

CITY OF MADRID PRESS DOSSIER

TOURISM
DEPARTMENT

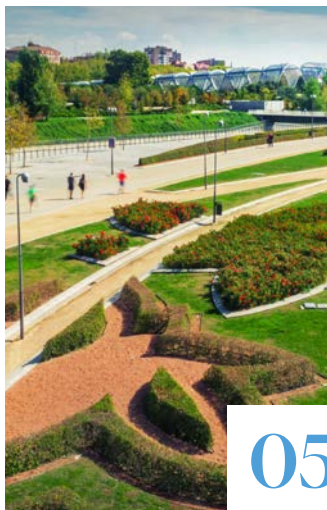






02

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 *tablaó* (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. ■



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 and Círculo de Bellas Artes

[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 Botanic 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 the **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), the **Casa de América** cultural space, the **Congress of Deputies** (the lower chamber of parliament), the **Spanish Royal Academy of Language**, the **Church of San Jerónimo el Real**, **The Palace**, a **Luxury Collection Hotel**, **Madrid 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), **Apollo** and **Neptune**, **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 Botanic Gardens**, or the **Herschel telescope**.

Madrid de los Austrias (Habsburg 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 Habsburg Madrid—dating from the reign of the Habsburg 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**, the **Teatro Real** opera house, **Santa Cruz Palace**, **Almudena Cathedral**, the **Pontifical Basilica of San Miguel**, the **Royal Basilica of San Francisco el Grande** and **Plaza de la Villa**, as well as the **Monastery of Las Descalzas Reales** and the **Royal Monastery of La Encarnación**. ■



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 veterans 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 almost 1,000 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. The collections comprise nearly 25,000 pieces of Spanish and international art, ranging from the final decades of the 19th century to the present day. The display of these holdings is undergoing a full transformation through to 2028, when they will be relocated to the upper floors of the Sabatini Building, completing the museum's commitment to flexible timelines and multidisciplinary curatorial approaches.

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** (closed for works), the **National 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 **Fundación MAPFRE**, **Fundación Juan March**, the **María Cristina Masaveu Peterson Foundation**, the **La Casa Encendida** cultural centre, **Fundación Canal**, **Fundación Casa de México en España** 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**, **Espacio Cultural Serrería Belga**, **Contemporánea Condeduque**, 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 contemporary art, design, architecture and photography 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.

And in Nave 16 at Matadero Madrid you'll find **MAD (Madrid Artes Digitales), the Centre for Immersive Experiences**. This unique digital-cultural space, unparalleled in Spain and Europe, uses audiovisual projections, holography and augmented and virtual reality to explore immersive formats and create, through them, a new relationship between art and society. *Tutankhamun*, *The Last Days of Pompeii* and *The Legend of the Titanic* are among the successful exhibitions it has hosted.

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.

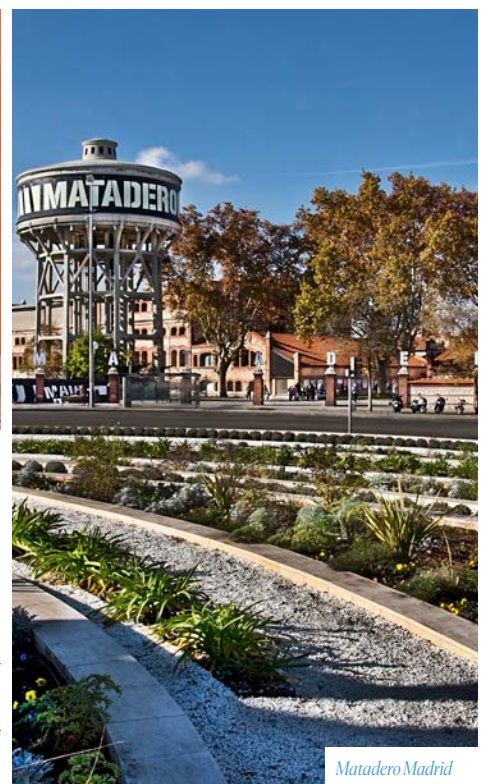
Madrid is also home to other extraordinary theatres, including **Teatro Fernán Gómez - Cultural Centre, Nave 10 Matadero, Teatros del Canal**, and **Teatro Circo Price**, in addition to numerous privately owned and alternative venues that stage more avant-garde and niche productions. There are some great 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 cultural events, ranging from tablao restaurants which host flamenco performances to renowned musicals and summer festivals, as well as concert halls where you can see major international artists and bands, and smaller live music venues.

The newest music and performing arts offerings in the city include **El Real Teatro de Retiro**, which is located in Daoiz y Velarde Cultural Centre and features a programme designed to make the two disciplines accessible to children and young people, and **Centro Danza Matadero**, a space in Matadero Madrid with an ongoing programme devoted entirely to dance. ■

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 16 restaurants that have already passed the 100-year mark. **Casa Ciriaco, Lhardy, Casa Labra, Casa Alberto, Bodega de La Ardosa, La Casa del Abuelo, Malacatín, Posada de la Villa, Taberna Antonio Sánchez, Gran Café de Gijón, Casa Pedro, Las Cuevas de Luis Candelas, La Mallorquina, Cervecería Alemana, La Tasca Suprema, and Botín**—the oldest restaurant in the world according to *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. 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), **Barceló** (Malasaña) and **San Cristóbal Market School** (Chamberí).

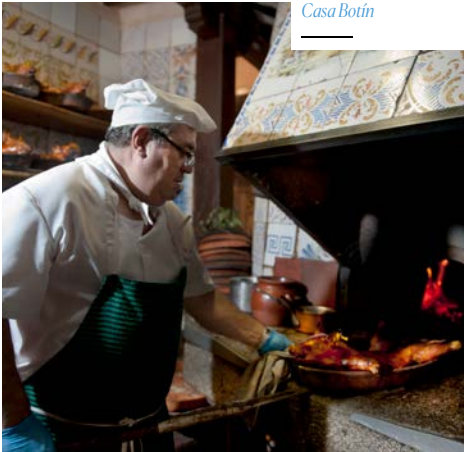
Much of the success of Madrid's food scene lies in the quality of the produce and ingredients sourced from Mercamadrid, the largest fresh food distribution, commercialisation, processing, and logistics platform in Spain and the second largest fish market in the world, which supplies the city's restaurants.

Fine dining

When it comes to fine dining, Madrid boasts 31 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 (**Ramón Freixa Atelier, Deessa, Smoked Room, Paco Roncero, DSTAgE** and **Coque**); and 24 with one



VelascoAbellà



Casa Botín



Picalagartos Sky Bar & Restaurant

star (EMi, Sen Omakase, Éter, La Tasquería, Saddle, Gofio, Yugo, A'Barra, Quimbaya, Ricardo Sanz Wellington, Clos Madrid, Santerra, Gaytán, El Corral de la Morería Gastronómico, OSA, Toki, Chispa Bistró, El Invernadero, VelascoAbellà, Ugo Chan, Pabú, Cebo, Desde 1911 and RavioXO).

The Michelin Guide, which has become a byword for culinary excellence, also includes 15 restaurants in Madrid that have been awarded the Bib Gourmand distinction for their value for money, four restaurants with the Michelin Green Star for sustainability, and **118 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 on Plaza del Callao, Calle de Goya and Paseo de la 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 **Dani García, Oroya**, the restaurant by Peruvian chef Diego Muñoz, located at **The Madrid EDITION Hotel**, and **Papagena**, the restaurant at the **Teatro Real** opera house run by **Ramón Freixa**.

MADRID HAS 31 MICHELIN-STAR RESTAURANTS: ONE WITH THREE STARS, SIX WITH TWO, AND 24 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*).

Cultivating talent

Madrid boasts cooking schools spread across the city and its surroundings, from the prestigious **Le Cordon Bleu** to **Kitchen Club**, which requires no prior knowledge, **A Punto**, where they offer classes in English, and the long-established **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, except in January), at **Productores Planetario Municipal Market** (first and third Sunday of each month, except in July and August), **Villa de Vallecas Farmers' Municipal Market** (second Saturday of the month) or, as of spring 2025, at **Latina Farmers' Market** (fourth Saturday of every month, except in July and August). ■

More information

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



*El Rastro
flea market*

Golden Mile

Cuero y Alma

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 one of the top shopping destinations in the world. 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 over a dozen fashion, accessories, cosmetics and jewellery stores from some of the world's leading designer brands, including Cartier, Hermès, Omega, Rolex, Saint Laurent, Valentino, Zegna, 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**, **Plaza Río 2** 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, **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, which are also available to buy at the CentroCentro cultural centre. 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



Corral de la Morería



Teatro Español

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**, **Nave 10 Matadero**, **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**, **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 **Movistar Arena** and **Riyadh Air Metropolitan 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 the **Madrid Flamenco Biennial** and **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 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 hundreds of parks, gardens and natural areas, which represent thousands of hectares of green heritage, offering 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's one of the world's most tree-covered cities, with trees accounting for 26% of its land area. Recognised once again in 2025 by FAO and the Arbor Day Foundation as a "Tree City of the World", Madrid also ranks as the leading major European city for sustainable tourism, according to The Data Appeal Co.



Nature and sustainability

Unique natural spaces

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 Sustainability Strategy. This initiative aims to reduce harmful emissions in the city while promoting environmental protection.

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, and 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, spectacular vegetation, and 1,535.52 hectares for leisure, sport, and recreation, as well as an exceptional array of food options available in the surrounding restaurants. The **Royal Botanic Gardens**, which have more than 5,500 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 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**, **Quinta de Vista Alegre** 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 **Sabatini Gardens** and **Campo del Moro Gardens**, in the area surrounding the **Royal Palace**, as well as **El Capricho Park**, **Príncipe**



El Capricho Park

de Anglona Garden, San Francisco el Grande Gardens, Huerto de las Monjas Garden, and Oeste Park... Madrid is pure nature!

Experiences based on sustainable values

Visitors to Madrid can enjoy a range of restaurants which use designation of origin, organic, and locally sourced ingredients, many of which can also be purchased and/or sampled on-site at the city's markets. The capital supports local trade with multiple shops specialising in products made with recycled materials, as well as studios where artisan goods are produced by both seasoned and emerging craftspeople who strive to keep the tradition of Madrid's historic trades alive.

CO₂Responsible Madrid

Madrid is one of the leading sustainable destinations and has launched CO₂Responsible Madrid, a project that encourages the reduction of the tourism sector's carbon footprint as a shared responsibility between travellers and the city. The initiative includes an official certification issued by Madrid City Council, recognising responsible emissions management by participating establishments, as well as a carbon footprint calculator that enables visitors to measure and offset the emissions generated by their trip. The programme is funded by NextGenerationEU. ■

More information

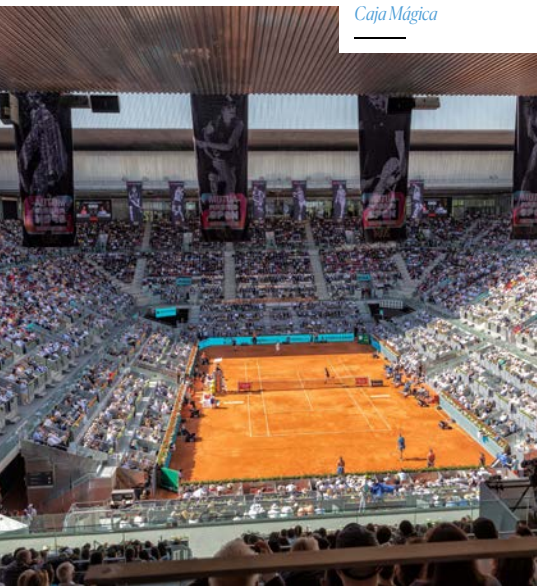
www.esmadrid.com/en/parks-gardens-madrid

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

www.esmadrid.com/en/driving-madrid

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

www.co2responsables.esmadrid.com/?lang=en



Caja Mágica

Sports

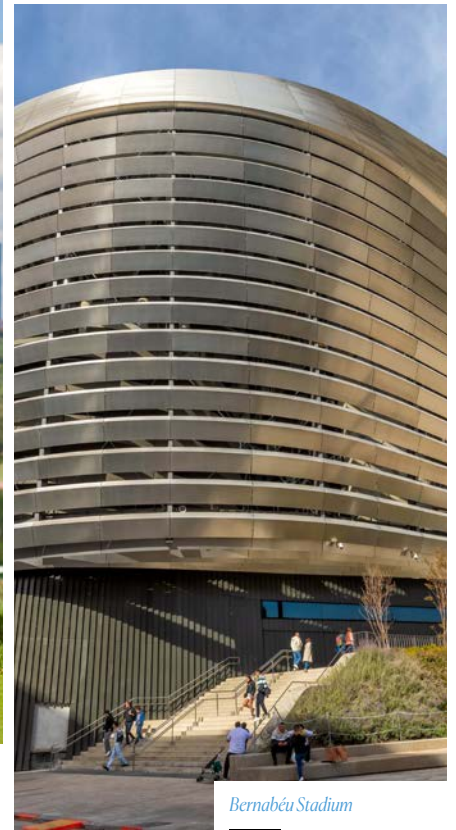
The tremendous passion stirred by sport and major sports competitions is ever-present in Madrid. It's the capital of premier football, thanks to its two main teams, Real Madrid and Atlético de Madrid, but it's also the city of basketball, marathons, tennis, golf and horse riding. And, above all, it's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

Real Madrid's **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.

Riyadh Air 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.



Olivar de la Hinojosa Golf Club



Bernabéu Stadium

From the close bond forged between Madrid and football comes **Legends. The Home of Football**. This original museum 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 **Open de España presented by Madrid**, which attracts the best professional golfers in the world; the basketball games played by **Real Madrid** and **Estudiantes** at the **Movistar Arena**; as well as horse racing at **La Zarzuela Racecourse**.

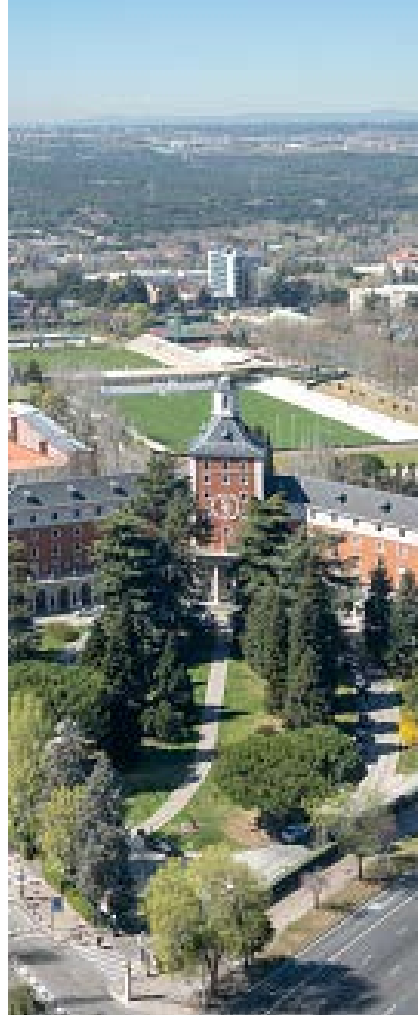
These and other major competitions are held at different venues around the city, including the **Madrid Arena Multipurpose Pavilion**, which regularly hosts sporting events as well as other professional and cultural gatherings.

Keen cyclists can also enjoy riding on the city's bike lanes, making use of Madrid'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 **Zurich Rock 'n' Roll Running Series Madrid**, which brings together thousands of runners from all over the world every year, the **Movistar Madrid 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/whats-on-sport-madrid



Instituto Cervantes

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 almost 635 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, 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

www.esmadrid.com/en/best-business-schools-madrid

Pride festivities 2024



Pride Festivities

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 Mr. 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 **QueerCineMad** 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



Families walking through El Retiro Park

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

Family

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 offer full-dome audiovisual projections, as well as exhibitions featuring scientific content and workshops.

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** 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**,

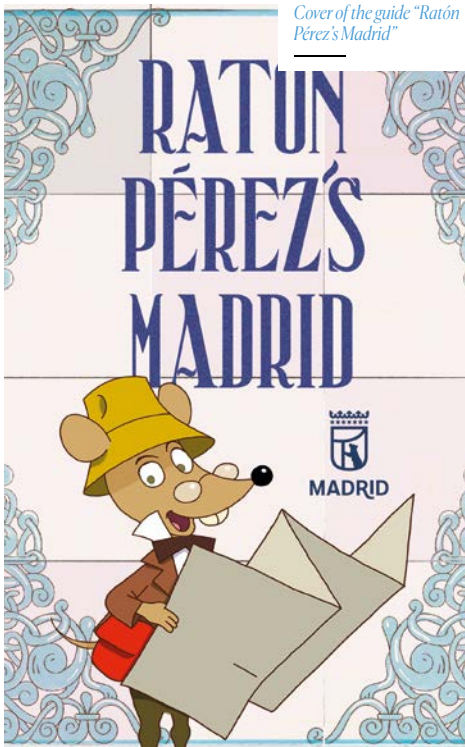
Chamberí Station (Metro de Madrid), the **Geomineral** or **Railway museums**, the **Museum of Illusions** or **Sweet Space Museum**. Don't miss the house on Calle del Arenal that is now the **Ratón Pérez House Museum**, where, according to legend, this magical little mouse lived with his family.

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, **Madrid Book Fair** in El Retiro Park, 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 Park**, boating on the lake in **El Retiro Park**, visiting the **Royal Botanic Gardens**, 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 **Bernabéu** or **Riyadh Air 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 **Cortylandia** are just some of the activities that make Madrid a magical place to explore with the family.



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

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 just some of the 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 (**Botín**) or dine at one of Madrid's Michelin-starred restaurants, including **DiverXO** and **RavioXO**, both headed by Dabiz Muñoz, recognised as the World's Best Chef. 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.

When it comes to shows, many of the musicals on the Madrid bill, such as *The Lion King*, offer VIP experiences with the best seats, priority access or exclusive services. The **Movistar Arena** also has different options, such as the Premium Seat, which gives you access to the concert from the moment the doors open, as well as other exclusive advantages.

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, **Papageña**, located on the sixth floor of the building, which has stunning views of the Royal Palace, and is headed up by chef Ramón Freixa.

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

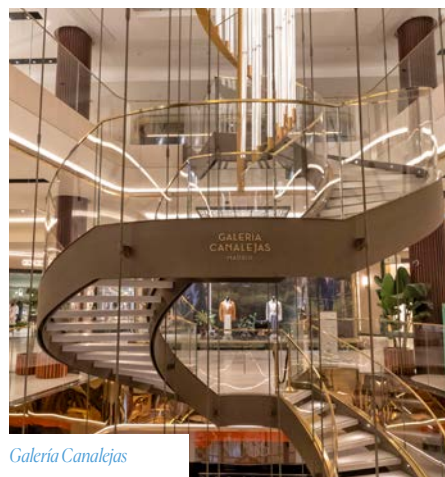
If you are looking for a luxury shopping experience, the capital offers a whole host of opportunities: for high-quality designer items, head to **LOEWE**, the premium leather goods firm; **Lepanto**, the famous handbags and handmade accessories label; **Seseña**, a centuries-old shop and one of the few 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 **Liadró** 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, **riviera**, 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**, **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 features a variety of boutiques offering fashion, accessories, perfumes, jewellery and watches by leading brands.

The city's tourism department promotes high-end tourism in the city through a range of actions, such as attending meetings and events focused on luxury tourism inside and outside of Europe and pursuing strategic alliances with travel networks like Virtuoso, Signature, Internova Travel Group, and its consortium Travel Leaders, among others. It also created the **Madrid Unique Destination** high-impact tourism club, which supports the creation of a new model of specialised, sustainable and diversified tourism which enhances the visitor experience in Madrid. The club was also established to strengthen public-private partnership by grouping together different resources in Madrid connected to the high-impact segment, from hotels and incoming travel and incentive agencies to shopping destinations, culinary associations, and artistic and cultural institutions. Its launch is financed by Next Generation European Union funds. ■

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



Galería Canalejas

Barrio de Salamanca



Four Seasons Hotel Madrid
(Christian Horan / Four Seasons)

More information

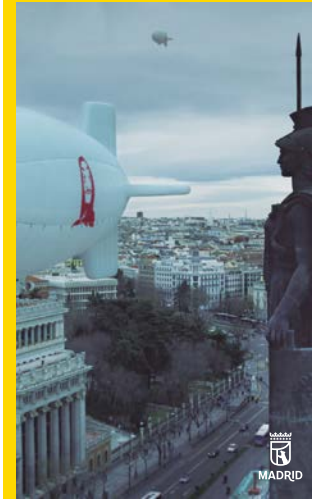
www.esmadrid.com/en/luxury-madrid

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

www.madriduniquedestination.com/en



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 and small screen internationally, from Hollywood classics such as *Doctor Zhivago* (1965) and *Circus World* (1964), to more recent productions including *Terminator: Dark Fate* (2019), the third season of *The Walking Dead: Daryl Dixon* (2025) and *Day Drinker* (2026). In the filmography of Spanish directors such as **Pedro Almodóvar** and **Álex de la Iglesia**, 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* along with its spin-off, *Berlin*.

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 2025, a total of 71 movies, 52 series and more than 410 commercials were filmed on 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 capital also hosts promotional events and international premiéres.

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 organises programmes including "Madrid on the Big Screen" tours and collaborates with activities to raise the profile of Madrid's audiovisual heritage with events such as **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 SpringBoard, Ventana Madrid, 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

www.madridfilmoffice.com/en/



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 held in the city is sure to be a success.

Every year, Madrid hosts over 54,700 events, doing so with internationally renowned excellence. In 2025, 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 eighth and seventh consecutive year, respectively. In addition, according to AMEX's "Global Meetings & Events Forecast", Madrid is the second most in-demand city in Europe for events in 2026.

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, with its two convention centres and the IFEMA Palacio Municipal event and conference venue.

In addition to this, the city boasts **Casa de Campo Trade Fair Park**, with its various multi-use spaces including the Glass Pavilion, the 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 offers a wide variety of spaces available for hosting events. Modern, historic and functional venues make up a catalogue of unique settings that guarantee the most professional and welcoming event.

To attract major professional events and boost their positive impact on the capital, the city council's tourism department runs **Madrid Convention Bureau (MCB)**, a specialised body with 41 years of history which is affiliated with **more than 220 companies from Madrid's tourism sector**. It promotes the capital as a venue for events on a national and international level, in addition to providing assistance to organisers.

MCB actively works to attract events by pursuing strategic alignment with Madrid's key industry clusters. These clusters promote the growth of sectors such as video games, big data, fintech, e-health and cybersecurity. To attract events related to these fields, it creates synergies with leading companies, research centres and other local and national institutions.

MCB's commitment to sustainability and legacy has taken shape in the form of initiatives like the **PLUS digital platform**, which establishes Madrid as a leading destination for sustainable management of MICE events. Further to its commitment to social sustainability, the body offers to act as a point of liaison between organisers and Madrid's services sector, helping to design and implement actions with a positive impact which have direct benefits for the city. ■

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 Almudena Cathedral. Stop by Plaza de la Villa too, where you'll find the Lujanés 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 Movistar Arena, 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 Caballero 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—, 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 tourist hotspot following its latest remodelling which has turned it into a greener, more sustainable space; the Chapel of San Antonio de la Florida; 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. In the surrounding area, you can also find major tourist attractions such as San Marcos Church, 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 (closed for works until 2026), 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 1,500 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 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 San Andrés Church, 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. 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 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.

Carabanchel

Located in the south of the city, this creative, bohemian neighbourhood surprises visitors with its numerous artist studios, galleries and artisan workshops, as well as some of the most authentic, traditional places to eat classic Madrid cuisine. Sites of particular interest include the estate Finca de Vista Alegre and buildings like Casa de Bambú, the houses that make up Colonia de la Prensa and the Hermitage of Santa María La Antigua, which is Madrid's oldest Mudéjar place of worship.

Usera

Home to Spain's largest Chinese community, this area is known as Madrid's Chinatown. Every year, its streets and green spaces are decked out to welcome the Chinese New Year in a colourful, showy celebration that encourages us to discover the ancient culture. The neighbourhood boasts a range of inviting offerings associated with Chinese food, art and culture, as well as unique places like Caja Mágica and the Linear Park of the Manzanares River.

Airport-IFEMA Madrid

There are plenty of excellent accommodation options in this area on the outskirts of the city. It offers hotels specialising in business as well as leisure travel thanks to its proximity to IFEMA Madrid, a trade fair centre which hosts fairs, conferences and a busy calendar of concerts and shows like WAH Madrid. It also has some wonderful natural spaces to explore: Juan Carlos I Park, El Capricho Park, Quinta de los Molinos and Quinta de Torre Arias.

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. ■

More information

www.esmadrid.com/en/madrid-neighborhoods

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



Chinese New Year parade

San Isidro festivities

Veranos de la Villa festival. El Retiro Park

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 2026, 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:

Formula 1 Spanish Grand Prix

After more than four decades, the world's premier motorsport competition is returning to Madrid. The city joins the international Formula 1 calendar by hosting the Spanish Grand Prix from 2026 to 2035, to be held on the urban circuit designed within the IFEMA Madrid exhibition grounds. The Spanish Grand Prix will take place from 11 to 13 September.

In the Italian Manner. Spain and Mediterranean Gothic (1520–1420)

The Prado Museum will present an exhibition on the profound influence of Italian art on artistic creation in the Spanish kingdoms during the Middle Ages. It will bring together over a 100 works in a variety of media from collections across Spain and abroad—many of them little known or never exhibited before (26 May – 20 September).

Ewa Juszkiewicz

The Thyssen-Bornemisza Museum is presenting a monographic exhibition dedicated to the Polish artist from 26 May to 6 September. Her work, which blends meticulous painting technique with provocative and subversive content, reinterprets the visual

codes of classic European portraiture, questioning how female beauty has been represented throughout the history of art.

New Musicals

Madrid's theatre scene will welcome *Six, el musical* which will be staged in Spanish for the first time in September at Teatro Gran Vía. The production, which has received more than 35 international awards, reimagines the story of Henry VIII's six wives. Other upcoming musicals are the world premiere of the Spanish-language version of *Zorro, The Musical*, a theatrical adventure based on Isabel Allende's novel, with music by the Gipsy Kings and John Cameron (Teatro La Latina); *El Alma al Aire, el Musical*, featuring songs by Spanish singer Alejandro Sanz that have defined a generation (Teatro Coliseum); and *Querido Evan Hansen*, one of the most influential productions of the past decade, which tells the story of a young man with social anxiety disorder searching for his place in the world (Teatro Rialto).

The NFL returns to Madrid

The capital will once again host a regular-season match for America's gridiron football league. Real Madrid's stadium will once more serve as the venue for this thrilling competition, which last year drew over 78,000 spectators to the city, generating an estimated economic impact of €70 million and attracting 42,000 international tourists. It will be held in November with the Atlanta Falcons playing as the designated team.

Cayetana. Grande de España

This autumn, Liria Palace will host an exhibition marking the centenary of the birth of the late 18th Duchess of Alba, Cayetana Fitz-James Stuart. It will feature a carefully curated selection of more than 200 pieces, including artworks, haute couture dresses, photographs and personal items such as correspondence.

Royal Apothecary at the Royal Palace

The Royal Palace tour will once again include this space, which houses apothecary jars from the Royal Glass Factory of La Granja and the Royal Porcelain Factory of Buen Retiro, Talavera ceramic jars from the 17th and 18th centuries, as well as bottles, flasks, instruments and various laboratory items. Its reopening is scheduled for the last quarter of 2026. In 2025, the Fine Woods Cabinet (or Cabinet of the Indies), which once served as the office of Charles III, also opened to the public for the first time.

And in 2027...

The city will unveil the **El Capricho Palace Museum**. Located within one of the most beautiful historic-artistic gardens in the capital, the building was conceived by the Duchess of Osuna in the late 18th century and became a hub of cultural life in Madrid at the time. The museum will showcase the history of the estate, its founders and Madrid's Enlightenment context in the 18th and 19th centuries. Visitors will be able to explore its original layout and discover the room where Goya's paintings were displayed.

Casa de Campo Park will unveil a new cultural venue following the **restoration and public opening of Casa de los Vargas**. The project, which will feature a museum space and the recovery of a Renaissance garden, will be known as **Real Casa de Campo**. The capital will also host the **UEFA Champions League final** at Riyadh Air Metropolitan Stadium, and will see the opening of **Gemswell Surf Madrid**, Europe's largest artificial surf beach.

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, culinary offerings and a big parade through the streets of the Usera neighbourhood (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-March, 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 **Teatralia**, 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. It's a celebration with over five centuries of history in the capital, bringing together devotion, tradition, and a broad cultural programme. The official route of the Centro

district's processions through Puerta del Sol, together with the installation of seating for spectators and the decoration of the city enhance the solemnity and appeal of Madrid's Holy Week, which Madrid City Council is seeking to have declared a Festival of Regional Tourist Interest (several locations/venues, March-April).

The city also hosts plenty of activities for avid runners, including **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). And be sure not to miss the **Women's Race** later in 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, the city will also host **Casa Decor**, a major event devoted to interior décor, architecture, design and art (no fixed venue, April-May), **Madrid Craft Week**, which features countless activities revolving around arts and crafts (June), and **Madrid Book Fair**, the most important cultural and literary event in Spanish that brings together visitors and writers (El Retiro Park, May-June). On top of this, **PHotoESPAÑA** highlights current trends in photographic art as well as the latest projects by internationally renowned artists (several venues/locations, May-September).

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 Pradera de San Isidro Park, Plaza Mayor, Matadero Madrid and Las Vistillas Gardens (several locations/venues, May).

Universal Music Festival kicks off the city's festival season with music styles to suit all tastes (UMusic Hotel - Teatro Albéniz, May-June). More artists from Spain and abroad also gather at **Noches del Botánico**, a series of concerts performed amid stunning natural surroundings (Complutense University Botanic Gardens, June-July).

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).

The biggest event of the summer 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 March).

In October, it's **JAZZMADRID**'s time to shine! The festival transforms the city into the capital of jazz, offering up concerts as well as other activities around this genre (various venues/locations, October and November). 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), as well as other altars in municipal spaces like Fernán Gómez - Centro Cultural de la Villa, Matadero Madrid and CentroCentro.

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.

Every two years, the city also stages two major cultural events. The first is the **Madrid Flamenco Biennial**, a celebration of flamenco featuring singing, guitar and dance performances in various venues throughout the capital, along with parallel activities such as the first congress dedicated to a flamenco tablao (May-June). The second is **LuzMadrid**, the international festival that fills special locations throughout the city with installations of art and light (March). ■

[More information](#)

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, with the innovative MAULSE system providing remote assistance in sign language also available. As part of the city's commitment to delivering an increasingly digital and sustainable service, tourist information staff will, whenever possible, send the information directly 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.

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 has earned the **Autism Friendly** designation and is 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 provides a tourism app download service and features screens offering 360° virtual experiences that showcase Madrid's key attractions. Additionally, visitors can enjoy an area dedicated to inspirational videos and tourism-related audiovisual content, highlighting national and international productions filmed in Madrid, curated by the Madrid Film Office.

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**, **Bernabéu Stadium**, the **CentroCentro** cultural centre, **Cuesta de Moyano** and **Adolfo Suárez Madrid-Barajas Airport** (in terminals T2 and T4). In addition, temporary information points are often set up throughout the year and especially during the celebration of large events or professional meetings. Tourist information and assistance can also be provided remotely, via email, chat, on the phone or on WhatsApp.

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

The national museums Reina Sofía and Thyssen-Bornemisza, the Royal Palace, the Almudena Cathedral Museum, CaixaForum Madrid, stadium tours of Atlético de Madrid's home ground, the Faro de Moncloa and CentroCentro observation decks, Liria Palace, Galería Canalejas and the Zoo Aquarium are just some of the attractions included in the pass.

Casa de la Panadería gift shop

The Madrid City Card comes in two formats: an adult pass and a children's pass, both are available for one day (€10), two (€17), three (€22.50), four (€27) or five (€32.50) 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, Bernabéu, the CentroCentro cultural centre and the Reina Sofía Museum. Visitors can also buy their card at Adolfo Suárez Madrid-Barajas Airport (T2 and T4).

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**, **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. Handbags, ceramic jewellery, silk scarves, 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/>

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.

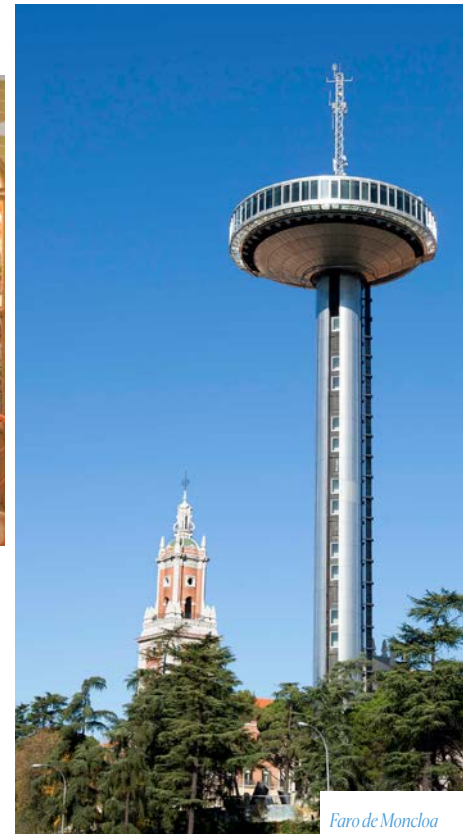
All routes are free and led by professional tour guides. In addition, a Spanish Sign Language (ILSE) interpreter is also available at certain times. These tours run on Saturdays and Sundays, in Spanish, for groups of up to 12 people, and last approximately two hours.

To showcase the city's different tourist areas, Madrid City Council offers the **guided-tour programme You Need to Get Out More**, featuring routes through areas beyond the centre that reveal the attractions and personality of unique, lesser-known spaces.

Tours run from Friday to Sunday, in Spanish, and are free of charge with prior booking at the Plaza Mayor Tourist Information Centre or by emailing turismo@esmadrid.com.

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 seven languages: Spanish, English, French, German, Italian, Portuguese and Japanese, and is the leading website for information about Madrid both in Spain and throughout the world.

*Faro de Moncloa*

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/madrid-visitor-services

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-visitaguiadas-oficiales-madrid (only in Spanish)

www.esmadrid.com/en

www.esmadrid.com/en/esmadridmagazine-en



Viewpoint
at the
Royal Palace

Madrid in figures

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

The capital ended 2025 by reaffirming its position as the **world's second-most attractive urban destination**, according to **Euromonitor International**, and by **ranking fifth overall in the '2026 World's Best Cities'** report by international consulting firm Resonance. These standout results across industry rankings confirm Madrid's excellent global standing and its powerful appeal as a tourist destination.

The capital closed 2025 with its **best-ever tourism spending figures, reaching €17.896 billion** (up 11% from 2024 and 71% from 2019), according to data from the Tourist Expenditure Survey (EGATUR). **Average expenditure per person stood at €1,964**, while **average daily spending was €305**.

The city welcomed **11,236,564 visitors**, who generated **23,829,629 overnight stays** (up 2.5% from the previous year). The average length of stay was 2.12 nights (+1.7%). **International tourism** now accounts for 59% of total travellers and 66% of overnight stays received by the capital.

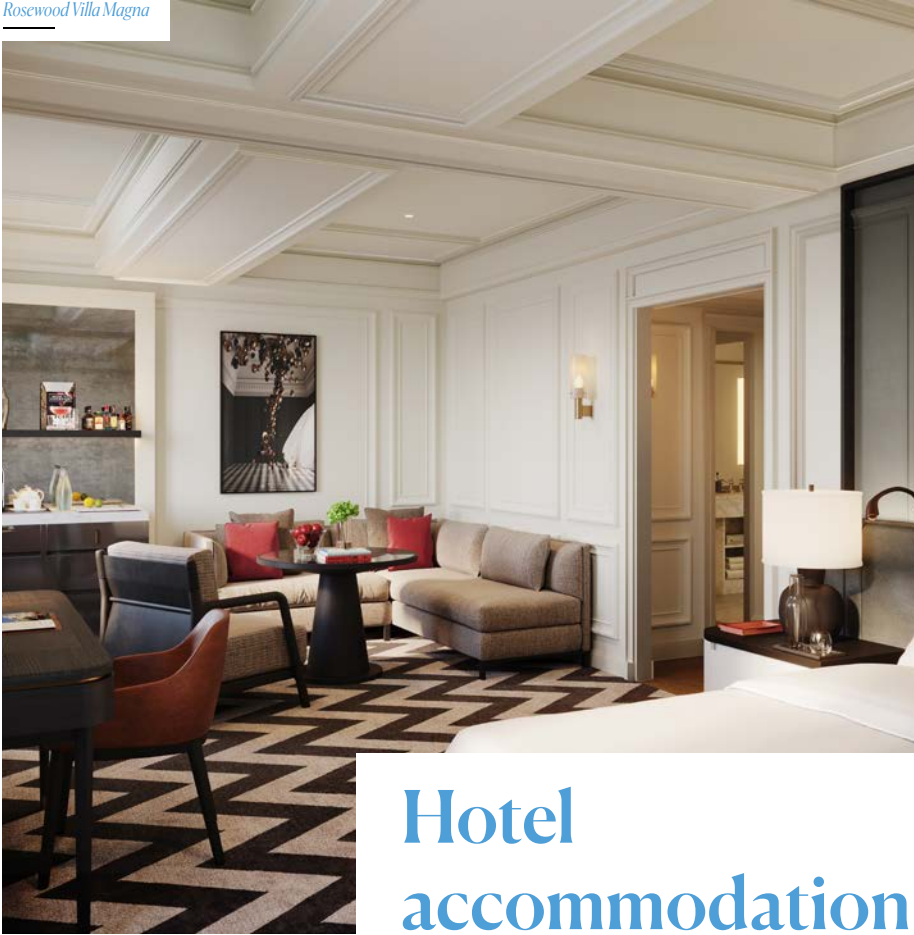
The top ten source markets for foreign tourism to the city of Madrid are led by the **United States** (1,103,443 visitors), followed by **Italy** (447,262), **France** (361,653), the **United Kingdom** (350,592) and **Mexico** (318,447). Notable growth is seen in markets such as **Argentina** (194,843) and **Brazil** (167,018), in 9th and 10th position with increases of 27.8% and 22.1%, respectively.

See the main tourism figures for Madrid at the city council's Tourism Intelligence System (SIT) ■

[More information](#)

www.esmadrid.com/en/sit

Rosewood Villa Magna



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.

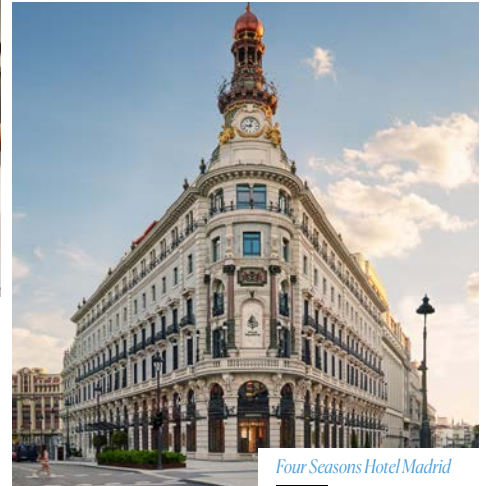
With establishments offering tremendous variety and quality dotted all around the city, we've something for everyone: from historic, modern, LGBTQ+ friendly and business hotels to others that are ideal for foodies, romantics or pool lovers...take your pick!

Madrid boasts accommodation for up to 94,058 guests in its 862 hotels (41 five-star, 155 four-star, and 68 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 November 2025).

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 November 2025, the capital has 196 hotels in these two categories, accommodating 61,807 guests. Among these are accommodations from major international chains such as Brach Madrid, El Autor Hotel Madrid, Autograph Collection, the Thompson Hotel, The Madrid EDITION, Four Seasons

Hotel Montera Madrid, Curio Collection by Hilton



Four Seasons Hotel Madrid

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, Added to this are further establishments that continue to expand Madrid's guest capacity, diversify its offerings and attract new visitor profiles. This includes the boutique hotel in the Metr polis Building, as well as upcoming openings such as Nobu Hotel Madrid, the Radisson Collection Madrid in the Generali Building, Hotel Casa Palazuelo, and the first Sheraton, located opposite T4 of Adolfo Su rez-Madrid Barajas Airport. 14 of Madrid's hotels have been awarded Michelin keys, with 18 keys received in total. This distinction by the prestigious Michelin Guide recognises particularly exceptional hotels.

For all the latest information (in Spanish), check out the [Accommodation](#) section on the city council's Tourism Intelligence System (SIT), 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.

Urban transport

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 connecting 217 destinations in 76 countries across 447 routes operated by 90 airlines (2025 figures from Spain's state-owned airport service management company AENA), 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, rooms 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.

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, **Metro de Madrid** is one of the fastest ways to get around. It boasts 303 stations and a total length of 296 kilometres, making it the 4th largest in the world in terms of stations and 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. And Line 5 (Alameda de Osuna-Casa de Campo), which after its extension works will reach Adolfo Suárez Madrid-Barajas Airport in 2028, providing another fast and convenient link from the city centre.

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 Station-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 15,500** of them! Alternatively, you might choose to book a private car with a driver (known as VTC in Spain), or a car or motor-bike 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 the capital. Madrid-Puerta de Atocha-Almudena Grandes and Madrid-Chamartín-Clara Campoamor are the city's main railway stations.

From these two hubs, you can get the local rail service Cercanías, the high-speed rail network, and medium- and long-distance trains, allowing you to travel to other European countries including France and Portugal. The capital is part of the Spain by Train network and is linked to 26 provinces and 36 Spanish cities via the AVE high-speed rail network. The Cercanías suburban train system also provides a direct route from the city centre (Atocha) to Adolfo Suárez-Madrid Barajas airport. ■

More information

Madrid Air Connectivity (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.

This centre is certified as **Autism Friendly**, a designation which confirms that specific measures have been implemented to make it a welcoming space which meets the needs of people on the autistic spectrum.



Cover of the guide *Madrid:
Accessible to you*

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 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 maps

The **Accessible Tourism Guide**, published by Madrid City Council in collaboration with the association IMPULSA IGUALDAD, 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* (Habsburg 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, and allows you to download content in your preferred language and connect via QR codes to the TUR4all platform, which provides details on the accessibility of Madrid's tourist sites and activities. You can view a digital, accessible PDF edition of the guide designed for people with visual impairments on the official Madrid tourism website, esMADRID.com.

An **accessible tourist map** in Braille and large print is also available at all of 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

05 Madrid tourism sector



Catalonia Plaza España Hotel & Spa

EMi

Ramón Freixa Tradición

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 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.

Among the destination's latest additions and proposals are hotels such as Catalonia Plaza España, B&B Hotel Madrid Carabanchel, BESTPRICE Madrid Alegría and The Palace, a Luxury Collection Hotel, Madrid—following the restoration and rebranding of the iconic property on Madrid's Paseo del Arte (Art Walk). Culinary openings include Tradición y Atelier (Ramón Freixa), La Mar (Gastón Acurio), EMI (Rubén Mosquero), Alto Bardero, KÔ BY 99 SUSHI BAR, Arnanz, Makoto, Bakko, Calvero and Bernabéu Market in the Real Madrid stadium. New cultural venues include Solo CSV, the new contemporary art space; the Banksy Museum, dedicated to the British street artist; the Villa Magdalena art gallery; Espacio Mistral; and Teatro Serrano. Meanwhile, new shopping options range from Carrera y Carrera and Spanish fashion brand Gimaguas to Martín Tostón, a gourmet store with the charm of traditional delicatessens.

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

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, it's a strategy based on the key pillars of high-quality tourism and sustainability on an economic, social and environmental level. It seeks to generate mindful, 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. Tourists can also learn more about Madrid as a destination through different channels: **esMADRID.com** and **esMADRIDmag-**

azine, the capital's official tourism website and magazine, the Visit Madrid social media channels, and pioneering services such as **VisitMadridGPT**, the generative artificial intelligence-based virtual assistant which helps plan trips to Madrid by providing fully customised information in up to 95 languages. 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 System (SIT) 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
-  @Visita_Madrid
-  @visita_madrid
-  @visitmadrid
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Contact

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