

CITY OF MADRID PRESS DOSSIER

TOURISM
DEPARTMENT







02

FIND IT IN MADRID



05

TOURISM SECTOR

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*The lake in
El Retiro Park*

The City of Madrid

LIVE YOUR BEST LIFE IN MADRID, A PLACE WHERE YOU CAN TAKE YOUR TIME AS YOU EXPLORE THE CITY ON FOOT, ENJOYING EACH OF THE UNIQUE EXPERIENCES THAT IT HAS TO OFFER.

Madrid's authenticity is found in its great combination of history and tradition while the city also sets its sights firmly on the future. Its exceptional heritage and original offering of culture, leisure, cuisine and shopping are transformed into one-of-a-kind experiences to delight visitors, boasting an array of activities that simply can't be found anywhere else in the world. One of the hallmarks of Madrid is its great personality. This can be seen in the open, friendly demeanour of its people, and their unique lifestyle that captivates visitors and nurtures a strong sense of belonging in the city.

A visit to the Spanish capital provides an authentic journey through the senses. The city invites you to discover its history as you amble around its most emblematic streets and buildings, to try new flavours in its restaurants, bars, and cafés, to admire in wide-eyed wonder dazzling works of art, or to soak up the ambience of its squares and the warmth of its people. Thousands of unique moments, different every time, in a city that is constantly evolving, offering you once-in-a-lifetime experiences through its exceptional quality tourism and its ability to welcome, with open arms, everyone who comes to the city because "If you come to Madrid, you're one of us."

It's a city of culture, with unparalleled historic and artistic heritage. Madrid is home to world-renowned museums, major institutions and cultural spaces dotted all around the capital, culminating in the Landscape of Light: a UNESCO World Heritage Site and an exceptional enclave in the heart of the city that combines art, science, and nature.

Your taste buds are in for a treat in Madrid. Centuries-old restaurants, culinary wonders created by world-famous chefs, the best tapas... Spain's capital city is synonymous with incredible food. Madrid offers so many different options for every day: tapas in a gourmet market; international delicacies in the hottest new restaurant; and even dinner as you take in a great show or the best in live music.

In the capital, you can also shop 'til you drop. If you're looking for a memento of your time here in this great city, you'll find major brands, shops that have been trading for over a century, premium boutiques and exceptional artisan products. Explore the different shopping areas around the city, such as the Barrio de Salamanca or the Las Salesas neighbourhood, traditional markets like El Rastro, and modern shopping malls.

Madrid is a vibrant city with one of the best cultural events and entertainment offerings in the world. Feel the essence of flamenco in an authentic *tablao* (flamenco club) or enjoy great musicals in the theatres that line Gran Vía avenue, known as the “Spanish Broadway”. The city offers concerts and performances every day of the year, both in large venues and in small clubs, as well as major festivals. And the nightlife has plenty to offer here too, so why not sample a signature cocktail with the best views of Madrid from its spectacular terraces and rooftop bars.

The capital thrills visitors with major sporting events that pack out its football stadiums and state-of-the-art sports facilities. Madrid is also a city where you can enjoy the outdoors, soaking up the sights and sounds of incredible parks and natural spaces such as El Retiro, Casa de Campo, El Capricho and Madrid Río.

Business travellers will find everything they need here. The city is a top destination for meetings tourism thanks to its excellent transport links, facilities and services, as well as the added value of its complementary leisure offering.

Waving the flag for openness and tolerance, the capital is a city of rights and freedoms, a leading destination for the LGBTQ+ community. Wherever you come from and whoever you are, there will always be a place for you here.

The city of Madrid loves welcoming visitors, taking them by the hand and leading them through the glorious adventure for the senses that the capital offers. ■



La Almudena Cathedral



Plaza Mayor

EVERY NEIGHBOURHOOD IN THE CITY OF MADRID IS READY TO WELCOME YOU TO THE GREAT ADVENTURE OF LIFE IN MADRID.



Metrópolis Building on Gran Vía

[More information](#)

[Official tourism website for the city of Madrid](#)

www.esmadrid.com/en



Close-up of the monument to Alfonso XII (El Retiro Park)

Heritage

MADRID CANNOT BE UNDERSTOOD WITHOUT KNOWING ITS HISTORY.

In just a few square miles, you can travel through time from the year 865, when the first historical evidence of the city was established, to the present day, and through all the centuries in between, when Madrid became home to the Spanish Court. It is precisely this role, along with the city's Arabic roots, that have made the capital such an open and cosmopolitan place.

Up until the year 1083, Madrid was an Islamic city, although traces of this period can only be seen today in the remains of certain sections of the old city walls built along the hill known as Cuesta de la Vega. Legend has it that in this area, Christians found a carving of Our Lady of Almudena, the patron saint of Madrid, concealed in one of the city walls.

Centuries later, in 1561, Madrid became the seat of the Royal Court during the reign of Philip II. This had a profound impact on the city's development from an architectural, cultural, and social perspective. The artistic and historical legacy of the period in which Madrid was the capital of Spain's vast empire is truly impressive, reaching the height of its splendour in the area known as the **Land-scape of Light**, a UNESCO World Heritage Site in the category of Arts and Sciences.

This extraordinary part of the city, where culture, science, and nature have lived side by side since the mid-16th century, encompasses **El Retiro Park**, the **neighbourhood of Jerónimos** and **Paseo del Prado**—one of the first tree-lined boulevards of any European city, which runs between **Plaza de Cibeles** and **Plaza del Emperador Carlos V**, where **Atocha** train station can be found.

Paseo del Prado, a recreation area for citizens since the 15th century, was planted with trees and adorned with fountains during the reign of Philip II. However, it underwent its period of greatest urban development under Charles III. The incorporation of science into the urban landscape of this area led other cities around Spain and Latin America to emulate the model.

In line with the characteristic pedagogical drive to instruct and educate citizens during this period, the following were built in this area: the **Cabinet and Academy of Natural Sciences** (today the **Prado museum**), the **Royal Botanical Gardens**—from which botanical expeditions would be sent out to explore territories overseas and gather a wealth of scientific knowledge that now resides in its archive—and the **Royal Observatory**, situated on **Colina de las Ciencias** ("Science Hill").

While strolling around the area you'll see a vast array of different institutions and cultural spaces, such as **Cibeles Palace**—the current seat of **Madrid City Council** and home to **CentroCentro** cultural centre—and the unique "**Paseo del Arte**" (Art Walk) with its three world famous museums: the **Prado**, the **Thyssen-Bornemisza**, and the **Reina Sofía**. You can also find **Banco de España** (Bank of Spain), **Casa de América** cultural space, the **Congress of Deputies** (the lower chamber of parliament), the **Spanish Royal Academy of Language**, the **Church of Saint Jerome the Royal**, the **Palace and Mandarin Oriental Ritz Madrid** hotels, **Cuesta de Moyano** (a street lined with kiosks selling books), and **Círculo de Bellas Artes**, among others.

The Landscape of Light area is also home to some of Madrid's most famous monuments, including the **Puerta de Alcalá** gate, fountains dedicated to **Cibeles** (Cybele), **Apolo** (Apollo) and **Neptuno** (Neptune), the **Fuente de la Alcachofa** (Artichoke Fountain), the **Obelisk to the Fallen**, and the monument to **King Alfonso XII**, which overlooks the lake in **El Retiro Park**.

This **World Heritage Site** boasts more than 21 individual Assets of Cultural Interest (BIC), and many of the art collections contained in its museums hold works of universal art, including pieces by **Goya**, **Velázquez**, and **Picasso**, not forgetting the collection of prints and the archive which are housed at the **Royal Botanical Gardens**, or the **Herschel telescope**.

Madrid de los Austrias (Hapsburg Madrid)

Madrid's historic past can also be found in **Plaza Mayor**, the beating heart of the former city centre, an area known as **El Madrid de los Austrias**—or Hapsburg Madrid—dating from the reign of the Hapsburg dynasty. For centuries, this square, which is surrounded by colonnades, has borne witness to all sorts of popular and religious events, from bullfights to beatifications, coronations, and even the occasional *auto-da-fé* sentencing by the Spanish Inquisition. Today, it is the main gathering place for celebrations in Madrid such as Christmas, with its festive market, as well as many other events held over the course of the year, like the time-honoured stamp market that takes place on Sundays.

The square's main points of interest are: **Casa de la Panadería**, the former bakery that houses the **Plaza Mayor Tourist Information Centre** and which is adorned with fresco paintings by Carlos Franco that depict mythological figures related to the history of Madrid, such as the goddess Cybele; **Casa de la Carnicería**, a former meat warehouse which has been turned into a luxury four-star hotel; and the **Arco de Cuchilleros** archway, with a staircase that bridges the incline between the lower and higher ground in this area, and which takes its name from the cutlers' workshops (*cuchilleros*) which supplied knives to the butchers in the adjacent Casa de la Carnicería.

The festive feel of Plaza Mayor stands in contrast to the sober majesty of the **Royal Palace**—the largest in western Europe, which is home to an invaluable art collection and one of the most important armouries in the world—and the **Plaza de Oriente Gardens**. The spectacular heritage of **Madrid de los Austrias** also includes the **Royal Collections Gallery**, **Teatro Real** opera house, **Santa Cruz Palace**, **La Almudena Cathedral**, the **Pontifical Basilica of San Miguel** and the **Royal Basilica of San Francisco el Grande**, as well as the **Descalzas Reales Monastery** and the **Royal Monastery of the Incarnation**. ■



Close-up of the murals that adorn Casa de la Panadería



Cibeles Fountain and Palace

MADRID'S ARTISTIC AND HISTORICAL HERITAGE REACHES THE HEIGHT OF SPLENDOUR IN THE LANDSCAPE OF LIGHT, A UNESCO WORLD HERITAGE SITE IN THE CATEGORY OF ART AND SCIENCE.



Prado Museum



Glass Palace

More information

www.esmadrid.com/en/landscape-light-paseo-prado-and-retiro-park

www.esmadrid.com/en/madrid-neighbourhoods/austrias



*Las Meninas
(Prado Museum)*

Art and culture

MADRID'S CULTURAL HERITAGE IS TRULY EXCEPTIONAL, WITH UNIQUE ICONS THAT MAKE THIS ONE OF THE MOST EXTRAORDINARY DESTINATIONS IN EUROPE AND THE WORLD.

In an area that is barely 1km in size, known as "Paseo del Arte" (Art Walk), you can marvel at some of the world's greatest masterpieces, housed in the Prado, the Thyssen-Bornemisza, and the Reina Sofía museums. The city is also home to a wide variety of other cultural and multidisciplinary spaces, historic house museums, and art galleries, as well as theatres and auditoriums, treating art lovers and culture vultures to an extraordinary programme.

The beating heart of Madrid's cultural scene can be found along **Paseo del Prado**, a UNESCO World Heritage-listed boulevard that is home to the most prestigious art of all time, from the 12th century to the present day.

One of the jewels in the city's cultural crown is the **Prado Museum**, an art gallery permeated by more than 200 years of history. It houses an exceptional collection of 8,600 paintings and more than 700 sculptures, as well as organising successful temporary exhibitions. Some of the greatest artworks of all time by illustrious artists such as El Greco, Ribera, Zurbarán, Murillo, Goya, Velázquez, Hieronymus Bosch, Fra Angelico, Titian, Caravaggio, Rubens, Dürer and Rembrandt

await visitors within its hallowed halls. The oldest collections date from the 12th century.

In order to raise the profile of its sculpture and decorative arts collections, the museum created a specific exhibition for its Gothic artworks, following an intense period of research and restoration. It includes paintings by Spanish, Italian, and French artists from the first half of the 16th century, clearly influenced by Da Vinci's inescapable legacy. The museum has also opened the Ionic Sculpture Gallery of its Villanueva building to the public, exhibiting 56 sculptural pieces ranging from Ancient Egypt, through the Greco-Roman period, to the Renaissance and Baroque.

The **Thyssen-Bornemisza Museum** allows visitors to explore the history of European painting from the Middle Ages to the late 20th century, through more than 1,000 pieces. The collection housed in Villahermosa Palace is located on the first and second floors of the building. The latter displays works of art by the early masters up until the start of the 19th century. On the first floor, you can find more modern paintings up to the 20th century, belonging to movements such as Impressionism and Expressionism. The ground floor of the museum displays 180 artworks from the Carmen Thyssen

Collection, one of the most important private collections in the world.

Another essential stop on any art tour, especially for fans of contemporary art, is the **Reina Sofía Museum**. Here, you can admire beautiful pieces by Dalí, Miró, Juan Gris, Solana, Tàpies, and Picasso's spectacular *Guernica*, in addition to pieces by international artists including Georges Braque, Francis Bacon, Henry Moore, and Francis Picabia. Its permanent collection contains around 2,000 works, from 1881 to the present day, grouped thematically rather than by time period or artistic discipline.

This tour of Madrid's history of art and culture also includes pieces found at centres such as **CaixaForum Madrid**, with its dazzling vertical garden, and a whole host of other spaces, including the **Museum of Romanticism**, the **Sorolla Museum**, the **Museum of Decorative Arts**, the **Lázaro Galdiano Museum**, the **Cerralbo Museum**, the **Archaeological Museum**, the **Naval Museum**, the **Garment Museum**, the **Lope de Vega House Museum**, **Liria Palace**, and the **Museum of Contemporary Art**. Madrid's vast cultural and artistic offering also encompasses countless exhibitions and activities held throughout the year by different specialist art galleries and institutions, such as the **Mapfre Foundation**, the **Juan March Foundation**, the **María Cristina Masaveu Peterson Foundation**, **La Casa Encendida** cultural centre, the **Canal Art and Exhibition Centre** and the **Casa de América** cultural centre, along with world famous events like the **ARCOmadrid** art fair, and the **PHotoESPAÑA** festival.

Multidisciplinary spaces

In a city that lives and breathes history and modernity in equal measure, there is also room for the very latest creative trends. These are often displayed in new multidisciplinary cultural centres housed within converted old premises, most of which are buildings of great historical interest, such as the former slaughterhouse **Matadero Madrid**, **Serrería Belga (The Belgian Sawmill) Cultural Centre**, **Condeduque Centre for Contemporary Culture**, which was once used as a military barracks, and **La Neomudéjar**, the state railway company's former office space.

Cibeles Palace is home to **CentroCentro**, a venue that hosts all kinds of cultural and artistic exhibitions. Another historic building declared an Asset of Cultural Interest (BIC) is the **Las Ventas Bullring**, which also holds exhibitions and informative events, both in its bullfighting museum and in its three cultural spaces.

One of the latest venues to open in the capital, featuring the most innovative artistic

offering, is **MAD (Madrid Artes Digitales)**, an **Immersive Experience Centre** located in Nave 16, within Matadero Madrid. This revolutionary centre for digital cultural development—the only one of its kind in Spain and Europe—ties the latest technology in with the most innovative cultural and artistic experiences. This creative space experiments with immersion based on audiovisual projections, augmented reality, virtual reality, and holography to create a new relationship between art and society.

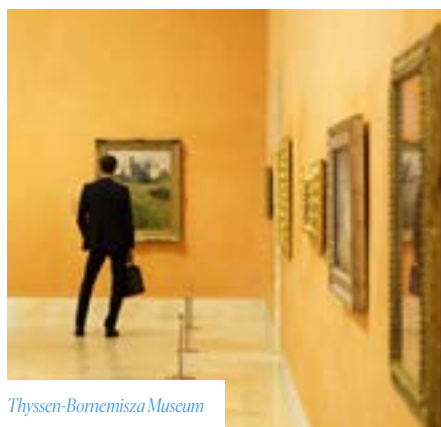
Performing arts and music

The **Teatro Real** opera house offers an exceptional performing arts programme as well as stunning architecture. It was named Best Opera House at the International Opera Awards in 2021. It first opened in 1850 and it has a spectacular 1,472 m² stage and 18 articulated platforms that allow complex productions to be performed with major scene changes. Another of the city's greatest playhouses is **Teatro Español**, one of the oldest theatres in the world, which is built on the site of a historic *corral de comedias*—an open-air theatre where plays were first performed back in the 16th century. It's located in the Barrio de las Letras, or Literary Quarter, one of the most charming areas of

the city where leading figures from Spanish Golden Age literature such as Cervantes and Lope de Vega once lived and plied their trade.

Madrid is also home to other extraordinary theatres, including **Teatro Fernán Gómez - Cultural Centre**, **Teatros del Canal**, and **Teatro Circo Price**, in addition to numerous privately owned and alternative venues that stage more avant-garde and niche productions. There are some great historic music spaces in the city as well, such as the **National Music Auditorium** and **Teatro de la Zarzuela**, which share the spotlight with other settings, ranging from flamenco performances at *tablaos* restaurants to musicals and summer festivals, concert halls where you can see major international artists and bands, and smaller live music venues. ■

THE BEATING HEART OF MADRID'S CULTURAL SCENE CAN BE FOUND ON PASEO DEL PRADO, A UNESCO WORLD HERITAGE-LISTED BOULEVARD THAT IS HOME TO THE MOST PRESTIGIOUS ART FROM THE 12TH CENTURY UP TO THE PRESENT DAY.



Thyssen-Bornemisza Museum



Matadero Madrid

More information

www.esmadrid.com/en/madrid-art-and-culture

www.esmadrid.com/en/madrid-is-culture



Lhardy

Gastronomy

ONE OF THE WORLD'S LEADING CULINARY DESTINATIONS, MADRID IS A REAL HAVEN FOR FOODIES, SERVING UP BOTH INNOVATIVE AND TRADITIONAL FARE.

If we were to come up with a tasting menu with which to get a true sense of Madrid and its cuisine, it would have to include an aperitif and tapas served in one of the city's gourmet markets, an innovative dish created by a world-famous chef, a classic recipe served in one of the capital's centuries-old restaurants, and a traditional *bocadillo de calamares*—a fried squid sandwich usually served in a crusty bread roll. And to wash it all down, a tasty glass of wine from the D.O. *Vinos de Madrid* designation of origin.

For an authentic taste of traditional Spanish cuisine, such as the famous *cocido madrileño* (chickpea, meat, and vegetable stew), *soldaditos de Pavía* (crispy fried cod pieces), *tortilla de patatas* (potato omelette), *callos* (tripe stew) or *croquetas* (croquettes), you can book a table in one of the city's 14 restaurants that have already passed the 100-year mark. **Casa Ciriaco**, **Lhardy**, **Casa Labra**, **Casa Alberto**, **Bodega de La Ardotsa**, **La Casa del Abuelo**, **Malacatín**, **Posada de la Villa**, **Taberna Antonio Sánchez**, **Gran Café Gijón**, **Casa Pedro**, **Las Cuevas de Luis Candelas**, **La Mallorquina**, and **Botín**—the oldest restaurant in the world according to the Guinness World Records—are all charming and well worth a visit.

To enjoy the delicious art of tapas in Madrid, visitors are blessed with countless options, from the traditional to the more avant-garde, in bars and authentic *tabernas* located in the different neighbourhoods around the city, as well as fascinating places like **Platea Madrid**, a real foodie paradise. The capital is home to a number of wonderful gourmet markets including **San Miguel** (Plaza Mayor), **San Antón** (Chueca), **Vallehermoso** (Chamberí), **Antón Martín** (Lavapiés), **La Paz** (Salamanca), and **Barceló** (Malasaña).

Much of the success of Madrid's food scene lies in the quality of the produce and ingredients sourced from Mercamadrid, the largest fresh food distribution, commercialisation, processing, and logistics platform in Spain and the second largest fish market in the world, which supplies the city's restaurants.

Fine dining

When it comes to fine dining, Madrid boasts 26 Michelin-starred restaurants: one with three stars (**DiverXO**, headed up by Dabiz Muñoz, named best chef in the world in 2021, 2022 and 2023 at The Best Chef Awards); six with two stars (**Deessa**, **Smoked Room**, **Paco Roncero**, **Ramón Freixa Madrid**, **DSTAgE**, and **Coque**); and 19 with one star



RavioxO



Casa Botín

(Ricardo Sanz Wellington, A'Barra, Gaytán, Yugo, La Tasquería, Clos Madrid, Corral de la Morería Gastronómico, El Invernadero, Saddle, Quimbaya, RavioxO, Ugo Chan, Zuara Sushi, Desde 1911, OSA, Cebo, Toki, Santerra and El Club Allard).

The Michelin Guide, which has become a byword for culinary excellence, also includes 17 restaurants in Madrid that have been awarded the Bib Gourmand distinction for their value for money, two restaurants with the Michelin Green Star for sustainability, and 114 establishments recommended for their quality food. Likewise, a large number of restaurants in Madrid are recognised in the Repsol Guide, which awards “Soles” (suns) to the finest establishments in Spain. Other interesting spaces such as the Gourmet Experience areas of the Corte Inglés department stores in Serrano, Gran Vía, Goya, and Castellana offer exclusive options for eating out.

Great chefs from all over Spain and around the world have set their sights on the capital. So much so that the gastronomic experiences offered by Madrid are always growing and evolving. Many of them are not only available in the city's restaurants, but also in hotels and emblematic spaces. Take for example the **Four Seasons** rooftop restaurant, headed up by chef **Dani García, Jerónimo**, the first culinary project launched in Madrid by Mexican chef **Enrique Olvera** and located at **The Madrid EDITION Hotel**, and **Papagena**, the restaurant at the **Teatro Real** opera house run by chef **Ramón Freixa**. Another must-visit is the **Galería Canalejas Food Hall**, the city's latest landmark for food lovers, which takes visitors on an extraordinary culinary journey through the best Spanish, international, and fusion cuisine. It's home to more than 10 restaurants—some of which are run by Michelin star chefs—and **MAD Gourmets**, a food market offering 20 different culinary experiences.



Vinci Capitol Hotel

MADRID HAS 26 MICHELIN-STAR RESTAURANTS: ONE WITH THREE STARS, SIX WITH TWO, AND 19 WITH ONE STAR.

Fabulous food is also paired perfectly with extraordinary entertainment in the capital, so you can sample the most exquisite cuisine as you listen to some of the best live music around or take in a flamenco show. **Corral de la Morería**, in the centre of the city, or **WAH Madrid** at IFEMA, are some of the most popular options.

You should also definitely pay a visit to **Calle de Ponzano**, a street in the central district of Chamberí, with enticing gastronomic offerings and even its own affectionate name for those who frequent it (*ponzaners*), or **Ibiza Market**, with cuisines from all over the world.

Cultivating talent

Madrid has around 20 cooking schools spread across the city, from the prestigious

Le Cordon Bleu to the **Kitchen Club**, which requires no prior knowledge, the Italian school **Accademia del Gusto**, and **Alambique**. You can brush up on your culinary skills in a way that's fun and entertaining, whether you're looking to create the perfect classic dish or try your hand at some more creative recipes.

Food also takes pride of place in the city's cultural agenda, with events such as the **Madrid Fusión** international summit, **Salón Gourmets**, **Tapapiés**, and the **Hotel Tapa Tour**—not to mention opportunities to buy the best products on **Market Day** in Casa de Campo Park (the first Saturday of the month) or at **Madrid Productores Planetario Municipal Market** (first and third Sunday of each month). ■

More information

www.esmadrid.com/en/madrid-food-and-drink



[El Rastro flea market](#)

[Golden Mile](#)

[Ollomao workshop](#)

Shopping and artisan gifts

Shops, boutiques, open-air markets, studios, large renovated spaces, and bustling shopping areas are some of Madrid's major draws for shopping tourists. The capital has established itself as a leader in this segment both in Europe and worldwide, and has been recognised as the number one destination in the world for shopping by the website Wethrift. Following the lifting of restrictions on opening hours, many shops in Madrid are now open all year round, so arriving in the city on a Sunday is not a problem if you want to hit the stores.

Spanish fashion enjoys pride of place in the city's different shopping areas, represented by the haute couture of Loewe or Felipe Varela, thousands of prêt-à-porter stores, and major labels. One of the busiest shopping streets is Gran Vía, where major national and international chains can be found alongside innovative stores such as WOW Concept and just a stone's throw from traditional, even centuries-old shops, like those around Plaza Mayor.

Also clustered in the city centre, we can find ambassadors of Madrid craftsmanship, both old and new. "Made in Madrid" has become a well-known brand in its own right, encompassing internationally renowned artisans. Shops with more than a hundred years of history to their name, such as Capas Seseña, Casa Hernanz and Sombrería Medrano, share the spotlight with workshops set up by the city's new generation of artisans. These craftsmen and women who have learned how to apply manual techniques passed down through the generations to create modern designs, can be found in places like Oficio Studio and Andrés Gallardo, both in the neighbourhood of Barrio de las Letras (Literary Quarter), and Javier S. Medina, in the area of Malasaña.

Shopping in style

Among the capital's latest additions to the retail scene is a genuine icon of European luxury: **Galería Canalejas**, a shopping mall with more than 40 fashion, accessories, perfume, and jewellery stores from some of the world's leading designer brands, including Cartier, Hermès, Omega, Rolex, Saint Laurent, Valentino, Zegna and Aquazzura, Jimmy Choo, Louis Vuitton, and Giorgio Armani.

A high-end shopping experience can also be enjoyed in Madrid's famous **Golden Mile**, in the **Barrio de Salamanca** neighbourhood, around Calle de Claudio Coello, Calle de José Ortega y Gasset, Calle de Jorge Juan and Calle de Serrano. With wide pavements and elegant buildings, here you will find exclusive boutiques and world-famous luxury brands that have been here for decades. In addition, every year the area hosts **Vogue Fashion's Night Out**, an evening of high style and late-night shopping that draws huge crowds.

El Corte Inglés Castellana is also well worth a visit. Home to a large selection of national and international luxury brands, the department store offers exclusive and original services, including a personal shopper.

In addition, in Madrid you'll find a number of other large shopping malls, including **ABC Serrano** and **Príncipe Pío**.

If you're looking to explore the ateliers of renowned national couturiers as well as little boutiques owned by new designers and artisans, head to the neighbourhood of **Las Salesas**.

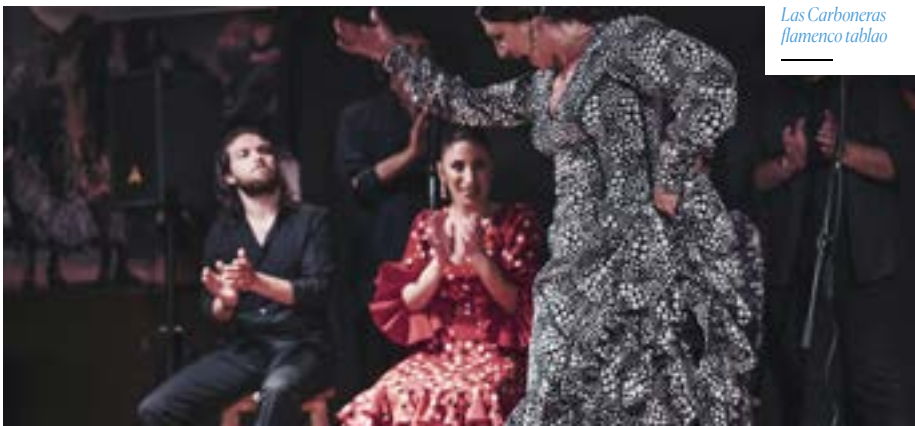
El Rastro and other markets

And if you like nothing more than to mooch around a market, take a trip to **Mercado de las Ranas**, in the charming neighbourhood of Barrio de las Letras (Literary Quarter), **Mercado de Motores**, in the city's evocative Railway Museum, **[The Festival] by SALESAS**, or the most traditional and popular of all, **El Rastro**, which dates back to the 15th century and is held every Sunday and on public holidays. In this open-air flea market, you can enjoy a truly authentic Madrid shopping experience, with stalls selling everything from exceptional second-hand goods to antiques. It's the perfect way to spend a Sunday morning before popping into a bar for *cañas y tapas* (a glass of beer and a little something to eat) in the area of La Latina.

A visit to the **Tienda Casa de la Panadería**, which is located in the Plaza Mayor Tourist Information Centre, is also highly recommended. This modern shop showcases Madrid's culture and craftsmanship, selling products made by hand in the city's studios along with items inspired by the capital. To top it all off, visitors from countries outside the European Union can reclaim VAT and enjoy tax-free shopping. ■

More information

www.esmadrid.com/en/shopping-madrid

Las Carboneras
flamenco tablao

Recreation and entertainment



Mad Cool Festival

By day, Madrid welcomes visitors with its impressive heritage, artistic offering, and beautiful parks. By night, it boasts one of the most buzzing cultural and entertainment scenes in the world. Whether it's theatre, musicals, flamenco, dance, music, zarzuela, circus, magic or cinema that you're into... from Monday to Sunday, 365 days a year, you'll find something fun to do! Dive into the city's extensive programme and choose the best options for you.

Madrid is the capital of Spanish-language musicals, and the heart of this vibrant scene, the so-called "Spanish Broadway" is **Gran Vía**, an avenue lined with theatres offering great performances of hit musicals from around the world. Some of these shows have become a tourist attraction in their own right, running for season after season since they first opened in the city, and pulling in audiences in their millions.

A city with a strong theatrical tradition, Madrid offers a varied programme of performing arts at its different theatres: **Teatro Español**, **Naves del Español** in the **Matadero Madrid** cultural centre, **Teatro Fernán Gómez - Cultural Centre**, **Teatros del Canal**, **Teatro de la Comedia**, **Teatro María Guerrero**, **Teatro Valle-Inclán**, and **Teatro de La Abadía**. Theatre lovers also have a wide range of alternative venues to choose from throughout the city, such as **OFF Latina**, **Teatro Lagrada**, **Teatro Pradillo**, **La Usina**, **Nave 73**, and **Microteatro por dinero**. All of these share the spotlight with Spain's only permanent circus, **Teatro**

Circo Price, which features an outstanding multidisciplinary programme of great national and international circus and magic productions.

Major festivals and flamenco

Madrid moves to the rhythm of the best music. You'll find classical music concerts, dance performances, and first-class opera productions performed every day at the **Teatro Real** opera house, the **National Music Auditorium**, and **Teatro de la Zarzuela**, but there is also no shortage of contemporary and other more diverse styles of music.

The capital hosts a number of world-famous music festivals, including **Mad Cool**, **Noches del Botánico**, **Universal Music Festival**, **Río Babel**, **JAZZMADRID**, and **Veranos de la Villa**. Smaller concert halls also offer all kinds of live music, as do the city's major venues, including the **WiZink Center**, the **Cívitas Metropolitano Stadium** and the newly remodelled **Santiago Bernabéu Stadium**, and not forgetting the huge draw of the capital's vibrant flamenco scene. Madrid is the cradle of this art form, declared an Intangible Cultural Heritage of Humanity by UNESCO, and the greatest **flamenco** artists of all time have made their name here. As the host of **Suma Flamenca**, among other events, the city is home to a number of different flamenco venues offering exceptional performances every day of the week, such as **Las Tablas**, **Torres Bermejas**, **Las Carboneras**, **Tablao de la Villa**, and **Corral de la Morería**, the first *tablao*—a place



Teatro Español

where you can enjoy flamenco shows—combined with a Michelin-starred restaurant.

Cinema and nightlife

Cinema is also part of Madrid's incredible leisure and entertainment offering. The city boasts wonderful cinemas such as **Cineteca Madrid**, which offers a programme focused almost exclusively on documentary film and annual international events such as Documenta Madrid. You'll also find emblematic cinemas such as **Cines Callao** and **Cine Doré**, which is housed within the **Spanish Film Library**.

And for a taste of Madrid's legendary nightlife, neighbourhoods such as **Princesa**, **Barrio de Salamanca**, **Barrio de las Letras (Literary Quarter)**, **Malasaña**, **Chueca**, **Lavapiés**, **La Latina** and **Recoletos** offer dozens of options to enjoy a dance, a drink, and a great night out. In addition to some of the city's most famous clubs, including Museo Chicote, which has been open for more than 90 years, there are always new venues opening to spice things up even more. Come and explore the famous Madrid nightlife at its hottest spots, rooftop bars with the best views, and street-level terraces. ■

More information

www.esmadrid.com/en/whats-on-madrid

www.esmadrid.com/en/madrid-nightlife

02 Find it in Madrid

Madrid is a green, healthy, sustainable city. Just look at its more than 200 parks, gardens and natural areas, which represent a total of 6,400 hectares of green heritage that offers an abundance of wealth and diversity. In addition, more than 55% of the city's streets are tree-lined, with almost 300,000 specimens that contribute to improving air quality and the urban microclimate. In fact, it has more trees than any other city in the world, with the exception of Tokyo. It was recognised by the FAO and the Arbor Day Foundation as a "Tree City of the World" in 2023.



Nature and sustainability

The people of Madrid, known as *madrileños*, like to enjoy the outdoors, with a lot of city life taking place out in the streets, parks, squares, and gardens. The capital is perfect for going for walks, meeting up with friends, or playing sports, and, in recent years, it has been gradually transforming its layout to give people more space.

See, for example, the widening of pavement areas along streets such as **Gran Vía** and **Calle de Alcalá**, the pedestrianisation of **Puerta del Sol**, and the remodelling of **Plaza de España**. Following a profound transformation, this iconic square has become a major tourist hotspot in the city centre, a refurbished space with 1,110 trees, sculptures, a children's playground, and cycle paths. Thanks to this renovation work, which has uncovered some important archaeological remains, you can now take a pleasant stroll from here to other major sites and monuments around the city, such as the **Royal Palace**, the **Temple of Debod**, **Gran Vía** and **Madrid Río Park** via one continuous footpath.

Madrid is a wonderful city for pedestrians, but also for cyclists, who can ride safely using the bike lanes, enjoy the green cycle path that runs around the city centre, and even make use of the city's public bike sharing scheme, **bicimad**. Spain's capital is also committed to public transport and expanding its green transport options: Líneas Cero, a free bus service for passengers, runs 100% electric vehicles, offering zero emissions as part of its Madrid 360 Environmental Sustainabil-

ity Strategy. This is part of a key initiative to comply with the European air quality directive which includes the creation of different Low Emission Zones (LEZ) to improve the environmental protection of citizens in all 21 districts.

Unique natural spaces

The capital has so many wonderful natural treasures that are well worth exploring and discovering up close. Some are historical, such as **El Retiro Park**. This huge green lung in the centre of the city, which was declared a World Heritage Site by UNESCO, is made up of different areas: the lake, with its monument to Alfonso XII; the exquisite Rose Garden; the magnificent Glass Palace, the Velázquez Palace, the Fountain of the Fallen Angel, and the Montaña de los Gatos, or, Cat Mountain. To the west of the city, a vast area of forest and countryside makes up **Casa de Campo Park**. Declared an Asset of Cultural Interest (BIC), it welcomes visitors with its beautiful lake, more than 601,000 pine trees, and 1,468.09 hectares for leisure, sport, and recreation, as well as an exceptional array of food options available in the surrounding restaurants. The **Royal Botanical Gardens**, which have more than 5,000 plant species, make for another of Madrid's cherished green spaces.

Madrid Río Park, another of the city's large natural areas, is a more recent addition along a ten-kilometre stretch of the River Manzanares. A park where you can enjoy all kinds of sports, it also has wonderful play areas for children, terraces, and some



El Capricho Park

truly special spots such as the Huerta de la Partida orchard, and the Salón de Pinos tree-lined walkway. Not forgetting its architectural points of interest, including the Puente Monumental de Arganzuela bridge, designed by French architect Dominique Perrault.

Other less well-known but equally charming natural spaces are the city's historic parks and gardens, known as *quintas*. **Quinta de los Molinos**, **Quinta de Torres Arias**, and **Quinta de la Fuente del Berro** are parks with an abundance of history that are well worth visiting. The city also boasts a whole host of other spectacular places, such as the **Sabatini Gardens** and the **Campo del Moro Gardens**, in the area surrounding the Royal Palace, **El Capricho Park**, the **Anglona Palace Gardens**, the **San Francisco el Grande Gardens**, the **Huerto de las Monjas** garden, and **Oeste Park**... Madrid is pure nature! ■

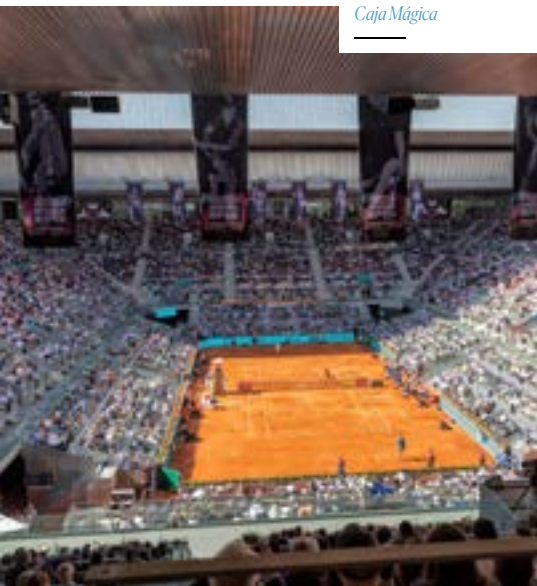
More information

www.esmadrid.com/en/parks-gardens-madrid

www.esmadrid.com/en/tourist-information/plaza-de-espana

www.esmadrid.com/en/driving-madrid

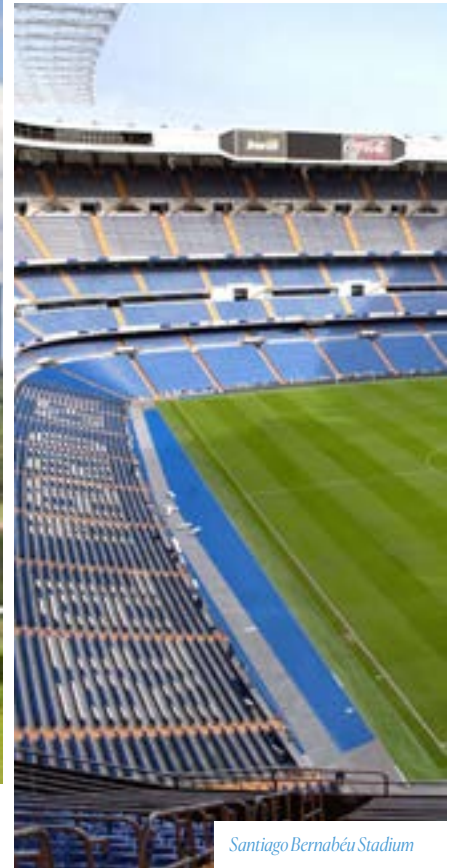
www.esmadrid.com/en/madrid-naturally-sustainable



Caja Mágica



Olivar de la Hinojosa Golf Club



Santiago Bernabéu Stadium

Sports

The tremendous passion stirred by sport and major sports competitions is ever-present in Madrid. It's the capital of premier football, thanks to its two main teams, Real Madrid and Atlético de Madrid, but it's also the city of basketball, marathons, tennis, golf and horse riding. And, above all, it's the ideal place to enjoy sport both outdoors and in its cutting-edge sporting facilities.

Real Madrid's **Santiago Bernabéu Stadium** is a global benchmark in sport and architecture, especially after the renovation work carried on the building. It now boasts a large overhang and a retractable roof that makes the venue more modern, comfortable and safe, offering new leisure, entertainment and restaurant areas. A tour of its museum is one of the most popular tourist attractions in the city, taking you through the history and triumphs of Real Madrid, which has won more European Cup titles than any other football club.

Cívitas Metropolitano, home of Atlético de Madrid, is another major draw for football fans. It's a great example of a 21st-century stadium that can also host major concerts and events. Both teams represent Madrid

all over the world and are among the best ambassadors for the capital. However, the city also has other clubs with a large fanbase, such as Rayo Vallecano and Getafe.

From the close bond forged between Madrid and football comes **Legends. The Home of Football**. This original museum, unveiled in 2023 in the heart of the Puerta del Sol square, takes visitors on a tour through the history of the sport, with more than 4,000 historical objects, the most advanced technology, and immersive experiences.

Madrid is also a major destination for fans of other high-level sports competitions: there's the **Mutua Madrid Open**, which brings together the world's top ranked tennis players at Caja Mágica; the **Spanish Golf Open**, which attracts the best professional golfers in the world; the basketball games played by **Real Madrid** and **Estudiantes** at the **WiZink Center**; as well as horse racing at La Zarzuela Racecourse and **IFEMA Madrid Horse Week**, Spain's biggest equestrian event.

These and other major competitions are held at different venues around the city, including the **Madrid Arena Multipurpose Pavilion**, which regularly hosts sporting events as well as other professional and cultural gatherings.

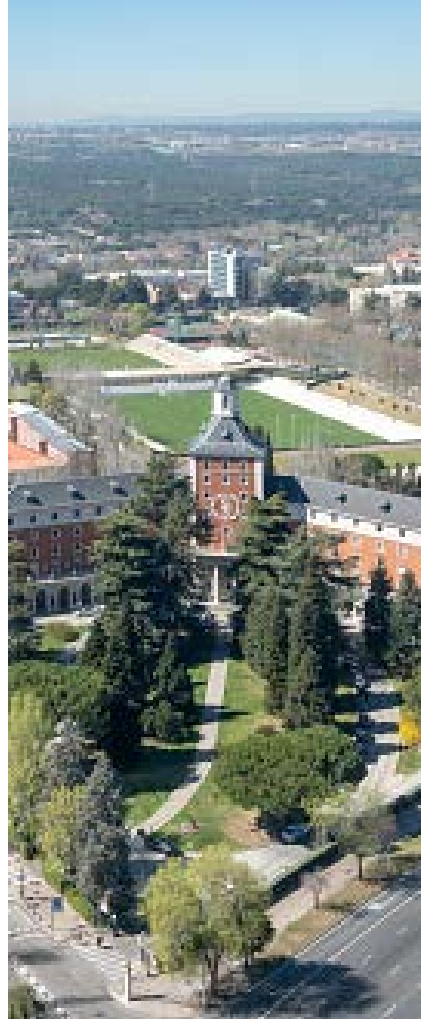
Keen cyclists can also enjoy riding on the

city's bike lanes, or they can make use of the city's public bike sharing scheme, bicimad, while runners may choose to explore the capital's various parks or take part in any of the major races held around the streets of Madrid. These include the **Madrid Marathon**, which brings together thousands of runners from all over the world every year, the **Half Marathon**, the **Women's Race**, and the popular **San Silvestre Vallecana**, which takes place every 31 December.

Whatever your sport of choice, from the most popular to something more niche, such as karate, padel, futsal, skating, triathlons, canoeing, handball, BMX or climbing, you'll find it in Madrid. ■

[More information](#)

www.esmadrid.com/en/sports



UNED Central Library

Spanish National Library

Complutense University

Education and Spanish language classes

Madrid is the most popular place in the world to learn Spanish. Every year, 35,000 people come here to study Spanish as a foreign language, according to figures from the Instituto Cervantes.

Thanks to its world-class institutions and language schools, Madrid offers the best opportunities to learn and perfect a language spoken by 595 million people, while also enjoying this vibrant city and all it has to offer.

The capital is home to the most important institutions dedicated to preserving and promoting the Spanish language, including Spain's **National Library**, which has a copy of every single book ever published in the country, as well as an extensive collection of incunabula, manuscripts, prints, drawings, photographs, maps, sound recordings, and music scores. The **Instituto Cervantes**, named after the author of *Don Quixote*, Miguel de Cervantes, can be found on the bustling Calle de Alcalá.

Madrid, which has inspired Cervantes and so many other great writers, boasts many specialist language schools where you can learn Spanish, as well as a plethora of artistic and cultural activities that enable students to get to grips with Spanish culture.

If you decide to make the excellent decision to study Spanish in the capital, you can sign up for classes at one of the city's universities—**Autónoma**, **Complutense**, **Carlos III**, **Rey Juan Carlos** or **Alcalá**—or at any of its private language schools and centres such as Eureka, TANDEM, or the Instituto Educativo Español.

To truly learn a language, you must immerse yourself in it fully, in different places and situations. Here in Madrid, you can always find informal gatherings at bars and cafés throughout the city, such as **Beer Station** and **The Irish Rover**, where students of different nationalities get together to chat.

Business schools

The capital is also very popular among students who aspire to be the business leaders of the future, travelling to Madrid every year to learn the ropes and gain experience. The city is home to some of the best business schools in the world, rated very highly in terms of the value of their degrees and their outstanding teaching methods. These include **IE Business School**, **Centro de Estudios Financieros**, **ESCP Business School** and **IMF Business School Madrid**.

Madrid's tourism department is working to promote language and learning tourism as a key part of the city's strategy to overcome seasonality by generating more demand during the traditional off-season. It aims to encourage visitors to stay for longer and for students themselves to boost tourism in Madrid by acting as ambassadors for the capital. This segment offers great potential and growth expectations. ■

More information

www.esmadrid.com/en/learning-spanish

www.esmadrid.com/en/spanish-classes

www.esmadrid.com/en/language-exchange-venues

Puerta de Alcalá gate*WorldPride Parade 2017**Chueca Metro stop**Rainbow and trans flags in the streets of Madrid*

LGBTQ+

DIVERSE,
INCLUSIVE AND
TOLERANT.

Madrid is welcoming, friendly and vibrant. A city, packed with great tourist, cultural, and leisure attractions. As a result, it has become a leading destination for the LGBTQ+ community, particularly since hosting WorldPride back in 2017.

Thanks to the freedom and respect that characterise the city, every year Madrid hosts a huge **Pride Parade** that runs through the centre of the capital. It's a date marked on the calendars of thousands of people around the world who come to Madrid to have fun and demand equality. The festivities, which kick off on the last weekend in June, include concerts, cultural festivals and social and sports activities that run over several days. The reading of the proclamation by a prominent public figure, the Carrera de Tacones (High Heel Race), and the Mister Gay contest are some of its most iconic events.

Pride has also placed the neighbourhood of **Chueca** firmly on the global map, making it famous around the world for its vibe and legendary nightlife. Bars, restaurants, bookshops, and specialist fashion shops can also be found throughout the neighbourhood, particularly in the vibrant areas of **Plaza de Pedro Zerolo** and **Calle de Hortaleza**. Other **queer-friendly neighbourhoods**

include **Lavapiés**, **Malasaña**, known for its alternative hipster scene, and **La Latina**, with plenty of LGBTQ+ welcoming venues.

Madrid plays host to a great many other major events over the course of the year. These include the **LesGaiCineMad** film festival (November) and the annual **Madbear** gathering (December).

In addition, the capital is home to a number of LGBTQ+ friendly hotels, restaurants, and cultural venues. Noteworthy activities include the Thyssen-Bornemisza Museum's thematic tour of 16 LGBTQ+ artworks entitled **Inclusive Love**. ■

[More information](#)

www.esmadrid.com/en/madrid-lgbt

www.esmadrid.com/en/lgbt-madrid-guide-pdf



Families walking through El Retiro Park

Family

MADRID IS AN IDEAL PLACE TO VISIT WITH CHILDREN AND TEENAGERS OF ANY AGE.

Both in the city itself and in the wider Madrid region, you will find an array of theme parks, natural spaces, museums, theatres, shows and leisure activities that make the capital the ultimate family destination. The city is also home to the one and only **Ratón Pérez**, the charming little mouse who is Spain's equivalent to the Tooth Fairy.

Prepare to have the time of your life at the **Parque de Atracciones** amusement park, which offers all kinds of incredible rides and shows for children and adults alike. To get closer to nature, why not visit the **Zoo Aquarium** or **Faunia** (a combination of a zoo and a botanical garden) or head to **Atlantis Aquarium Madrid** (in Arroyomolinos), home to more than a hundred different species of aquatic animals. For an out-of-this-world experience, check out **Madrid Planetarium** where they project the night sky onto a 17.5-metre hemispherical screen, as well as hosting exhibitions and a wide range of other activities.

Madrid's museums regularly run special events and workshops for children, so be sure to check the programmes of the **Museum of Natural Science**, the **Thyssen-Bornemisza**, **Sorolla** and **Archaeological museums**, and **CaixaForum**. If you're looking for museums

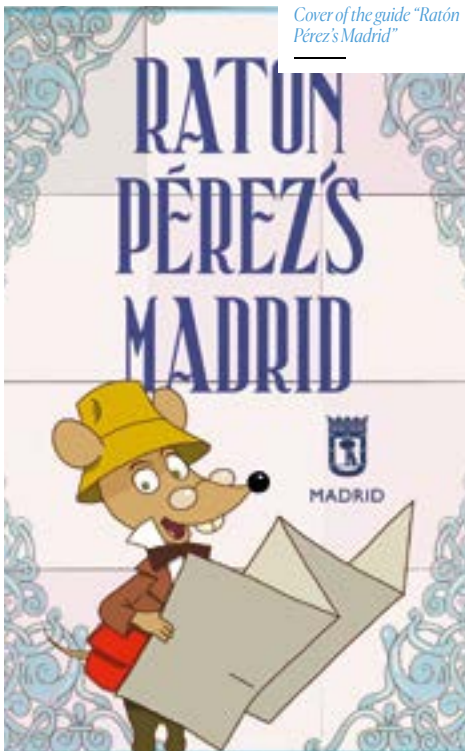
specifically designed for kids, head on down to the **Wax Museum**, the **Naval Museum**, **Chamberí Station (Metro de Madrid)**, the **Geomineral**, **Robot**, or **Railway museums**, the **Museum of Illusions** or **Sweet Space Museum**. Don't miss the house on Calle del Arenal that is now the **Ratón Pérez House Museum**, where, according to legend, this magical little mouse lived with his family.

Other cultural and leisure activities

For an even wider variety of offerings check out **Espacio Abierto Quinta de los Molinos**, a cultural centre with a programme dedicated to children and teenagers, **Teatralia**, the International Festival of Performing Arts for kids and teens, the **Titerescena** puppet festival, **El Retiro Book Fair**, which has special activities for younger readers, performances at **Teatro Circo Price**, or **El Retiro Puppet Theatre** and its summer festival **FIT Madrid**.

Families can also enjoy Madrid's magnificent line-up of **musical productions** performed in the capital or can head over to **Cineteca** film library in the **Matadero Madrid** cultural centre to catch a movie. For a unique experience, don't miss the **Changing of the Guard at the Royal Palace**.

Outdoor activities that will bring joy to any family include a picnic in **Casa de Campo**



Cover of the guide "Ratón Pérez's Madrid"

Park, boating on the lake in **El Retiro Park**, visiting the **Royal Botanical Garden**, running around the children's play areas along **Madrid Río Park**, and flying kites in **Juan Carlos I Park**.

The **Faro de Moncloa** observation deck is another very special place to visit with youngsters. Taking in all the sights of the city from above and enjoying spectacular panoramic views will be an unforgettable experience for them. For football crazy families, how about an exciting tour of **Santiago Bernabéu** or **Cívitas Metropolitano**, the stadiums of Real Madrid and Atlético de Madrid football clubs.

Fun for the whole family continues in places just outside the city thanks to themed trains that depart from Madrid, such as the **Strawberry Train** (going to Aranjuez), the **Philip II train** (to San Lorenzo de El Escorial), and the **Cervantes Train** (to Alcalá de Henares). You can also spend the day at the **Warner Theme Park** (San Martín de la Vega), the indoor ski slope at **intu Xanadú** (Arroyomolinos), the diving and freediving centre and the artificial wave pool for surfing at **X-Madrid** (Alcorcón), or at the **Puy du Fou** theme park, which is inspired by the history of Spain (Toledo).

The city has many family-friendly hotels and restaurants, so your stay here is bound to be special.

Christmas in Madrid

Madrid at Christmas is packed with wintry fun for all ages. Outdoor **markets**, **ice-skating rinks**, **festive lights**, **Nativity scenes**, the eagerly anticipated **Epiphany Parade**, the **Christmas and Three Kings** trains, children's shows at **Teatro Circo Price** and **Cortylândia** are just some of the activities that make Madrid a magical place



Naval Museum



Quinta de los Molinos Park



Christmas Market

MADRID'S FAMILY TOURISM AMBASSADOR IS RATÓN PÉREZ, WHOSE HOUSE-MUSEUM CAN BE VISITED ON CALLE DEL ARENAL

to explore with the family.

The Madrid of Ratón Pérez

This charming little mouse, a character created by Father Coloma in the late 19th century for King Alfonso XIII, who was just a boy at the time, has been named Madrid's family tourism ambassador. This magical figure is so intertwined with the history of Madrid and its traditions that the city's tourism department has decided to establish him as the face of their family-friendly campaign, both on a national and international level, since he is also known in several countries in Latin America.

The distinguished Madrid-born mouse is also the star of the capital's new illustrated tourist guide for families published by the city council, in which he takes the little ones

on a fun journey around the city they'll never forget. Together they'll discover the great treasures and experiences that await them in Madrid. The guidebook includes fun facts and even a game to test their knowledge about the city. There is also a small, themed area dedicated to Ratón Pérez in the Plaza Mayor Tourist Information Centre, where they can find out even more interesting facts about our favourite rodent. ■

More information

www.esmadrid.com/en/madrid-for-kids

www.esmadrid.com/en/raton-perez-madrid-guide



Mandarin Oriental
Ritz Madrid

Luxury

MADRID IS THE NEW
EUROPEAN CAPITAL OF
LUXURY TOURISM.

From art and culture to cuisine, shopping, sports and, of course, the city's wide range of hotels, the most demanding visitors will be sure to find experiences to suit them in the capital.

Some of the most luxurious hotels in the world are in Madrid. Indeed, the capital has more four- and five-star hotel establishments than any other city in Spain, with several hotels owned by major international chains. The **Thompson Hotel**, **The Madrid EDITION**, **Four Seasons Madrid**, **Mandarin Oriental Ritz Madrid**, and **Rosewood Villa Magna** are some of the latest high-end hotels that can be found in the city offering visitors excellent accommodation, wellness, and dining options.

The capital boasts delicious, exclusive, gastronomical experiences. For example, you can eat at the oldest restaurant in the world (**Casa Botín**) or dine at one of Madrid's Michelin-starred restaurants, including **DiverXO** and **RavioxO**, which are headed up by the world's best chef, Dabiz Muñoz. Epicures can also enjoy modern cuisine at hotels and other establishments, and can pick up some delicatessen products at markets and speciality shops.

High culture

Art and culture also offer unique experiences in Madrid, including exclusive visits to museums such as the **Thyssen-Bornemisza**, which houses one of the best private collections in the world, the **Prado**, and the **Reina Sofía**, the epicentre of national and international contemporary art.

Premium cultural options are also available at the **many art galleries** located all around the city: from the Barrio de Salamanca neighbourhood, where these spaces emerged to display private collections, to other areas such as Las Salesas, Barrio de Las Letras (Literary Quarter) or Carabanchel. The latter has positioned itself at the very heart of Madrid's art scene, boasting numerous studios, workshops, and creative spaces. Around 50% of all galleries in Spain can be found in Madrid.

As for shows, the acclaimed musical *The Lion King* offers special Gold Seats with the best views and guided tours behind the scenes. The **WiZink Center** also has different options, such as the Premium Seat, which gives you access to the concert from the moment the doors open. It includes exclusive advantages and entry to the Espazio WiZink area, with a special menu to enjoy before and during the events.

The **Teatro Real** opera house is already an authentic premium experience in itself, but it also offers VIP boxes, behind the curtain tours of how an opera performance is staged, as well as technical backstage visits. To round it all off, you can dine in its restaurant, **Papagena**, located on the sixth floor of the building, which has stunning views of the Royal Palace, and is headed up by chef Ramón Freixa, recipient of two Michelin Stars.

The world of sports also allows for one-of-a-kind moments in Madrid. While at the stadiums of the city's two main football teams, Real Madrid and Atlético de Madrid, you can enjoy VIP access to private boxes, luxury catering, and a personalised service.

Exclusive shopping

If you are looking for a luxury shopping experience, the capital offers a whole host of opportunities: for high-quality designer items, head to **LOEWE**, the premium leather goods firm; **Lepanto**, the famous handbags and handmade accessories label; **Seseña**, a centuries-old shop and one of the few still dedicated to the manufacture and sale of capes; **Durán**, a jewellery brand that has supplied the Royal House with silverware since 1899; **Yanes**, the goldsmith dynasty that has been engraving pieces for more than 125 years; **Borca**, one of the leading makers of manila shawls with centuries of history to its name; **Yusty**, the tailoring shop that has dressed the city's aristocrats, business magnates, and politicians since 1914; or the renowned **Glent Shoes** stores, among others.

More ambassadors of the "Made in Spain" brand also include the fashion firm **Ailanto**; the bags and designs of **Balenciaga**; the porcelain of **Ladró** and **Sargadelos**; the Spanish jewellery, accessories and fashion brand **Tous**; the acclaimed manufacturer of espadrilles and footwear in general, **Castañer**; and the label specialising in clothing, decoration, and all kinds of accessories, **Elisa & Eduardo Rivera**, to name but a few.

International luxury can be found mainly on **Calle de Serrano** and **Calle de José Ortega y Gasset**, as well as other surrounding streets in the **Barrio de Salamanca** neighbourhood. Here, you'll find Madrid's so-called **Golden Mile**, with major labels such as **Chanel**, **Dior**, **Yves Saint Laurent**, **Louis Vuitton**, **Prada**, **Gucci**, **Armani**, **Bvlgari**, and **Valentino**. Another haven for shopping is the department store **El Corte Inglés** on **Paseo de la Castellana**. But, without a doubt, there's a new icon of luxury in the heart of the capital: **Galería Canalejas**. This unique shopping complex with more than 40 boutiques offers fashion, accessories, perfumes, jewellery and watches by leading brands, as well as

a vast array of incredible food in **Galería Canalejas Food Hall**, which boasts dishes devised by renowned Michelin-starred chefs.

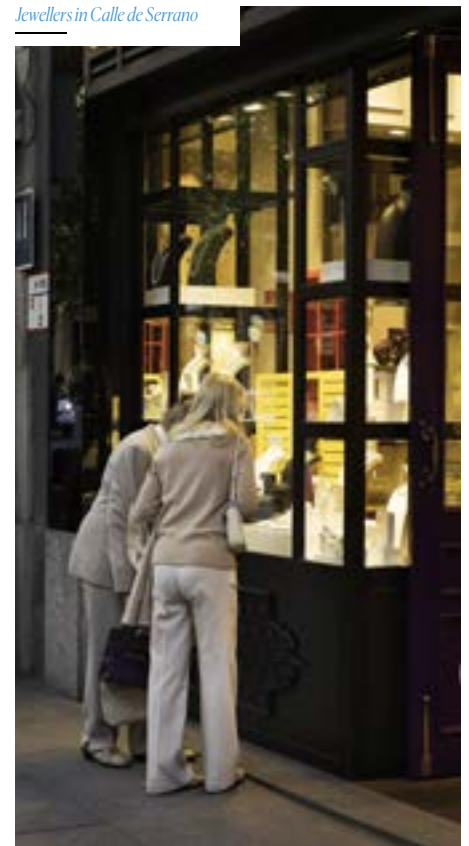
Madrid's tourism department promotes "Tourism of Excellence" in Madrid through different initiatives: by collaborating in **Forward_Mad**, a forum that specialises in this segment, bringing together eminent professionals to analyse trends in high-end tourism; by forming strategic alliances with travel networks like Virtuoso, Signature, Internova and Travel Leaders, among others; and by participating in meetings and events dedicated to premium tourism, within Europe and further afield. ■

MADRID, WITH MORE 4- AND 5-STAR HOTELS THAN ANY OTHER CITY IN SPAIN, OFFERS HIGH-END CULTURAL, CULINARY, AND RECREATIONAL EXPERIENCES.



Shop window in the Barrio de Salamanca neighbourhood

Jewellers in Calle de Serrano



Four Seasons Hotel Madrid
(Christian Horan / Four Seasons)

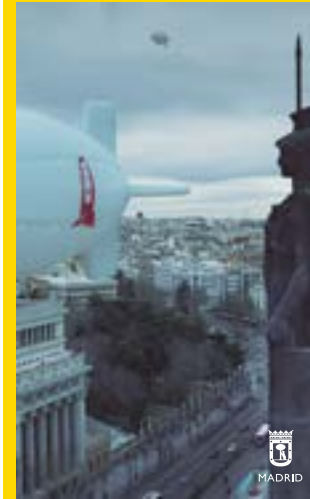
More information

www.esmadrid.com/en/luxury-madrid

www.esmadrid.com/en/luxury-shopping-madrid



Art and culture
→ Madrid, the tv series capital



Filming of the HBO Max series "García" on Gran Vía

Cover of the brochure "Madrid, the TV series capital"

An audiovisual set

MADRID IS A
WONDERFUL CITY
FOR TELLING GREAT
STORIES.

Its streets and buildings have inspired world-famous directors and have featured in hit films and TV series. The capital has also established itself as an incredible location for all kinds of film shoots and as one of the main audiovisual production hubs in Europe.

Madrid has appeared numerous times on the big screen, from Hollywood classics such as *Doctor Zhivago* (1965) and *Circus World* (1964), to more recent productions including *The Bourne Ultimatum* (2007) and *Terminator: Dark Fate* (2019). But it's in the filmography of Spanish directors such as **Pedro Almodóvar** and **Álex de la Iglesia** where the city shines as a character in its own right. Madrid provides the backdrop for internationally successful series such as *Valeria*, *Élite*, *30 Coins*, *Reina Roja*, *García!*, and the global phenomenon *Money Heist*.

The audiovisual industry in Madrid is growing at a spectacular pace. The capital and its surrounding area currently account for 35% of film production companies and around 31% of animation and visual effects firms in Spain. In 2023, a total of 41 movies, 55 series and more than 410 commercials were filmed on and around the city's streets.

Madrid boasts so many incentives for film shoots: from tax breaks to a variety of locations, great weather, and professional, high-level infrastructures. For companies and professionals looking to use the metropolis as a special backdrop for their projects, the city council's audiovisual service, **Madrid Film Office**, is on hand to provide assistance and guidance.

The organisation runs a number of initiatives to promote screen tourism and attract movie buffs to the city, including the publication of different guides detailing Madrid's "cinematic" spaces. In addition, it collaborates with activities to raise the profile

of Madrid's audiovisual heritage with events such as **Veranos de la Villa**, **Madrid Otra Mirada** and the **Open House** architecture and city festival.

Madrid City Council plays an integral role in helping boost the film industry. The Madrid Film Office and other city council departments strive to ensure that every stage of a project's development is covered. To this end, they organise industry forums and training, pitching and project development activities (Film Academy Residencies, TorinoFilmLab, Iberseries & Platino Industria, Cartoon Masters SpringBoard, Ventana CineMad, Animario Pro and Documenta Pro, "Cortamos para..." after-work networking sessions), lines of support to help projects access funding (grants for the audiovisual sector, collaboration with CREA SGR), support for film shoots and the promotion and dissemination of finished projects.

They have also carried out various strategic actions and signed agreements aimed at promoting the development of a robust and competitive cultural and industrial fabric, such as subsidies for film festivals, series or any other type of audiovisual cultural production. ■

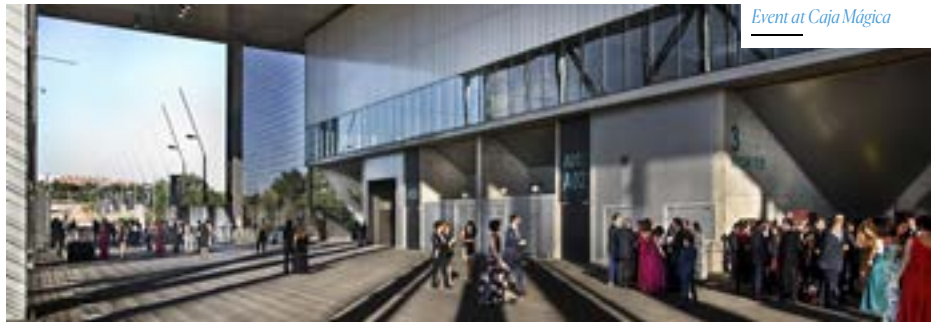
More information

www.esmadrid.com/en/madrid-tv-series-capital

<https://madridfilmoffice.com/en/>



M&H Healthcare Europe
2021 event



Event at Caja Mágica



IFEMA Palacio Municipal

A hub for professional meetings and events

MADRID IS A TOP DESTINATION FOR THE MEETINGS AND EVENTS INDUSTRY.

Madrid is a safe and well-connected city boasting modern infrastructure and an excellent public transport system. This, combined with quality professional services, a rich cultural offering, a flourishing food scene and a broad range of leisure activities, ensures that any professional meeting, trade fair, or congress held in the city is sure to be a success.

Madrid is renowned throughout the world as a first-class destination for events. In 2023, the capital was named the leading destination for meetings and conferences in Europe and in the world at the World Travel Awards. The capital received these two major accolades for the sixth and fifth consecutive year, respectively. In addition, according to the "Global Meetings & Events Forecast", Madrid is the third most in-demand city in Europe for events in 2024.

Such recognition shows the trust placed by all industry professionals in Madrid as a destination, rewarding the capital's hard work and commitment to promoting this important tourist segment.

The city has extraordinary air and land transport links, an advanced urban transport network, and major infrastructure for meetings tourism, including IFEMA Madrid, which was voted Europe's Best Convention Centre 2022 at the World MICE Awards. This venue hosts all kinds of trade fairs and specialised meetings throughout its thirteen

pavilions, two convention centres, and other spaces such as **IFEMA Palacio Municipal** and **Espacio Valdebebas**.

In addition to this, the city boasts Casa de Campo Trade Fair Park's **Glass Pavilion**, **Madrid Arena Multipurpose Pavilion** and the **Convention Centre**. This exhibition ground is located within the largest public park in the city and is managed by the municipal company Madrid Destino.

One of the capital's greatest assets is that it boasts a wide variety of spaces available for hosting events. Modern, historic, and special venues make up a catalogue of unique settings that guarantee the most professional and welcoming event. These include **Caja Mágica**, the **Faro de Moncloa** observation deck, the **Glass Gallery** at **Cibeles Palace**, **Príncipe Felipe Congress Centre**, **Kinépolis**, **Casino de Madrid**, **Círculo de Bellas Artes**, **Madrid Marriott Auditorium Hotel & Conference Center**, the **Duques de Pastrana** complex, **Neptuno Palace** and the **Santiago Bernabéu** and **Cívitas Metropolitano** stadiums, to name just a few.

To attract major professional events and expand their positive impact on the capital, the city council's tourism department runs **Madrid Convention Bureau (MCB)**, a specialised umbrella organisation that encompasses more than 220 companies from Madrid's tourism sector. Named one of the winners of the Best CVB/DMO International category at the Smart Stars Awards 2022, MCB is responsible for promoting the capital as a venue for events on a national and international level, and for offering assistance to all organisers looking to host events in the city. The commitment to sustainability and the legacy of this department has materialised in initiatives such as the PLUS (Platform for Legacy with Us) digital platform, which has positioned Madrid as a cutting-edge destination in the sustainable management of meetings and professional events. ■

[More information](#)

www.esmadrid.com/mcb/en/

www.madrid-destino.com/en/espacios-y-eventos

02 Find it in Madrid



Corrala housing in the neighbourhood of Lavapiés

Puente de Perrault bridge, Madrid Río Park

Cuatro Torres Business Area

Terraces in Madrid de los Austrias

Neighbourhoods and day trips

There's always something to do in Madrid.

These areas all have their own charm and personality and, together, they make Madrid a more attractive and nuanced city, one that's renowned for its diversity.

Los Austrias

This area makes up the heart of the city. From here, you can take a step back in time and discover the origins and evolution of the capital from its earliest history. Be sure to check out many of Madrid's most famous sites, from the lively Plaza Mayor to the monumental Royal Palace, Plaza de Oriente and La Almudena Cathedral. Stop by Plaza de la Villa too, where you'll find the Lujanes house and tower; the oldest civil building in the city, which dates back to the 15th century.

Barrio de Las Letras (Literary Quarter)

This neighbourhood lives and breathes culture and literature. Here, you can trace the footsteps of the illustrious writers who lived or plied their trade in this area during the Spanish Golden Age: Cervantes, Lope de Vega, Tirso de Molina, Calderón de la Barca, Quevedo, Góngora, and Bécquer. Its streets pay tribute to the name of this

neighbourhood, displaying excerpts of legendary works of Spanish literature among its tiles. They also invite you to take a literary tour of the Lope de Vega House Museum, the Church and Convent of Las Trinitarias Descalzas—where Cervantes, the author of *Don Quixote*, is laid to rest—the Ateneo cultural centre, Teatro Español, and Plaza de Santa Ana.

Landscape of Light

The magnificent combination of culture, art, and nature found in this area make for a unique urban landscape, designated a World Heritage Site by UNESCO. Its so-called "Golden Triangle of Art", formed by three of the world's leading art galleries—the Prado, the Thyssen-Bornemisza and the Reina Sofía—is one of the site's main attractions, along with El Retiro Park, with its famous lake, Glass Palace, and French Parterre; home to the Montezuma cypress, one of the oldest trees in Madrid. The Landscape of Light also encompasses the monumental neighbourhood of Jerónimos, dotted with neoclassical buildings, the church after which it's named, and other imposing edifices such as Salón de Reinos, Casón del Buen Retiro, the Navy Headquarters, and Cibeles Palace, which is the current seat of Madrid City Council.

Barrio de Salamanca

In this neighbourhood, you can enjoy luxury shopping along the exclusive Golden Mile, dine at Michelin-starred restaurants, and visit other interesting spaces such as the WIZink Center, a venue that hosts basketball matches and live music events. Overlooking the entrance to this area is Dalí's Dolmen, a bronze monument dedicated to science and technology in which the Catalan artist depicts Isaac Newton. Other major attractions include the National Archaeological Museum, the Lázaro Galdiano Museum, and a wide range of art galleries.

Sol-Gran Vía

This nerve centre of Madrid oozes movement and vitality. The area boasts plenty of cultural, culinary, leisure, entertainment, and shopping options and is ideal to explore on foot. Starting from the Puerta del Sol square, and after taking a photo by its famous Kilometre Zero marker or with the statue of the Bear and the Strawberry Tree, you can easily reach Gran Vía avenue. This century-old, bustling street, is great for browsing the shops, taking in a show, or contemplating emblematic buildings as you enjoy a leisurely stroll down its wide pavements. It's also home to the headquarters of the Telefónica Foundation—an organisation dedicated to culture and science—the Oratory of Caballe-

ro de Gracia, as well as a number of hotels with rooftop terraces and bars popular with locals and visitors alike. On Calle de Alcalá, just where the street meets Gran Vía, you'll find Círculo de Bellas Artes—another haven of culture and the performing arts—, Instituto Cervantes, and the Army Headquarters, which is opposite Cibeles Fountain.

Princesa

This area is home to a number of must-see sights in the city, including: Plaza de España, a major new tourist hotspot following its latest remodelling which has turned it into a greener, more sustainable space; San Antonio de la Florida Chapel; the Garment Museum; the Museum of the Americas; and the Temple of Debod, an Egyptian construction more than 2,200 years old, where you can enjoy some of the most beautiful sunsets in Madrid. And speaking of taking in the sights that the capital has to offer, you should definitely visit the Faro de Moncloa observation deck. It's one of the most spectacular vantage points over the city, not only because of its 92-metre height, but also because it offers a 360° view of the capital and its surroundings, from the Royal Palace, to the Telefónica Building which was Madrid's first-ever skyscraper, Casa de Campo Park, and even the Sierra de Guadarrama mountains.

Conde Duque

Cheerful, bohemian, and laid-back are three perfect adjectives to describe this neighbourhood, which grew up around the Cuartel del Conde Duque, the former barracks that now make for a contemporary culture centre offering a broad multidisciplinary programme of art, cinema, music, spoken word, theatre, and dance. In the surrounding area, you can also find major tourist attractions such as the Church of San Marcos, Casa de México cultural centre, and Liria Palace, the only inhabited palace in Madrid. Built in the 18th century, it's the official residence of the House of Alba and the main site of the family's immense art collection and historical archive.

Chamberí

This area prides itself on its excellent cuisine and tapas scene, on streets such as Calle de Ponzano, and in local establishments like Vallehermoso Market, or La Chispería food court. Chamberí also charms visitors with its wonderful Sorolla Museum, the former home of this 19th-century Spanish artist. It's one of the most complete and best-preserved house-museums in Europe, displaying many magnificent paintings by the Valencian artist.

Madrid Río

This large nature-filled outdoor recreation area, which stretches along the banks of the River Manzanares, is a real oasis for pedestrians in the city. This magnificent part of the city is also home to Matadero Madrid, a wonderful cultural centre to be enjoyed by all. The neo-Mudéjar-style pavilions of this former slaughterhouse built in the early 20th

century now house a large centre for contemporary creation dedicated to design, the visual arts, music, literature, new technologies, and the performing arts.

Casa de Campo

This is the largest city park in Spain, covering an area of more than 1,722 hectares. In the past, this part of the capital had ties to the monarchy, since it was the hunting ground of King Philip II. Today, however, Casa de Campo Park is a space to enjoy nature, food, and a wide range of leisure activities, such as boating on the lake or enjoying an unforgettable or enjoying an unforgettable day at the Zoo Aquarium and Parque de Atracciones amusement park.

Lavapiés

A neighbourhood of contrasts, Lavapiés is one of the most traditional but also the most multicultural areas of the capital. Its narrow, steep streets recall its medieval origin. It's still home to a few *corralas*, typical working-class housing characterised by balconies that look out onto an internal courtyard. The area also offers all kinds of different cuisines, such as Indian, Lebanese, Korean, Pakistani... and it has unique cultural venues such as La Casa Encendida and Teatro Circo Price.

Malasaña

This is the heart of the city's retro fashion and underground culture scene, where the nerve centre of this neighbourhood is Plaza del Dos de Mayo. The area owes its name to the heroic Manuela Malasaña, who faced down the French troops during the uprisings of 2nd May 1808. It's also home to other interesting spots such as the Church of San Antonio de los Alemanes and Madrid's History Museum. Epicentre of the so-called "Movida Madrid" of the 1980s, this part of the city keeps the spirit of this movement alive with its vibrant nightlife and cultural scene.

La Latina

La Latina is one of the liveliest neighbourhoods in the capital. Here, you can delve into the origins of the city, visiting the Museum of San Isidro, the Christian city walls, or the Church of San Andrés, the oldest in Madrid. A great way to explore this area is by taking a stroll around Las Vistillas Gardens, visiting the Royal Basilica of San Francisco el Grande, which houses works of art by Zurbarán and Goya, or by going for tapas on Calle de la Cava Alta and Calle de la Cava Baja. This neighbourhood is named after the writer and humanist Beatriz Galindo—nicknamed "La Latina"—, tutor to Queen Isabella the Catholic and founder of the former Concepción de Nuestra Señora Hospital, which can be found in this area.

More information

www.esmadrid.com/en/tourist-areas-map

www.esmadrid.com/en/day-trips-madrid

And, of course, you can't miss a Sunday visit to El Rastro, an open-air flea market with centuries of tradition behind it. The nerve centre of this market runs along Calle de la Ribera de Curtidores, a charming street and the ideal place to find all kinds of second-hand objects, clothes, furniture, vintage items, or antique books.

Chueca

This neighbourhood is a symbol of the most diverse, open, and accepting Madrid, with a wide range of leisure, shopping and food options, including San Antón Market and numerous restaurants, cafés, and designer cocktail bars. It's also home to the Museum of Romanticism, which boasts a large collection of paintings, furniture, and decorative arts from the 19th century, with some truly unique pieces.

Castellana

Make time to explore this area if you want to visit the AZCA complex or the Cuatro Torres Business Area, which has some of the city's most emblematic skyscrapers. You can also check out the Santiago Bernabéu, one of the most important football stadiums in the world which is home to Real Madrid. In this neighbourhood, you'll also find the Open-Air Sculpture Museum, the National Museum of Natural Science, the Residencia de Estudiantes cultural centre, and the largest urban development project in the capital, Madrid Nuevo Norte.

Las Salesas

One of the city's most elegant areas, Las Salesas is home to the latest indie fashion trends and historic venues such as Café Gijón. Considered Madrid's "last literary café", the century-old establishment has been a meeting place for intellectuals and writers since it first opened. The Mapfre Foundation, Teatro María Guerrero, the Wax Museum, and various art galleries are also located in this neighbourhood.

World Heritage Cities and other places of interest near Madrid

Madrid is one of the few cities in the world that is surrounded by and well connected to several **UNESCO World Heritage Cities**, as well as **urban and natural areas of great interest**.

Thanks to the local train service (Cercanías), the high-speed rail network AVE, medium-distance trains, and low-cost rail services, when visiting Madrid, you can easily take a trip to other major Spanish cities such as **Ávila, Cáceres, Córdoba, Cuenca, Segovia, Mérida, Salamanca, Toledo, Alcalá de Henares, Aranjuez, and El Escorial**.

What's more, starting out from Madrid, you can explore one-of-a-kind natural spaces such as **Sierra de Guadarrama National Park**, and the picturesque villages of **Patones, Rascafría** and **San Martín de Valdeiglesias**, to name a few. ■



*Chinese New Year
Parade*

San Isidro festivities

*Veranos de la Villa,
Plaza de España*

Upcoming events

Culture, leisure, entertainment, and fun with a capital F, that's what Madrid has to offer all year round. With so much to do here, there's always something for everyone.

In 2024, there will be even more for you to enjoy, with amazing new cultural and leisure offerings that invite you to truly experience the city for yourself. Here are some of the most unmissable events happening in the capital:

New Santiago Bernabéu Stadium

Real Madrid's home ground will unveil its brand new image in 2024, cementing its status as one of the best and most modern stadiums in the world, able to host a variety of different events. It has confirmed some huge concerts for this year, such as performances by the US superstar Taylor Swift and the Mexican singer Luis Miguel.

Royal Collections Gallery

Although it has only been open for a few months, this museum is already one of the country's most important cultural success stories of recent decades, and one of the must-see tourist attractions for new or regular visitors to the capital. Built within the grounds of Madrid's Royal Palace, this museum is located on the ledge that overlooks the gardens of Campo del Moro Park from Plaza de la Almudena. It takes us back through the history of the Spanish monarchy and its artistic tastes, from its earliest reigns in the Middle Ages up to Juan Carlos I.

New Puerta del Sol

It's one of the best known and busiest public squares in the city, and thanks to its recent remodelling, it's become a more orderly, balanced and 100% pedestrian space.

Legends. The Home of Football.

Madrid boasts this new, one-of-a-kind museum in the heart of the Puerta del Sol square. It takes visitors on a journey through the history of football, with more than 4,000 historical objects, and using the most advanced technology and immersive experiences.

The Year of Antonio Palacios

The architect and town planner Antonio Palacios designed some of the city's most famous and unique buildings, such as the Palace of Communications, now known as Cibeles Palace and Círculo de Bellas Artes. A full programme of activities is being organised to celebrate the 150th anniversary of his birth.

World Rugby Sevens Series

Madrid will host the Grand Final of the World Rugby Sevens Series, attracting the top players and fans of the sport to a three-day festival of rugby and parallel entertainment at the Cívitas Metropolitano stadium.

Alegría. Cirque du Soleil

The Canadian company will return to Madrid to stage one of its most popular shows, *Alegría*, on the 25th anniversary of its première in Spain. The venue will be the Escenario Puerta del Ángel and the curtain will rise in December 2024.

Millesimé Fest

After organising 20 editions in a number of different cities, Millesimé is returning to Madrid with a new event that combines gastronomy and music. The Casa de Campo Trade Fair Park will be the setting for the festival, which will include an exhibition of works by visual artists and a variety of spaces created by prestigious architects.

New musicals

Madrid's programme of events continues to welcome new productions this year, such as *The Time in Between* and *The Pillars of the Earth, the Musical*.

Usera and Carabanchel

These are two of Madrid's newest tourist hotspots. Home to the largest Chinese community in Spain, Usera has become the city's Chinatown, and Carabanchel is a creative, bohemian neighbourhood that is fast becoming the beating heart of the capital's contemporary scene.

ANNUAL EVENTS

In addition to all these new offerings, throughout the year the capital hosts a number of major, well-established events, which continue to secure Madrid's reputation as one of the most popular urban destinations.

The year kicks off with **FITUR**, one of the biggest tourist events in the world and the leading trade fair for the Iberoamerican source and host markets (IFEMA Madrid, January-February).

Chinese New Year is always celebrated at the start of the year too, with a cultural and festive programme of concerts, workshops, parades, fairs, and food tours, particularly around the neighbourhood of Usera (several locations/venues, January).

At this time of year, a major food event also takes place: **Madrid Fusión Alimentos de España**. It's a real haven for foodies that's held in January at the IFEMA Madrid convention centre. This international gastronomy congress, which brings together the world's best chefs, showcases the latest culinary trends.

In February, it's **Carnival** time, with its eagerly anticipated inaugural speech, the Masquerade Ball at Círculo de Bellas Artes, the *Murgas and Chirigotas* (forms of popular song) street musician performances, and the Burial of the Sardine (several locations/venues). This is followed by **Madrid Design Festival**, an important date for design enthusiasts which turns the city into the capital of this discipline (various venues, February-March), as well as art-related events such as the International Contemporary Art Fair **ARCOMadrid** (IFEMA Madrid) and **Art Madrid** (Glass Gallery at Cibeles Palace), both in March.

As spring arrives, Madrid's agenda is also flooded with events such as: the **Elas Crean** festival (several locations/venues, March), where talented women creatives come together from disciplines such as music, theatre, and dance; and **Teatralía**, an unmissable gathering for children with shows that combine theatre, music, puppetry, magic, circus, projections and contemporary dance (several locations/venues, March).

The week running up to Easter weekend, known as **Semana Santa** or Holy Week, is an incredible experience for visitors to Madrid. The atmosphere in the streets is truly special, with powerful music played on drums and trumpets, majestic statues paraded through the streets, and colourful costumes worn by religious guilds as they march in solemn processions, known as Cristo de la Fe y el Perdón, Jesús de Medinaceli, and Jesús El Pobre y María Santísima del Dulce Nombre (several locations/venues, March-April).

The city also hosts plenty of activities for avid runners, including the **Zurich**

Rock'n'Roll Running Series Madrid, the most important urban running event in Spain with three different distances: marathon, half-marathon and 10K (April). Don't miss the **Women's Race**, which has been held for 18 years (May). Tennis fans, on the other hand, can watch the world's top seeded players battle it out at the **Mutua Madrid Open** (Caja Mágica, April-May).

During the spring, we can also enjoy the **Madrid Book Fair**, the most important cultural and literary event in Spanish that brings together visitors and writers (El Retiro Park, May-June).

The **San Isidro festivities**, which honour the patron saint of Madrid, bring together traditions, parades of processional giants known as *Gigantes y Cabezudos*, nights of zarzuela operetta and all kinds of music. The action is based around La Pradera de San Isidro Park, Plaza Mayor and Las Vistillas Gardens (several locations/venues, May).

Universal Music Festival kicks off the city's festival season with a wide variety of national and international music acts (Teatro Real opera house, from May to July). More artists from Spain and abroad also gather at **Noches del Botánico**, a series of concerts performed amid stunning natural surroundings (Complutense University Botanical Gardens, June-July). And let's not forget one of the capital's biggest dance festivals: **Danza en la Villa** (Teatro Fernán Gómez - Cultural Centre, June).

Madrid is one of the best LGBTQ+ destinations in the world, and this is clearly demonstrated in the celebration of its **Pride Festival** (several venues/locations, between June and July).

PHotoESPAÑA, which highlights current trends in photographic art as well as the latest projects by internationally renowned artists, marks the beginning of summer (several venues/locations, June-August). The biggest event of the season in Madrid is undoubtedly **Veranos de la Villa**, a festival that offers numerous artistic offerings throughout the city (several venues/locations, July and August).

Mad Cool Festival is one of the most important music events in the world, and an unmissable date in the city's summer line-up (Iberdrola Music, July).

In August, Madrid comes alive with street parties. The most traditional neighbourhoods in the city are decorated to celebrate the

festivities honouring San Cayetano, San Lorenzo and La Virgen de la Paloma (several venues/locations, August).

The world of fashion gets dressed to impress at **Vogue Fashion's Night Out**, an event that marks the start of the fashion season after the summer (multiple venues, September). You can also enjoy **Mercedes-Benz Fashion Week**, which has two annual events (September and February).

In October, it's **LuzMadrid's** time to shine! The first edition of this event was presented with the international sustainability award A Greener Festival. It brings art and culture to the city's streets and displays the work of outstanding national and international artists who, through their use of light, engage in dialogue with the public space. This month is also the perfect time for tapas, thanks to Tapapiés, the multicultural tapas and music festival in the neighbourhood of Lavapiés.

November brings the celebrations of the **Mexican Day of the Dead** to Madrid, with a mega altar to the dead featuring as the main attraction (Casa de México, from October to November). What's more, the city becomes the capital of jazz with **JAZZMADRID**, which offers concerts, films, talks and debates around this genre (various venues/locations, November).

Horse lovers should not miss **IFEMA Madrid Horse Week**, the largest equestrian show in Spain that seeks to bring the world of horses closer to the general public (IFEMA Madrid, November).

The magic of **Christmas in Madrid** amazes visitors with spectacular festive lights, traditional Nativity scenes, the market at Plaza de España, the Teatro Circo Price's circus show for the whole family, New Year's Eve celebrations in the Puerta del Sol square, and the Three Kings Parade to celebrate the Epiphany (several locations/venues, late November-6th January).

And to bid farewell to the year in style, **San Silvestre Vallecana** is a hugely popular race that takes place on 31st December each year. ■

[More information](#)

www.esmadrid.com/en/madrid-save-date

www.esmadrid.com/en/events-calendar



Royal Palace Tourist Information Centre

Madrid City Card

Tourism products and services

Madrid has a wide range of tourism products and services promoted by the city's tourism department to help you seamlessly plan your trip before your arrival and enjoy a series of unique, personalised experiences in the city during your stay.

Tourist information points

The city of Madrid has 11 information points open all year round, where staff offer all kinds of recommendations on unmissable places, as well as provide maps and publications with useful information, and share great tips to make the most of your visit.

Each point has advanced customer service tools, along with **free Wi-Fi**, adapted counters, and magnetic loops to cater to hearing aid users. As part of the city's commitment to delivering an increasingly digital and sustainable service, wherever possible staff will send the information to your mobile device. You will instantly receive a personalised document with up-to-date information about the resources and events that interest you most, with a choice of nine languages. In addition, there are QR codes available so you can download the different promotional publications. If you prefer, however, you can also ask for paper leaflets and brochures which have the FSC logo, indicating that the paper comes from sustainably managed forests.

The **Plaza Mayor Tourist Information Centre** is the largest in the city and one of the most modern and state-of-the-art tourist facilities in the country. Located in the square's former bakery, Casa de la Panadería, it's the first tourist information centre in a European capital to have been awarded the UNE 170001-2 Certificate of Universal Accessibility. In addition to offering customer service in Spanish Sign Language, it's equipped with tactile paving, ischiatic support benches, magnetic loops, a tactile map, adapted counter, and specialised material such as the *Accessible Tourist Guide*. All information and assistance is provided by expert tourism professionals who can attend to visitors in different languages. The centre also has a digital self-service information point with touch screen technology.

On arrival, you'll meet Pichi, the information bot that welcomes you and suggests the best way to enjoy the city according to your age and preferences. The centre also has a special corner dedicated to the children's character Ratón Pérez (the Spanish equivalent to the Tooth Fairy) and the **Tienda Casa de la Panadería** gift shop.

Other tourist information points can be found on **Paseo del Prado**, at the **Reina Sofía Museum**, the **Royal Palace**, **Plaza del Callao**, **Santiago Bernabéu Stadium**, the **CentroCentro** cultural centre, **Cuesta de Moyano**, **Adolfo Suárez Madrid-Barajas Airport** (in terminals T2 and T4) and the **Emergency Tourist Assistance Service (SATE)**, located in the police station on

Calle de Leganitos. In addition, temporary information points are often set up at certain times of the year or during the celebration of large events or professional meetings. Tourist information and assistance can also be provided remotely, via email, chat, or on the phone.

The capital's tourist information and assistance service has been awarded the "Q de Calidad Turística" tourism quality certificate granted by the Institute for Spanish Tourism Quality (ICTE).

360° Virtual Assistance

This pioneering, free service allows future visitors to explore some of the emblematic places they will be discovering during their trip to the capital. The virtual tour includes a vast array of **360-degree photographs of over 50 tourist spots in Madrid**. It's conducted, via video call, by **tourist information guides** who can provide help and practical information on other aspects of interest, from booking tickets for a show to explaining the best way to get around the city. It runs 365 days a year and must be booked in advance through the website <https://videoatencion360.esmadrid.com/en>. Available in Spanish, English and French.

Madrid City Card

The city of Madrid's official sightseeing pass allows tourists to enjoy benefits, such as preferential access, and discounts on over 40 of the capital's top tourist, cultural and leisure attractions. The card also includes a Tourist Travel Pass issued by the CRTM, Madrid's

Casa de la Panadería gift shop

Regional Transport Consortium, which can be used on the city's Metro, Cercanías local rail and urban bus lines (Zone A).

The Royal Palace, La Almudena Cathedral Museum, the Parque de Atracciones amusement park, CaixaForum Madrid, stadium tours of the Bernabéu and the Cívitas Metropolitano—home of Atlético de Madrid—, the Prado Museum, Liria Palace, Galería Canalejas and the Zoo Aquarium are just some of the attractions included in the pass.

The Madrid City Card comes in two formats: an adult pass and a children's pass, both are available for one day (€8.40), two (€14.20), three (€18.40), four (€22.60) or five (€26.80) consecutive days. Children under 11 years old receive a 50% discount on the price. It can be purchased at the Plaza Mayor Tourist Information Centre and at the following tourist information points: Plaza del Callao, the Royal Palace, Paseo del Prado, the CentroCentro cultural centre and the Reina Sofía Museum. Visitors can also buy their card online on the Official Madrid Shop's website and pick it up at Adolfo Suárez Madrid-Barajas Airport (T2 and T4), or at any of the above centres.

Faro de Moncloa observation deck

This fantastic vantage point offers spectacular views from a height of 92 metres. Built when Madrid was named the European Capital of Culture in 1992, it's located in the area known as Ciudad Universitaria, very close to the **Museum of the Americas** and the **Garment Museum**. The fully accessible building has a panoramic lift that allows you to truly experience the well-known saying "From Madrid, to heaven".

Through its huge plate glass windows, you can see some of Madrid's most unique sights: the **Royal Palace**, **La Almudena Cathedral**, **Casa de Campo Park**, the **Telefónica Building** on Gran Vía, the **Cuatro Torres Business Area**, and the **Sierra de Guadarrama** mountains, among others. Information panels along the railing offer fascinating facts about many of these

points of interest to curious visitors in both Spanish and English.

Official products of Madrid

Visitors to Madrid can take with them the best souvenirs of the city. Artisan products and traditional, high-quality items inspired by the capital can be purchased at the **Tienda Casa de la Panadería** gift shop. This highly original space is located inside the Plaza Mayor Tourist Information Centre and was designed by architect Izaskun Chinchilla, with contributions made by other local artists, artisans and designers to offer a perspective of Madrid that combines design, tradition and the avant-garde. Leather handbags and wallets, ceramic jewellery, silk scarves, wafers, chocolate *meninas* figures, violet flavoured sweets, books, traditional games, T-shirts and other objects with Madrid motifs are just some of the products on sale here.

Visitors can also pick up these items at the Tourist Information Point in the CentroCentro cultural centre or online, through the website <https://tiendaoficialdemadrid.es/>

Accessible Guided Tours

As part of its commitment to provide tourism for all, the city's tourism department promotes **Accessible Guided Tours**, aimed at people with disabilities and their companions. Routes are adapted so visitors can explore the city centre through six itineraries, each with a different thematic approach.

All routes are free and led by professional tour guides. In addition, a Spanish Sign Language (ILSE) interpreter is also available at certain times. These tours run from Friday to Sunday, in Spanish, for groups of up to 10 people, and last approximately two hours.

esMADRID.com

Madrid's official tourism website is the ultimate online guide to the city. It offers practical tourist information, downloadable publications, and the most complete guide to Madrid's cultural and leisure events. It's available in nine languages: Spanish, English, French, German, Italian, Portuguese,

*Faro de Moncloa*

Chinese, Japanese and Russian, and is the leading website for information about Madrid both in Spain and throughout the world.

esMADRIDmagazine

Madrid's official tourism magazine brings together the best selection of events taking place in the capital every month, from major exhibitions, concerts, and stage productions, to sports, events and specialised trade fairs. In addition, it offers practical information about the destination and interesting articles on different aspects of tourism and the capital's landmarks. The bilingual publication (Spanish-English), which comes out eleven times a year, always features a unique cover illustration. ■

More information

www.esmadrid.com/en/visitor-services-madrid

www.esmadrid.com/en/maps-and-essential-guides

<https://citycard.esmadrid.com/en>

www.esmadrid.com/en/tourist-information/faro-de-moncloa

www.esmadrid.com/programa-visitasi-guiadas-accesibles (only in Spanish)

www.esmadrid.com/en

www.esmadrid.com/en/esmadridmagazine-en



Visitors and locals in El Retiro Park

Madrid in figures

MADRID IS SPAIN'S
LEADING CITY
DESTINATION AND ONE
OF THE MOST VISITED
PLACES IN EUROPE AND
THE WORLD

Last year was a record year for tourism in the capital, and in fact, it ended with a major accolade: Madrid was ranked the third most attractive destination in the world, according to Euromonitor International, climbing 44 places since 2019 and showing just how successful the Madrid City Council's new tourism model has been.

In 2023, the city of Madrid received 10.6 million visitors, 13.7% more than during the same period in 2022. This figure is an all-time record, surpassing pre-pandemic data from 2019, when the city welcomed a total of 10,419,709 visitors.

Tourism spending in Madrid was also at its highest ever, reflecting the qualitative leap experienced by the industry in the capital. It reached a total of €13,366 million, 38.8% more than in 2022 and 27.9% more than in 2019. The average daily expenditure sat at €293, higher than the figures recorded in 2022 (€276) and 2019 (€270).

Five of the city's top 10 foreign tourist markets are long-haul. These are the **United States**, which is still the number one source of international visitors with an increase of more than 23.91% compared to 2022; **Mexico**, which is up 35.03% and remains the fourth largest source of foreign tourism; **Argentina** and **Brazil**, which are up 21.43% and 26.01% respectively; and **China**, which is back in the top ten source markets following the reopening of its borders and the resumption of air services.

See the main tourism figures for Madrid at the city council's Tourist Intelligence Centre (information in Spanish). ■

[More information \(in Spanish\)](#)

www.madrid-destino.com/turismo/inteligencia-turistica

Picalagartos Sky Bar, NH Collection Gran Via

Hotel accommodation

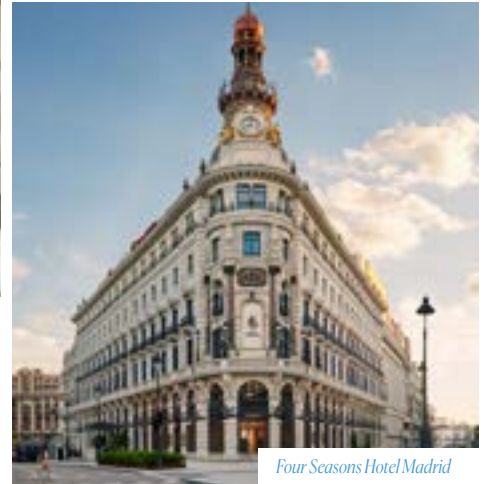
WHETHER YOU'RE
LOOKING FOR A LUXURY
VIP EXPERIENCE,
ENJOYING A ROMANTIC
GETAWAY, OR
TRAVELLING WITH THE
WHOLE FAMILY IN TOW,
IN MADRID YOU'LL FIND
SOMETHING FOR ALL
TASTES AND BUDGETS.

With establishments offering tremendous variety and quality dotted all around the city, we've something for everyone: from historic, modern, LGBTQ+ friendly and business hotels to others that are ideal for foodies, romantics or pool lovers...take your pick!

Madrid boasts accommodation for up to 90,801 guests in its 855 hotels (39 five-star, 149 four-star, and 76 three-star establishments). Among the best in Europe, the city's hotels offer excellent value for money and are a benchmark in innovation and sustainability (figures for December 2023).

So it's no surprise then that major hotel chains from all over the world have set their sights on the capital. This is great news for the city's hotel sector, particularly for high-end accommodation, which is always looking to adapt and expand.

Madrid has more four- and five-star hotels than any other city in Spain. According to figures for December 2023, the capital has 188 hotels in these two categories, accommodating a total of 58,224 guests. The city's newest additions include major international chains such as the Thompson Hotel, The Madrid EDITION, Four Seasons

Room Mate Oscar

Madrid, Mandarin Oriental Ritz Madrid, Rosewood Villa Magna, Hotel Montera Madrid - Curio Collection by Hilton, UMusic Hotel Madrid and JW Marriott Madrid. And that's not all, in the city's bid to further increase its guest capacity, diversify its offering and attract new visitor profiles, the capital will soon see the opening of Nobu Hotel Madrid and Brach Madrid, to name but a few, in the city centre.

For all the latest information (in Spanish), check out the "[Hotel Infrastructure Dashboard](#)" created by Madrid City Council's Tourism Intelligence Centre, which presents up-to-date figures for hotel demand, capacity, and other data linked to this sector. ■

[More information](#)

www.esmadrid.com/en/where-to-stay

05 Madrid tourism sector



Adolfo Suárez Madrid-Barajas Airport

Madrid Metro

Travel and Transport

Madrid is one of Europe's biggest international travel hubs and the gateway to the Americas, thanks to the Adolfo Suárez-Madrid Barajas Airport, which handles more than 70 million passengers a year.

The capital offers flights to and from countries all around the world, many of which are direct. And once you land here, you can continue your onward journey on Madrid's excellent public transport network.

By plane

With flights operating to and from 71 countries and 209 destinations, through 396 routes with 79 airlines (figures from Spain's state-owned airport service management company AENA, 2023), most of the world's major destinations have direct flights to the city of Madrid.

Adolfo Suárez Madrid-Barajas is the largest airport in Spain and the fifth largest in Europe in terms of passenger numbers.

The shops and services available in the airport include children's play areas, cafés and restaurants, pharmacies, banks, car rental, retail stores, parking, medical attention, police stations, VIP lounges, a hotel to grab a few hours' rest before your flight, etc.

The city itself is just 15km away and can be easily reached by metro, train, and bus, thanks to Madrid's superb public transport facilities. The taxi fare between the airport and the city centre is a flat rate of €33 each way. The road network is also excellent, but just remember that some of them charge a toll.

Urban transport

In Madrid, it's easy to move between districts and even between different towns in the wider region surrounding the city using the efficient, affordable public transport network: Metro, Cercanías local rail, EMT bus network, and buses from Madrid's Regional Transport Consortium.

With 12 ordinary lines, and three light rail lines, **Madrid de Metro** is one of the fastest ways to get around. It boasts 302 stations and a total length of 295 kilometres, making it the 5th largest in the world in terms of stations, and 8th in terms of length. One of its lines (No. 8: Nuevos Ministerios-Aeropuerto T4) connects the city to the airport, and also to the largest convention centre in the capital, IFEMA Madrid.

The bus network, managed by the **Municipal Transport Company (EMT)**, operates more than 200 bus routes, with a fleet of buses that are accessible to people with disabilities. As part of the Madrid 360 Environmental Sustainability Strategy, there are even three "zero emissions" bus lines, two of which are also "zero cost", known as **Líneas Cero** (001 Atocha Renfe-Moncloa, 002 Puerta de Toledo-Argüelles and C03 Puerta de Toledo-Argüelles. Note that usual bus fares apply for the latter). The capital prides itself on being the first major European city with 100% diesel-free, clean-energy buses (with CNG and electric vehicles).

Visitors can get a **Tourist Travel Pass**, which lasts between one and seven days, so they can move around anywhere in Madrid in a practical and cost-effective way. If you're looking for door-to-door transport, you can always take a **taxi**... Madrid has **more than 15,000** of them! Alternatively, you might choose to book a private car with a driver (known as VTC in Spain), or a car or motorbike ride-sharing scheme.

Railway

Thanks to the city's exceptional location in the very centre of the country, most railway lines in Spain cross through Madrid. Madrid-Puerta de Atocha-Almudena Grandes and Madrid-Chamartín-Clara Campoamor are the capital's main railway stations.

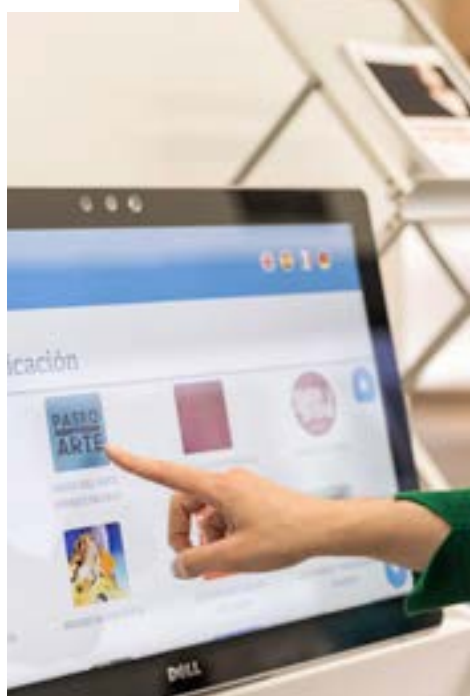
From these two hubs, you can get the local rail service Cercanías, the national high-speed rail network AVE, and medium- and long-distance trains, allowing you to travel to other European countries including France and Portugal. The Cercanías suburban train system connects the city centre (Atocha) to Adolfo Suárez-Madrid Barajas airport. ■

More information

Madrid Flight Connections (in Spanish)

www.esmadrid.com/en/getting-to-madrid

www.esmadrid.com/en/getting-around-madrid



Plaza Mayor Tourist
Information Centre

Accessibility

Madrid is an open and welcoming city, which it proves through its dedication to accessible tourism.

The capital wants each and every one of its visitors to get the full Madrid experience. The city is constantly striving to improve accessibility and offer exceptional services and resources that meet tourists' needs and allow them to enjoy the capital without limits.

Madrid's Plaza Mayor Tourist Information Centre is the first of its kind in Europe to be awarded the AENOR accessibility certificate by the Spanish Association for Standardisation and Certification. Managed by the city's tourism department, it offers numerous accessible resources and a specialised help desk with a Spanish Sign Language interpreter. All other tourist information centres in the city are equipped with an adapted desk and have a protocol in place to attend to people with disabilities.

Madrid's visitor services team is also working hard to improve the **support offered to Spanish Sign Language users through the MAULSE project**. This initiative allows sign language users to receive the assistance they require from any of the city's tourist information centres, thanks to digital tablets that put them in direct contact with a sign language interpreter.

Expert guides are on hand to offer **accessible tours** tailored specifically to people with disabilities, and a sign language interpreter can also be arranged. By avoiding architectural barriers, these tours allow visitors to explore the city through a number



Cover of the guide *Madrid: Accessible to you*

of different themed itineraries that vary according to the season. They must be pre-booked and are available exclusively to people with disabilities and their companions. The tours are given in Spanish and are free of charge.

Specialised guides and publications

The **Accessible Tourism Guide**, published by Madrid City Council in collaboration with the PREDIF Platform for People with Physical Disabilities, is the best way for everyone to enjoy a fully adapted experience when they visit the city.

Available in Spanish and English, it offers eight accessible routes to discover the historic centre of the capital: *Landscape of Light*, *Madrid de los Austrias* (Hapsburg Madrid), *Along Calle de Alcalá*, *Barrio de las Letras* (Literary Quarter), *El Retiro Park and Barrio de Salamanca*, *Between Chueca and Malasaña*, *Princesa-Moncloa*, and *Atocha and the surrounding area*. Each of them contains a brief description of the route, suggestions, a map, and a list of seven recommended places to visit, with detailed information about their accessibility and specialised services.

The publication includes other useful content, such as an accessible tourist map, and helpful information about the availability of personal assistants and accessibility on public transport, among other things. The paper edition contains information in Braille

and large print, as well as QR codes you can scan to download content in your preferred language and connect with the TUR4all platform. There's also a digital version of the guide—an accessible PDF for people with visual disabilities—available through the official Madrid tourism website, esMADRID.

Another highly recommended publication for visitors with disabilities is the **Accessible Accommodation Guide**, which classifies hotels in terms of accessibility and according to the type of disability, offering useful and precise information. It features luxury and historic establishments, as well as one-star hotels, hostels, youth hostels, and guest houses.

There is also an **accessible tourist map** for people with visual disabilities, available in Braille and large print in all the city's tourist information centres. It displays a QR code that allows you to download tourist information in three languages (Spanish, English and French), and an **accessible map of Madrid for people with low vision**.

esMADRID.com

The official tourist information website for the city of Madrid, esMADRID.com, includes a specific section on accessible tourism. It contains special content on resources available in the city, including a range of maps (*Paseo del Arte* [Art Walk], and other accessible museums and theatres), and information about apps (**TUR4all**, **Accessibility**, **MAPcesible**) that enable people with disabilities to enjoy the full Madrid experience. ■

More information

www.esmadrid.com/en/accessible-madrid



Toki

Royal Collections Gallery

Hotel Montera Madrid - Curio Collection by Hilton

Tourism news

IN MADRID THERE IS ALWAYS SOMETHING NEW TO DISCOVER.

Every time you arrive in the city, it surprises you with comfortable new hotels, incredible restaurants, charming fashion boutiques, cutting-edge cultural centres, and the finest entertainment. Given that it's such a dynamic city, the capital's tourism offerings are always on the rise.

The capital's latest hotels include the JW Marriott Madrid and Hotel Montera Madrid - Curio Collection by Hilton. If you want to check out the city's hottest new restaurants, book a table at Abya, Madrí Madre, Qú by Mario Sandoval, VeloscoAbellá, Toki or Osa. Madrid also boasts some incredible new shopping experiences, including La Tienda de los Musicales, which specialises in merchandise from the city's musicals, located on Gran Vía avenue and WOW Concept Serrano. Be sure to take note of the capital's most recent cultural addition, the Royal Collections Gallery, as well as other venues like Legends. The Home of Football, Museo Gran Vía 15, the Nomad Immersive Museum and La Casa de la Arquitectura. Not forgetting the many sights that can be taken in when strolling around the city, such as the newly renovated Puerta de Sol square; one of the busiest and best-known spots in Madrid.

To make sure you're up to date on the latest events and openings of hotels, restaurants, bars, cafés, entertainment venues, shops, cultural centres and sports facilities, check out the city council's **What's New in Madrid**, a PDF packed with interesting and useful information about Madrid's newest tourist resources. And because the city always has something new in store for us, the document also includes a "Coming Soon" section featuring resources that are set to open shortly. ■

More information

www.esmadrid.com/en/whats-new-madrid-pdf



cultura, turismo y deporte
área delegada de turismo

MADRID

About us

The city's tourism department is responsible for managing and promoting this sector in Madrid. Its primary goal is to boost the tourism industry—a major driver of economic, cultural, and social development—and position the capital as one of the world's leading city destinations. To this end, it strives to maximise the use of economic resources and work in close collaboration with renowned industry experts as well as public and private sector agents.

Its roadmap is the **Strategic Tourism Plan**, which aims to strengthen the capital's tourism model, bolstering Madrid's international status and leadership. Above all, this strategy pursues quality and sustainability in tourism. It seeks to generate high impact tourism that leaves its mark on the entire value chain of the city—supported by new technologies, the use of big data and decentralisation—and prioritises excellence and distinctive experiences that make Madrid a unique destination.

Accordingly, the department is responsible for designing and planning different actions to promote and encourage tourism in the city of Madrid, both nationally and internationally. It also works to enhance the service provided to visitors, which includes managing the network of tourist information points, and incentivising visitor loyalty through initiatives developed individually or in partnership with other organisations. Tourists can also learn more about Madrid as a destination through different channels: **esMADRID**.

com and **esMADRIDmagazine**, the capital's official tourism website and magazine, and on Visit Madrid's social media channels. In addition, it provides Madrid's tourism sector with useful tools and resources to facilitate decision-making and strengthen the city's tourism industry, including services offered by its Tourism Intelligence Centre and training actions.

One of its major commitments is to publicise the city as a leading destination for meetings tourism. Through **Madrid Convention Bureau (MCB)**, it promotes the capital as a venue for major national and international congresses, conventions, and other professional meetings.

Another of its strategic approaches is to position Madrid as a desirable location for film shoots and a leading production centre for series made in Spain and abroad. The **Madrid Film Office** works to incentivise audiovisual and screen tourism, providing practical information and support to producers who wish to use the city as a backdrop to their stories. ■

More information

www.madrid-destino.com/en/tourism

www.esmadrid.com/en

www.esmadrid.com/mcb/en/

<https://madridfilmoffice.com/en/>

Madrid Pro

Madrid's virtual press office provides members of the media with access to all press releases about tourism in the city, along with a multimedia gallery of images and videos of the capital. It also offers other useful resources, such as tourist guides and brochures on various topics, or articles published in the foreign press.

This invaluable platform keeps journalists and the media up to speed with the latest news about tourism in Madrid. Once they have registered with the site, they can download photographs of tourist spots in Madrid to use when putting together reports and news stories about the city.

More information

<https://medios.esmadridpro.com/en>

Madrid in the media

Check out this selection of international media articles to see how the world reports on Madrid as a destination.

More information

<https://medios.esmadridpro.com/en/madrid-en-medios>

Tourism newsletter

Subscribe to our monthly tourism newsletter, which offers information and news about Madrid, its culture and entertainment scene, along with the latest on activities developed by the city's tourism department.

More information

<https://www.madrid-destino.com/en/tourism/newsletter>




Social media

-  @visitamadridoficial
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