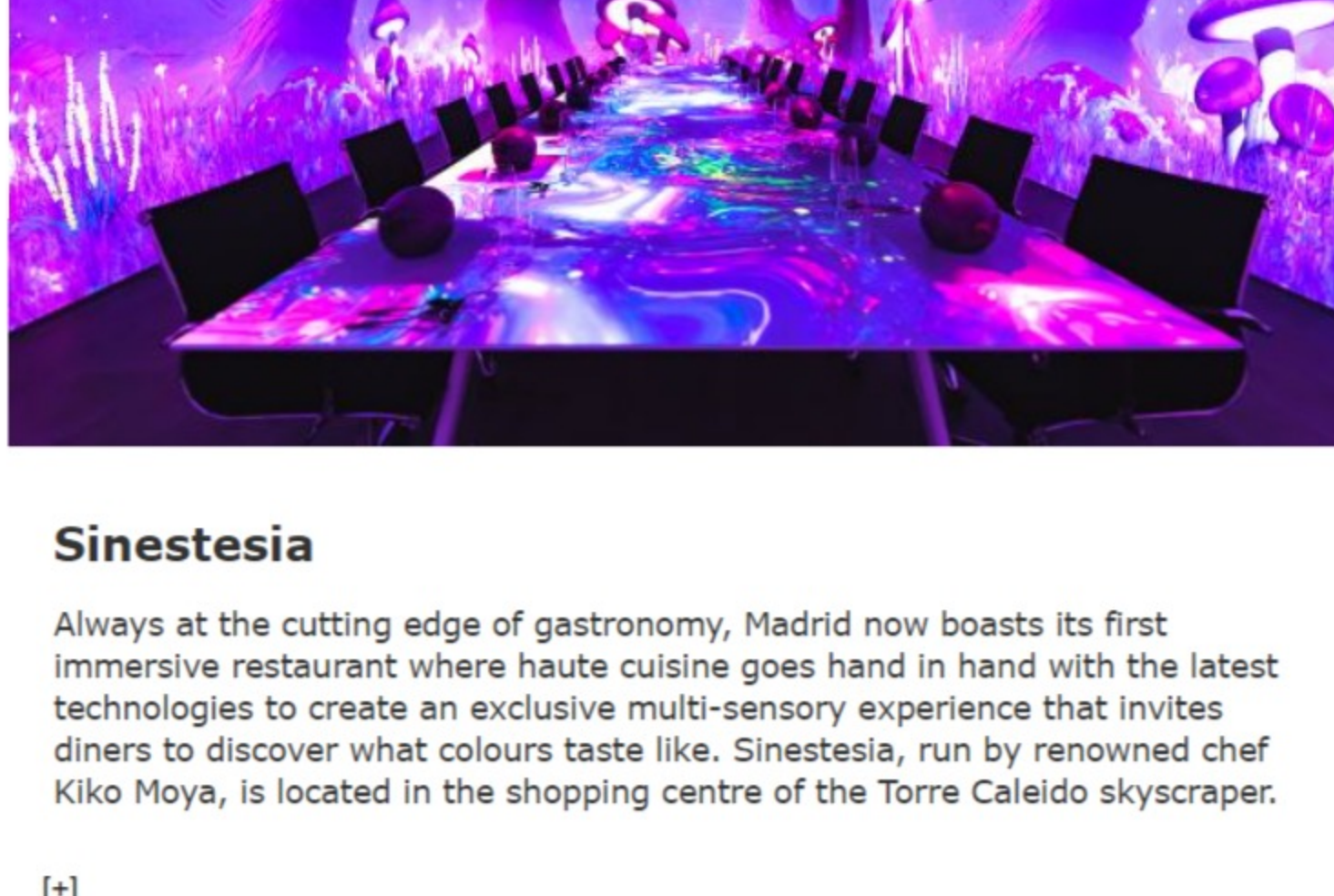


# MADRID'S TOURISM NEWS

From Madrid to the world

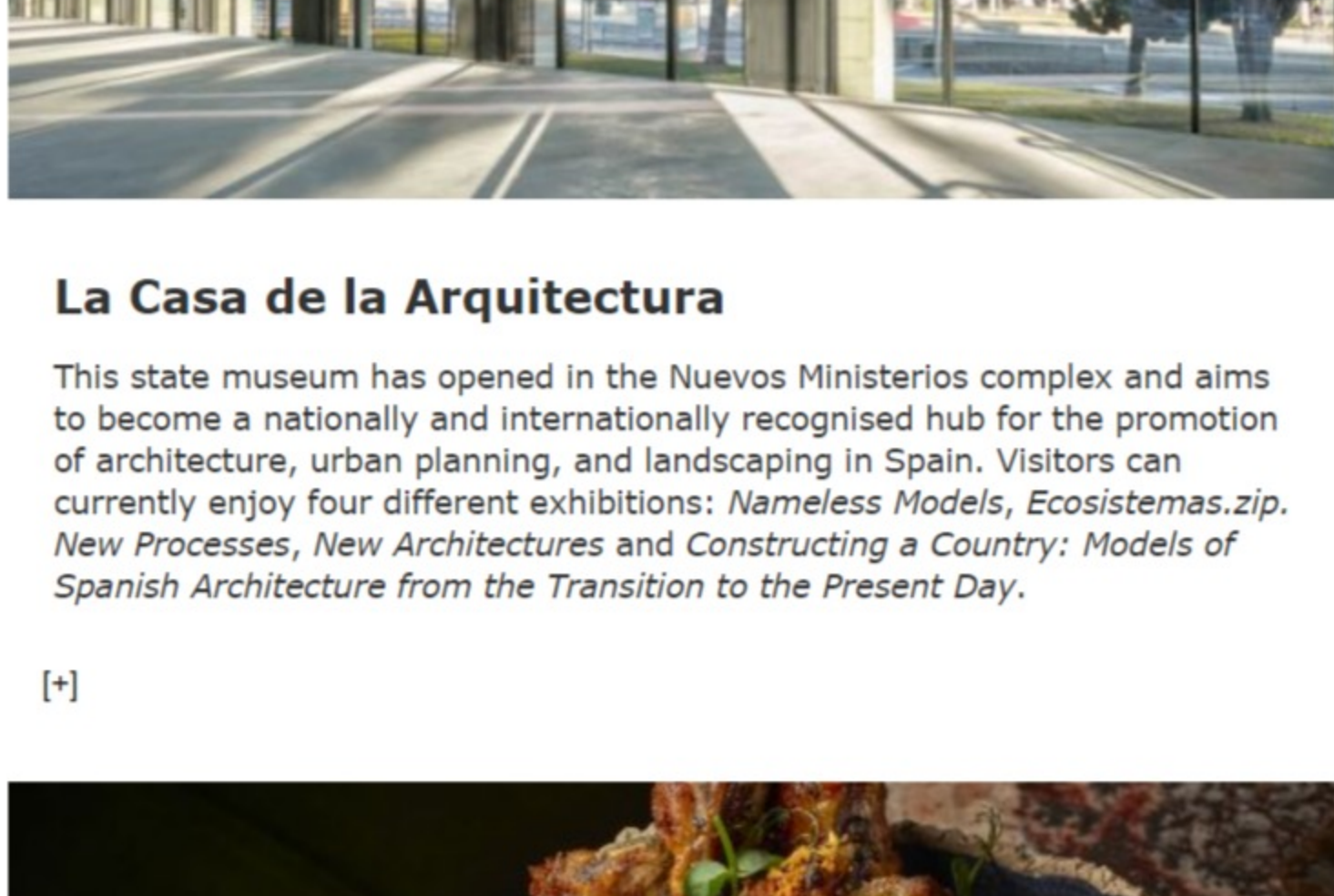
## WHAT'S NEW IN MADRID



### Sinestesia

Always at the cutting edge of gastronomy, Madrid now boasts its first immersive restaurant where haute cuisine goes hand in hand with the latest technologies to create an exclusive multi-sensory experience that invites diners to discover what colours taste like. Sinestesia, run by renowned chef Kiko Moya, is located in the shopping centre of the Torre Caleido skyscraper.

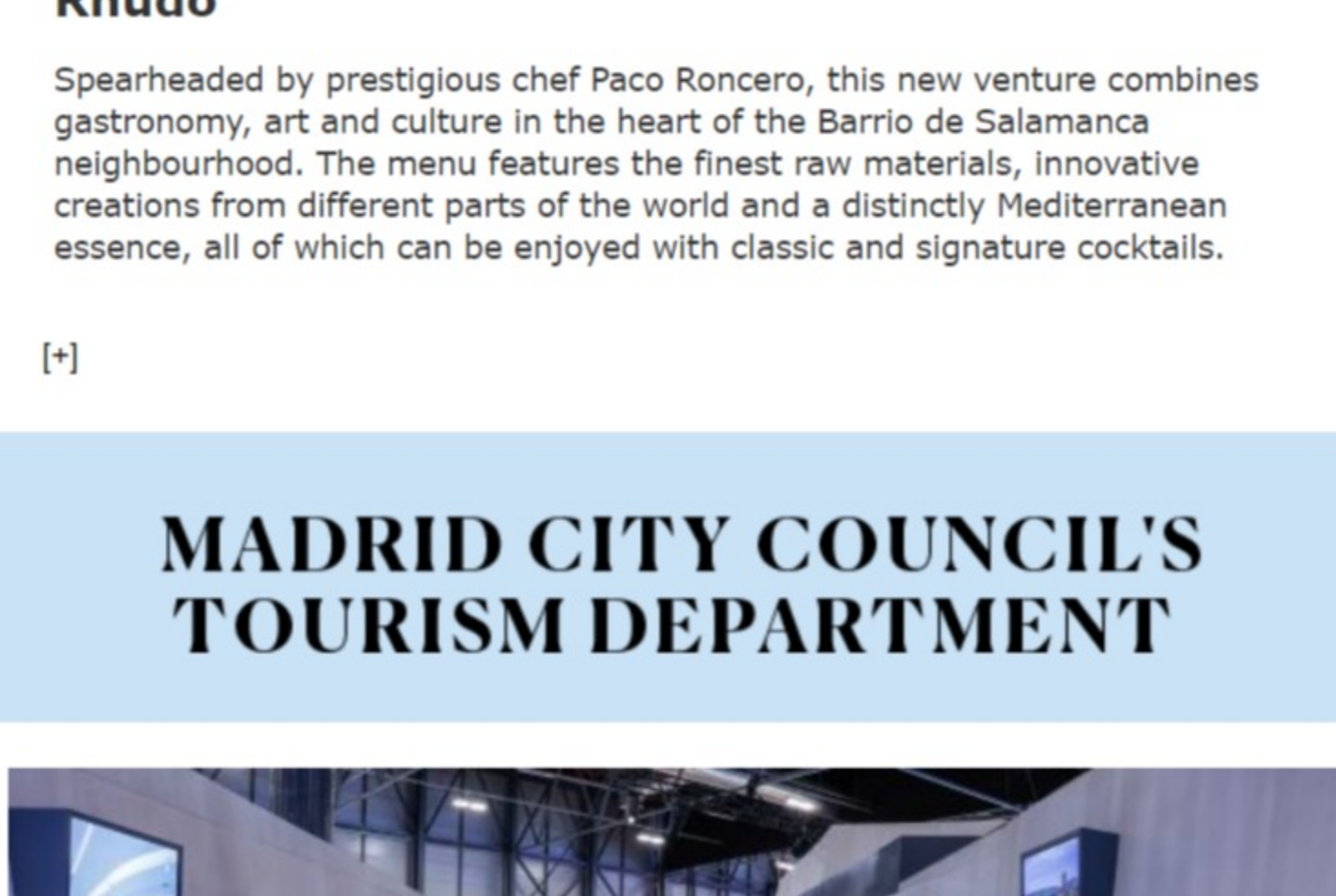
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### La Casa de la Arquitectura

This state museum has opened in the Nuevos Ministerios complex and aims to become a nationally and internationally recognised hub for the promotion of architecture, urban planning, and landscaping in Spain. Visitors can currently enjoy four different exhibitions: *Nameless Models*, *Ecosistemas.zip*, *New Processes*, *New Architectures* and *Constructing a Country: Models of Spanish Architecture from the Transition to the Present Day*.

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### Rhudo

Spearheaded by prestigious chef Paco Roncero, this new venture combines gastronomy, art and culture in the heart of the Barrio de Salamanca neighbourhood. The menu features the finest raw materials, innovative creations from different parts of the world and a distinctly Mediterranean essence, all of which can be enjoyed with classic and signature cocktails.

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## MADRID CITY COUNCIL'S TOURISM DEPARTMENT



### Telling the world about Madrid at Fitur

The Madrid City Council showcased the city's top tourist attractions with an exhibition and audiovisual tour, along with diverse gastronomic experiences and crafts displays. It also hosted various institutional events, including Madrid Day celebrations and the presentation of awards such as Madrid Welcomes, Hermestur, and Best Guided Tour. Madrid was awarded the prize for best stand at the fair.

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### Promoting Madrid's cuisine at Madrid Fusión

During the international gastronomic summit, Madrid's culinary diversity was highlighted through tastings and three exclusive workshops led by local chefs. The City Council presented the "City of Madrid" pastry awards, sponsored a talk by Dabiz Muñoz, and paid homage to the croquette to celebrate this iconic tapa.

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### Presentation of the Ibero-American Strategy for Tourism of the Future

Fitur was the setting for the presentation of this programme, the result of a collaboration between UN Tourism (UNWTO) and the Union of Ibero-American Capital Cities (UCCI), which seeks to achieve excellence in tourism in cities. Innovation, sustainability and accessibility are the cornerstones of this initiative, which pursues a tourism model that promotes the economic and social development of Ibero-American nations.

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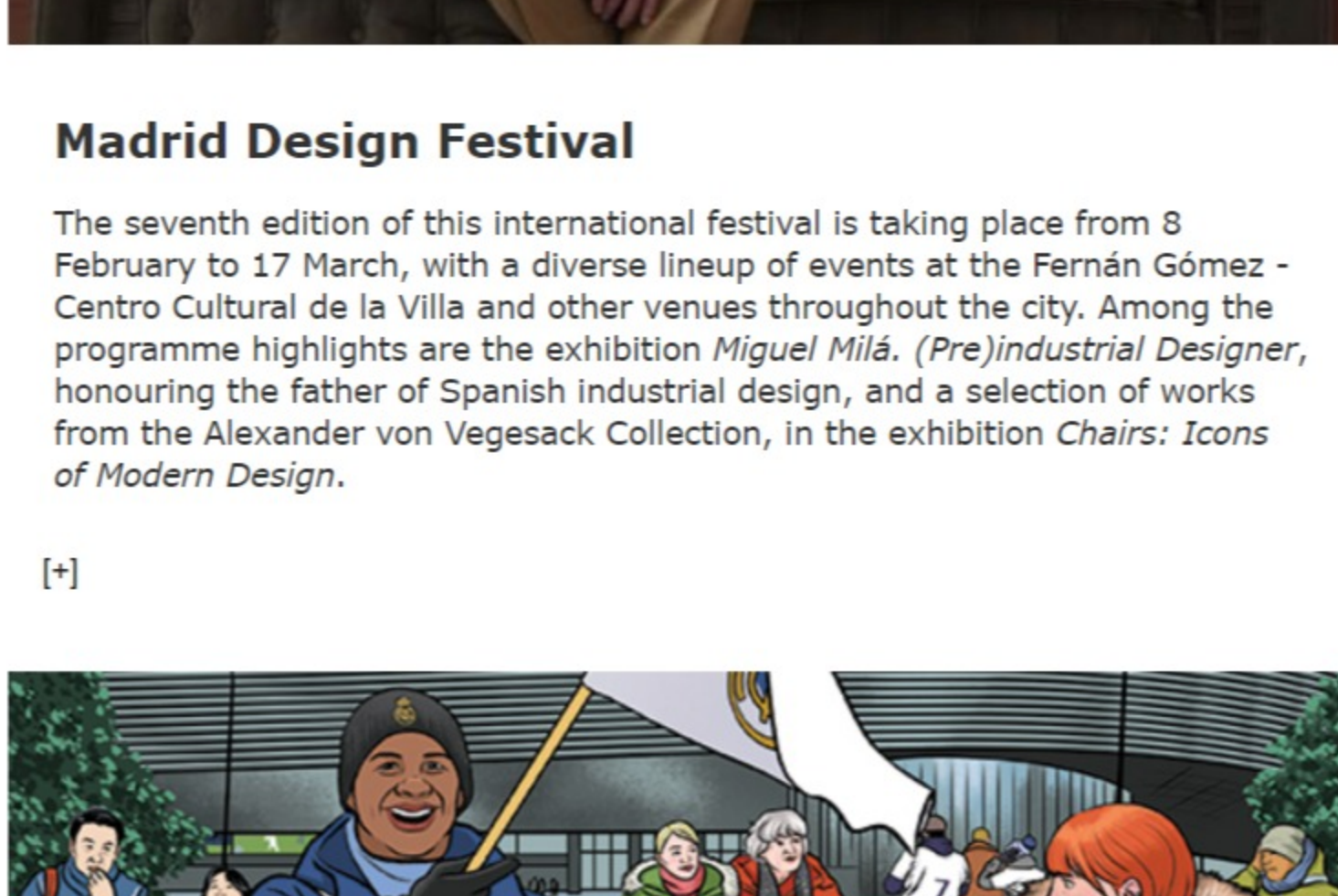


### Support for filming in the capital

Madrid has consolidated its position as a major European audiovisual production centre. In 2023 the city was the setting for 41 films, 55 series and more than 410 commercials, all of which helped to boost screen tourism. Throughout the year, Madrid Film Office supported many of these projects, responding to 3,272 specific applications for assistance related to location scouting and the management of filming permits.

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## MONTHLY CALENDAR OF EVENTS



### Carnival

The capital's carnival is about to be rekindled with a full programme that will kick off with an inaugural address by the designer Lorenzo Caprille at Matadero Madrid. To celebrate the festival, the cultural centre will host concerts, workshops, puppet shows, a treasure hunt revolving around carnivals of the world, a street parade and the traditional manto del pelele (tossing of the doll). The festivities will end with the "burial of the sardine".

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### Chinese New Year

Madrid warmly welcomes the Year of the Dragon with a spectacular firework display in Usera—preceded by a fusion music session courtesy of DJ Yang—and the lively traditional street parade boasting over a thousand performers. Workshops, exhibitions, dance performances, children's storytelling, and film screenings will offer citizens and visitors alike the chance to delve into Chinese culture.

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### Madrid Design Festival

The seventh edition of this international festival is taking place from 8 February to 17 March, with a diverse lineup of events at the Fernán Gómez - Centro Cultural de la Villa and other venues throughout the city. Among the programme highlights are the exhibition *Miguel Milá. (Pre)industrial Designer*, honouring the father of Spanish industrial design, and a selection of works from the Alexander von Vegesack Collection, in the exhibition *Chairs: Icons of Modern Design*.

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### esMADRIDmagazine February

This month, Madrid's tourism magazine showcases some of the city's most exciting offerings in the world of sports, along with a feature on the most authentic appetizers served in its bars and taverns, which are definitely worth sampling. As always, it highlights the essential events on Madrid's agenda, including all the latest premieres and major happenings like the International Magic Festival at the Teatro Circo Price.

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## MADRID IN NUMBERS



### Record number of visitors and tourist spending in 2023

The city of Madrid welcomed over 10.5 million visitors in 2023, beating its previous annual record and surpassing pre-pandemic levels. The city remains a top destination for international tourists, with a 22% growth compared to the previous year. Among its top ten source markets, five of them are long-haul. Total tourist spending reached an all-time high of 13.336 billion euros, with an average daily expenditure of 293 euros.

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## IN THE PRESS



### It's easy to feel at home in Madrid. NJ.com (United States)

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