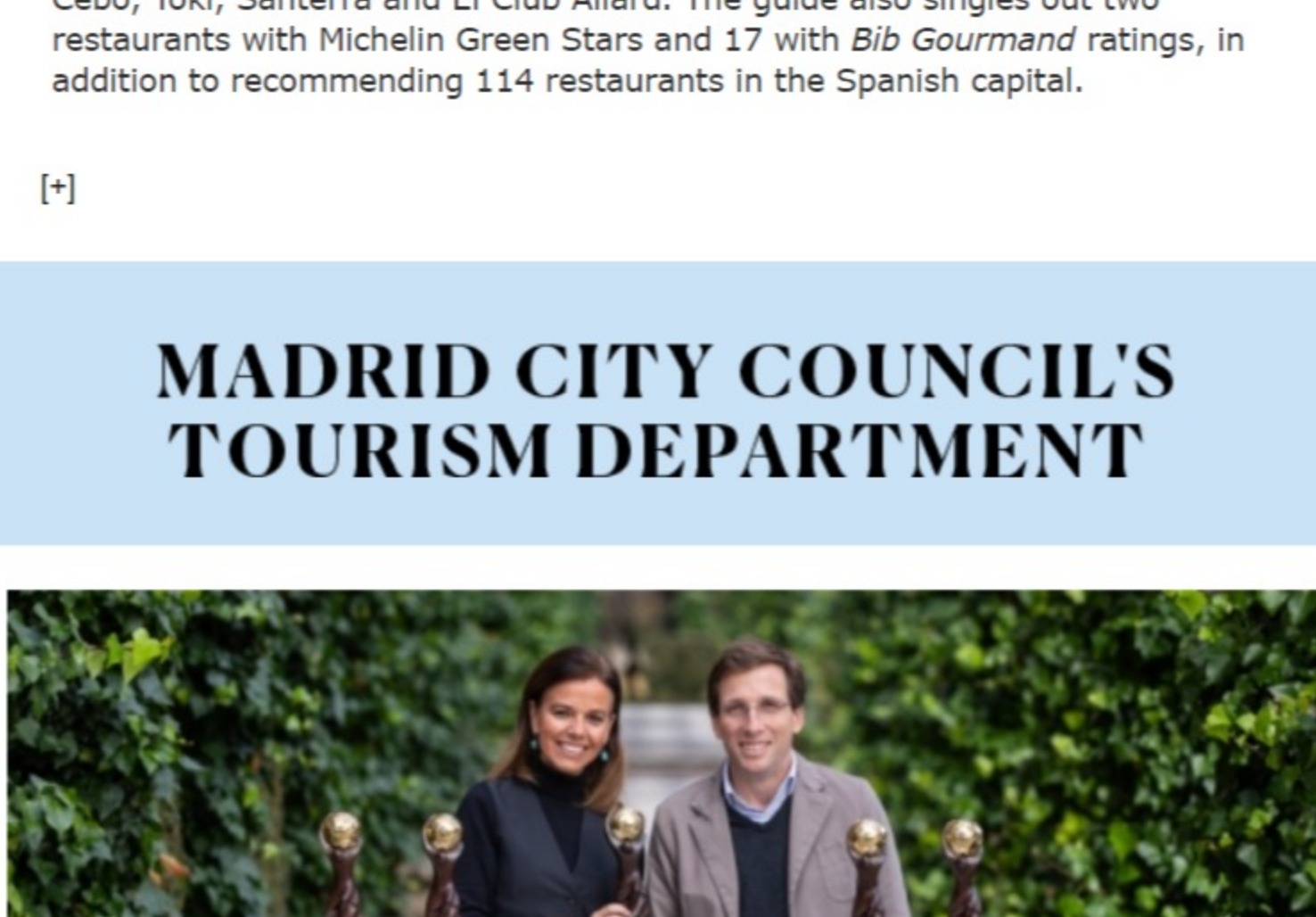
[+]



Avani Alonso Martínez Hotel

The interior decor of this new hotel is full of nods to the city of Madrid throughout its various spaces. Set in a historic early 20th-century building, it has 111 guest rooms, a gym, meeting rooms and a breakfast buffet. The establishment also facilitates access to a range of experiences for guests which are designed to immerse them in the local culture.

[+]

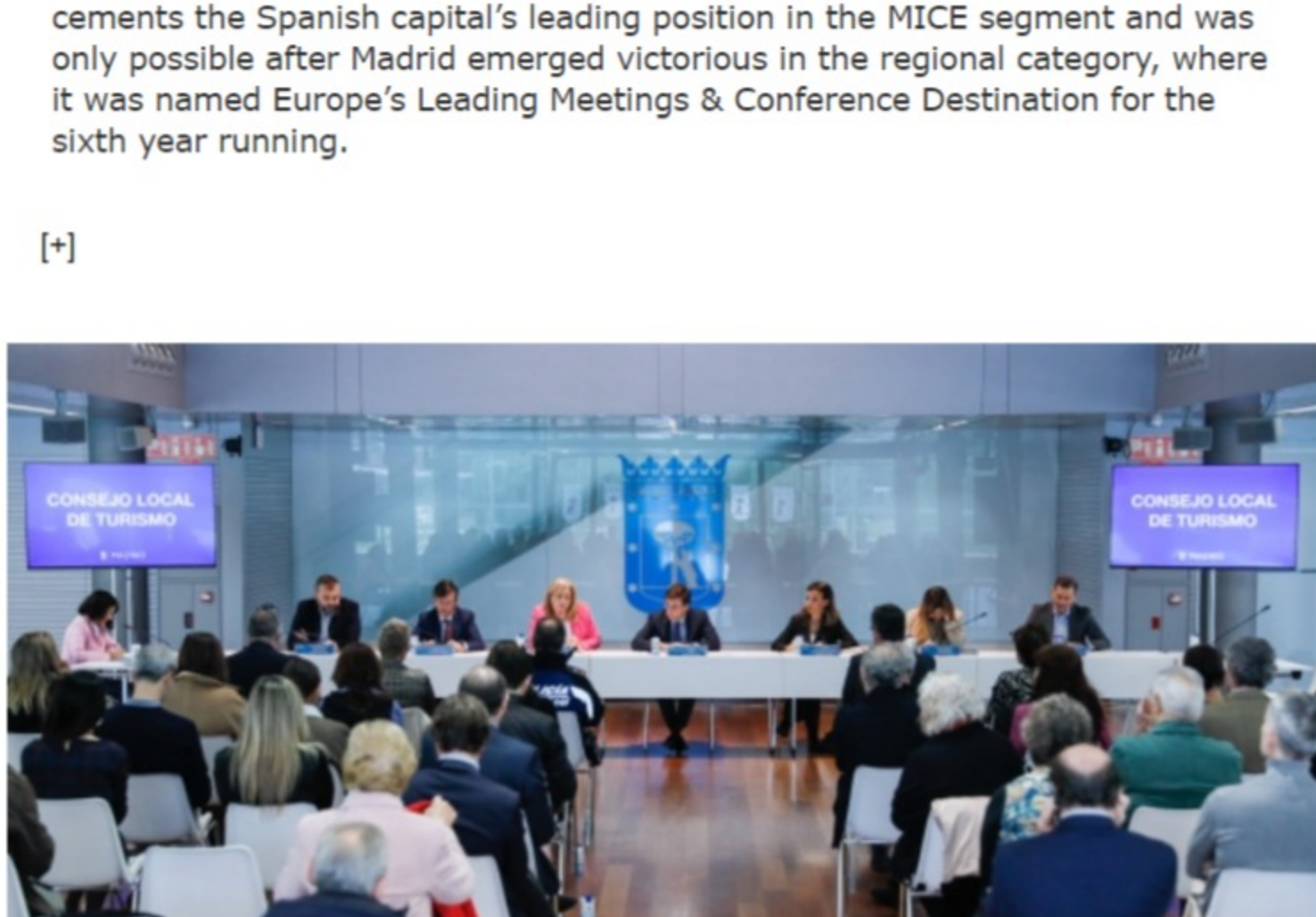


New Michelin-starred restaurants

The 2024 edition of the MICHELIN Guide awards Michelin stars to 26 restaurants in Madrid, including six new establishments: Desde 1911, OSA, Cebo, Toki, Santerra and El Club Allard. The guide also singles out two restaurants with Michelin Green Stars and 17 with *Bib Gourmand* ratings, in addition to recommending 114 restaurants in the Spanish capital.

[+]

MADRID CITY COUNCIL'S TOURISM DEPARTMENT



Madrid is named the world's top MICE destination

Madrid held onto its status as the World's Leading Meetings & Conference Destination at the 2023 edition of the World Travel Awards, when it was selected by tourism industry professionals for the fifth year in a row. The win cements the Spanish capital's leading position in the MICE segment and was only possible after Madrid emerged victorious in the regional category, where it was named Europe's Leading Meetings & Conference Destination for the sixth year running.

[+]



The first session of the Local Tourism Board takes place

In fulfilment of its work agenda, the first step taken by the advisory body was to define the initial groups which will address issues such as tourist safety and mobility and cleanliness. In the meeting, the general framework was also put forward for the city of Madrid's Strategic Plan 2024-2027, which will revolve around sustainability.

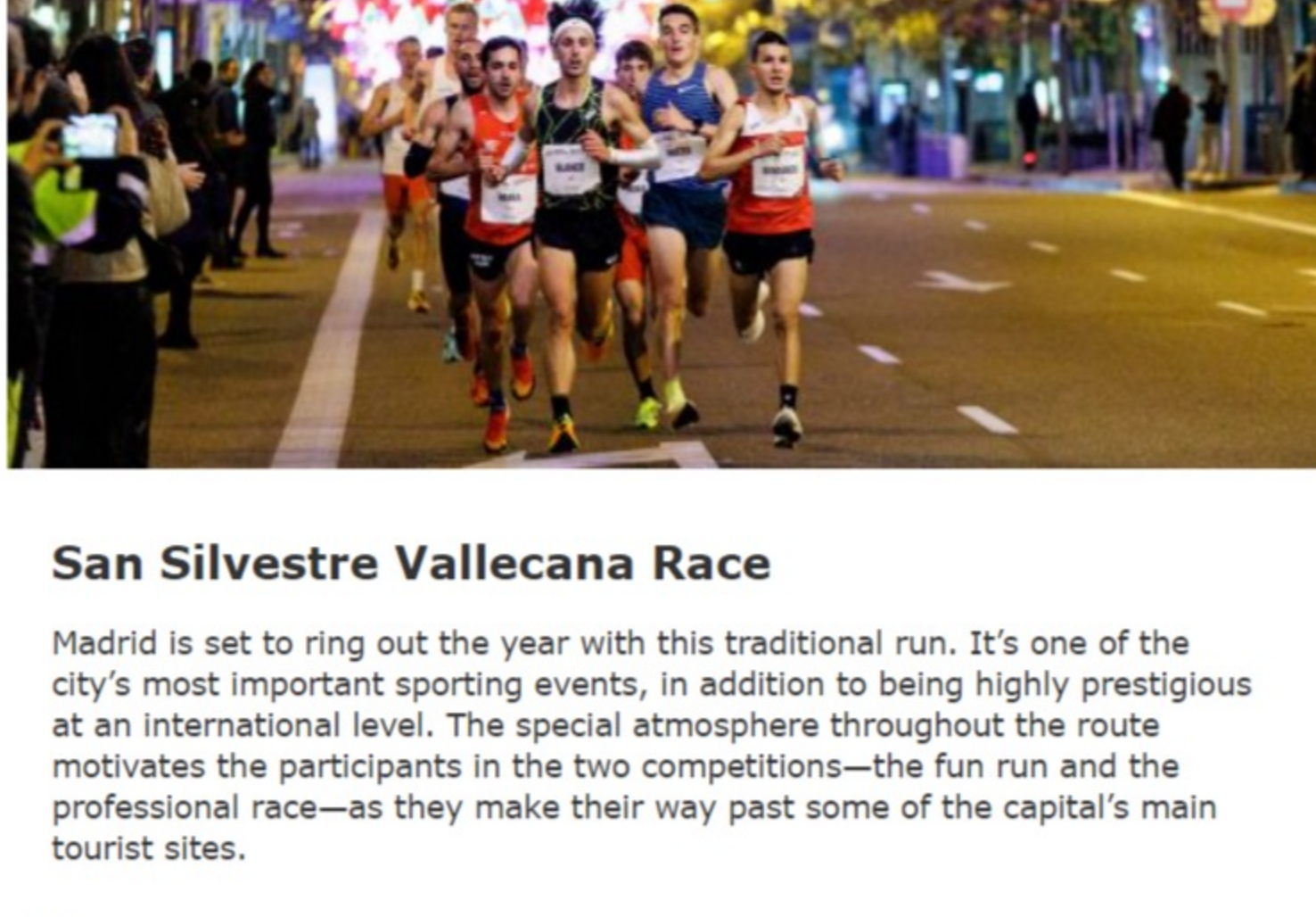
[+]



Accolade for "Madrid is Chulo" at the World Tourism Film Awards

The city council's promotional video took fifth place in the Tourism Destinations Cities category at the World Tourism Film Awards. This accolade provides renewed recognition for the audiovisual production which showcases Madrid's major attractions as a tourist destination, highlighting its unique personality and encouraging viewers to experience its distinctive lifestyle.

[+]

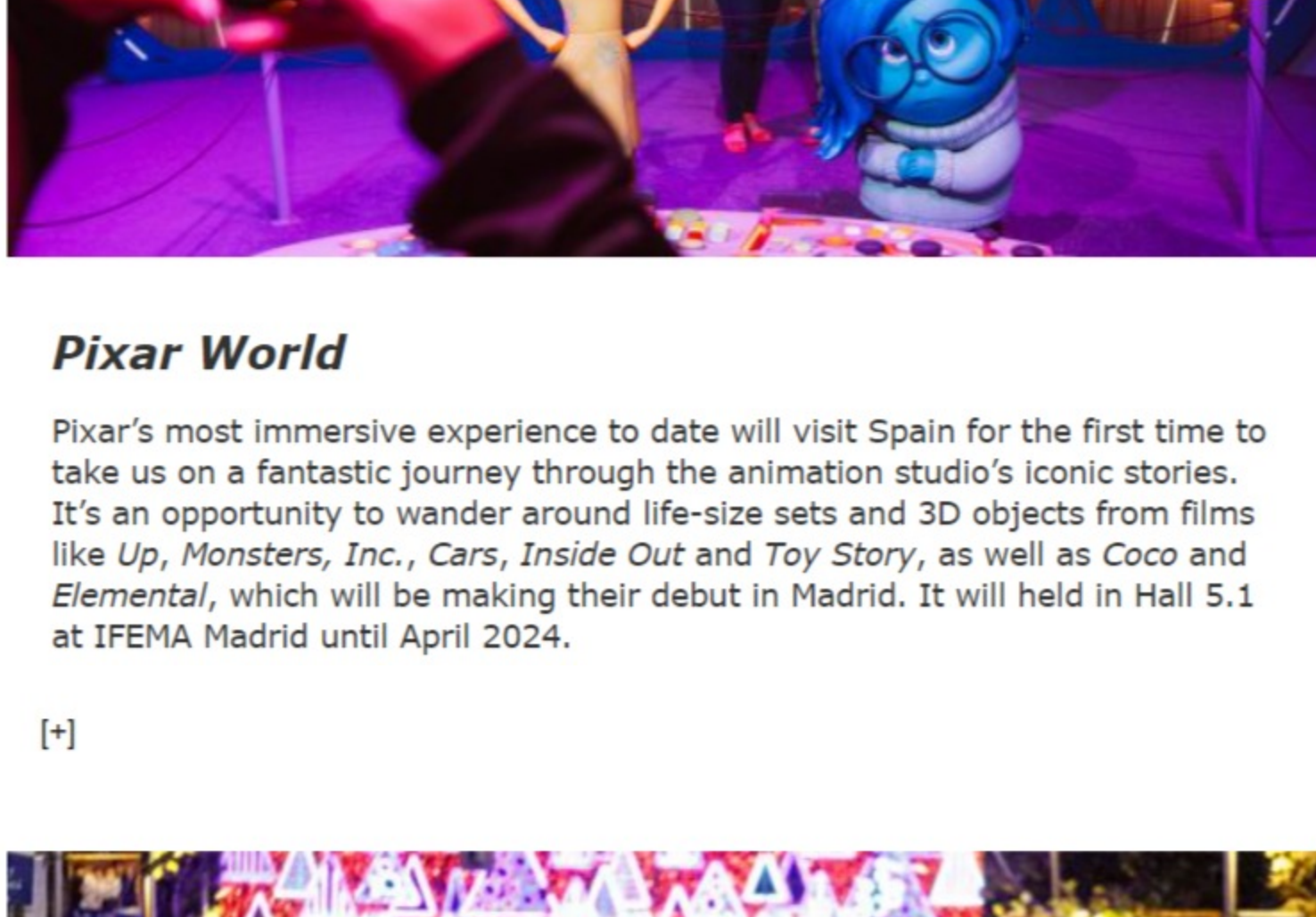


Launch of the "Come to the Theatre, Live Madrid" campaign

To promote one of the capital's biggest tourist attractions—its excellent offering of musicals and theatre productions—and encourage cultural tourism, the campaign was conducted on television and digital media as well as at AVE high-speed rail stations across 12 Spanish cities.

[+]

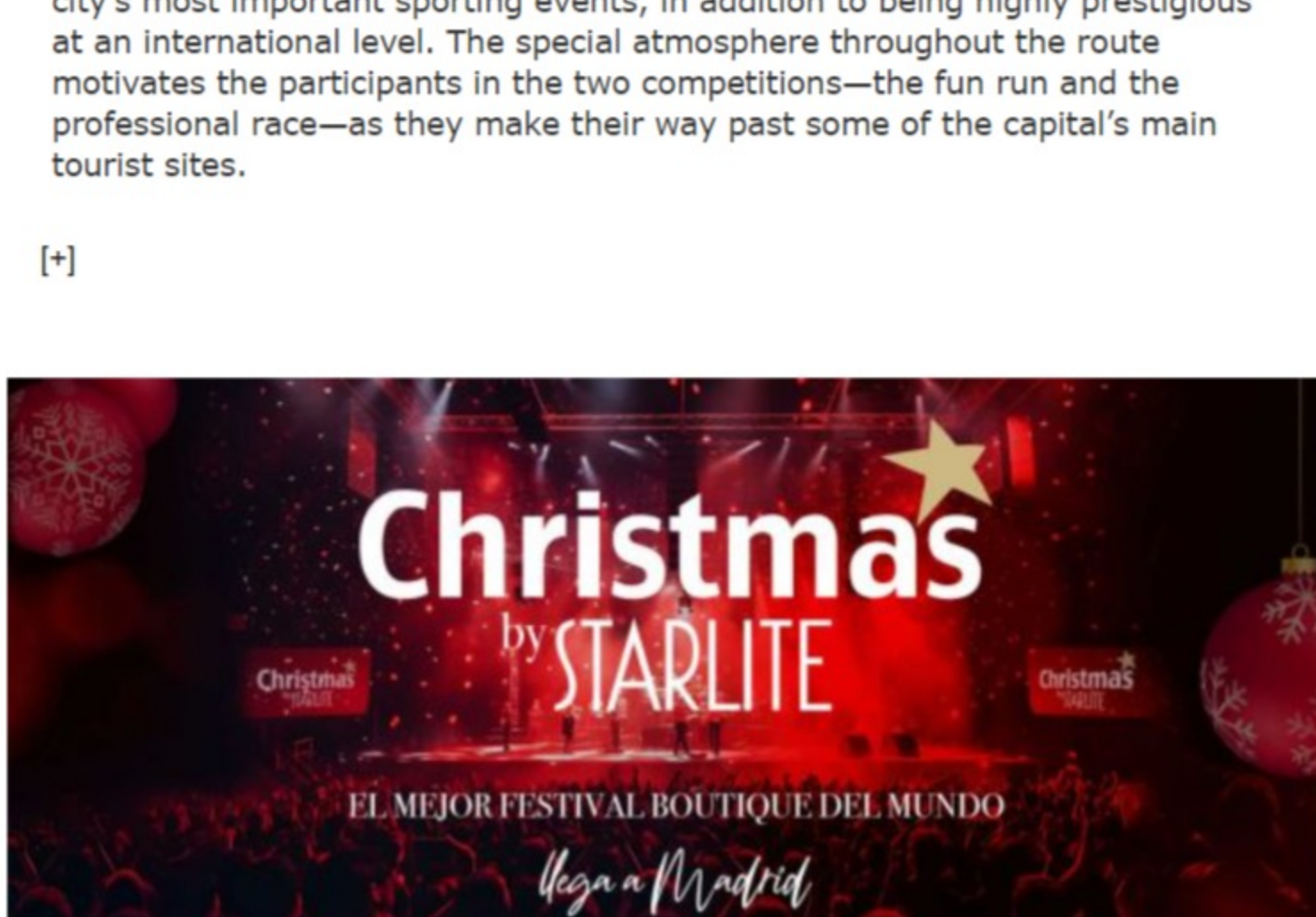
MONTHLY CALENDAR OF EVENTS



Pixar World

Pixar's most ambitious experience to date will visit Spain for the first time to take us on a fantastic journey through the animation studio's iconic stories. It's an opportunity to wander around life-size sets and 3D objects from films like *Up*, *Monsters, Inc.*, *Cars*, *Inside Out* and *Toy Story*, as well as *Coco* and *Elemental*, which will be making their debut in Madrid. It will held in Hall 5.1 at IFEMA Madrid until April 2024.

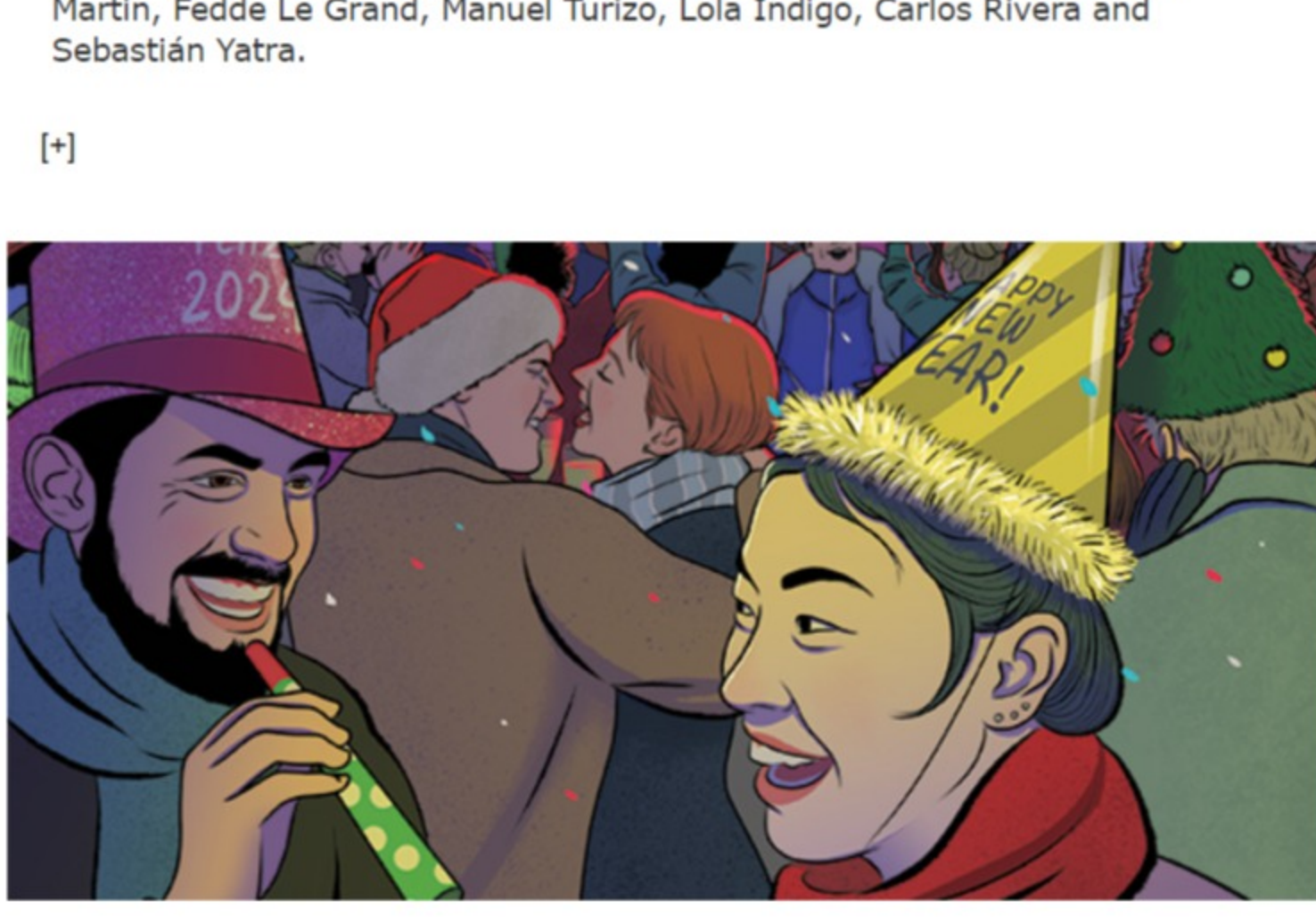
[+]



San Silvestre Vallecana Race

Madrid is set to ring out the year with this traditional run. It's one of the city's most important sporting events, in addition to being highly prestigious at an international level. The special atmosphere throughout the route motivates the participants in the two competitions—the fun run and the professional race—as they make their way past some of the capital's main tourist sites.

[+]



Christmas by Starlite

The renowned music festival will be held in the city for the first time from 14 to 20 December in Hall 12 of IFEMA Madrid. Featuring performances by top national and international stars, British musicians Rod Stewart and Sting will be the first to perform in a line-up that also includes Juan Magán, Ricky Martin, Fedde Le Grand, Manuel Turizo, Lola Índigo, Carlos Rivera and Sebastián Yatra.

[+]



esMADRIDmagazine December

The cover of the tourist magazine published by the city council reminds us that the new year is just around the corner, and suggests the best cultural and leisure activities to make the most of what's left of 2023. An itinerary of Madrid's innovative and international-style artisan patisseries as well as a report on shopping in centuries-old establishments round out the contents of the December edition.

[+]

MADRID IN NUMBERS



Tourism generates 17.857 billion euro in the Community of Madrid, according to IMPACTUR

The Economic Impact of Tourism on the Economy and Employment (IMPACTUR 2022) study reveals that tourist activity generates 17.857 billion euro in the Community of Madrid. Conducted by the Alliance for Excellence in Tourism (EXCELTUR), the report shows that tourism accounts for 6.9% of GDP and creates 248,262 jobs in the region.

[+]

IN THE PRESS



Je čas na muzea – pozvánka do Madridu. TTG (Czech Republic)

[+]

