

MADRID'S TOURISM NEWS

From Madrid to the world

WHAT'S NEW IN MADRID



Museum of Senses Madrid, laboratory of immersive experiences

This museum features over 50 immersive installations, optical illusions and experiences designed to engage sight, hearing, touch and proprioception. It offers an interactive journey that combines science, entertainment and the element of surprise. Located in the heart of Madrid, just steps from Puerta del Sol, the museum is open every day of the week.

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The Royal Palace has added the Reliquary and the Ante-reliquary of the Royal Chapel to its visitor itinerary

Visitors can now access these two recently renovated rooms. Both spaces contain pieces of high artistic value, such as the silver relief in the Reliquary depicting *The Meeting of Attila and Pope Leo the Great at the Gates of Rome*, as well as the sets of religious-themed paintings in the Ante-reliquary.

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SOLO CSV, centre for contemporary art and culture

The capital's latest contemporary art spot can be found on Cuesta de San Vicente, between Principe Pio Station and Plaza de España. This major cultural enclave is designed for creation, artistic collaboration and the exhibition of pieces from the SOLO Collection. It features spaces like Bowman Hall, an art gallery that showcases an annual programme of national and international artists.

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MADRID CITY COUNCIL'S TOURISM DEPARTMENT



Promotion of Madrid's Easter celebrations

The city council promotes the cultural and tourist appeal of this centuries-old celebration in the capital, a tradition that aspires to be declared a Festival of Regional Tourist Interest. This year's programme incorporates new features such as the First Gathering of Processional Marching Bands, as well as one-of-a-kind moments like the singing of saetas as the processions pass by.

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Madrid drives the creation of Spain's Urban Tourist Destinations Network

This initiative aims to strengthen cooperative to jointly address the challenges and opportunities of urban tourism—from managing tourist flows and sustainability to heritage preservation and digital transformation. The network comprises seven cities: Valencia, Barcelona, Malaga, San Sebastian, Seville, Zaragoza and, of course, Madrid.

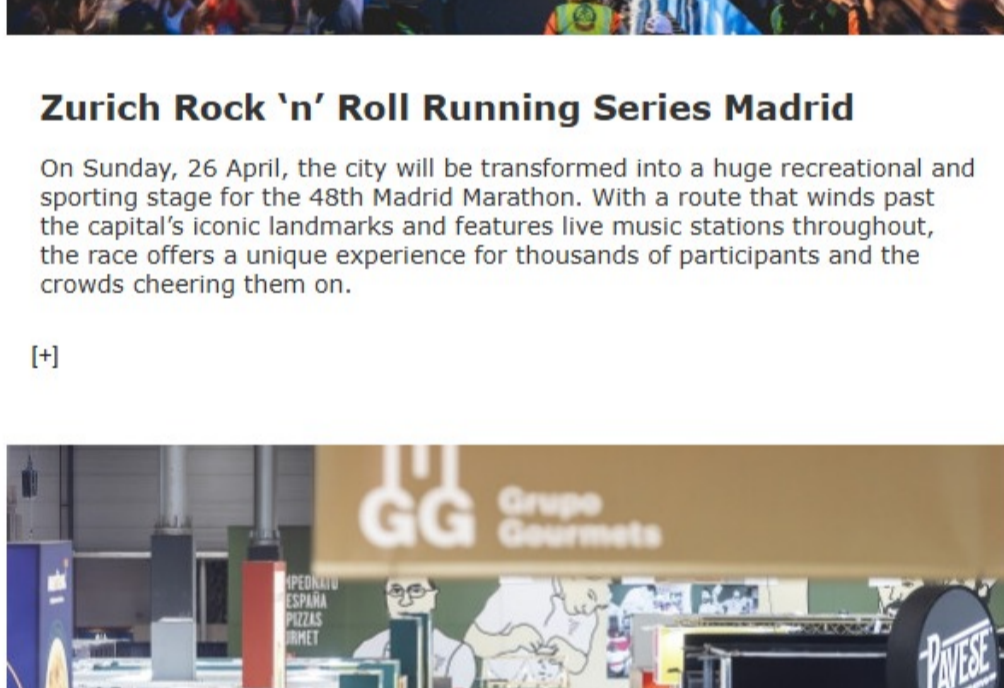
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Madrid Film Office takes part in the Málaga Film Festival and presents a preview of *Madrid Collage*

The city council's audiovisual office was present at this major showcase of Spanish-language cinema to promote the capital as a production hub and filming destination. During the event, it screened a preview of the documentary *Madrid Collage*. Set to premiere in May, the production traces the history of the city through its cinematic imagery.

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Madrid Unique Destination brings the capital's tourist offering closer to the Asian market

The Tourism Division's high-impact product club has completed a roadshow in Guangzhou and Beijing—two cities with strong potential as source markets for Madrid. This promotional initiative, which featured meetings and networking sessions with Chinese tourism professionals, included the participation of six members of Madrid Unique Destination.

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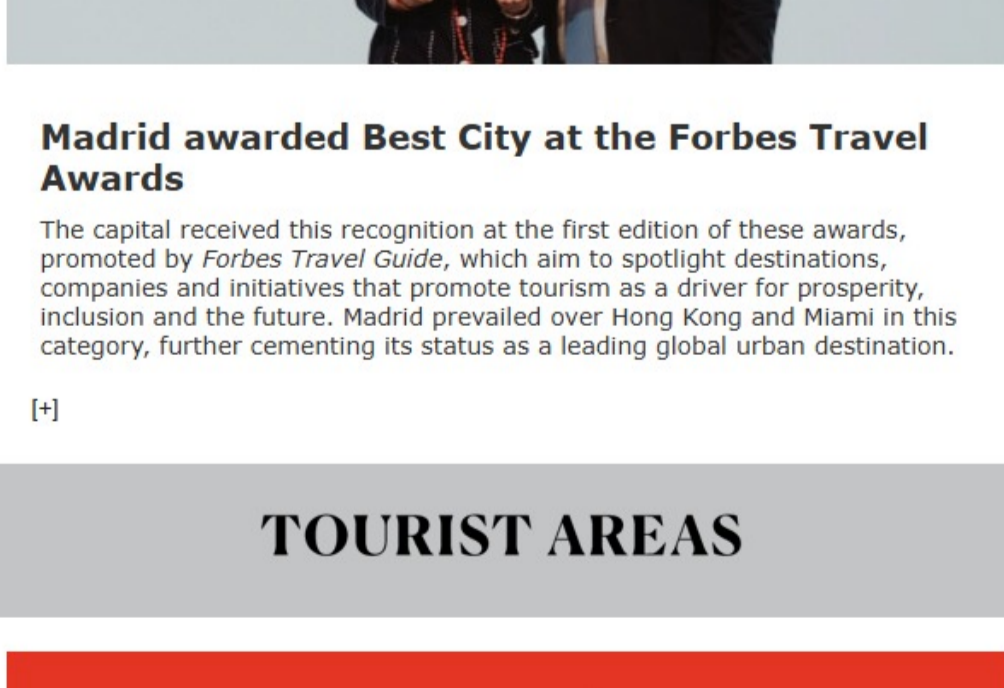
MONTHLY CALENDAR OF EVENTS



Mutua Madrid Open

From 20 April to 3 May, Alcaraz, Sabalenka, Sinner and Świątek—alongside other top players from around the world—will compete at Caja Mágica in this must-see event for tennis fans. The competition offers two weeks of world-class action in the ATP Masters 1000 and WTA 1000 categories.

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Zurich Rock 'n' Roll Running Series Madrid

On Sunday, 26 April, the city will be transformed into a huge recreational and sporting stage for the 48th Madrid Marathon. With a route that winds past the capital's iconic landmarks and features live music stations throughout, the race offers a unique experience for thousands of participants and the crowds cheering them on.

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Salón Gourmets

Europe's largest gathering dedicated to gourmet food and drink products celebrates its 39th edition from 13 to 16 April at IFEMA Madrid. We can expect four days filled with tastings, live cooking demonstrations and activities to explore trends and new developments in the sector. Attendees will also be able to discover the culinary culture of Norway, this year's Guest Country of Honour.

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esMADRIDmagazine April

The tourism magazine offers interesting reasons to enjoy Madrid's cultural programme this month, with interesting exhibitions, performances and events, such as Casa Decor. It also highlights two perfect ways to mark the arrival of warmer weather: by discovering natural spaces beyond the city centre and sampling the culinary delights of some of its garden restaurants.

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MADRID IN NUMBERS

Madrid awarded Best City at the Forbes Travel Awards

The capital received this recognition at the first edition of these awards, promoted by *Forbes Travel Guide*, which aim to spotlight destinations, companies and initiatives that promote tourism as a driver for prosperity, inclusion and the future. Madrid prevailed over Hong Kong and Miami in this category, further cementing its status as a leading global urban destination.

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TOURIST AREAS

Usera, the most authentic Chinatown

Located in the south of the capital and home to Spain's largest Chinese community, this neighbourhood offers an immersive journey into an ancient culture. A stroll through its streets, squares, shops and restaurants is an exciting experience that comes alive during the Chinese New Year celebrations—with highlights including the iconic parade. Don't forget to visit its murals, sundials and art centres, and connect with nature in spaces like Pradolongo Park or River Manzanares Linear Park.

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IN THE PRESS

Salesas, una zona tan bohemia como chic. El diario de Turismo (Argentina)

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