

MADRID'S TOURISM NEWS

From Madrid to the world

WHAT'S NEW IN MADRID



Discover the Beti Jai Pelota Court

This unique sports facility which was first inaugurated in 1894 has been reopened to the public by Madrid City Council. The historic building combines eclectic and Neo-Mudéjar architectural styles and can be visited freely on Saturdays and Sundays, as well as on scheduled guided tours and interactive routes for families. Soon, it will also have its very own Interpretation Centre.

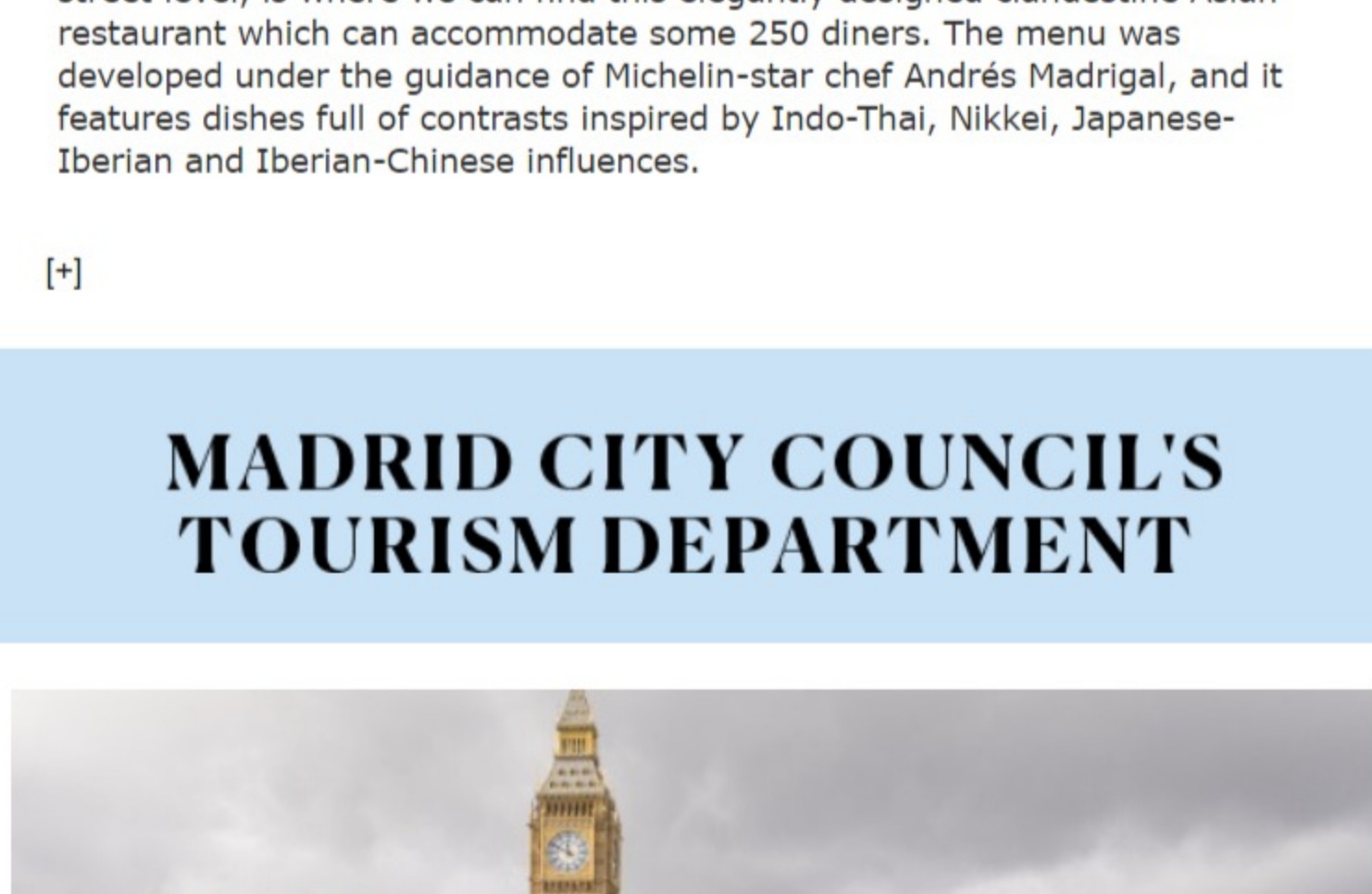
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The ABC Museum reopens

A new era has begun for this cultural space which displays the holdings of the ABC Foundation. Declared Assets of Cultural Interest (BIC), they make up one of the world's largest collections of illustrations, with over 150,000 works by 500 different graphic artists. Admission is free, and, until September, the museum will be hosting the exhibitions *The Monkey Cage: 6 Perspectives on the ABC Collection* and *This Madrid*, by Andrés Trapiello.

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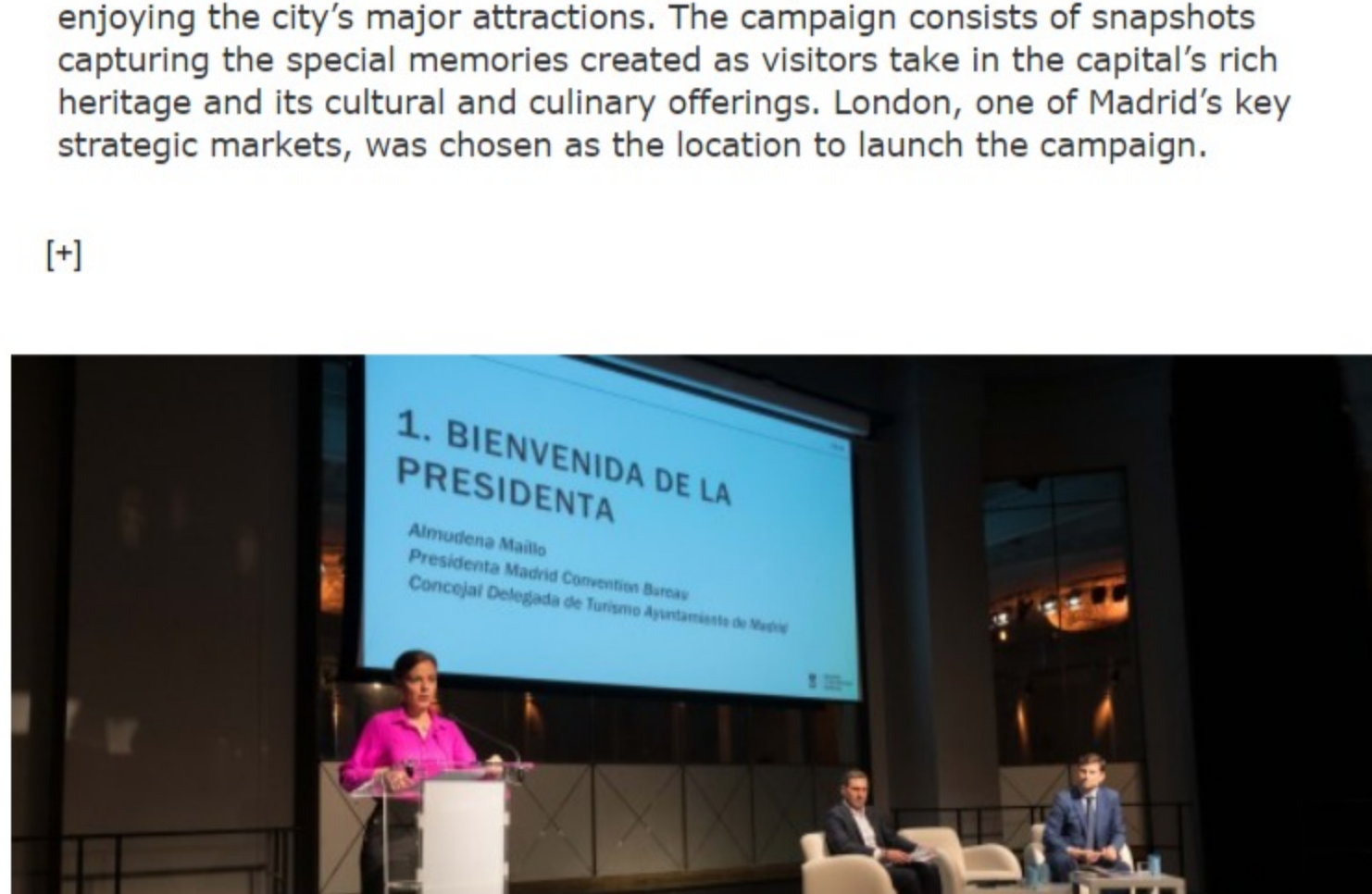


Maison Macao

At No. 33 Calle de Preciados, hidden above an old Madrid taberna located at street level, is where you can find this elegantly designed clandestine Asian restaurant which can accommodate some 250 diners. The menu was developed under the guidance of Michelin-star chef Andrés Madrugal, and it features dishes full of contrasts inspired by Indo-Thai, Nikkei, Japanese-Iberian and Iberian-Chinese influences.

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MADRID CITY COUNCIL'S TOURISM DEPARTMENT



A new tourism promotion campaign for the city of Madrid

The Tourism Department has developed a new line of graphics to promote the Spanish capital, centring around the unique moments that arise while enjoying the city's major attractions. The campaign consists of snapshots capturing the special memories created as visitors take in the capital's rich heritage and its cultural and culinary offerings. London, one of Madrid's key strategic markets, was chosen as the location to launch the campaign.

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MICE tourism has a major impact on Madrid as the city racks up another international award

The MICE industry had a direct impact of 2.327 billion Euro in 2023 thanks to 53,560 events held in the city which attracted 2.6 million professional visitors. Madrid's already stellar reputation in the segment received a further boost when the capital was named, for the seventh year in a row, Europe's Leading Meetings & Conference Destination at the World Travel Awards 2024.

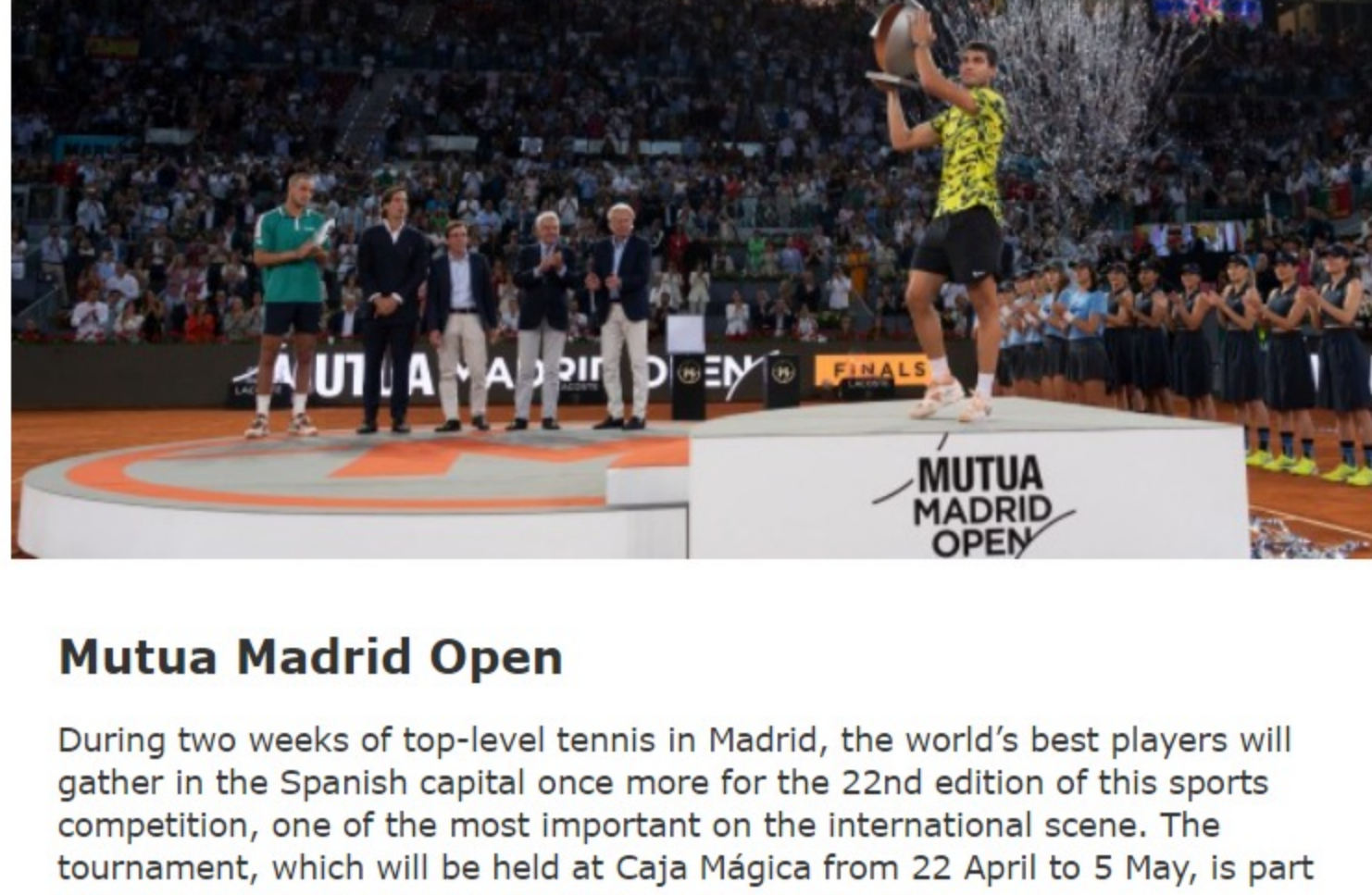
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Publication of the Illustrated Cultural Map "Lola Flores' Madrid"

The visual guide provides an itinerary of 16 places of key importance in the life and career of the Spanish pop-culture legend, including her flat on Calle de María de Molina, different theatres dotted around the city, Florida Park and the uber-famous Casa Lucio. The map features an introduction by Cristina Cruces and illustrations by Irene Blasco.

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Participation in Virtuoso Forum Asia

Madrid City Council was present at this event organised by the global network of premium travel agencies, where representatives raised awareness of Madrid's tourist offerings among agents from China, Hong Kong, Taipei and Singapore. They also attended Virtuoso Forum Australia & New Zealand, where they held meetings with industry professionals from the region as well as giving a special presentation.

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MONTHLY CALENDAR OF EVENTS



Casa Decor 2024

Madrid's big interior decoration and design fair will be held from 11 April to 26 May in La Trinidad Palace. Located in the Barrio de Salamanca neighbourhood, the palatial mansion exemplifies the stately charm of Madrid's 20th-century buildings. The fair will provide an opportunity to wander through its different rooms and spaces and to discover the latest trends in decor.

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Mutua Madrid Open

During two weeks of top-level tennis in Madrid, the world's best players will gather in the Spanish capital once more for the 22nd edition of this sports competition, one of the most important on the international scene. The tournament, which will be held at Caja Mágica from 22 April to 5 May, is part of the ATP Masters 1000 and WTA Premier Mandatory.

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The Art of Manga

Espacio COAM presents this exhibition devoted to the history of manga and anime which pays tribute to pioneers of the genres such as Osamu Tezuka. Over 150 objects will be displayed, including paintings, parchments, Japanese woodblock prints, magazines, posters, comics and sculptures. Some of the pieces exhibited belong to private collections in Japan, China and Europe.

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esMADRIDmagazine April

Madrid's tourism magazine invites us to explore the past and present culinary scene in the neighbourhood of La Latina, while also looking at the legacy of architect Antonio Palacios in the Spanish capital, in a year that marks the 150th anniversary of his birth. A feature article on locations from the series Berlin and information on major events scheduled for April, such as Salón Gourmets and the Madrid Marathon, round out this edition.

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MADRID IN NUMBERS

Profile of long-haul international travellers in 2023

77% of travellers originating from the Americas, Asia, Oceania, Africa and the Middle East were first-time visitors to Madrid, drawn primarily by the Spanish capital's rich historical heritage. Others attractions included Madrid's cuisine, its performing arts and its shopping. Sol and Gran Vía, Madrid de los Austrias (Hapsburg Madrid), Paseo del Arte (Art Walk) and Retiro were the most sought-after areas. 82% expressed a desire to return to the city while an impressive 100% would recommend it to others.

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IN THE PRESS

Embarque na conexão Madri – Marrakech. ELLE (Brazil)

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