

MADRID'S TOURISM NEWS

From Madrid to the world

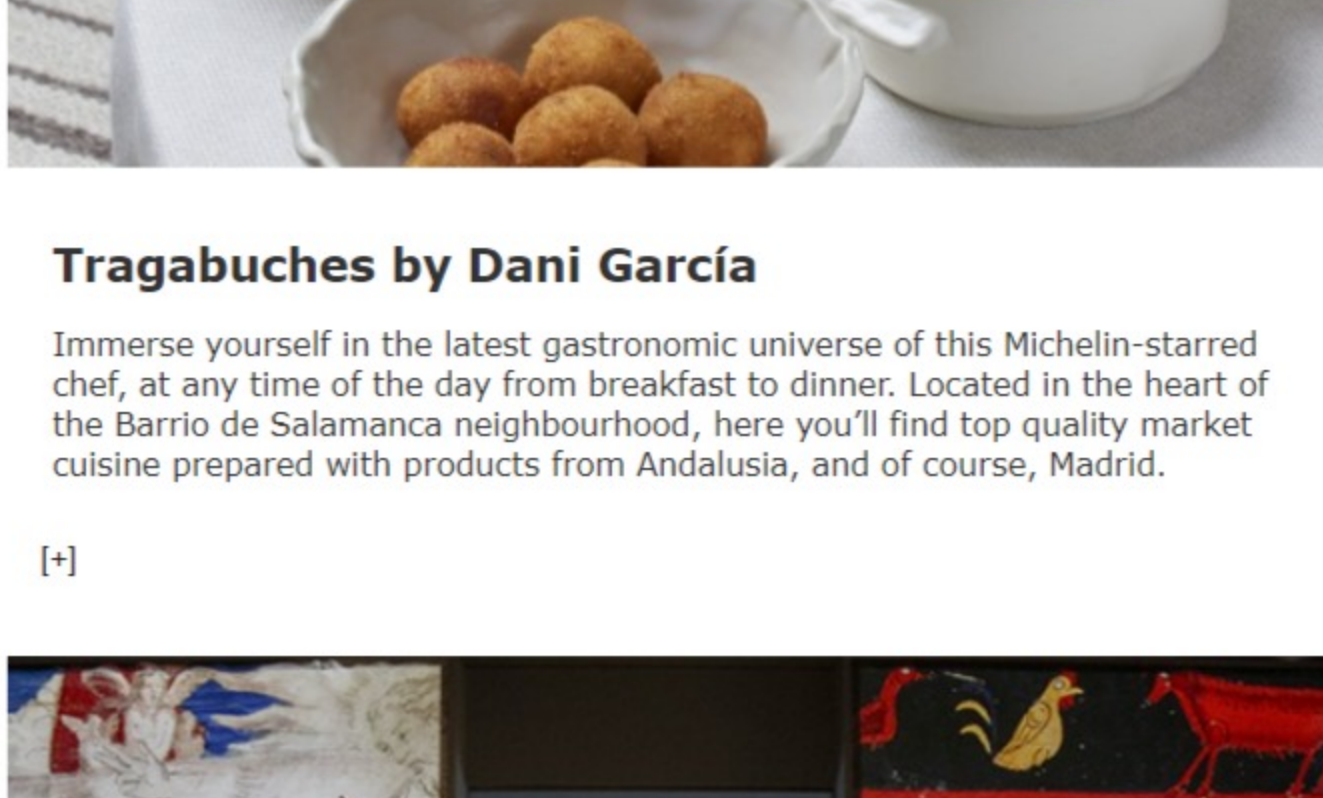
WHAT'S NEW IN MADRID



Contemporary Art at Liria Palace

Yet another reason to discover this unique 18th-century building, also known as "the Royal Palace's little brother", and its valuable art collection. That's right, a new contemporary art space is now open to visitors. Located in its former stables, it's currently hosting the exhibition *A New World*, by the Mexican artist Denise de la Rue.

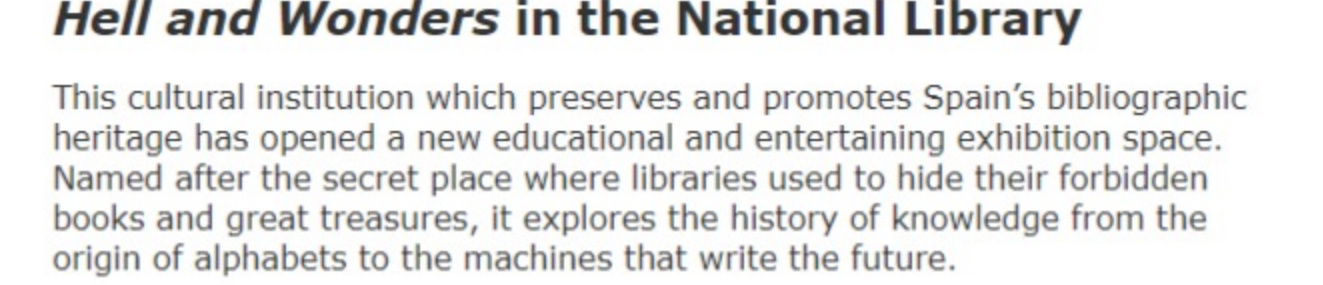
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Tragabuches by Dani García

Immerse yourself in the latest gastronomic universe of this Michelin-starred chef, at any time of the day from breakfast to dinner. Located in the heart of the Barrio de Salamanca neighbourhood, here you'll find top quality market cuisine prepared with products from Andalusia, and of course, Madrid.

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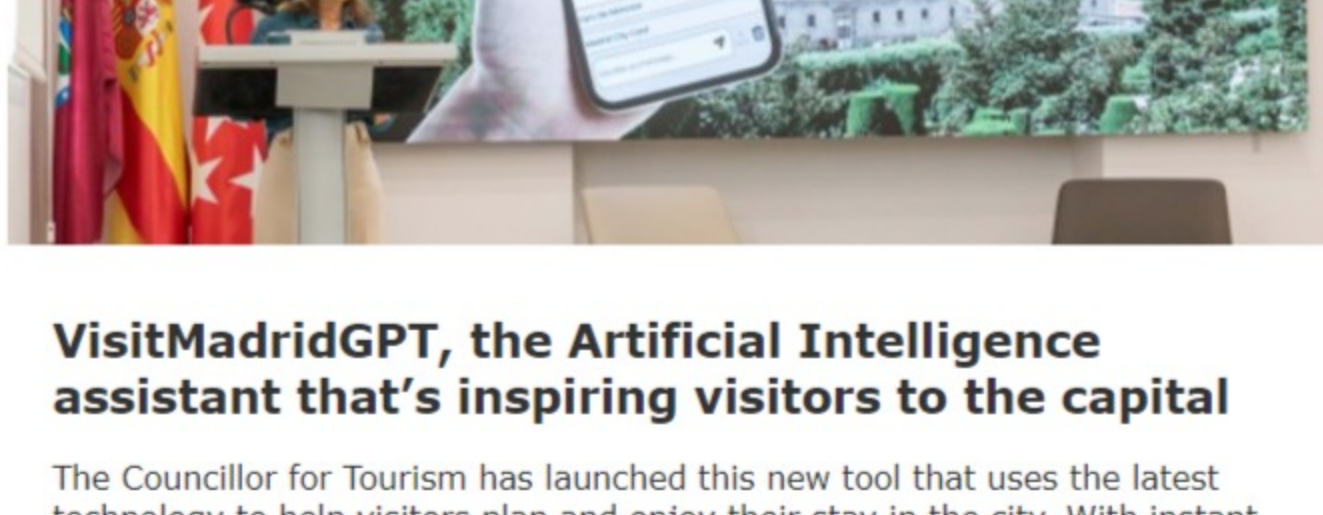


Hell and Wonders in the National Library

This cultural institution which preserves and promotes Spain's bibliographic heritage has opened a new educational and entertaining exhibition space. Named after the secret place where libraries used to hide their forbidden books and great treasures, it explores the history of knowledge from the origin of alphabets to the machines that write the future.

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MADRID CITY COUNCIL'S TOURISM DEPARTMENT



VisitMadridGPT, the Artificial Intelligence assistant that's inspiring visitors to the capital

The Councillor for Tourism has launched this new tool that uses the latest technology to help visitors plan and enjoy their stay in the city. With instant responses available in 95 languages, this service assists visitors by organising personalised itineraries and tours around Madrid, as well as offering expert advice on the city's many tourist attractions.

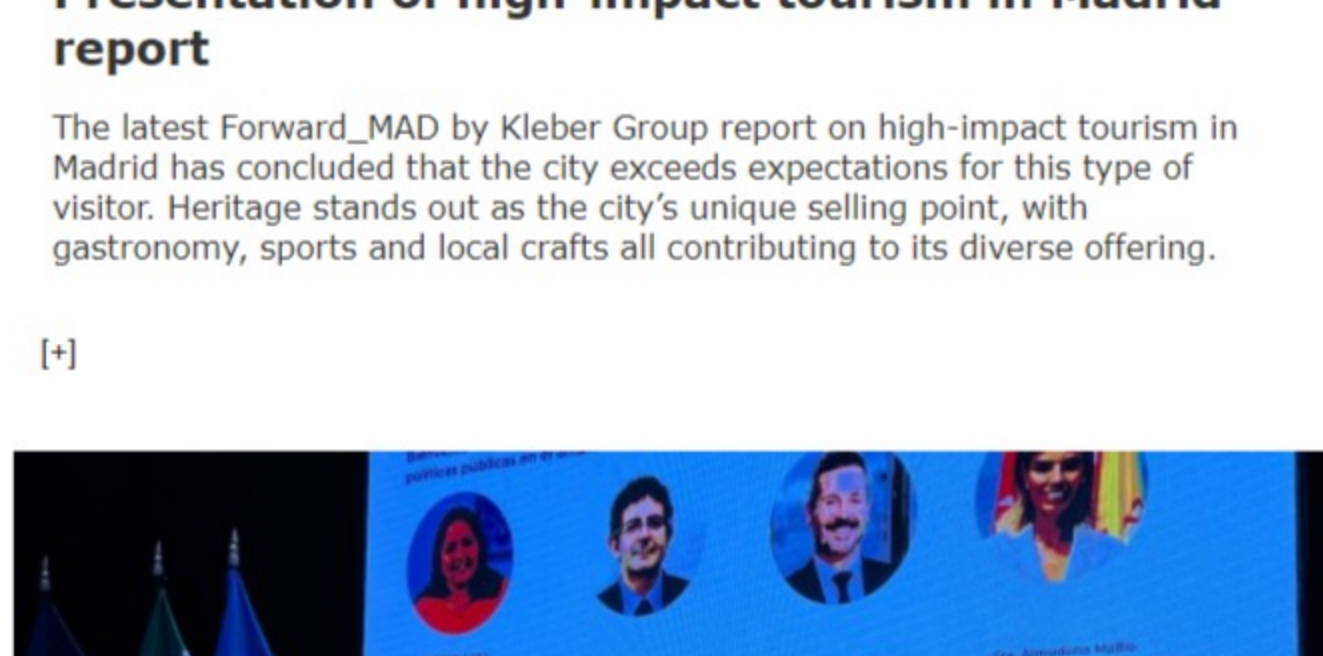
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Virtuoso Forum Latin America and Caribbean held in Madrid

Madrid was chosen as the host city of this professional event, which was held outside of its home region for the very first time. Bringing together 150 owners, managers and partners of Virtuoso, the global luxury travel network, the event showcased the city's most exclusive attractions, establishing Madrid as a preferred destination for premium travellers.

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Presentation of high-impact tourism in Madrid report

The latest Forward_MAD by Kleber Group report on high-impact tourism in Madrid has concluded that the city exceeds expectations for this type of visitor. Heritage stands out as the city's unique selling point, with gastronomy, sports and local crafts all contributing to its diverse offering.

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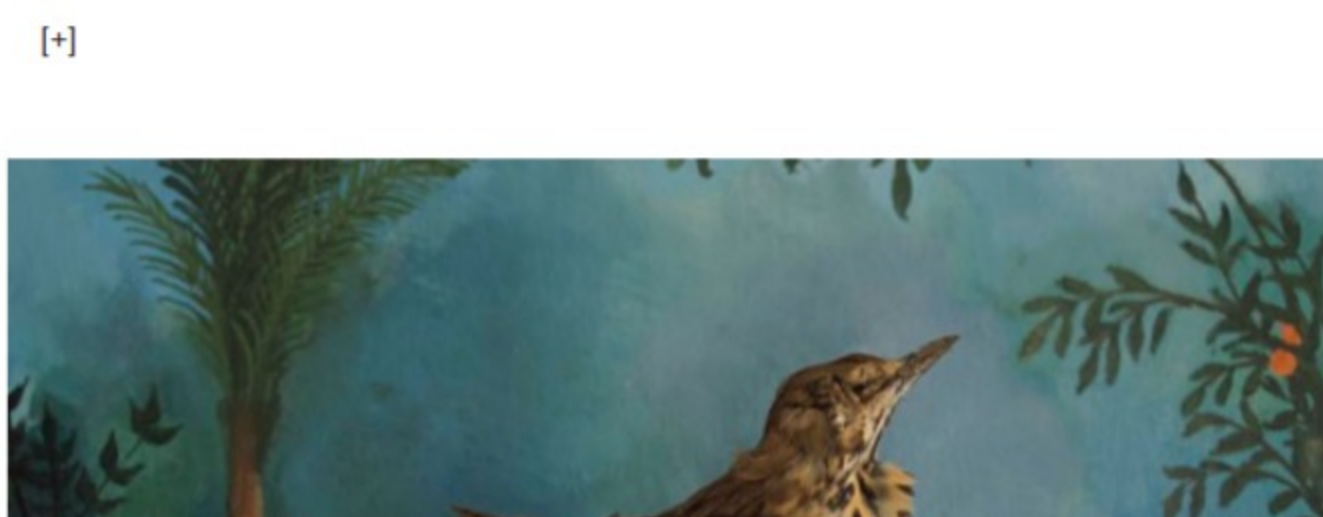


Sponsorship of the PLATINO Awards

Returning to Madrid in 2025, these awards have helped to create synergies between the audiovisual industries in Madrid and Ibero-America—one of the key objectives of the Madrid Film Office. As part of the event, the city also participated in the UN International Forum on Tourism-Quintana Roo, raising the profile of audiovisual tourism policies in the capital.

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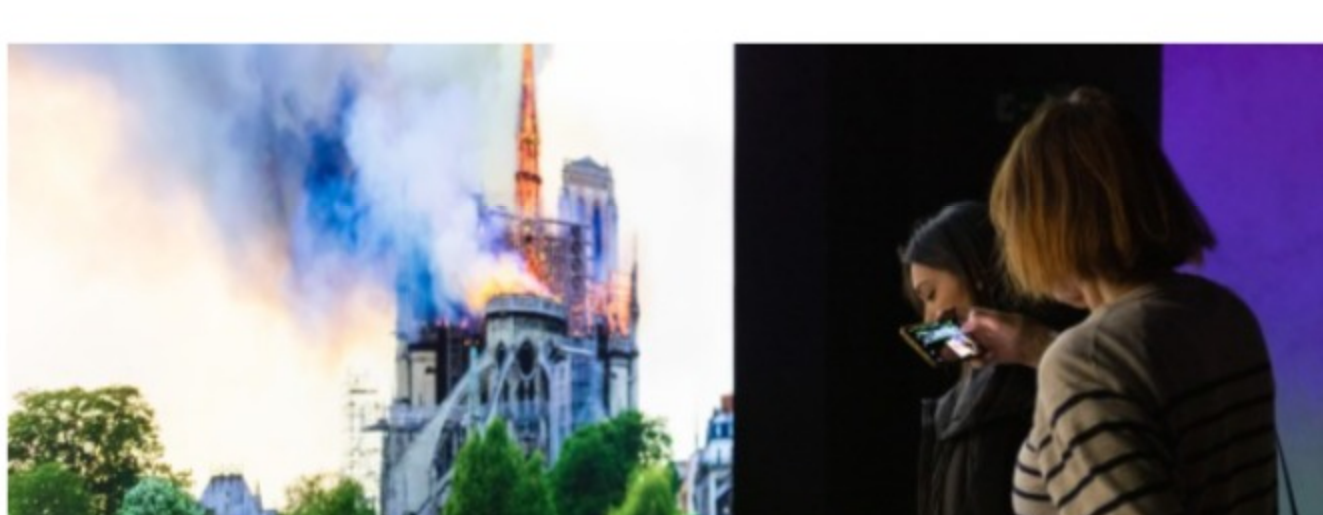
MONTHLY CALENDAR OF EVENTS



San Isidro

In honour of the city of Madrid's patron saint, a programme of festivities is packed full of traditional activities, concerts, shows, workshops, fashion and gastronomy. Discover the capital's rich customs, both old and new, at some of the main venues of the celebrations including Las Vistillas Gardens, Plaza Mayor, Matadero Madrid and San Isidro Park.

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PHotoESPAÑA 2024

Under the slogan *Perpetuum mobile* and with movement as its central theme, the International Photography and Visual Arts Festival kicks off its 27th edition on 10 May. The festival will run until 29 September with more than 80 exhibitions showcasing the work of 293 artists in various museums, galleries and cultural centres, and, new to this year, Teatro Real opera house.

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Notre-Dame de Paris. The Augmented Exhibition

For the first time in Spain, this exhibition takes visitors on a 360° augmented reality tour through the 850-year history of this Parisian cathedral and French Gothic masterpiece. Discover its evolution from its beginnings in the 12th century to the meticulous restoration process it underwent following the fire in 2019. Only at CentroCentro until 14 July!

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esMADRIDmagazine May

The joy and traditional spirit of San Isidro fills this month's pages of the tourist magazine, offering basic tips on how to be a real Madrid *chulapo*. This special issue also reviews the top gastronomic spots around Teatro Real opera house and the relationship between Circulo de Bellas Artes and cinema. And not forgetting this month's most eagerly awaited events, such as Taylor Swift's concert at Santiago Bernabéu Stadium.

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MADRID IN NUMBERS

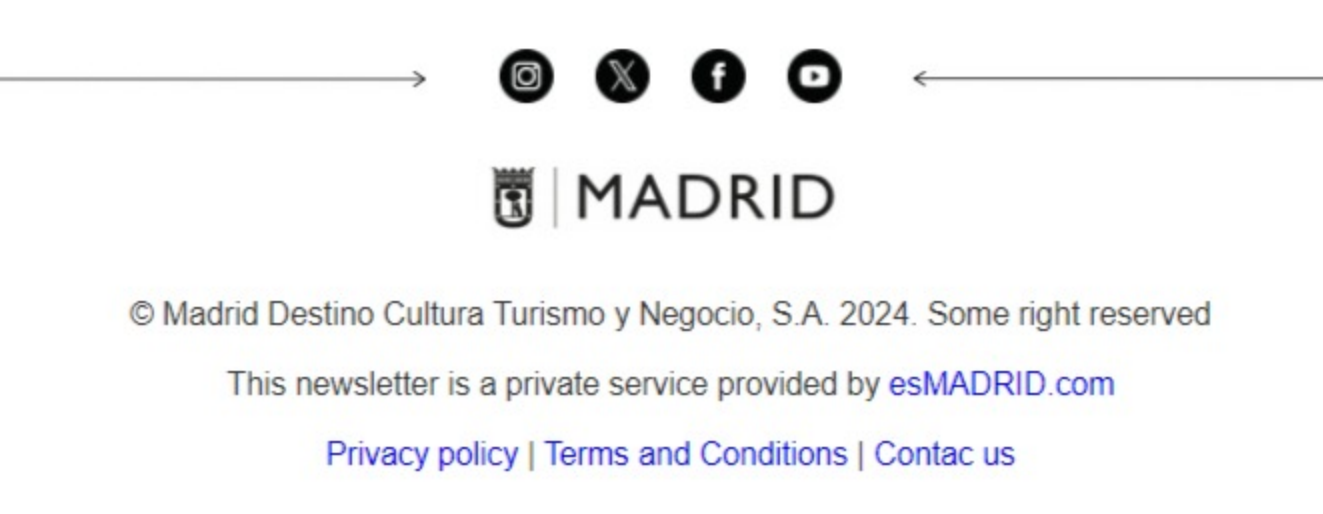


Madrid, the second most attractive city for hotel investment in Europe

Madrid ranks second among European cities for hotel investment, according to the 2024 European Hotel Investor Intentions Survey, conducted by the real estate services and investment company CBRE. The capital city has gained popularity, overtaking Paris, which came third in this study, and is second only to London in terms of preference among Latin American investors.

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IN THE PRESS



7 razones para viajar a Madrid en 2024. Intripper.com (Argentina)

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