

MADRID'S TOURISM NEWS

From Madrid to the world

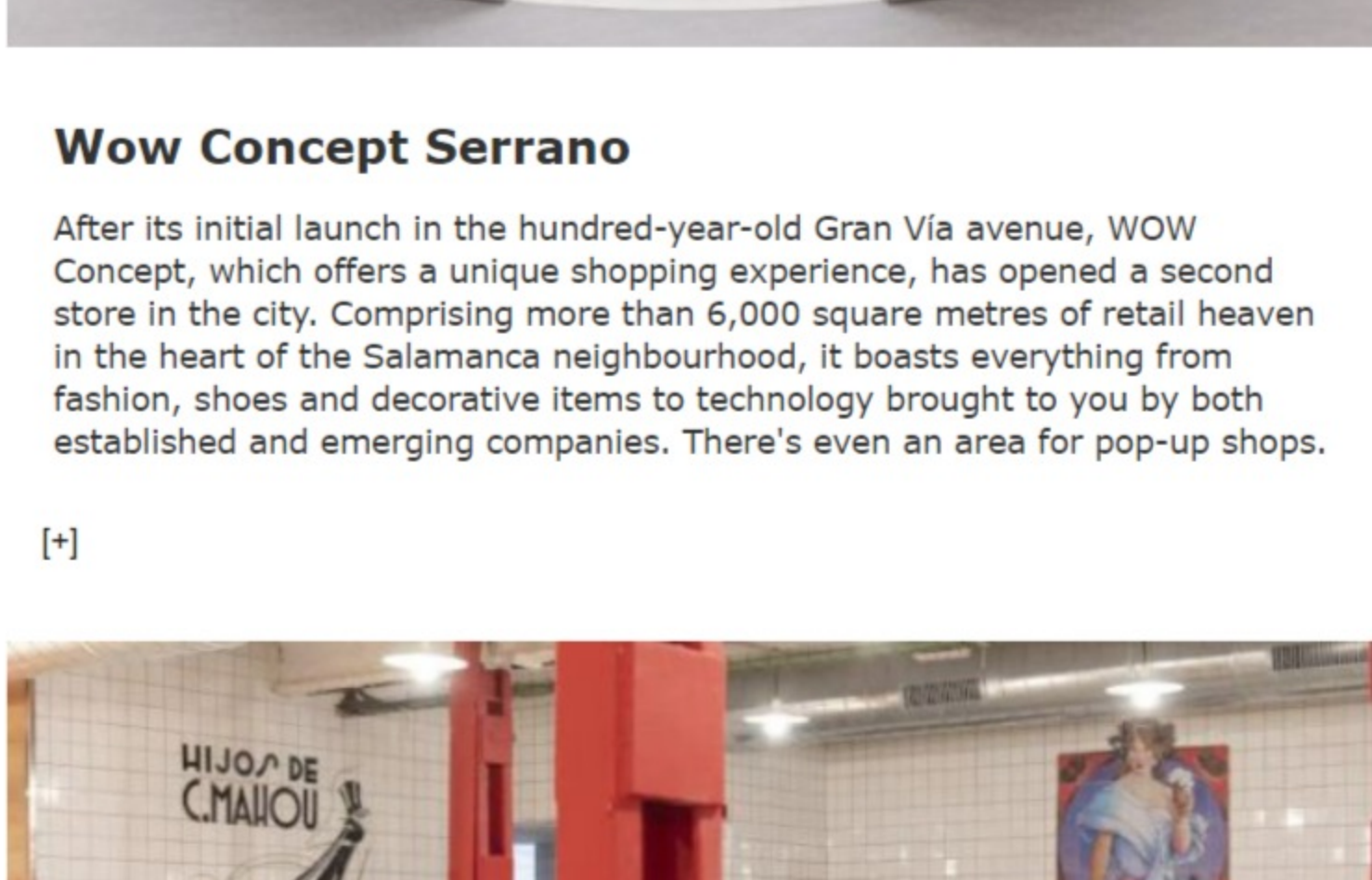
WHAT'S NEW IN MADRID



Save the date 2024

Exciting events and new openings make Madrid a top destination in 2024. Don't miss the revamped Santiago Bernabéu Stadium or the pedestrianised Puerta del Sol! Marvel at the amazing Royal Collections Gallery, explore unique, typical neighbourhoods like Carabanchel and Usera, and bathe in luxury at one of the city's new hotels. The enormous choice of options makes Madrid an unbeatable choice for experiencing the best in leisure and culture.

[+]



Wow Concept Serrano

After its initial launch in the hundred-year-old Gran Vía avenue, WOW Concept, which offers a unique shopping experience, has opened a second store in the city. Comprising more than 6,000 square metres of retail heaven in the heart of the Salamanca neighbourhood, it boasts everything from fashion, shoes and decorative items to technology brought to you by both established and emerging companies. There's even an area for pop-up shops.

[+]



San Leopoldo Market

The capital's diverse culinary scene has been enriched by the recent opening of this new venue situated in the northern area of Paseo de la Castellana avenue. Retaining the essence of a traditional market, the establishment features more than a dozen traditional and modern cooking stalls like Casa Dani, D'Agustto, Juancho's BBQ, La Martinuca and Montchis.

[+]

MADRID CITY COUNCIL'S TOURISM DEPARTMENT



New Madrid-Doha air service

The capital has expanded its connectivity with the Middle East thanks to a new daily direct flight Madrid-Doha operated by Iberia. The launch of this route, expected to bring in 40,000 annual visitors and generate an economic impact of 55 million euros in its first year, is part of the strategic initiatives undertaken by Madrid Turismo in 2024, in collaboration with the City Council.

[+]



16th Recognition Night

Once again, through Madrid Convention Bureau (MCB), the Tourism Department organised its traditional event to pay tribute to the industry professionals who attract congress tourism to the city. This tribute ceremony recognised the work of 17 people representing 13 of the most significant congresses held in Madrid during 2023, including the European Society for Medical Oncology (ESMO).

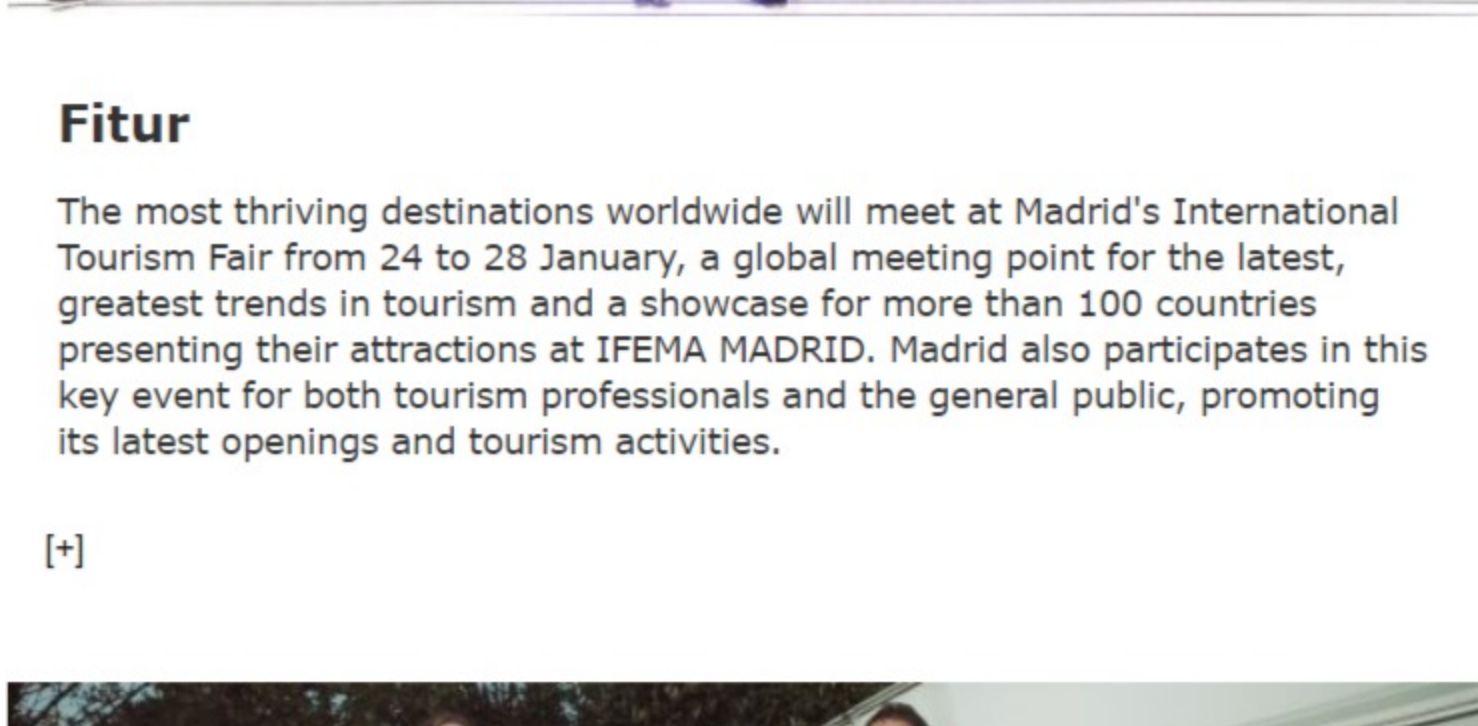
[+]



Boosting culinary tourism in collaboration with the Madrid Academy of Gastronomy

The City Council has joined forces with this institution to promote the capital through one of its primary and most sought-after tourist assets: gastronomy. This alliance will initiate a mixed working group to define joint strategies and actions that will further establish Madrid as a premier gastronomic destination.

[+]



Christmas tours from the Accessible Guided Tours programme

The City Council has arranged special Christmas-themed and children's routes as part of its Accessible Guided Tour Programme, an initiative exclusively for people with disabilities and their companions to make tourism more accessible and inclusive. There are four tours (in Spanish) to choose from: "Christmas Traditions", "Ratón Pérez and Madrid", "Legends, Haunted Houses and Christmas Lights" and "Typical Christmas Shopping".

[+]

MONTHLY CALENDAR OF EVENTS



Fitur

The most thriving destinations worldwide will meet at Madrid's International Tourism Fair from 24 to 28 January, a global meeting point for the latest, greatest trends in tourism and a showcase for more than 100 countries presenting their attractions at IFEMA MADRID. Madrid also participates in this key event for both tourism professionals and the general public, promoting its latest openings and tourism activities.

[+]



Inverfest

The year-round calendar of music events in Madrid kicks off with the tenth edition of this series of winter concerts that will continue until February in a variety of cultural venues, such as Teatro Circo Price, the Conde Duque Centre for Contemporary Culture, WIZink Center and La Riviera. An eclectic mix of artists are scheduled to appear, such as Miguel Poveda, Christina Rosenvinge, Ismael Serrano, Mayte Martín, Salvador Sobral, Sidonie and Morgan, among others.

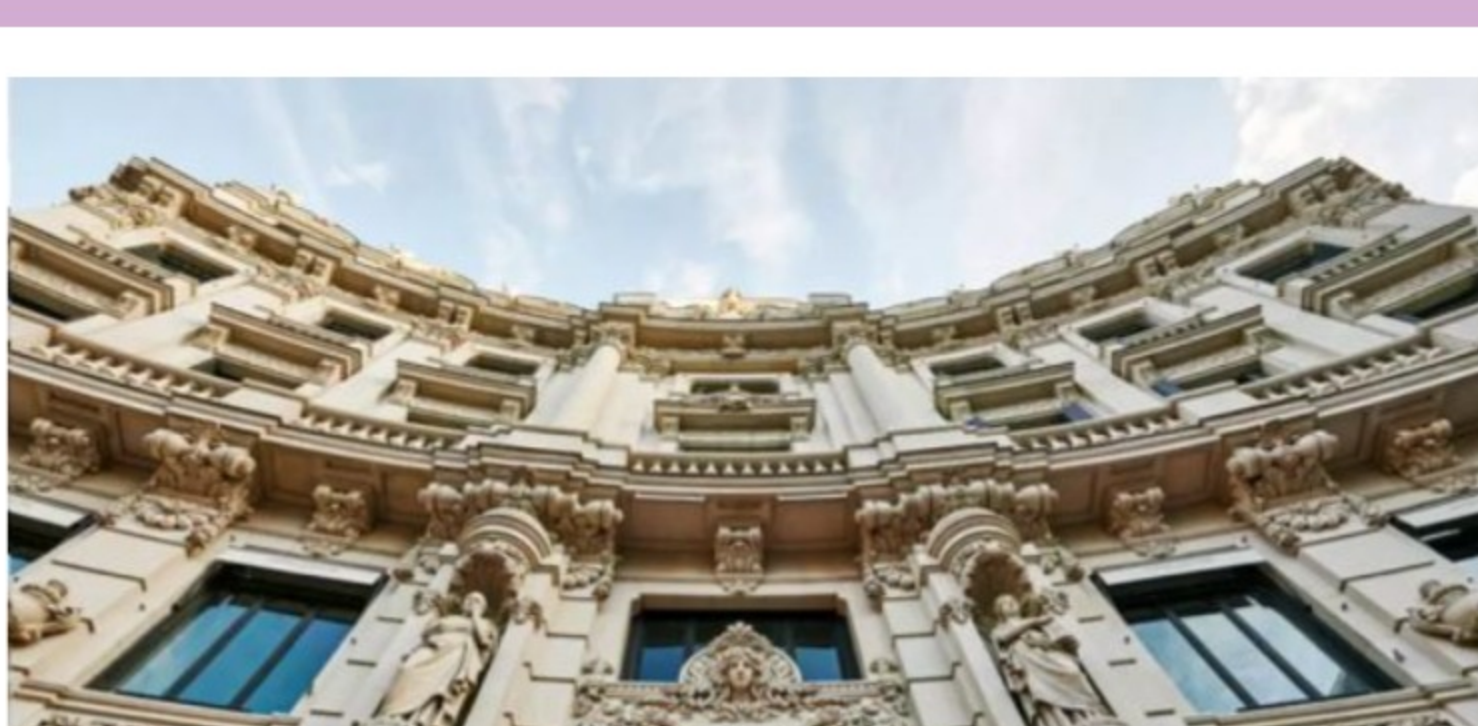
[+]



Madrid Fusión Alimentos de España

With the slogan "Where it all begins", this event will assert its position as the epicentre of emerging talent, knowledge and innovation. The summit will enhance its focus on the experiential with additional training spaces and more activities that involve direct participation and immersive experiences, led by emerging cooks and renowned chefs. It will be held from 29 to 31 January in Hall 14 at IFEMA MADRID.

[+]



esMADRIDmagazine January

In the first issue of 2024, the Tourism Department's monthly bilingual magazine takes us on a culinary journey through restaurants specializing in cuisines from various countries. Embracing January as the month of shopping, it also features an article on emerging artisans crafting genuine handmade pieces within the capital. Alongside these highlights, there's a vast selection of cultural and leisure events to savour the city's offerings.

[+]

MADRID IN NUMBERS



Madrid is the world's third-leading city destination according to Euromonitor

The city climbs positions, coming in third just behind Paris and Dubai in the Top 100 City Destinations Index 2023 drawn up by the British market analysis company. Madrid excelled in the category of sustainability, highlighting its commitment to carbon neutrality by 2050, thanks to an emissions-free city centre and investment in green transport.

[+]

IN THE PRESS

Madrid: The city that never fails. Life and Style (Mexico)

[+]

© Madrid Destino Cultura Turismo y Negocio, S.A. 2024. Some right reserved

This newsletter is a private service provided by esMADRID.com

[Privacy policy](#) | [Terms and Conditions](#) | [Contact us](#)