

Madrid 2025

TOURISM REPORT



MADRID
DESTINO



Cities are now the major players in the global economy. In this new landscape, Madrid has understood something essential: the cities that will lead the future are those that are most open, most connected, and best able to attract talent and generate well-being.

Madrid is currently enjoying one of the finest moments in its history. Tourism plays a decisive role in this process. It reflects a city that is attracting investment and international projects as never before; a city that combines an incomparable quality of life with exceptional cultural vitality; and a city that projects itself to the world as a benchmark city for competitiveness, openness, and well-being.

That is why, in response to narratives that reduce tourism to a mere problem, Madrid has committed to a far more ambitious model: high-quality tourism that is less seasonal and increasingly decentralised, capable of generating prosperity while remaining far from the levels of saturation seen in other major European capitals.

Madrid is not competing to attract more tourists, but to generate more value. And the figures reflect this shift in the model.

In 2025, the city reached a historic record for international tourist spending with 17.9 billion euros, a 71% increase compared to 2019. We welcomed more than 11 million travellers, while average spending per tourist once again reached record levels, at 1,964 euros: an increase of 44% in just six years and the leading figure in Spain. Madrid is therefore consolidating its position as one of the premier urban destinations with the highest average spend per visitor.

Madrid is no longer a city defined by tourist seasons. For nine months of the year—twice as many as just six years ago—it receives more than 900,000 visitors per month. It is doing so by promoting a more balanced, decentralised model, with 22 tourist areas designed to spread the benefits of tourism across the city as a whole. Tourism supports thousands of jobs and drives the hospitality sector, retail, culture, conferences, and the city's international profile.

For the second year running, we are the second most attractive urban destination in the world, and we have now been named the world's leading destination for meetings and conferences for seven consecutive years. All this has been achieved while maintaining one of the lowest levels of tourism intensity among Europe's major capitals, with 3.17 visitors per inhabitant, far below cities such as Paris, Barcelona and Amsterdam.

That, together with the efforts of the entire sector, is the real key to Madrid's success as a tourist destination. Madrid has not been shaped around tourism. It has been shaped around the people who live here. It's a safe city that offers a high quality of life, an unparalleled range of historical, cultural, and leisure experiences, and the best opportunities to build a future.

Because Madrid's success is not simply about attracting more and more visitors. It is about remaining a city with its own identity, and one where life is worth living. And that is precisely why the world is looking to Madrid and wants to come and discover it.

This report reflects that collective effort. It is also a source of insight. The data it contains provide the basis for the decisions that allow us to keep improving. Together, Madrid residents, the private sector, and public authorities will continue building the Madrid that the world already recognises and that we have the privilege of calling home.

José Luis Martínez-Almeida
MAYOR OF MADRID

Executive summary

In 2025, Madrid further consolidated a tourism model built on quality, excellence in the visitor experience and balance with city life.

Madrid has cemented its position as a global benchmark for high-quality tourism. Spain's capital is not only a vibrant destination where history and modernity coexist in harmony; it has also become a model for how a city can be managed effectively, placing residents' well-being and excellence in the visitor experience at the heart of its strategy. Madrid has shown that tourism can grow without compromising either the city's identity or the quality of life of its residents.

Following a historic 2024, 2025 exceeded all expectations. The city has evolved from being simply a place to visit into a destination that offers a truly distinctive experience: 100% of visitors would recommend Madrid, while the average satisfaction rating stands at 9 out of 10. This level of enthusiasm reflects the appeal of a welcoming city whose lifestyle and global connectivity create value both for those who visit and for the city itself.

Tourism has further strengthened its position as one of the capital's main economic drivers. In 2025, international tourism spending reached 17.9 billion euros, 11% more than the previous year. This growth translates into greater well-being through the positive performance across key indicators. Average spending per visitor rose to 1,964 euros, confirming Madrid's progress towards a higher-value tourism model.

International markets now account for 66% of all overnight stays. The United States has consolidated its position as Madrid's leading source market, surpassing one million visitors, while markets such as Argentina and Brazil continue to show exceptional dynamism in terms of visitor numbers, spending, and average length of stay.

This success is underpinned by world-class air connectivity. With 68.2 million passengers, Adolfo Suárez Madrid-Barajas Airport has reinforced its position as the main gateway between Europe and Ibero-America and as a global connection hub.



Madrid turns every visit into a memorable experience: 100% of visitors recommend the city, and average satisfaction reaches 9 out of 10.



Named the world's leading destination for meetings and conferences for the seventh consecutive year, Madrid is also strengthening its profile as Europe's capital of experiences, supported by a calendar of major cultural, sporting, and music events. The opening of new five-star hotels and the return of landmark events such as Formula 1 further reinforce the city's evolution towards a high-end hospitality model with significant international impact.

Under the 2024–2027 Strategic Plan, Madrid is harnessing destination intelligence to improve decision-making and deliver more personalised experiences. Decentralisation is already becoming a reality through projects such as the transformation of Usera and the consolidation of Carabanchel as a cultural hub. These initiatives help distribute the benefits of tourism more evenly while preserving the distinctive character of Madrid's neighbourhoods.

Madrid ends the year having been named Best Destination in Europe 2026 and as the global centre of tourism governance, hosting both UN Tourism and the World Travel & Tourism Council (WTTC). And the city is not only excelling today; it is fully prepared to lead the tourism of the future through sustainability and excellence.

Global connectivity, MICE leadership, high-end hotels, and destination intelligence reinforce **Madrid's position as a benchmark for the tourism of the future.**

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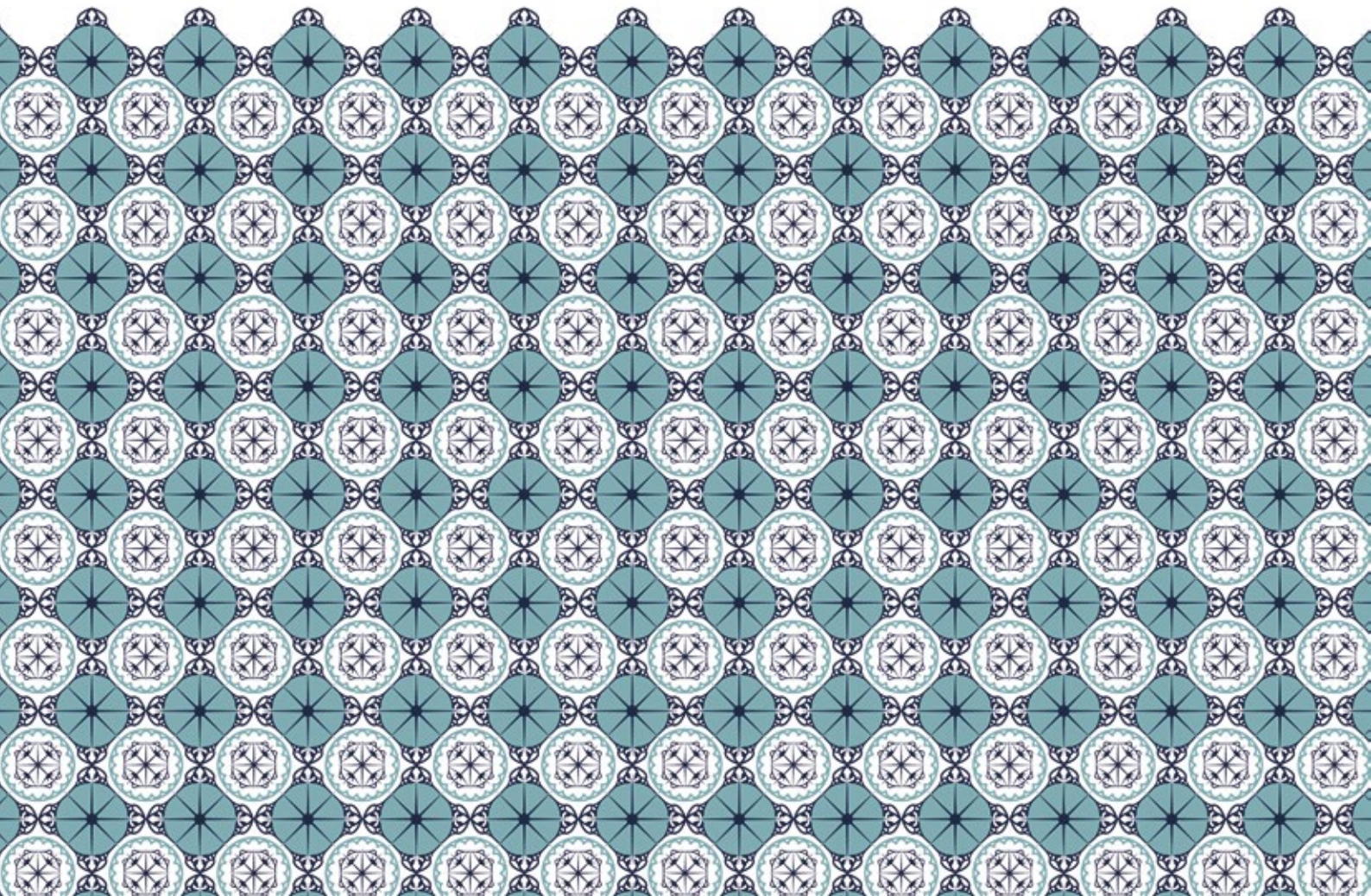
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01

KEY TOURISM FIGURES



In 2025, Madrid confirmed the strength of its tourism model. The city reinforced its commitment to more balanced growth and a clearly international reach. Madrid welcomed 6.6 million international visitors, accounting for 59% of the total, and generated an economic impact of 17.9 billion euros. These figures reflect a shift towards more sustainable, less seasonal tourism.

Overnight stays rose by 2.5%, outpacing growth in visitor numbers, which points to Madrid's increasing ability to encourage longer stays and build visitor loyalty. This evolution is driven especially by international tourism, which now accounts for 66% of overnight stays and continues to post strong growth even in traditionally quieter months, such as February, August, and December. Together, these trends reinforce a more balanced distribution of tourism activity throughout the year.

This shift is also reflected in the visitor profile. Madrid is strengthening its position as a high-impact destination, with average spend per person of 1,964 euros, 40% above the national average.

The United States remains the leading source market, exceeding one million visitors and accounting for 18% of total spending, while long-haul markets such as Brazil, Argentina, Japan, and China are consolidating their importance, with high levels of spending and longer stays.

The accommodation sector is also evolving strongly. With 860 establishments and almost 94,000 bed places, Madrid is expanding its capacity while improving its key indicators: employment is up 8.2%, and profitability is increasing, with rises of 10.1% in the average daily rate (ADR) and 9.3% in RevPAR.

In this context, the luxury segment continues to gain prominence. Five-star hotels have led growth since 2019 and account for a significant share of tourism spending, in line with demand for high-end travel experiences. This is accompanied by the consolidation of new openings, strategic renovations,

and projects linked to international trends such as branded residences, further strengthening Madrid's positioning within the global luxury offering.

The destination's momentum is also supported by its ability to attract major events. In 2025, the first official NFL game in Spain, held at Santiago Bernabéu Stadium, projected Madrid as an international stage, with more than 78,000 attendees and an economic impact of over 70 million euros.

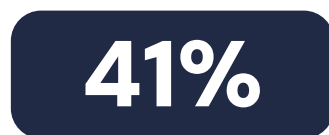
Connectivity remains one of the city's major strengths. Adolfo Suárez Madrid-Barajas Airport reached a new record of 68.2 million passengers, reinforcing its role as a global hub, particularly for connections between Europe and Latin America. This network is complemented by well-established rail infrastructure and land connectivity that facilitates access from Spain's main domestic markets.

Overall, these indicators confirm the consolidation of a more balanced, diversified tourism model with greater economic impact, capable of sustaining growth over time and strengthening Madrid's positioning as one of the world's leading urban destinations.

2025 in figures

VISITORS: DOMESTIC AND INTERNATIONAL

(Year-on-year change vs 2024)

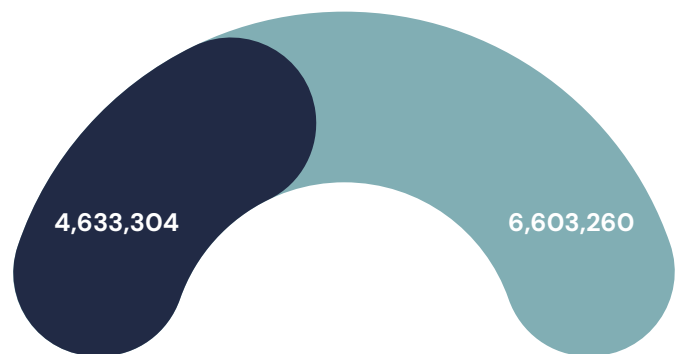


DOMESTIC
4.6 MILLION
(-5.5%)



INTERNATIONAL
6.6 MILLION
(+5.7%)

TOTAL VISITORS
11,236,564
(+0.8%)



INTERNATIONAL TRAVELLER SPEND

(Year-on-year change vs 2024)

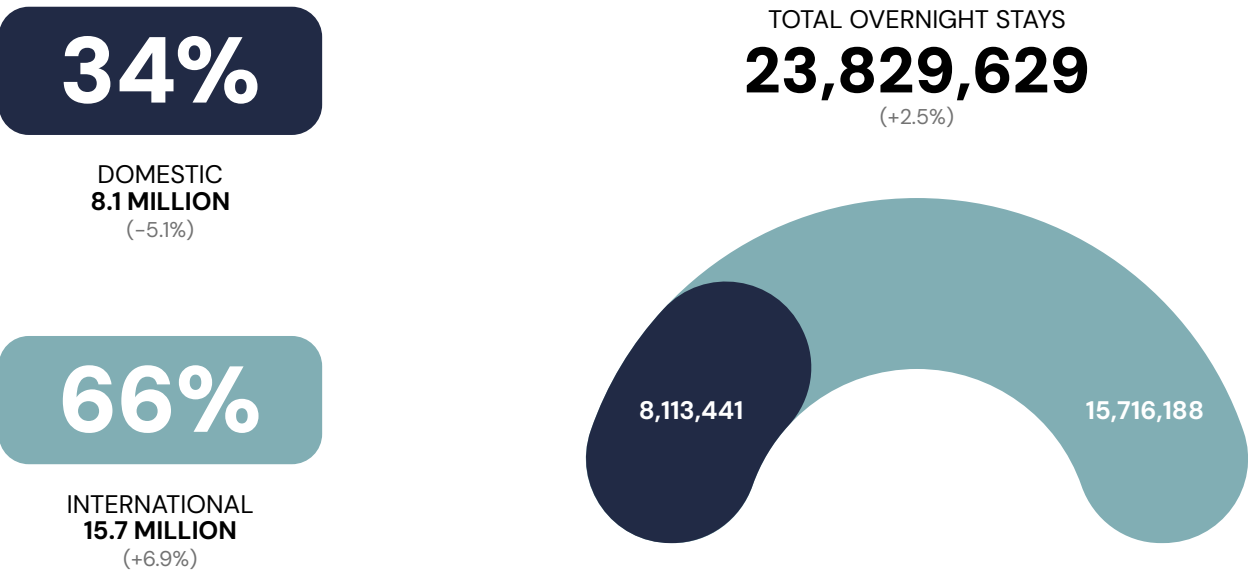


17.9 billion euros in international tourism spending in 2025, 11.1% more than in 2024 and 71% more than in 2019.

International tourism is strengthening its position as a key driver of tourism development in Madrid. **In 2025, 6.6 million international travellers visited the city**, a 5.7% increase from the previous year.

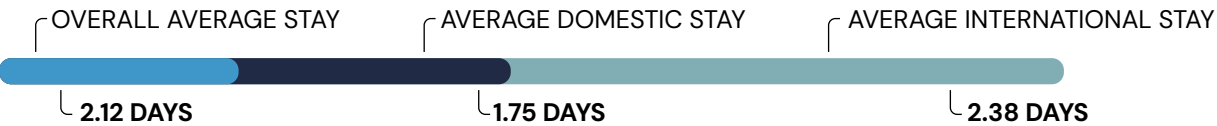
OVERNIGHT STAYS: DOMESTIC AND INTERNATIONAL

(Year-on-year change vs 2024)



AVERAGE STAY

(Year-on-year change vs 2024)



International overnight stays increased by 7% compared with 2024, accounting for 66% of the total.

Source markets

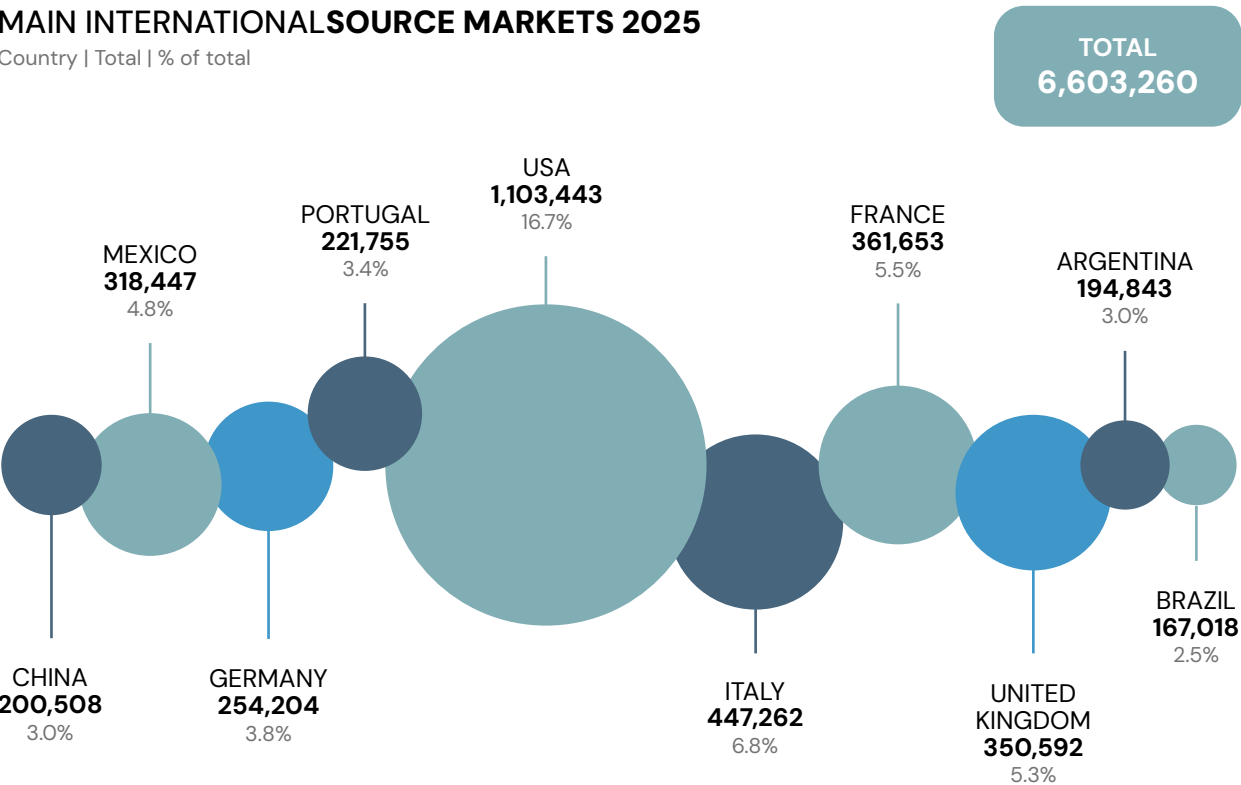
International

The number of international travellers visiting Madrid in 2025 reached 6.6 million, 5.7% more than in 2024. The United States consolidated its position as the leading source market, with 1,103,443 visitors, 7% more

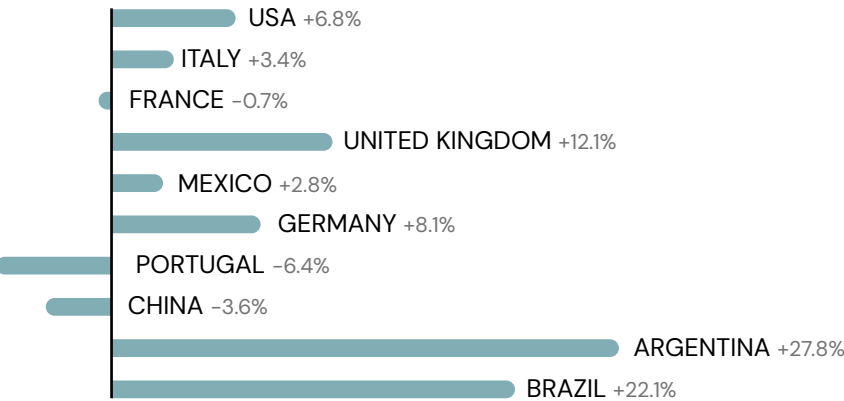
than in the previous year, and now accounts for 17% of the total. It is followed by Italy, France, and the United Kingdom. Five of the top ten source markets are long-haul, and, among these, the markets with the strongest growth in 2024 were Argentina and Brazil, with 194,843 (+28%) and 167,018 (+22%) visitors, respectively.

MAIN INTERNATIONAL SOURCE MARKETS 2025

Country | Total | % of total



YEAR-ON-YEAR CHANGE



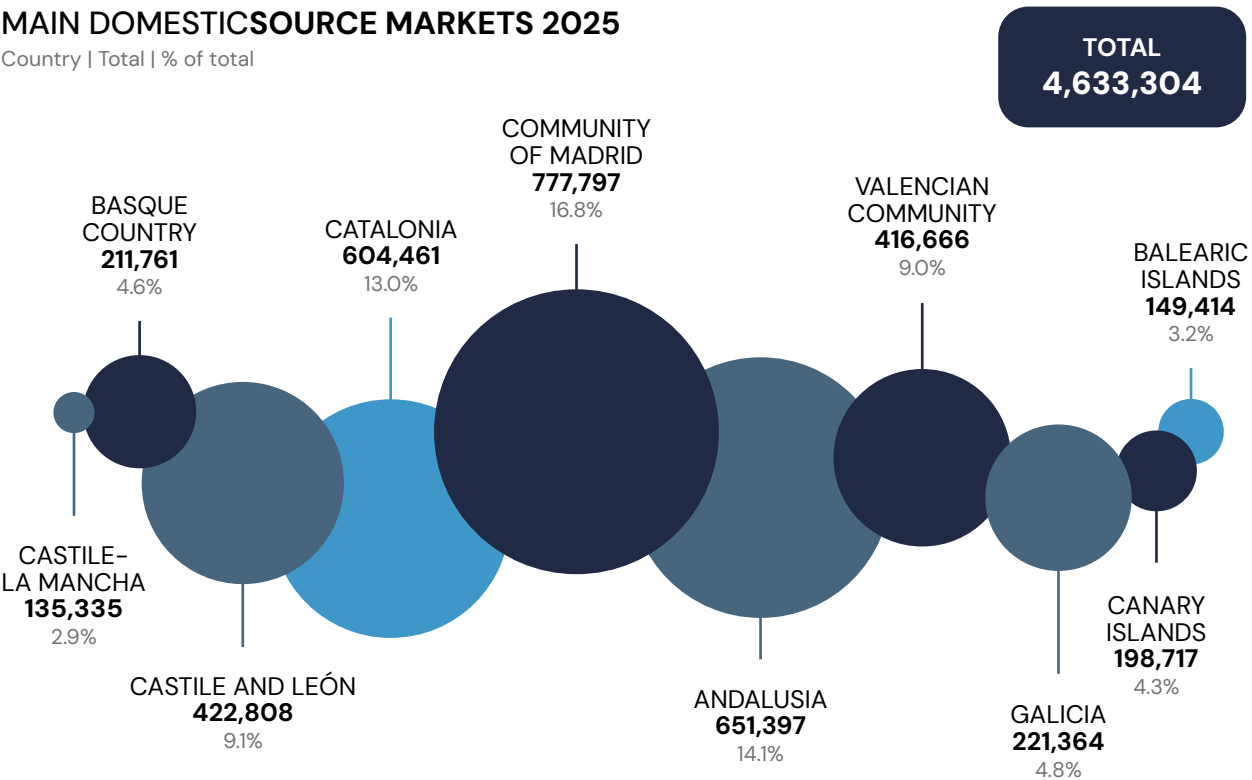
Domestic

Andalusia has moved up one place in the ranking of domestic source markets and now stands in second position, with 651,397 visitors. It has overtaken Catalonia, which accounts for 13% of domestic trav-

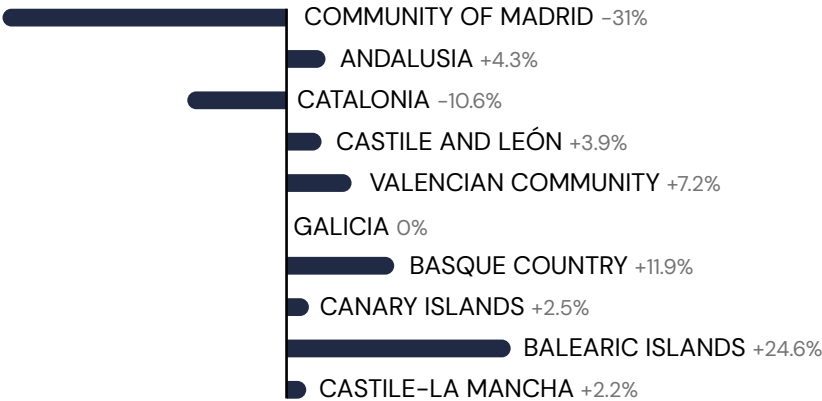
ellers. Other regions that saw notable increases in the number of visitors to Madrid were the Balearic Islands (+25%), the Basque Country (+12%), and Valencia (+7%).

MAIN DOMESTIC SOURCE MARKETS 2025

Country | Total | % of total



YEAR-ON-YEAR CHANGE



Source: Hotel Occupancy Survey (EOH), Tourist Apartment Occupancy Survey (EOAT) of the National Statistics Institute (INE).

Travellers, overnight stays, and average stay

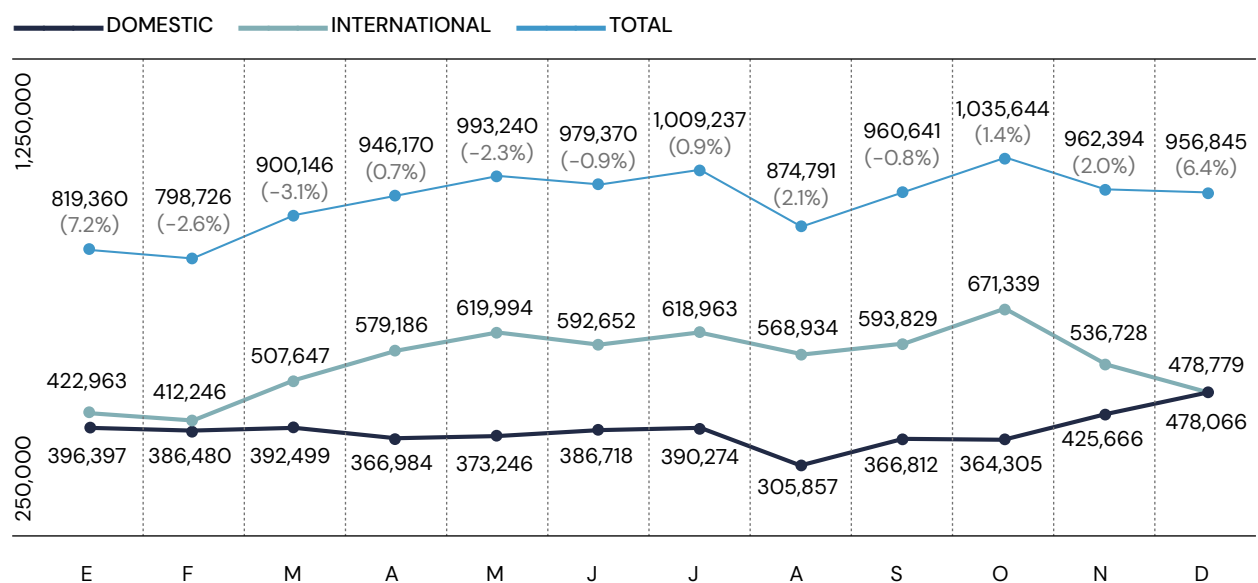
Tourism performance in Madrid in 2025 confirms a positive trend, **with overnight stays increasing by 2.5%**, compared with more moderate growth of **0.8% in the number of travellers**, leading to an improvement in the average stay. This dynamic shows the city's potential to encourage longer stays.

International tourism is consolidating its position as the main driver of demand. In 2025, international visitors increased by **5.7% in number of travellers** and **6.9% in overnight stays**, accounting for **59% of total visitors** and **66% of overnight stays**.

The distribution of activity throughout the year confirms a growing trend towards deseasonalisation. International tourism saw particularly strong growth in visitor numbers in months traditionally considered lower demand, such as **January (+9.6%)**, **August (+9.0%)**, and **December (+10.5%)**, helping to reduce seasonality and support a more balanced tourism model.

MONTHLY TREND IN TRAVELLERS

(Year-on-year change vs 2024)



Madrid makes its NFL debut in style

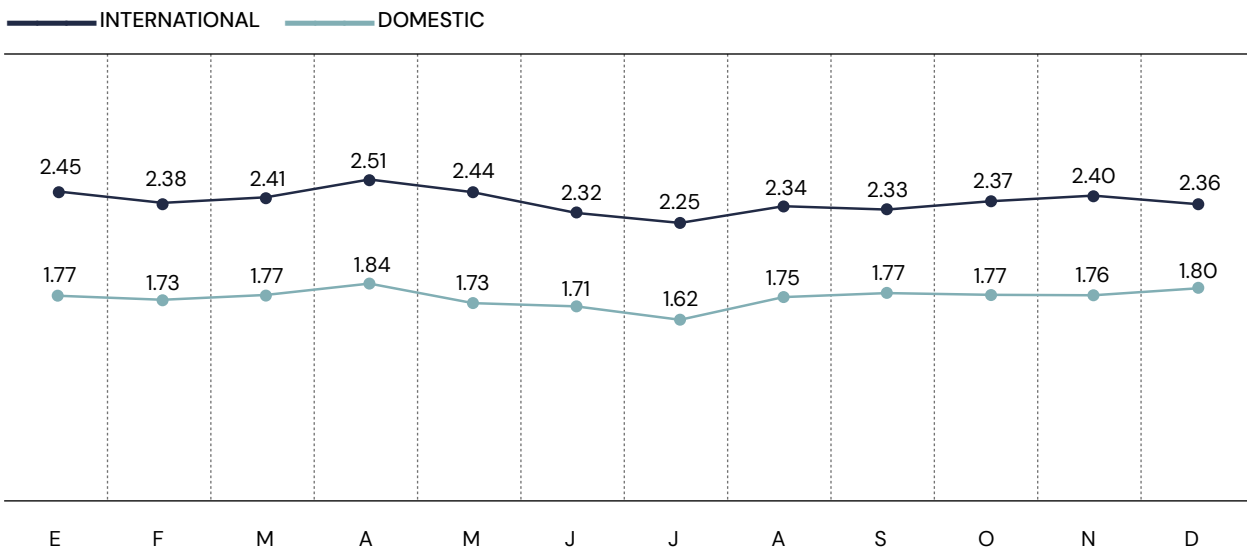
The first official National Football League (NFL) game in Spain made Madrid one of the focal points of world sport in 2025. The match, held on 16 November at Santiago Bernabéu Stadium, brought together more than 78,000 spectators, around 42,000 of whom travelled from outside Spain.

Given the event's markedly American character, the performance of the U.S. market in November is especially significant: the number of visitors from the United States increased by **17.3%** compared with the same month in 2024, while **overnight stays grew by 19.4%**, reflecting the event's direct impact on attracting this market.

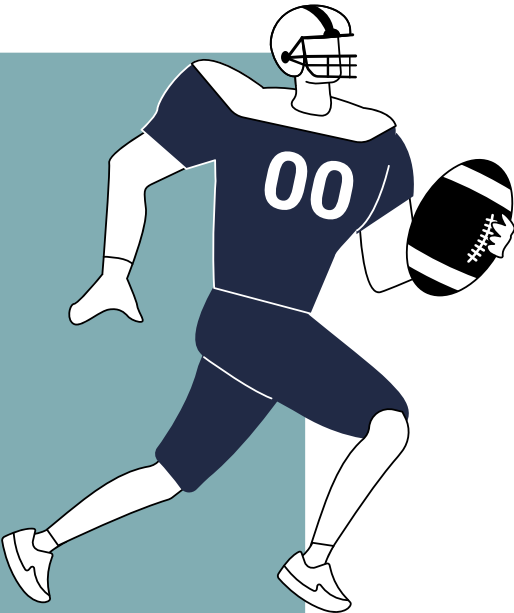
The estimated economic impact exceeded 70 million euros, driven both by the match itself and by the parallel activities organised across the city—fan zones, player meet-and-greets, and events for supporters—demonstrating, as on other occasions, Madrid's capacity to host major international sporting events.

International travellers represented **59% of total visitors**, consolidating their role as the main driver of tourism in the city.

AVERAGE STAY BY TRAVELLER ORIGIN



Overnight stays grew by **2.5%**, outpacing the increase in visitors and helping to raise the average stay.



OVERNIGHT STAYS

	DOMESTIC	INTERNATIONAL	TOTAL
	8,113,441	15,716,188	23,829,629
			(vs 2024)
E	700,251	1,036,743	1,736,994 (+8.2%)
F	668,914	981,708	1,650,622 (-2.0%)
M	693,763	1,223,329	1,917,092 (-3.1%)
A	675,328	1,456,587	2,131,915 (+6.6%)
M	645,630	1,514,666	2,160,296 (+0.9%)
J	660,974	1,377,220	2,038,194 (+1.4%)
J	632,003	1,393,653	2,025,656 (+0.0%)
A	535,549	1,331,845	1,867,394 (+5.0%)
S	648,432	1,386,461	2,034,893 (+0.5%)
O	643,009	1,594,329	2,237,338 (+3.3%)
N	748,623	1,289,706	2,038,329 (+4.1%)
D	860,965	1,129,941	1,990,906 (+6.4%)

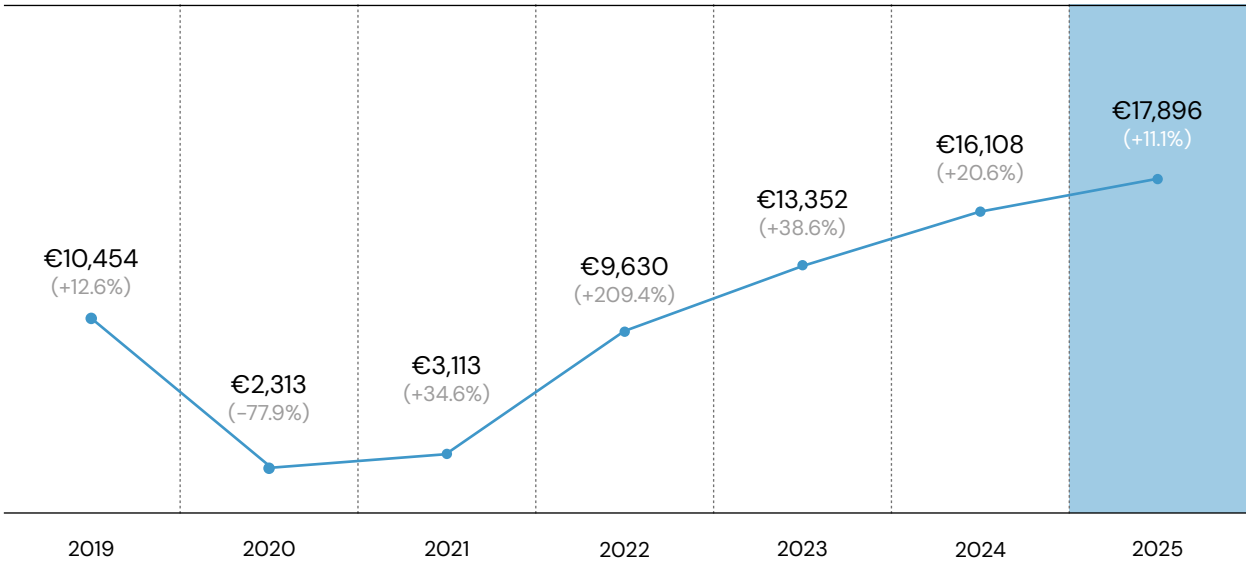
Tourism spending

International visitors generated an economic impact of 18.0 billion euros, 11% more than the previous year and 71% more than in 2019. Each visitor contributed an average of 1,964 euros. This figure exceeds the average spend by travellers across Spain as a whole, which stood at 1,392 euros, position-

ing Madrid as one of Europe’s leading high-value tourism destinations. Tourism’s economic impact increased by 7% in 2025, while its contribution to regional GDP reached a record 8.7%, up one tenth of a percentage point on 2024, according to the *IMPACTUR* study prepared by Exceltur.

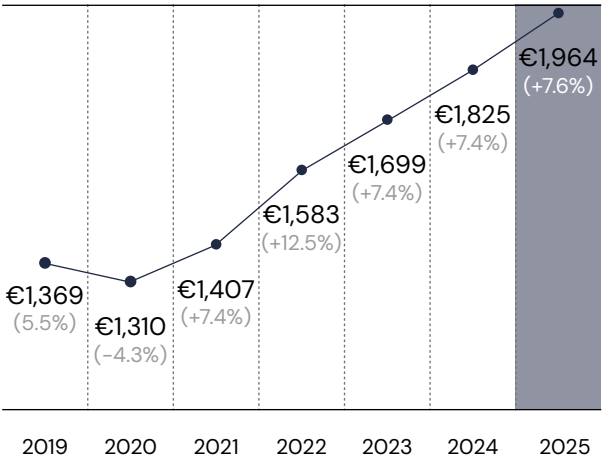
TOTAL SPENDING(million €)

(Year-on-year change vs 2024)



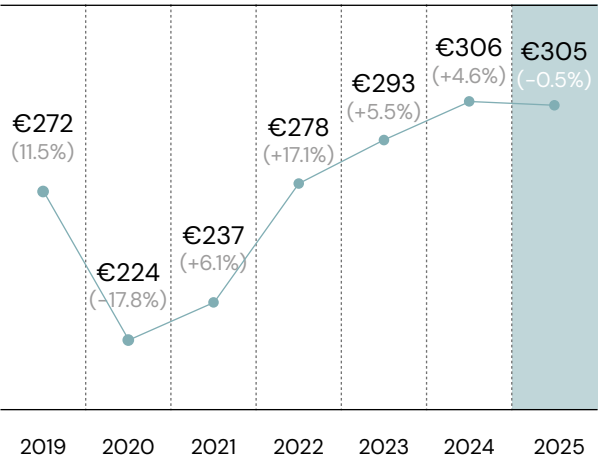
AVERAGE SPEND PER VISITOR(€)

(Year-on-year change vs 2024)



DAILY SPEND PER VISITOR(€)

(Year-on-year change vs 2024)



Source: Tourist Expenditure Survey (EGATUR) of the National Statistics Institute (INE).



Total spending by Americans in Madrid amounted to **3.3 billion euros in 2025**, 26% more than in 2024, representing 18.6% of total international spending.

The average daily spend of Japanese visitors to Madrid in 2025 was **594 euros**, ahead of Chinese visitors (**485 euros**) and Mexican visitors (**463 euros**).

Madrid's Tourism Intelligence System (TIS) is a digital platform that collects, processes, and analyses large volumes of data on tourism activity in the city. Its main objective is to transform this information into strategic knowledge in order to manage the destination sustainably, efficiently, and on a personalised basis.





Leisure, culture, and sport

Spending on leisure, culture, and sporting activities in 2025 grew by two percentage points compared with the previous year and now stands as the main item of in-destination spending (31%). Musicals, concerts, and congresses are linked to this growth.

SPENDING BY ITEM



37%
International
transport



31%
On activities

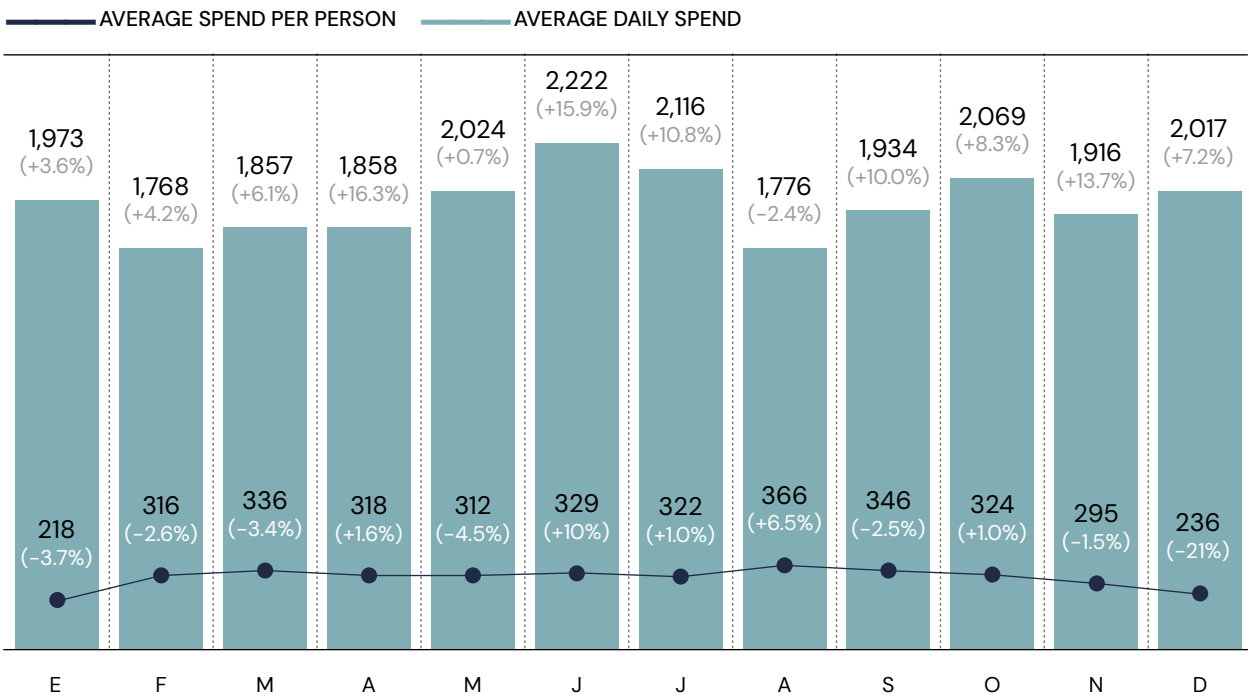
Seasonal balance

Madrid continues to stand out for its balanced distribution of demand throughout the year. In 2025, average spend per visitor exceeded the 2,000-euro mark in five months (May, June, July, October, and December), compared with just one month in 2024: May. The months that saw the strongest growth were April and June (+16%) and November (+14%), a month that may have benefited from the first official NFL game in Spain.



MONTHLY TREND IN TOURISM SPENDINGINTERNATIONAL VISITOR

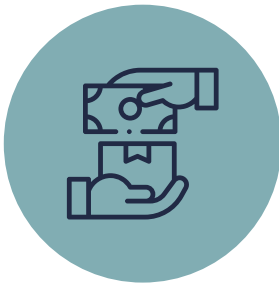
Euros | (Year-on-year change vs 2024)



13%
Accommodation



12%
Food and drink



6%
Other



1%
Included in tourist packages

Main accommodation indicators



By year-end 2025, Madrid's accommodation offering had grown in both scale and strength, with 860 establishments, 93,767 bed places, and 47,125 rooms.

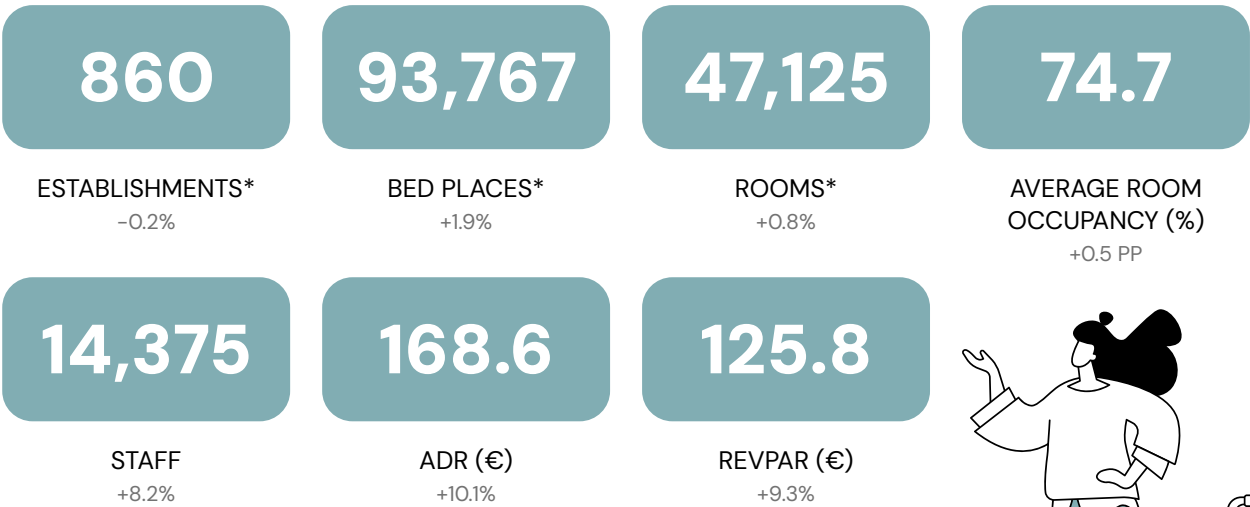
The sector maintained strong momentum, with an average of 14,375 workers, 8.2% more than the previous year. This growth in employment reflects tourism's positive impact on the local economy and its capacity to generate stable job opportunities. Average occupancy also improved, reaching 74.7% (half a percentage point higher than the previous year).

The improvement is especially significant in qualitative terms: the average daily rate per room (ADR) increased by 10.1% to 168.6 euros, while revenue per available room (RevPAR) rose by 9.3% to 125.8 euros. This sustained performance throughout the year, with increases across most months, strengthens Madrid's position as an increasingly competitive, higher-value tourism destination.

In 2025, **14 hotels** in Madrid, one more than in 2024, had been awarded **Michelin Keys**, the distinction granted by the Michelin Guide to the world's best hotels.

MAIN ACCOMMODATION INDICATORS

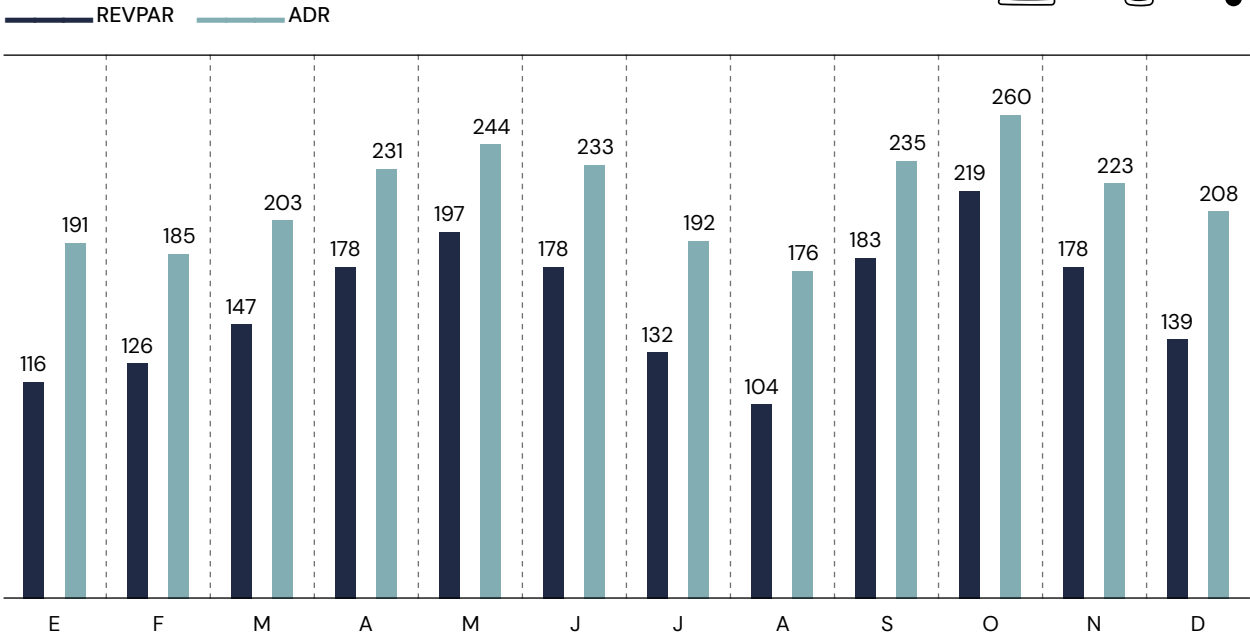
(Year-on-year change vs. 2024)



*Data as at December 2025.

MADRID REVPAR AND ADR 5*/4*/3*

EUROS



DISTRIBUTION BY ESTABLISHMENT CATEGORY

Category | Number of rooms | Number of establishments



Source: Hotel Occupancy Survey (EOH) of the National Statistics Institute (INE).

A luxury destination

In 2025, the upper categories consolidated their prominence in Madrid's tourist accommodation, with 13,637 bed places in 5-star hotels (+3.5%) and a clear predominance of 4-star establishments (47,805 bed places, +3.7%), which account for the city's largest capacity.

This evolution reflects growing demand for high-end tourism experiences. According to the latest report *High-impact tourism and sustainability in Madrid*, prepared by the luxury travel agency network Virtuoso, this visitor profile spends an average of almost 980 euros per day and stays for around seven days, well above the average for visitors overall.

The Virtuoso Impact Summit 2026 was held in Madrid from 24 to 27 February, reinforcing the city's position as a benchmark in sustainable luxury tourism. It brought together more than 100 Virtuoso leaders and partners in Madrid to promote responsible, high-impact tourism.



New hotels in Madrid

Madrid maintains an active pipeline of new hotel projects, particularly in the upscale and luxury segments. Among the main developments are the reopening of The Palace Hotel Madrid following its full transformation, as well as Mercer Hoteles' 5-star hotel in the Jerónimos district and new projects in Valdebebas linked to the future Formula 1 urban circuit.

These initiatives are joined by new hybrid concepts combining accommodation, gastronomy, and wellness, such as Nômade Temple, as well as spaces located in landmark buildings such as Metrópolis, which incorporate a boutique hotel and high-end dining experiences.

At the same time, branded residences continue to gain presence in the city, with projects such as Mandarin Oriental Residences and SLS Madrid Infantas Residences, currently under development.



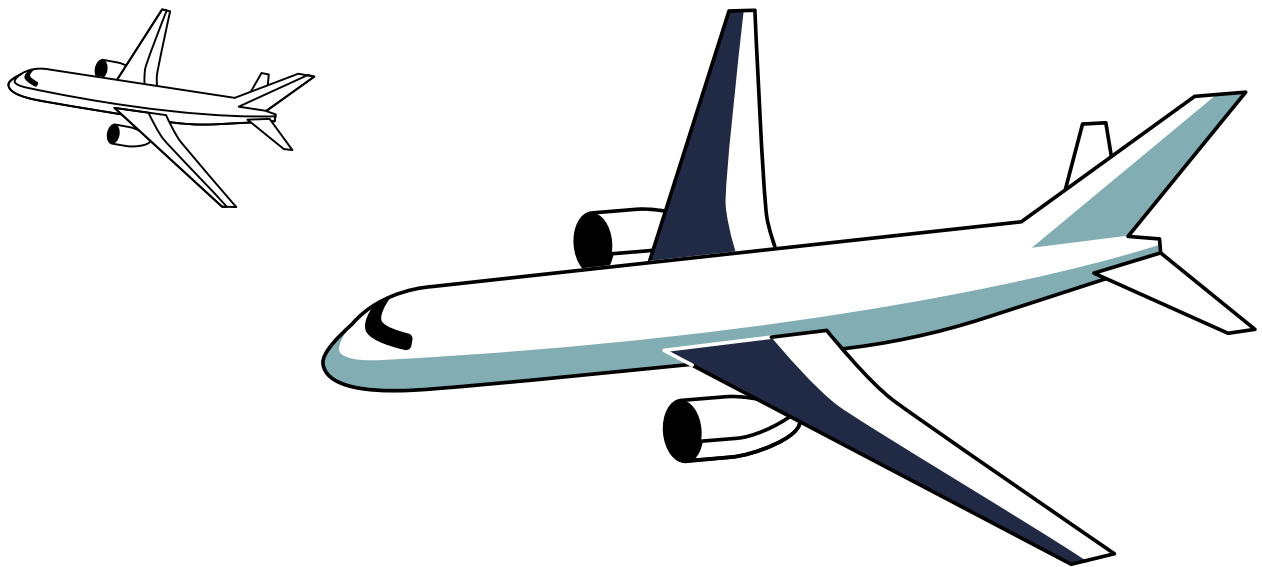






Connectivity

Adolfo Suárez Madrid-Barajas Airport, the main gateway for international visitors, has climbed the rankings to **24th in the world** for connection capacity and now ranks seventh in Europe for connectivity. Its new connections with less dominant destinations such as Asia and the Middle East, together with a strong road network and railway lines with more competitors and high-speed kilometres, are key to the favourable evolution of Madrid's tourism indicators.



Air connectivity

Madrid airport closed 2025 with a new passenger record. Its 68.2 million travellers represent a 3% increase compared with 2024 and make it the third-busiest airport in Europe by passenger volume. Of the total, 51.5 million were international travellers, 5.5% more than in the previous year, despite air restrictions caused by armed conflicts.

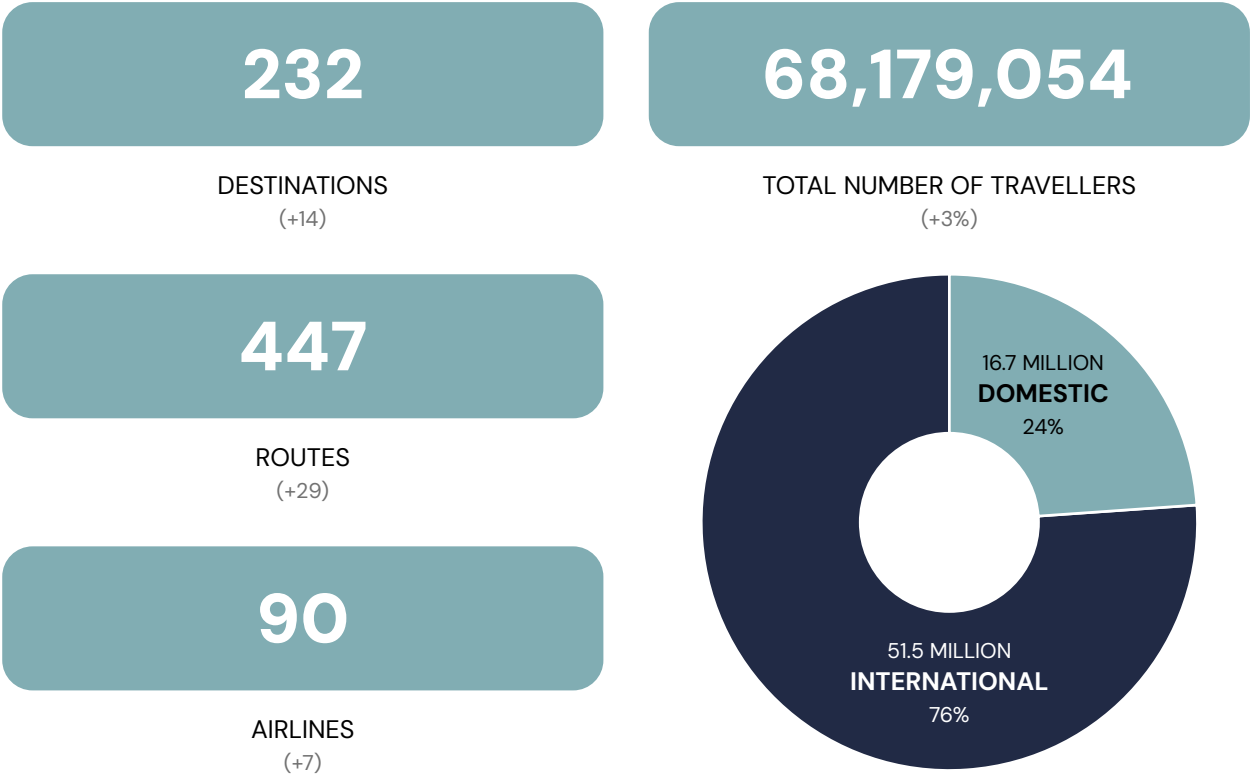
Improved air connectivity has become one of the main strategic levers for strengthening the destination's competitiveness and determining which markets can grow and what types of visitors Madrid can attract. The OAG Megahubs Index 2025 ranks Madrid-Barajas as one of the best-connected airports in the world, especially due to its

role as a bridge between Europe and Latin America. Moreover, indicators such as the 33.5% increase in capacity offered to Asia and the 28.6% rise in available seats to the Middle East reinforce Madrid's strategy of becoming not only the hub for Latin America, but also a truly global 360-degree node.

According to the Skytrax World Airport Awards, the Oscars of commercial aviation, Madrid remains among the world's top three airports in the category of airports handling between 60 and 70 million passengers, competing directly with giants such as Singapore Changi and Amsterdam Schiphol.

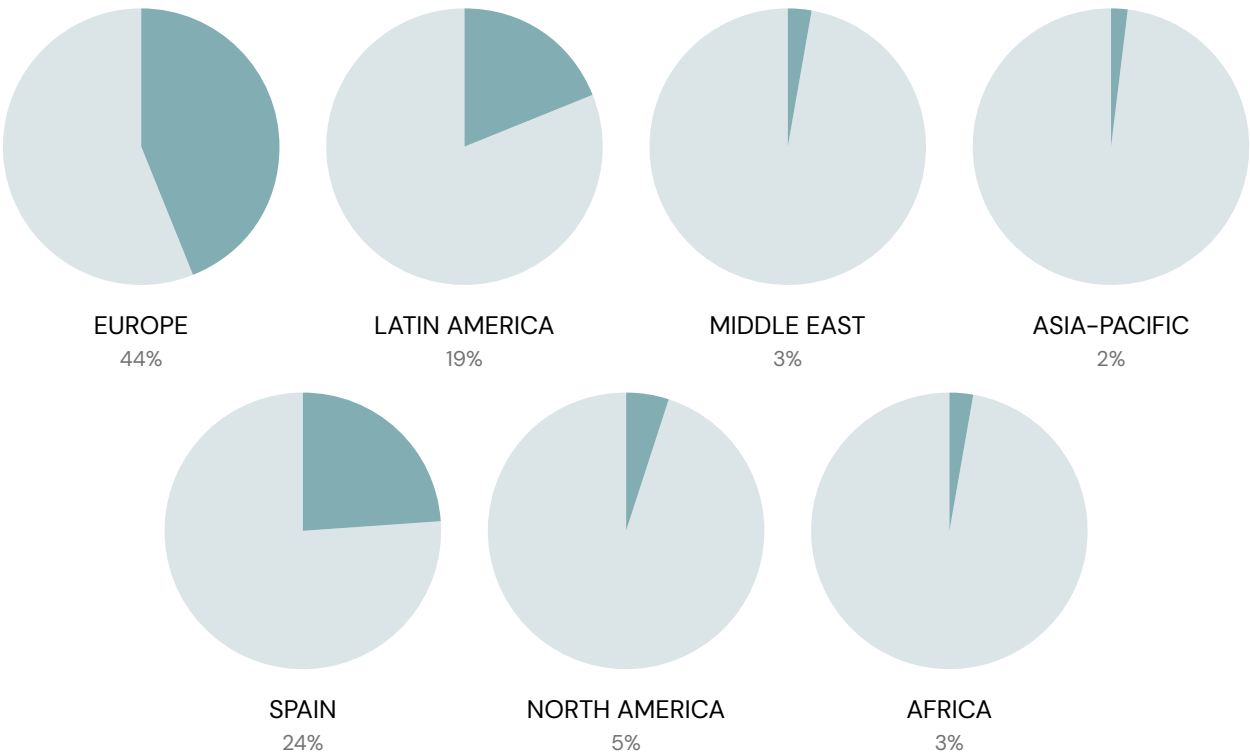
ADOLFO SUÁREZ MADRID-BARAJAS AIRPORT

(Year-on-year change vs. 2024)



MARKET SHARE BY GEOGRAPHICAL AREA

% of the total



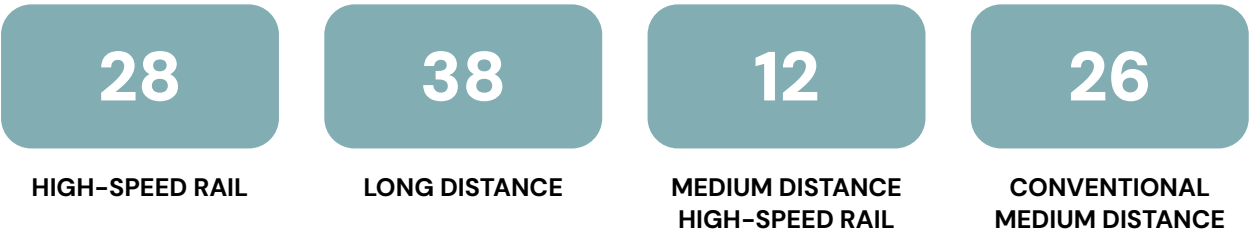
Rail connectivity

After the sharp increase in high-speed rail passengers in previous years, coinciding with the liberalisation of rail services, 2025 was a year of stabilisation, with all operators maintaining figures similar to 2024.

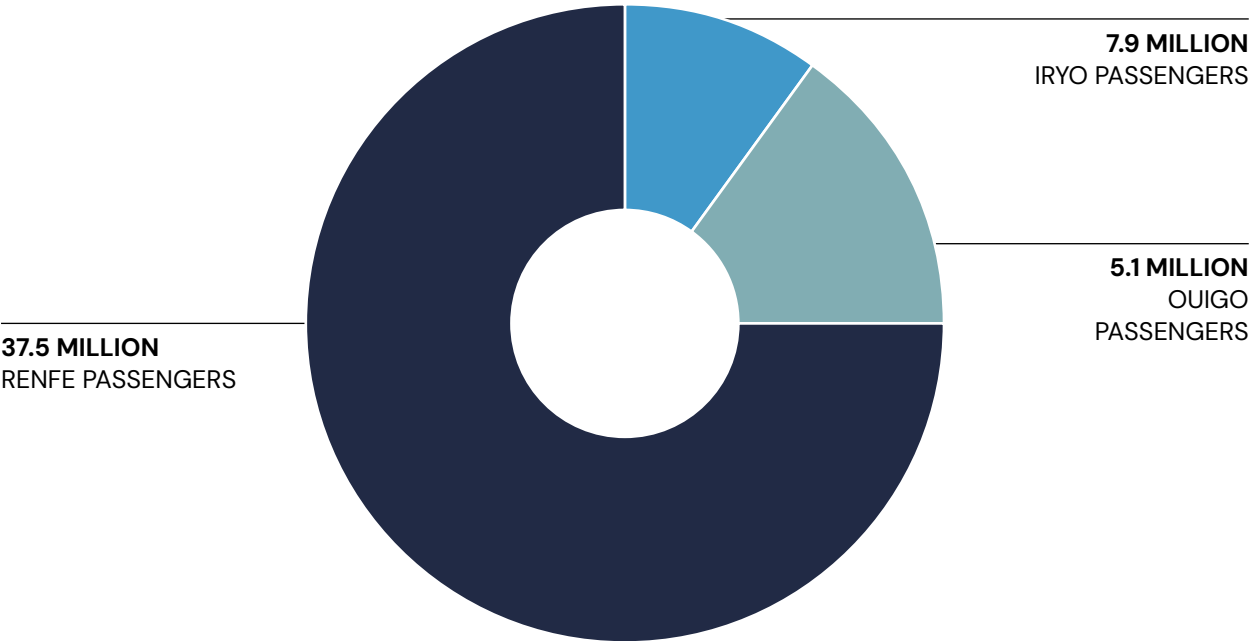
Renfe remains the leader after transporting 37.5 million passengers to or from Madrid across all its medium-distance, long-distance, and high-speed brands. It is followed by Iryo, with almost 8 million passengers, and Ouigo, with 5 million.



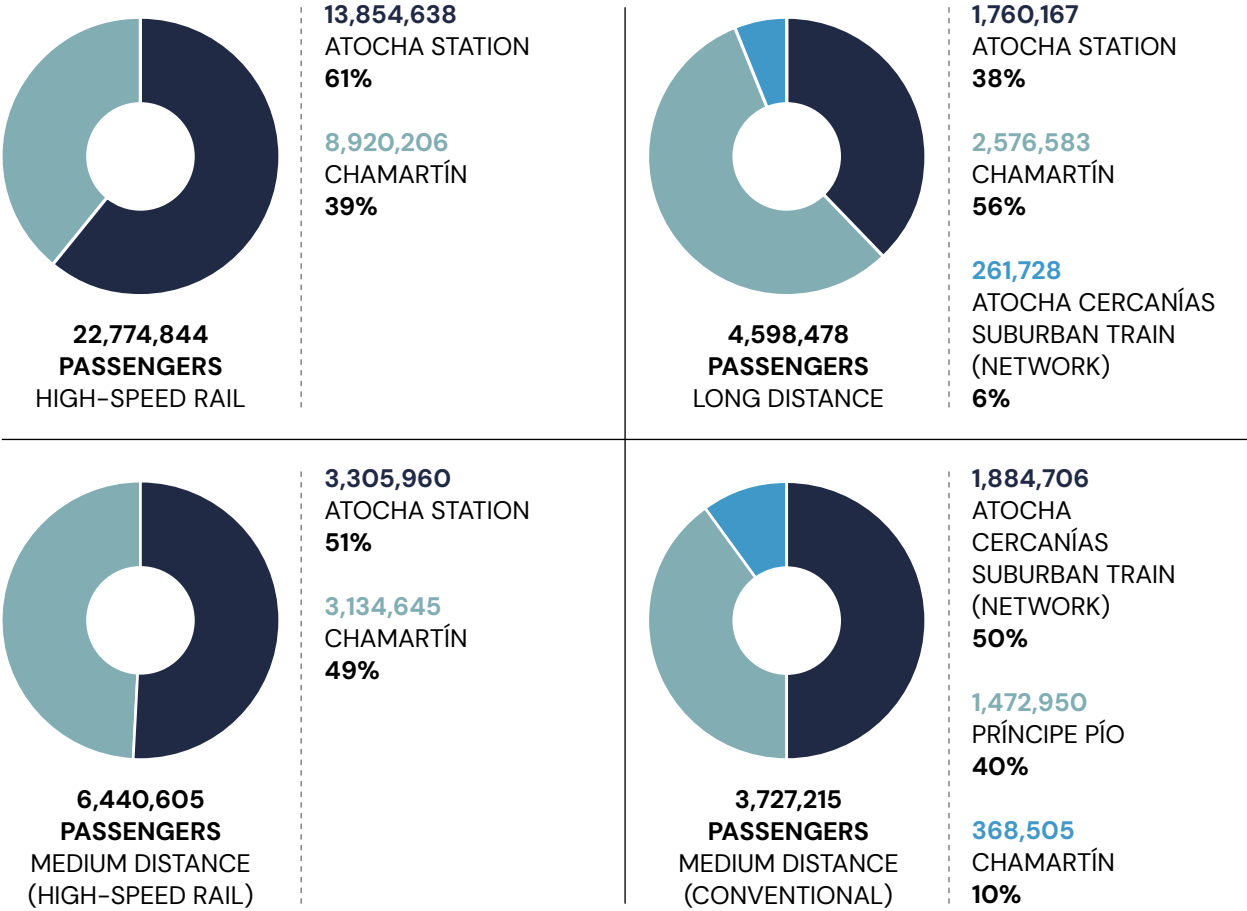
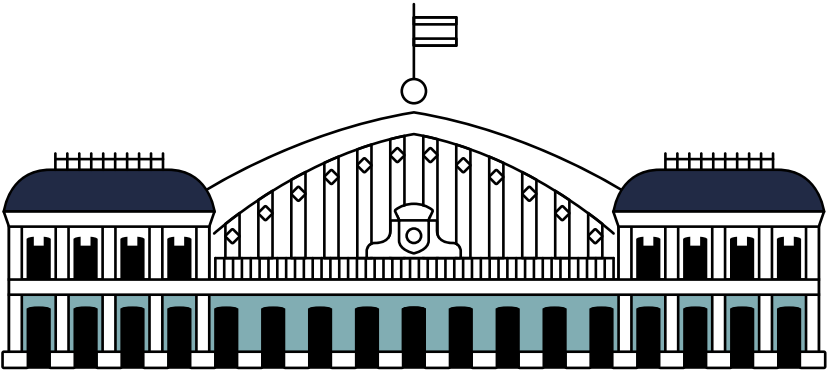
PROVINCES CONNECTED TO MADRID BY TRAIN



RAIL PASSENGERS



Source: Renfe, Iryo, and Ouigo.



Land connectivity

More than 22.5 million people bought a bus ticket to access Madrid in 2025, double the number who arrived in the capital by public road transport the previous year. Around 80% were domestic travellers and the remaining 20% international (Movelia).

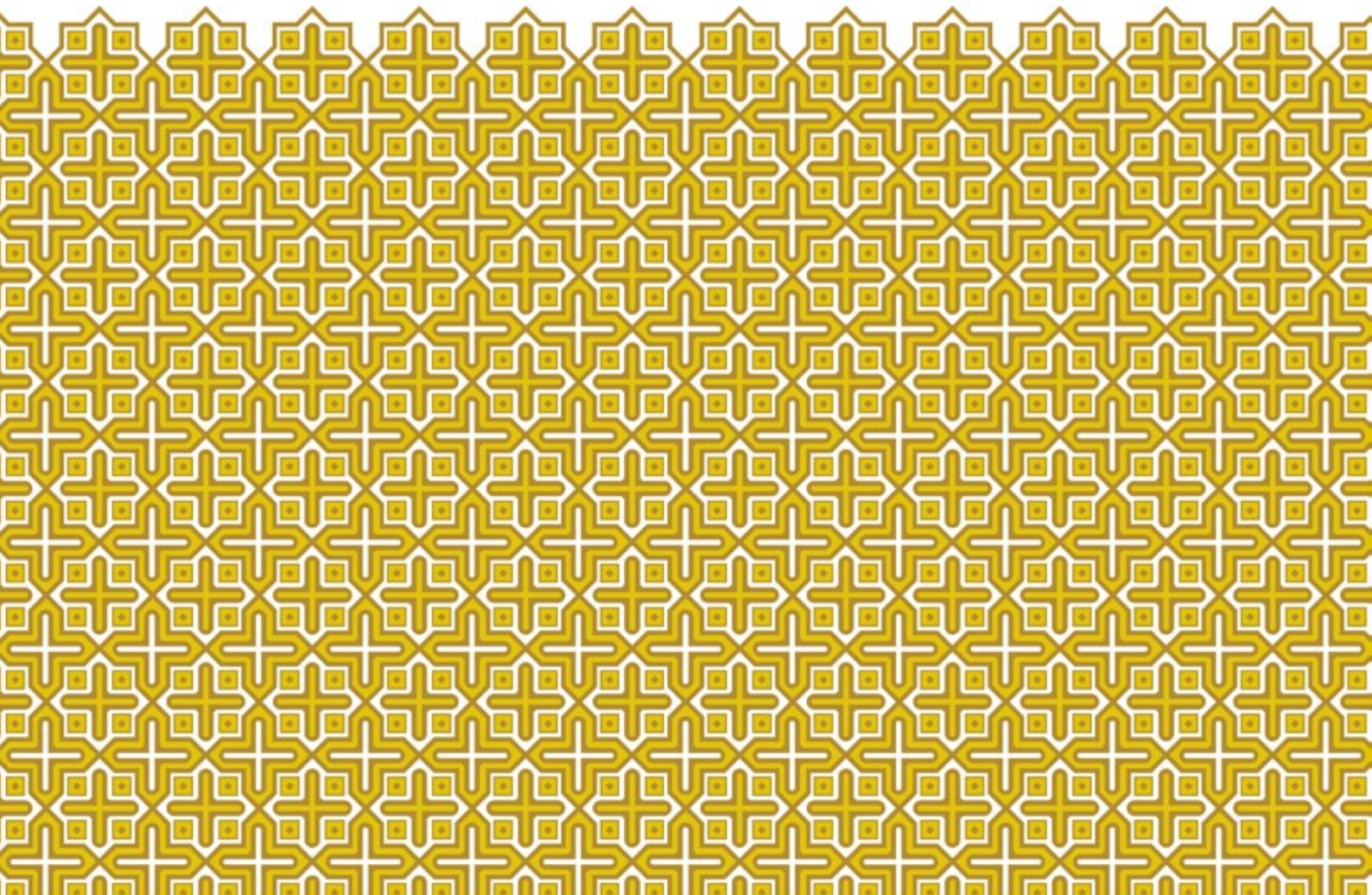
Road transport remains dominant for short- and medium-distance travel, as visitors from Castile-La Mancha, Castile and León, and Extremadura continue to travel mainly by road (car/bus), while longer-distance routes from Andalusia, Catalonia, and Levante are now served almost exclusively by rail.



Source: Renfe.

02

THE VISITOR EXPERIENCE



Madrid has been named Best Destination in Europe 2026 by European Best Destinations, an accolade that joins others achieved in 2025, such as its inclusion among the world's five best cities, according to Resonance, and its second place as the most attractive city destination, according to Euromonitor. This marks the latest milestone in an upward trajectory that, in just a few years, has placed Madrid among the world's most highly rated urban destinations. These accolades reflect the high level of positive assessment the city receives from those who visit it.

Beyond awards, the visitor experience in Madrid is rooted in something deeper: a way of understanding the city in which different reasons for travel and different ways of exploring it coexist. In 2025, the average rating is 9 out of 10, according to the *2025 Tourism Perception Survey*, and intention to return remains very high, reflecting an experience that meets expectations and, in many cases, exceeds them.

Cultural heritage remains the main starting point, present in 71% of visits, but it does not by itself explain the city's power of attraction. Around it, Madrid offers a broad range of experiences spanning gastronomy, shopping, cultural programming, and major events, shaping an experience that is built throughout the entire stay and goes beyond tourism in the strictest sense.

This combination is supported by an active year-round calendar, with exhibitions, festivals, concerts, and sporting events that maintain a steady flow of

visitors and reinforce Madrid's image as a city in constant motion. At the same time, segments such as educational tourism and meetings tourism bring new visitor profiles and longer stays, contributing to a more diverse and stable model.

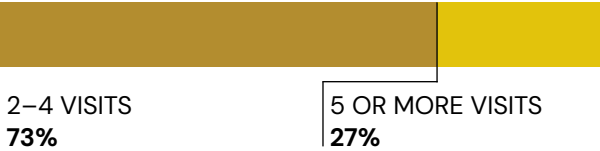
Spending patterns also reflect this way of experiencing the city. Restaurants and shopping account for a significant share of tourism consumption and are naturally integrated into the experience, alongside the other activities that structure the visit.

In 2025, Madrid therefore presents an experience model that does not depend on a single attraction, but on the sum of elements that coexist and reinforce one another. People come to the city for many different reasons, and it is precisely this variety that makes Madrid's visitor experience so open, diverse, and constantly evolving.

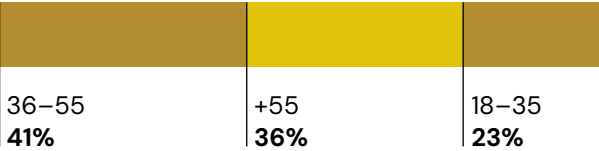
Main tourism perception figures

100% of respondents would recommend visiting Madrid.

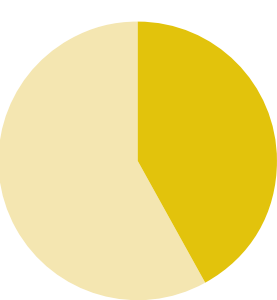
NUMBER OF VISITS TO MADRID



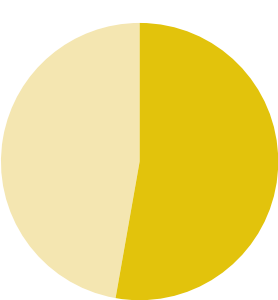
AGE



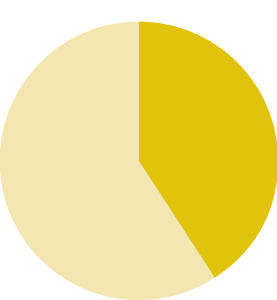
WITH WHOM



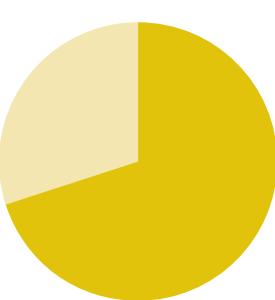
42% use the internet as their main channel for planning their trip



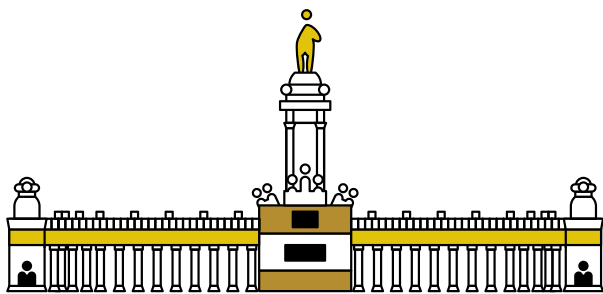
53% recommend spending 3 to 5 days visiting Madrid



36% booked their trip two to four months in advance

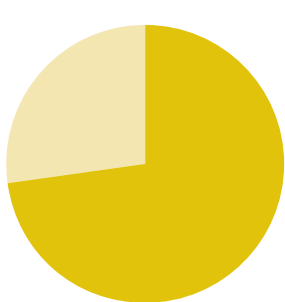
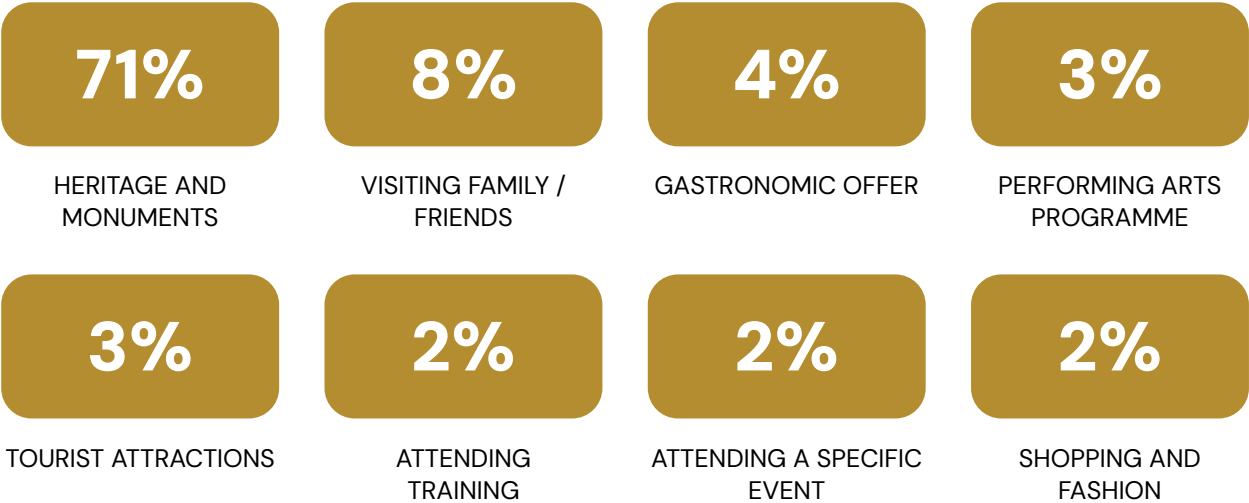


7 in 10 visitors are visiting Madrid for the first time

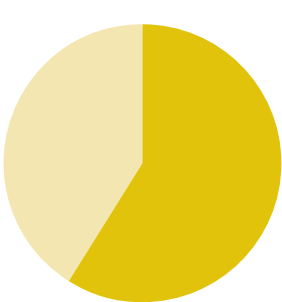


9/10
is Madrid's average **overall satisfaction** score, four tenths of a point higher than in 2024.

MAIN REASON FOR VISIT



Cultural heritage is the main reason for visiting (**71%**)



56% of visitors stayed in a hotel



Accommodation is the leading item in the ranking of average daily spending per person visiting Madrid.

WHICH NEIGHBOURHOODS IN MADRID DID YOU VISIT?



1 SOL-GRAN VÍA 22%	2 AUSTRIAS 15%	3 PLAZA DE ESPAÑA 11%	4 PASEO DEL ARTE 9%	5 BARRIO DE LAS LETRAS 8%
6 RETIRO 8%	7 LA LATINA 7%	8 CASTELLANA 4%	9 LAVAPIÉS 3%	OTHER 13%

MOST ICONIC

01 (17%) ROYAL PALACE	03 (13%) PUERTA DEL SOL	05 (9%) PLAZA MAYOR	08 (6%) FOOD	09 (6%) RETIRO
02 (14%) PRADO MUSEUM	04 (10%) ARCHITECTURE	06 (7%) CIBELES	10 (6%) BUILDINGS	11 (4%) GRAN VIA
		07 (7%) MUSEUMS		

Source: 2025 Tourism Perception Survey by Madrid Destino’s Tourism Intelligence Centre.

WHAT WORD COMES TO MIND WHEN YOU HEAR MADRID?

ARCHITECTURE BIG REAL
 PUERTA DEL SOL EUROPE
 TAPAS PLAZA MAYORS SUN
 CULTURE CAPITAL PRADO
 HISTORY PALACE RETIRO
 BULLS COCIDO HAPPINESS
 MUSEUM REAL MADRID ART
 FOOD ROYAL PALACE LIFE
 BEAUTY FIESTA FLAMENCO
 SPAIN FOOTBALL CHURROS
 CHEERFUL GASTRONOMY
 CALAMARI HOLIDAYS OLD
 HEAT ALMUDEN ACIBELES
 SPANISH HOMELETTE HOME
 HOLIDAY SHAM DELICIOUS
 WELCOMING BAR MODERN
 CENTRE VELÁZQUEZ NEW

Brazil, on the rise

The Brazilian market recorded one of the strongest performances in Madrid in 2025, with 167,018 visitors (+22%) and 434,771 overnight stays (+17%). Direct in-destination spending by travellers from this market reached 190 million euros (+28.6%), with average in-destination spend per person of 529 euros (+10.5%) and total spend of 2,097 euros per traveller.

This growth is linked to stronger air connectivity, with new routes to Recife (2025) and Fortaleza

(2026), bringing the number of direct connections to ten and driving a 12% increase in passenger numbers.

In terms of demand, six out of ten Brazilians are considering Madrid for a future trip to Europe, according to the Brazilian market positioning study carried out as part of the Destination Analysis and Positioning project, funded by Next Generation EU funds. Brazilian visitors are strongly experience-oriented (57.1%), with high levels of prior

What are their **MOTIVATIONS**?



60.1%

To relax and unwind



57.1%

Unique experiences

How do they find **INSPIRATION**?



63.7%

Recommendations from friends and family

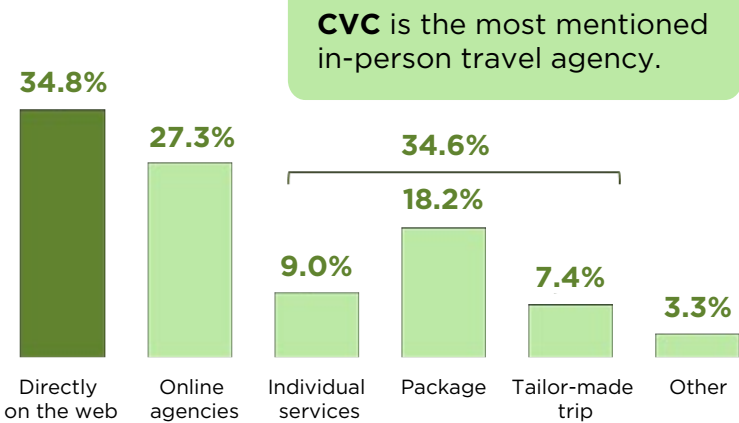


52.7%

Information on the internet

TRIP PLANNING

How do they **BOOK** their trips?



CVC is the most mentioned in-person travel agency.

TOP 3 ACTIVITIES booked



25.2%

Museums and history



16.0%

Restaurants

69.7% book at least one activity arriving at their destination

They book their trips an average of **6.2 months** in advance

planning (69.7%) and sensitivity to sustainability (89.3%). Gastronomy, lifestyle, and connectivity with Spain and Europe are the main reasons for choosing the destination.

Madrid now has 10 direct connections with Brazil.

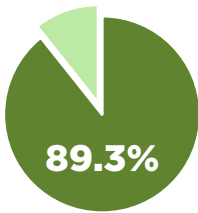
Most common TRAVELLER



Couples

Most Brazilian travellers **choose to travel with their partner.**

Attitude towards SUSTAINABILITY



% who consider sustainability important when travelling

They take simple, everyday actions, such as **buying local products and avoiding single-use plastics.**

ked in advance



14.3%

Visiting the surrounding area

%
ivity before
estination.

DURING THE TRIP

TOP 3 INTERESTS when travelling



64.8%

Walking around the city



63.1%

Local gastronomy



54.8%

Visiting museums and historical sites

How do they GET AROUND?



On foot



Public transport

Cultural heritage

Madrid's major museums and cultural spaces strengthened their appeal in 2025 and consolidated their position as one of the main drivers of tourism in the city. Indeed, cultural heritage is the main reason for visiting for 73% of participants in the *2025 Tourism Perception Survey*.

The city maintains one of the most comprehensive cultural offerings in Europe, with more than 70 museums, almost 2,000 monuments, and over 200 historic buildings, turning every visit into a journey through history, art, and contemporary creation. This established heritage is complemented by a first-class exhibition programme, with names such as Matisse, Veronese, Pollock, Warhol, and Maruja Mallo, which have contributed to growing visitor numbers at the main cultural centres.

The Prado Museum reached 3,513,402 visitors in 2025, an increase of 1.6% compared with 2024. International visitors accounted for 65.9% of its audience, with a particularly strong presence of visitors from the United States (14%) and Mexico (10%).

The Reina Sofía Museum welcomed 1,601,732 visitors, a 4.2% increase compared to 2024, while the Thyssen-Bornemisza Museum surpassed the one million visitor mark (1,003,455), up 5.4%.

These institutions are also clustered around the area known as the Landscape of Light, a UNESCO World Heritage Site that brings together culture, science, and nature in a unique urban setting.

The sites managed by Patrimonio Nacional also performed positively, especially the Royal Palace of Madrid, with 1,769,167 visits (13.1% more than in 2024).

Madrid, a cultural benchmark

In 2025, Madrid reinforced its position as one of Spain's major cultural reference points. According to the Culture Observatory, the city leads the national ranking for the quality and innovation of its cultural offer, with a 90% rating, ahead of other major cities such as Barcelona and Bilbao.

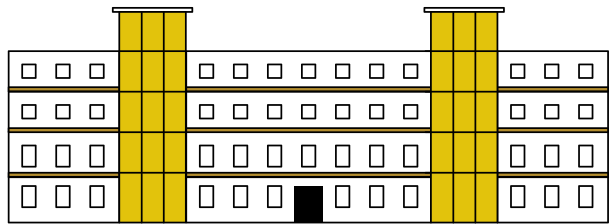
Topping this ranking is the Reina Sofía Museum, recognised as Spain's most important cultural institution in 2025, followed by the Prado Museum and the Thyssen-Bornemisza Museum. Alongside them, venues such as Matadero Madrid—which entered the top ten in 2025—the Teatro Real, and the Círculo de Bellas Artes strengthen a cultural network

that combines tradition, contemporary culture, and openness to new formats.

In this context, the cultural calendar continues to expand with initiatives that go beyond traditional exhibition formats. The Festival of Ideas, which, after just two editions, ranks among the most outstanding cultural events of 2025, exemplifies this evolution towards gatherings that connect thought, creation, and civic engagement, reinforcing Madrid's role as a space for debate and cultural production.



The Reina Sofía Museum was recognised as **Spain's 2025 Cultural Landmark** by the Observatory of Culture.



3,513,402

PRADO MUSEUM
TOTAL VISITORS

1,003,455

THYSSEN-BORNEMISZA MUSEUM
TOTAL VISITORS

1,769,167

ROYAL PALACE
TOTAL VISITORS

741,589

ROYAL COLLECTIONS GALLERY
TOTAL VISITORS

1,601,732

REINA SOFÍA MUSEUM
TOTAL VISITORS

864,201

NATIONAL ARCHAEOLOGICAL MUSEUM
TOTAL VISITORS



A heritage that is constantly renewing itself

Madrid's cultural evolution is also reflected in the consolidation of new cultural venues that are expanding the ways in which people engage with heritage.

This is the case with the Royal Collections Gallery, which in 2025 consolidated its position as one of the city's leading cultural attractions, with 741,589 visitors, 14.4% more than the previous year, according to data from Patrimonio Nacional. Located next to the Royal Palace, it offers a journey through centuries of history through a contemporary museum approach that reinterprets the royal collections from a present-day perspective.

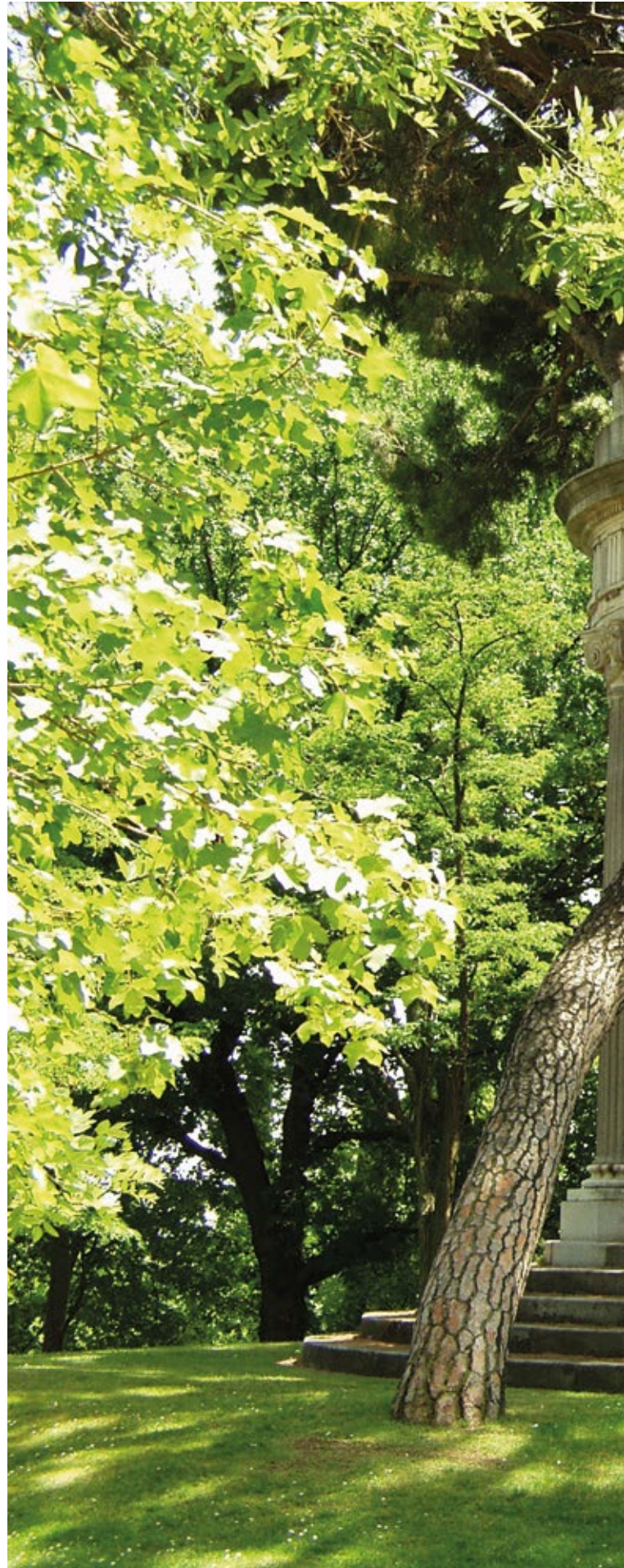
Its integration into the historic centre's heritage district strengthens the connection between major monumental landmarks and new forms of exhibition, enriching the visitor's cultural experience and showing Madrid's ability to renew its heritage offer without losing its identity.



Beyond the centre

Madrid's cultural heritage is not concentrated solely in the historic centre, but extends to other sites across the city's different districts.

Spaces such as Quinta de los Molinos, in San Blas-Canillejas, a historic landscaped ensemble declared an Asset of Cultural Interest for its botanical, urban, and heritage value; the nearby Quinta de Torre Arias, part of this system of historic estates in the east of the city; Finca de Vista Alegre, in Carabanchel, with its outstanding monumental and landscape value; and El Capricho Park, in Alameda de Osuna, one of Madrid's most distinctive historic gardens, expand the heritage map beyond the centre and highlight other cultural landscapes in the city.





Madrid, capital of major events

In 2025, Madrid consolidated its position as one of the world's leading destinations for leisure, culture, and sport. Throughout the year, the city offered a continuous calendar of major events combining sporting competitions, concerts, festivals, and performing arts shows, with strong appeal and a direct impact on the city's tourism activity.

A city active all year round

During the first months of 2025, the city hosted several major crowd-pulling events. In April, the Zurich Rock'n'Roll Running Series Madrid brought together around 45,000 runners (+12.5% compared with 2024) and generated an economic impact of 70.8 million euros.

Among the large-scale sporting events was the Mutua Madrid Open, held at Caja Mágica, which brought together around 300,000 attendees and generated an estimated economic impact of 230 million euros, compared with 100 million euros in the previous edition.

Spring and the start of summer also brought major live music events, such as Mad Cool Festival (more than 180,000 attendees) and Noches del Botánico (more than 185,000 attendees across almost 50 concerts), alongside festivals such as Tomavistas, Río Babel, and Puro Latino Madrid Fest, reflecting the diversity of the city's offer in terms of audiences and formats.

In the field of sport, Madrid also hosted the European Athletics Team Championships, held from 26 to 29 June at Vallehermoso Stadium, with the participation of 16 national teams competing in the continent's top division, as well as MADCUP FOOTBALL Madrid.

The calendar maintained its intensity throughout the rest of the year, both in the cultural sphere—with programmes such as JAZZMADRID—and in theatre, with Gran Vía remaining one of Europe's leading centres for musical theatre, home to long-running titles such as *The Lion King*, which reached its 15th season in 2025 and surpassed 5 million spectators. The musical theatre programme continues to expand, with highly anticipated titles joining the 2025–2026 season, including *Les Misérables*, *Wicked*, *The Little Prince*, and *Cinderella*, among others.

The end of the year was marked by the first official NFL game in Madrid, held at Santiago Bernabéu

Stadium on 16 November, which brought together more than 78,000 spectators. The event also generated a direct impact on the city's tourism and economic activity, with hotel occupancy levels exceeding 90% in the days leading up to the match. This was accompanied by an increase in destination spending: on the day of the game, total spending rose by 12% compared with the following weekend, with increases of up to 42% in the Chamartín district, where the match took place. The event's positive impact has also led to confirmation of a second game in Madrid in 2026, further strengthening the city's positioning as a host for major international sporting events.



An expanding ecosystem

For the second consecutive year, the city hosted the Laureus World Sports Awards ceremony, consolidating its role as a meeting point for international sport.

This is complemented by the development of strategic projects such as Madrid in Game, an initiative aimed at positioning the city as a benchmark in the video game and esports industry, and the Real Madrid Innovation District, which is expected to generate an annual impact of 1.2 billion euros on regional GDP and create more than 23,000 jobs.

Together, these events, infrastructure, and initiatives place Madrid among the world's leading sporting capitals, a position once again reflected in Burson's international ranking in 2025.







Madrid leads Spain in live music revenue, with **237.2 million euros in 2025** (+28% vs 2024), according to the Association of Music Promoters (APM), representing almost 30% of the national market.

What's next

The city's international projection will continue in 2026 with the addition of new top-tier events. In sport, the first Formula 1 Grand Prix stands out, with an estimated economic impact of 450 million euros and more than 100,000 attendees expected. Madrid will also host another official NFL game, consolidating the relationship established with the U.S. league in 2025.

At the same time, the city will maintain a busy cultural and music calendar, with new editions of festivals such as Mad Cool and Noches del Botánico, as well as the expected arrival of international artists such as Rosalía, Bad Bunny, Bruno Mars, The Weeknd, and Shakira. These will be joined by other globally significant events, such as the expected visit of the Pope for an international youth gathering.

A city to savour



Madrid's designation as European Capital of Gastronomic Culture for the 2024–2025 period recognised a culinary scene that is both consolidated and constantly evolving.

Indeed, gastronomy is one of the most important aspects of the visitor experience in Madrid. According to the *International Visitor Perception Survey*, 32% of travellers cite the gastronomic offer as one of the reasons for visiting the city, 2 percentage points more than the previous year. Food quality also achieves an average score of 9.1 out of 10, making it one of the destination's highest-rated attributes.

The city offers a broad variety of options, ranging from historic establishments and food markets to highly contemporary concepts. This diversity makes it possible to cater to different visitor profiles and dining occasions.

Fine dining continues to play a prominent role in the city's international positioning. Madrid has 31 Michelin-starred restaurants in the 2026 edition, consolidating its position as one of the country's leading gastronomic hubs. DiverXO, with three Michelin stars, once again reached fourth place in the prestigious international ranking The World's 50 Best.

Something for every taste

Madrid's gastronomic scene continues to incorporate new projects that broaden the diversity of its offer. In 2025, venues such as Ramón Freixa's new concept, which combines different culinary concepts within the same space, and EMI, which earned recognition in the Michelin Guide within a short period of time, opened their doors.

Two maps to explore Madrid's gastronomy

The Madrid Academy of Gastronomy has created two illustrated maps featuring some of the city's most representative culinary addresses. *Everything Madrid is good enough to eat* brings together 15 suggestions for exploring the city's culinary diversity, while the vermouth bar map features some of the most iconic places to enjoy this ritual so closely linked to Madrid life. Scan the QR code to access both maps.

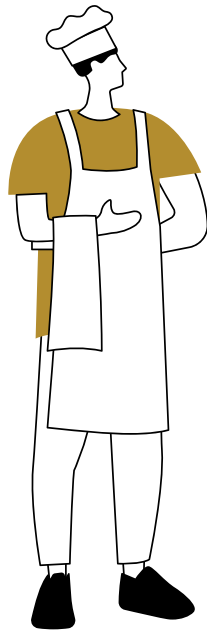
**Everything
Madrid is good
enough to eat**



**Vermouth bars
in Madrid**



32% of international visitors travel to Madrid attracted by its food scene, which achieves an average score of **9.1 out of 10**.



Madrid, an international gastronomy hub

Madrid is strengthening its role as one of Europe's leading gastronomic centres, combining its ability to attract professionals with the constant renewal of its offering. The city hosts leading events such as Madrid Fusión, whose latest edition brought together more than 26,000 industry professionals, alongside events such as Salón Gourmets and the Spain Gastronomy Conference, consolidating its role as a space for innovation and international exchange.

This positioning is also reflected in the development of major new gastronomic spaces. In 2025, the opening of venues such as Bernabéu Market and the revamped Club Metrópolis strengthened the city's model as an ecosystem that integrates restaurants, leisure, and urban experiences.



Shopping in Madrid: an experience in itself

Shopping is an essential part of the tourist experience in Madrid. This is shown both by the anonymised and aggregated data from Mastercard's analysis of international transactions in the city and by the *2025 Tourist Perception Survey*. According to the latter, shopping and fashion are the main reason for visiting for 2% of travellers. However, their importance is greater when considered more broadly, as around 10% of visitors include them among their reasons for travelling.

Data from Mastercard's *International Tourism Dashboard* for 2025 places the Fashion and Shopping category first in terms of spending volume, with 30% of the total, and one of the highest average transaction values (€132.9), second only to Accommodation. Together with Restaurants, the two categories account for 55% of spending at the destination, highlighting their central role in visitor consumption.

Spending reflects the diversity of each district. Centro accounts for the highest level of activity, with 18% of spending and 17% of transactions, while Salamanca stands out for the highest spend per

transaction, with an average transaction value of €82.57, associated with a higher-impact consumption profile.

By market, the United States leads international spending in most districts, with a share of between 20% and 30%, followed by Mexican visitors, who show high average transaction values in all the areas analysed.

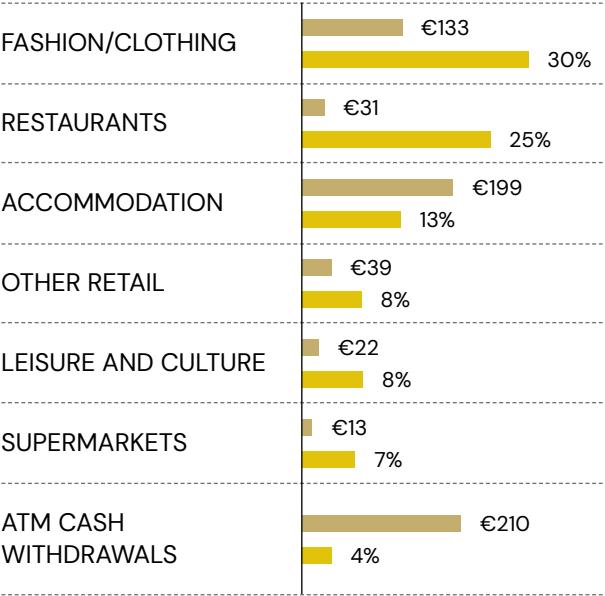
Fashion and Shopping is the leading industry by volume, accounting for 30% of total spending, and the second highest by average transaction value, at €133, surpassed only by Accommodation.



SPENDING CATEGORIES

AVERAGE TRANSACTION VALUE
DISTRICT SPENDING VS TOTAL DISTRICTS

TOP 10 SPENDING CATEGORIES

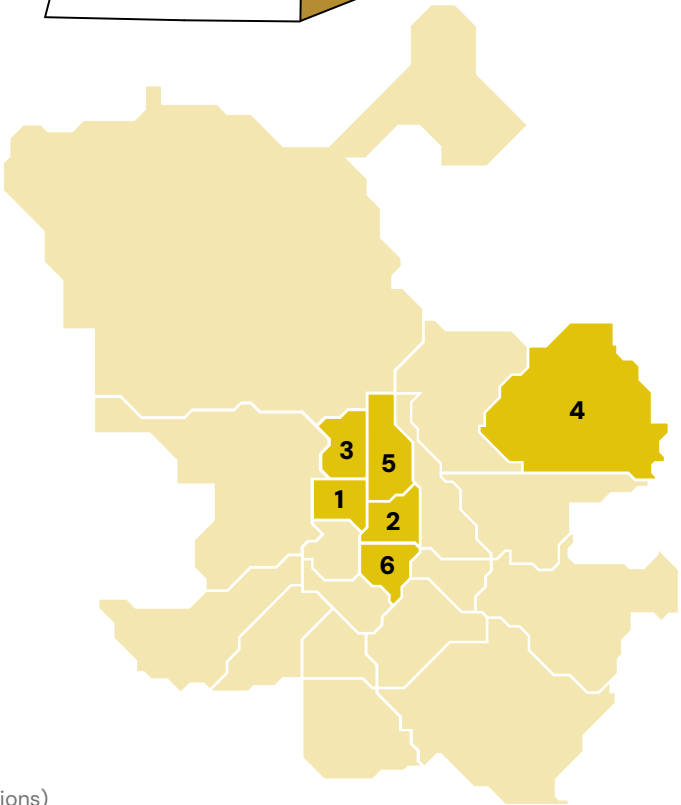


Salamanca stands out with an average transaction value of €82.57 and an 11% share of total spending by district.

Shops with history

Madrid has preserved a network of century-old establishments that form part of its commercial identity. Businesses such as Casa Hernanz, Capas Seseña, and Sombrerería Medrano keep alive a retail model rooted in craftsmanship, specialisation, and continuity over time.

Far from being relics of the past, these businesses remain active today and add character to the city's shopping experience.



SALES BY DISTRICT

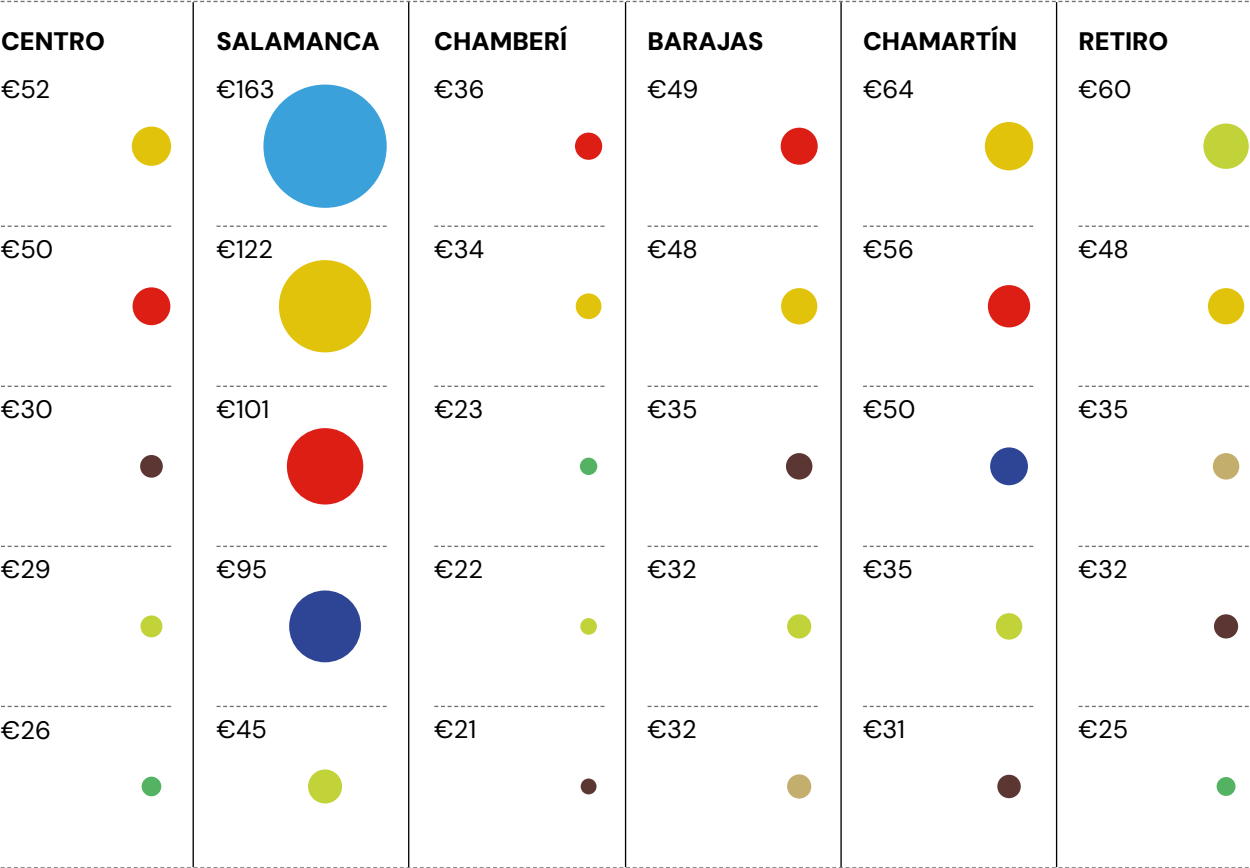
Spending volume by district | Average spend | (% of total transactions)

TOP 6 DISTRICTS

1	2	3	4	5	6
CENTRO	SALAMANCA	CHAMBERÍ	BARAJAS	CHAMARTÍN	RETIRO
18%	11%	5%	4%	3%	1%
€43 (17%)	€83 (6%)	€29 (7%)	€42 (5%)	€49 (2%)	€50 (1%)

AVERAGE TRANSACTION VALUE BY DISTRICT AND ORIGIN

USA UNITED KINGDOM FRANCE MEXICO ITALY COLOMBIA DOMINICAN REPUBLIC GERMANY



Source: Mastercard.

The U.S. market makes the largest contribution to spending in the main districts, with shares of between 20% and 30%.

Shopping for everyone

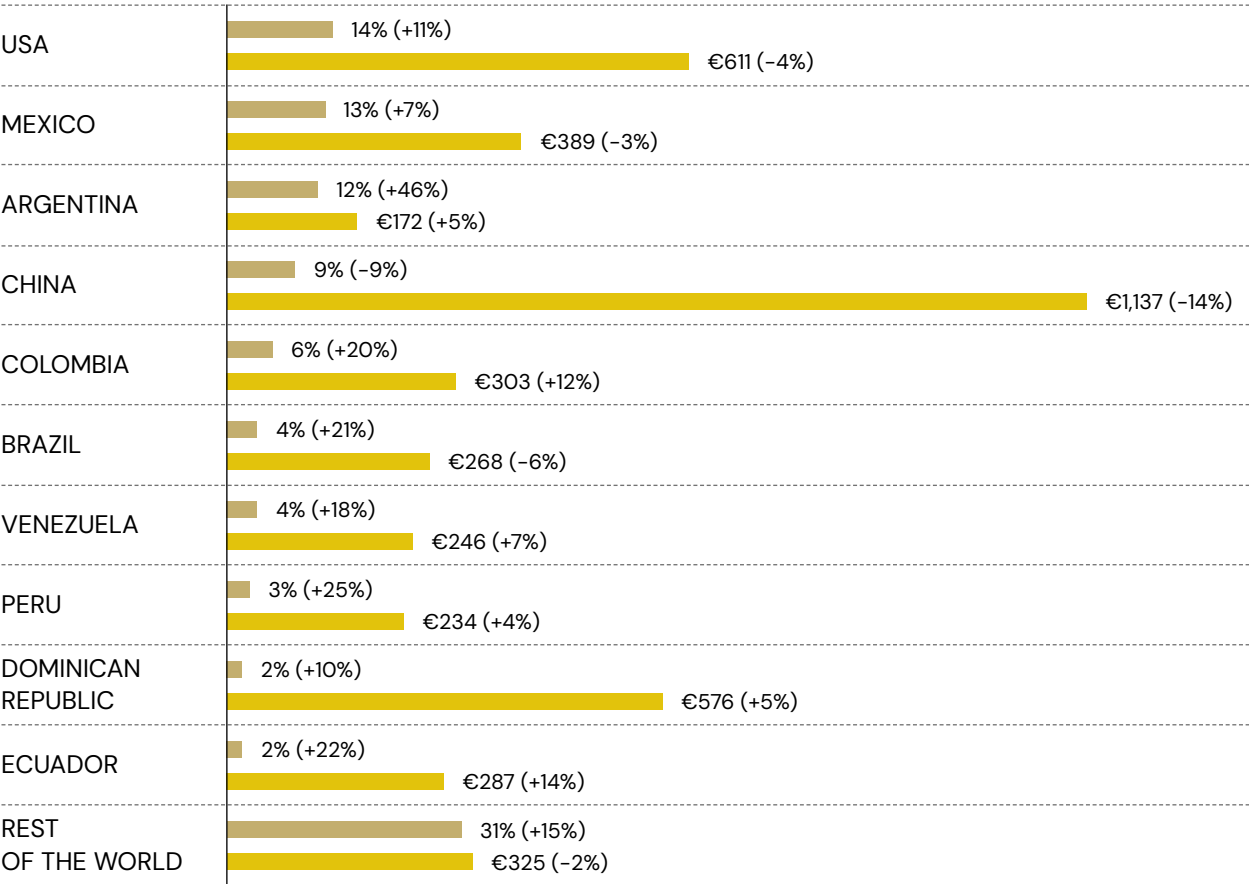
Shopping in Madrid is much more than an activity: it's a way to explore, experience, and discover the city. From open-air markets like the popular El Rastro and century-old shops to hybrid spaces combining retail, leisure, and gastronomy, the city's offering comes in multiple formats that invite visitors to discover it without following a single route.

Alongside the traditional shopping areas in the city centre, new retail zones are expanding this map, such as Caleido, together with innovative concepts such as WOW Concept, spaces that combine shopping with a gastronomic experience, such as the San Miguel Market, and landmark destinations such as Galería Canalejas. This network combines major brands, local designers, craftsmanship, markets, and pop-up formats, creating a diverse shopping experience that is constantly evolving.



COUNTRY OF ORIGIN – TAX FREE

— SHARE OF TAX-FREE SALES IN 2025 (GROWTH RATE VS 2024)
— AVERAGE TRANSACTION VALUE PER TAX-FREE PURCHASE IN 2025 (VS 2024)

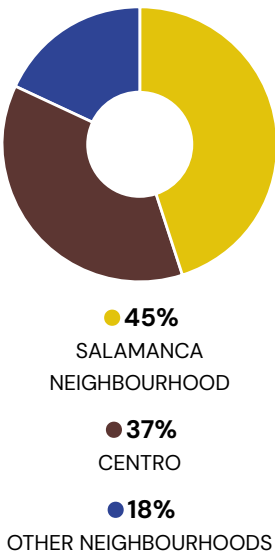


Tax-free spending continues to rise

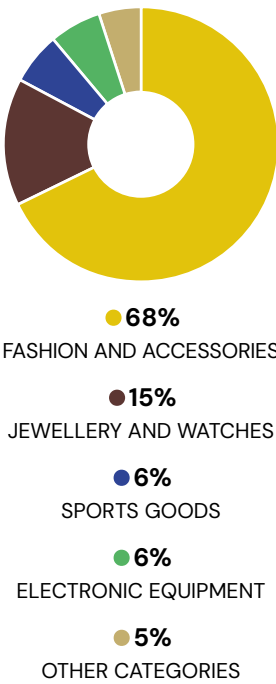
In 2025, tax-free spending grew by 12.59% compared to the previous year, driven largely by Latin American markets, with notable increases from Argentina (+45.65%), Brazil (+21.26%), and Colombia (+20.41%), while the United States remained the leading market by spending volume (14%).

This consumption is concentrated in the highest-value shopping areas, with Salamanca and Centro accounting for more than 80% of sales, and confirms the importance of fashion as the leading category (68% of spending). By profiles, Chinese visitors stand out, with the highest average transaction value (€1,137 per purchase).

SHARE OF TAX-FREE SALES BY SHOPPING AREA



SHARE OF TAX-FREE SALES BY CATEGORY



The keys to Madrid's academic appeal

Madrid is consolidating its position as one of Spain's leading destinations for international students, with a growing share in terms of both volume and economic impact.

During the 2024–2025 academic year, the city welcomed 52,813 international students at universities and business schools, generating a direct impact of 1.4 billion euros and average annual spending of almost 25,600 euros per student, according to the Madrid Futuro study. If spending by family members is added, the total impact exceeds 3.1 billion euros, around 1% of regional GDP, confirming the role of the academic segment as a significant economic driver for the city.

Madrid accounts for more than 30% of international bachelor's and master's students in Spain, and stands out especially in postgraduate programmes. By market, Latin America is emerging as the main strategic focus, with a significant presence in private universities.

The experience of the city also receives a high rating, with an average score of 8.7 out of 10. The highest-rated aspects are quality of life, the cultural offering, safety, and gastronomy.

In addition, the language-learning segment continues to perform positively. According to data from FEDELE (Federation of Associations of Spanish Schools in Spain), Madrid recorded 21,230 Spanish-language students at accredited centres, 40.4% more than the previous year, with average stays of 12.69 weeks.

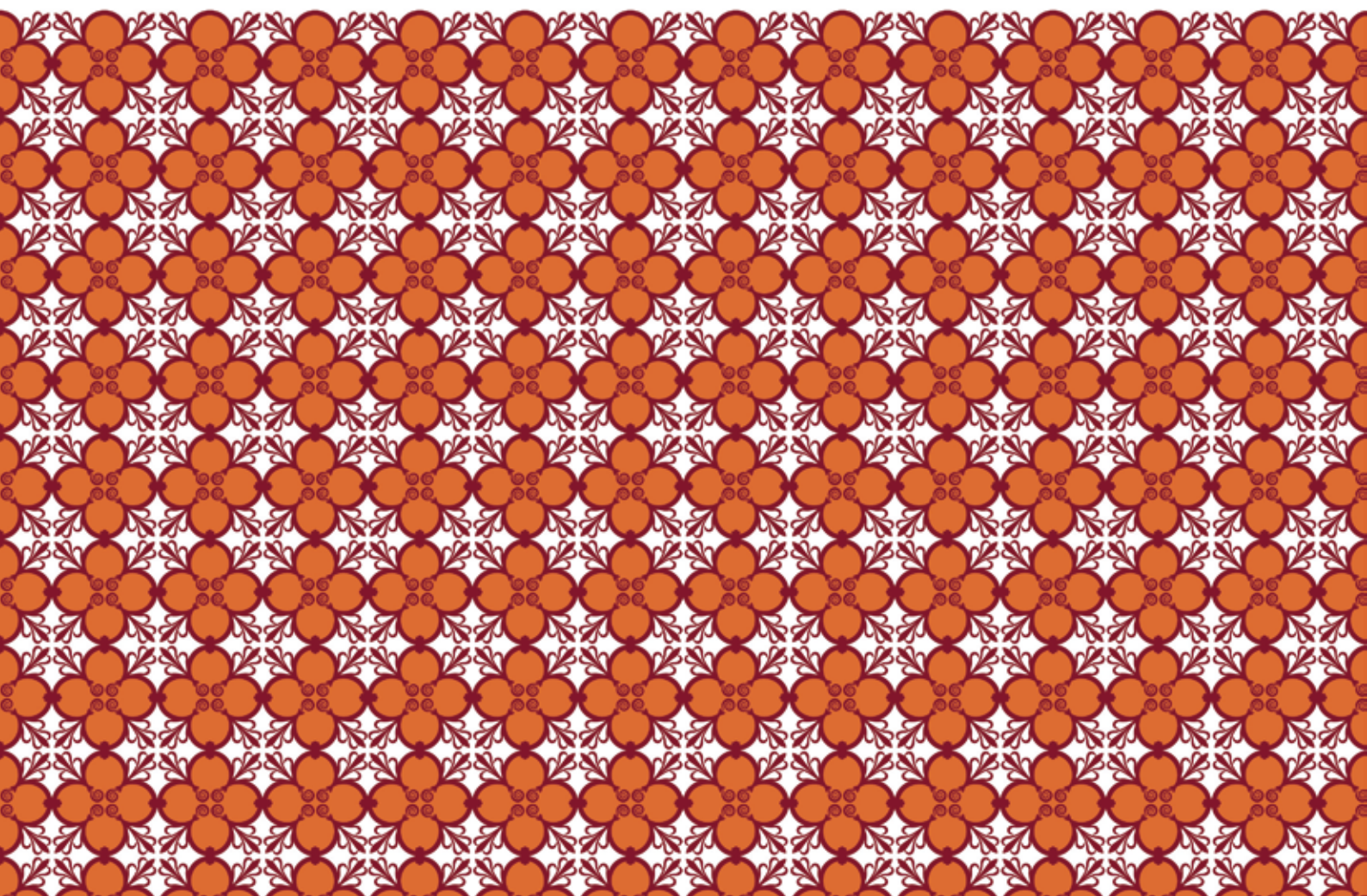
52,813 international students chose Madrid during the 2024–2025 academic year, generating a direct economic impact of 1.4 billion euros.





03

MADRID, A DESTINATION THAT ATTRACTS, WELCOMES, AND INSPIRES



In 2025, Madrid consolidated the evolution of its tourism model towards areas of greater specialisation and international reach. The momentum of the audiovisual sector, meetings tourism, and new experiential offerings strengthen a more diverse, competitive offering, aligned with travellers' new demands.

Strategic momentum and high-impact sectors

Madrid consolidated its international leadership in 2025 through a firm commitment to excellence and sustainability. Thanks to the success of initiatives such as Madrid Unique Destination, the historic record in audiovisual production, and the growth of meetings tourism, the capital is transforming growth into qualitative value. This model prioritises high-value tourism and public-private collaboration to ensure a positive economic and social impact across the city.

The Madrid Unique Destination initiative has brought together 67 strategic partners to shape an

offering of exclusive and responsible experiences. The audiovisual sector, meanwhile, has enjoyed a record-breaking year, with 537 productions and 71 feature films, consolidating the capital's position as a global production hub.

Meetings tourism (MICE) reaffirmed its strategic importance by welcoming 2.4 million professionals in 2025, while the capital was also named the world's best meetings destination for the seventh consecutive year. This demonstrates Madrid's maturity as a host city for major international events and as a business destination.

High-impact tourism: luxury destinations that inspire



Discover Madrid Unique Destination



The value of the extraordinary

High-impact tourism is a segment in constant transformation that continues to perform positively despite an uncertain international context. In this scenario, demand is sustained by an increasingly discerning traveller profile seeking, above all, quality, sustainability, and personalised experiences. Madrid has not only understood this trend, but has anticipated it.

It is in this context that Madrid Unique Destination was created: an initiative promoted by Madrid City Council's Tourism Department that consolidates the capital as an international benchmark for exclusive, authentic tourism. This project, launched with funding from the European Union's NextGenerationEU funds under its Competitiveness axis, is the result of strong public-private collaboration. It consists of a platform that brings together the city's finest ambassadors to offer a coherent, sophisticated, and above all responsible urban experience.

An ecosystem of excellence and commitment

Madrid starts from a privileged position: a first-rate hotel offering, a cutting-edge gastronomy scene, and a cultural wealth that belongs to the world's heritage. However, Madrid Unique Destination is

not simply a catalogue of experiences; it is a management and planning tool that structures this offering—including specialist agencies, transport solutions, and a carefully curated shopping proposal—to project it internationally.

The product club already brings together 67 partners representing the sector's entire value chain. At its core is the union of tradition and innovation, allowing visitors to connect with the essence of Madrid in a deep and singular way.

Sustainability and the future

The most significant change is not quantitative, but qualitative. Madrid understands tourism as an opportunity to generate cultural, economic, and social value. For this reason, its vision of exclusivity is intrinsically linked to sustainability, and it promotes responsible experiences that respect the environment and encourage conscious tourism.

In a world moving towards uniformity, Madrid stands out for its ability to offer unique experiences. Through this collaborative network, the city is redefining itself with discernment, highlighting what truly makes it special and connecting with an authenticity that can be felt in every detail. Madrid is a city in constant evolution, and Madrid Unique Destination helps drive and project that transformation.



Screen tourism: a cinematic Madrid

A YEAR OF BIG NUMBERS

4,115

SPECIFIC ASSISTANCE
SERVICES
+7 % COMPARED WITH 2024

537

PRODUCTIONS
484 NATIONAL AND 53
INTERNATIONAL

71

FILMS SHOT
IN THE CITY
HISTORIC FIGURE

52

SERIES

410

ADVERTS



Economic impact (2021–2024)

The audiovisual sector is an industry that generates economic impact, employment, and visibility for the city. A study carried out in collaboration with the Autonomous University of Madrid reveals the financial impact of film and series shoots on the local economy.

The multiplier effect

Investment in films and series does not remain on set; it expands across the entire value chain, including hospitality, transport, and services.

Return on support:
For every **€1** invested by the City Council, the economy receives **€11.78**.

Circular wealth: Every **€100** of production generates an **additional €56** for Madrid's economy.

Employment sustainability:
Every **100 direct jobs** support **67 additional jobs**.

Fiscal strength:
Every **€100** in direct tax revenue adds a **further €50** to public coffers.



DIRECT
INJECTION

€1.5 BILLION
GENERATED
OVER THE
PERIOD.

SHARE OF
GDP

ANNUAL
AVERAGE OF
€385.5 MILLION.

EMPLOYMENT
GENERATOR

10,101
FULL-TIME
JOBS.

“SERIES”
DRIVER

SERIES
GENERATE TWO
THIRDS OF TOTAL
TURNOVER AND
EMPLOYMENT.

TAX REVENUE

€367.3 MILLION
IN DIRECT AND
INDIRECT TAX
REVENUE.

More information on the study *Economic Dimension and Impact of Feature Film and Series Shoots in Madrid.*



Meetings tourism: Madrid, a business meeting hub

Meetings tourism continued to play a significant role in Madrid's tourism activity in 2025, supported by the city's organisational capacity, international connectivity, and network of specialised infrastructure. In this context, in 2025 the city was recognised, for the seventh consecutive year, as the world's best meetings and conference destination at the World Travel Awards.

This position is supported by sustained meetings activity over time. In 2025, it represented a total of 2.41 million professional visitors who attended the more than 51,000 meetings, conferences, and conventions held in the city.

Madrid accounts for 22.9% of national tourism spending in this industry and 11% of the city's tourism market spending. This economic impact remains above €5 billion, according to data from Madrid City Council and Madrid Convention Bureau, with accommodation, transport, and restaurants representing the main areas of spending by professional travellers.

The city continues to redefine its strategy to better meet the sector's real needs, with a tourism model more focused on attracting events that bring economic value, knowledge, reputation, and development opportunities to the capital, while continuing to prioritise sustainability and the generation of positive impact by events. These are strategic pillars in which Madrid continues to lead, strengthening its international recognition.

Meetings tourism in Madrid acts as a lever to promote sustainability, inclusion, equity, and social cohesion in the destination. In this area, Madrid Convention Bureau coordinates collaboration between companies and public institutions and takes part in international initiatives such as the Global Destination Sustainability Index, which makes it possible to measure progress and guide continuous improvement. In this context, it is essential to promote collaboration and partnerships with other destinations, as in the case of BestCities Global Alliance, of which Madrid Convention Bureau is a member. The aim is to promote the exchange of best practices in the area of event legacy and to raise awareness among meeting organisers. This is complemented by specific tools created by Madrid Convention Bureau, such as good practice guides, and social impact projects that strengthen the connection between the meetings industry and the local environment, in line with public policies on accessibility and diversity.

More information at



Top meeting destinations
for 2026



- 1. LONDON
- 2. MADRID
- 3. BARCELONA
- 4. AMSTERDAM
- 5. PARIS

According to the *2026 Global Meetings & Events Forecast* by American Express Global Business Travel, Madrid ranks second among Europe’s meetings tourism destinations, behind London.



KEY INDICATORS

51,115

MEETINGS
(SEMINARS, CONGRESSES, AND CONVENTIONS)

2,410,024

PARTICIPANTS
983,038 OF WHOM INTERNATIONAL

€2.7

BILLION
DIRECT IMPACT

€5.5

BILLION
TOTAL IMPACT

€2,040

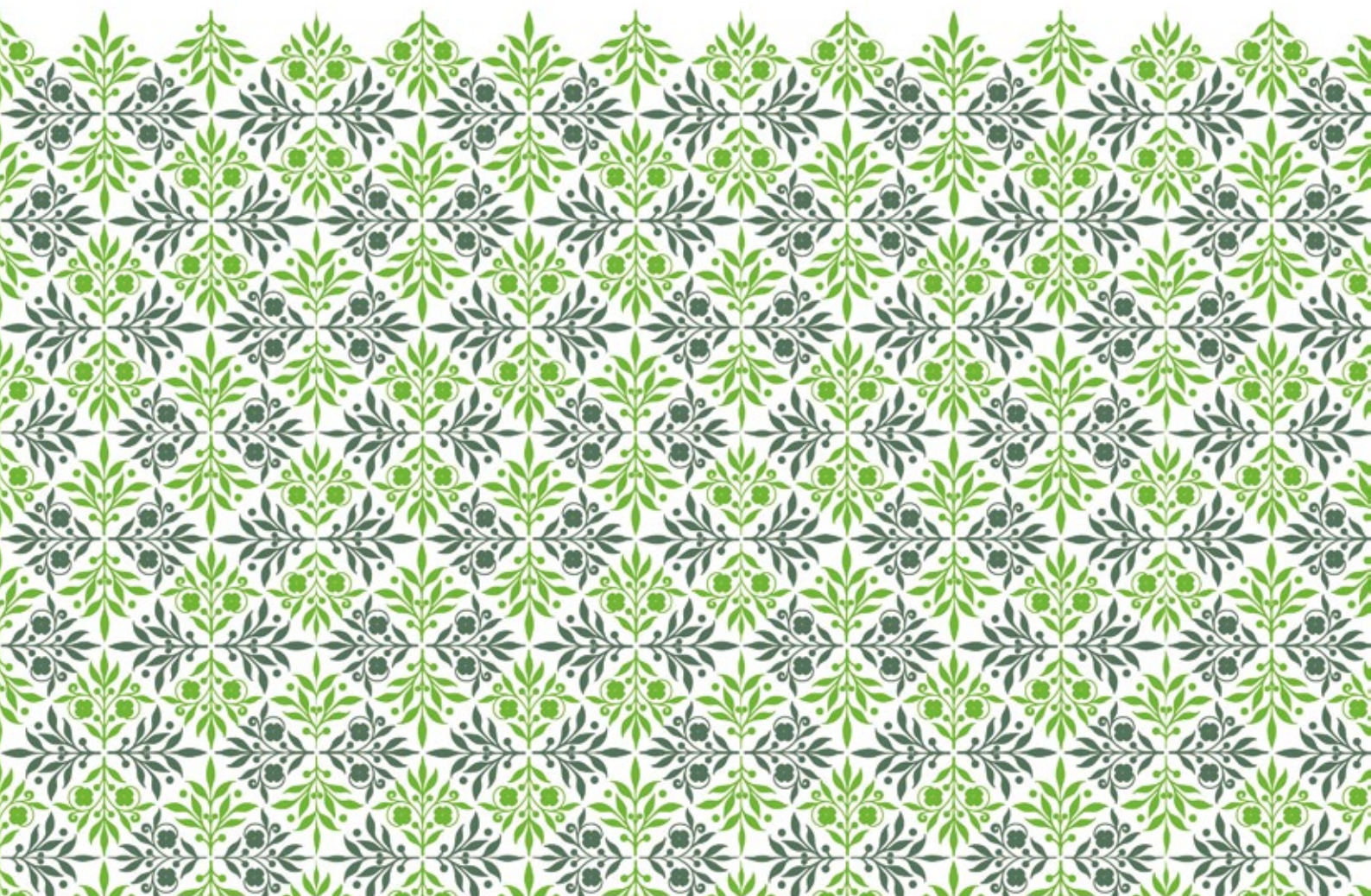
TOTAL TRIP EXPENDITURE
PER INTERNATIONAL PARTICIPANT
(+12.18%)

928

TOTAL TRIP EXPENDITURE
PER DOMESTIC PARTICIPANT
(+€0.63)

04

SUSTAINABILITY



The city's sustainable development benefits residents while strengthening its appeal as an international tourist destination. In this context, Madrid has placed three priorities at the heart of its agenda: environmental protection, social well-being, and a strong, balanced economy. The Spanish capital is therefore committed to responsible development, fostering innovation, protecting the environment, and proudly maintaining its status as the world's leading city in terms of tree numbers.

The Spanish capital has integrated sustainability into its tourism DNA. Madrid is moving forward in a context of global transformation with a clear commitment: promoting tourism while balancing visitor flows, diversifying while maintaining its identity, and caring for both visitors and residents. This approach is supported by a strategy that connects urban development, innovation, and quality of life. Beyond strategic frameworks, sustainability translates into concrete decisions: mobility increasingly designed around people, a commitment to diversifying the visitor experience, and a more conscious approach to managing tourism's impact on the city. It also means building a more balanced relationship between visitors and residents, where tourism is measured by quality.

The result is a model that understands sustainability not as a constraint, but as a smarter way to grow. A delicate balance that defines how Madrid wants to continue evolving.

Madrid: balancing sustainable tourism





Madrid has therefore positioned itself among the world's highest-rated cities in terms of urban perception. It is, in fact, the Spanish city with the strongest international image, according to the latest *Brand Finance Global City Index*. Globally, it ranks seventeenth. In addition, in the Carbon Disclosure Project ranking, the municipality of Madrid once again received the highest rating (A), a distinction held by only 120 cities worldwide. Madrid's rise as a tourist destination cannot be understood without its commitment to the European mission of creating climate-neutral cities through intelligence, innovation, and digital development.

In the same vein, Madrid launched the CO2Responsables Madrid programme in autumn 2025, promoting the decarbonisation of tourism activity in a comprehensive and verifiable way. Under this pioneering system, visitors, establishments, and the city share responsibility for protecting the environment without giving up the enjoyment of it, making it easier to reduce and offset emissions. Tourism establishments (hotels, venues, restaurants, and museums) have access to measurement software, training, and technical support to calculate their carbon footprint, develop reduction plans, and obtain Madrid City Council's official seals: "Committed Establishment" or "Reduced Emissions." The process guarantees maximum rigour, with verification by independent auditing companies according to GHG Protocol and ISO 14065 standards.

Visitors, in turn, can calculate and offset emissions from their trip by supporting reforestation projects in Spain and encouraging more conscious, sustainable tourism.



**IF YOU WANT
TO LEARN MORE
ABOUT THE
PROJECT**



The world's largest urban forest

Trees are the soul of Madrid, an undeniable heritage asset. Retiro Park is the crown jewel, but beyond this green oasis in the heart of the city, Madrid residents are more than used to strolling in the shade. Madrid is not only one of the world's greenest cities; for the sixth consecutive year, the United Nations has awarded it Tree City recognition: 26% of its surface area is covered by tree canopy.

Casa de Campo Park, the Madrid Río Park ring, as well as historic gardens (Campo del Moro Gardens, Sabatini Gardens, the Royal Botanical Garden, Las Delicias, and El Pardo), parks and meadows (Oeste Park, Pinar de San José, El Capricho Park), and historic estates together form an extensive network of green spaces. These places remain some of Madrid residents' best-kept secrets.



A more balanced distribution of tourism benefits

With more than 11 million visitors in 2025, Madrid faces the challenge of managing visitor flows sustainably and avoiding congestion in its most popular areas. To this end, the city promotes a cultural and leisure programme that extends across all 21 districts, encouraging a more balanced distribution of tourism activity. This approach helps ensure that the benefits generated by tourism—one of the main drivers of the Spanish economy—are shared more evenly across the city. At the same time, it allows visitors to discover a more diverse, authentic, and approachable Madrid, enriching their experience and strengthening their connection with the city.

For Madrid City Council, balancing tourism's economic contribution with residents' quality of life is a key priority. Proof that this balance is an absolute priority can be seen in the high and stable score, 7.7 out of 10, recorded in the *Quality of Life and Satisfaction Survey* carried out by the City Council itself. International indicators also support this finding. The *Mapping the World's Prices 2025* report by Deutsche Bank ranks Madrid 16th worldwide for urban quality of life, thanks to its high scores for safety, healthcare services, and cultural programming. Another important point is that 74% of visitors used public transport during their stay, according to the *Madrid Tourist Perception Survey*.

The city is moving towards responsible management of tourism activity, aimed at preserving its resources, improving residents' quality of life, and offering respectful, authentic experiences through projects such as Anda Madrid, which in 2026 expanded four of its six walking routes through the city's most iconic spaces, and BiciMad, the service that allows residents and visitors to hire electric bicycles and has 634 operational stations and 7,782 bicycles available. This approach consolidates Madrid's position as an international benchmark in urban sustainability, ready to face the challenges of the future with an integrated, resilient vision.

Anda Madrid



BiciMad



Recommendations for practising

SUSTAINABLE TOURISM

WELCOME TO MADRID!

Below, we describe some ways to ensure that your visit benefits the local culture and economy, promotes the sustainable use of natural resources and respects the natural and social environment. Remember: you can leave a positive mark on the city.

1 THE MOST IMPORTANT THING IS TO ENJOY YOURSELF

Having a good time means making the most of all of the resources used on your trip.

2 MADRID WELCOMES YOU WITH OPEN ARMS

and thanks you for respecting all aspects of everyday life in the city, including its citizens' ability to enjoy their downtime.

3 LET'S GET TO KNOW EACH OTHER!

A rich culture with a long history awaits you. You'll be surprised by the warm welcome you'll receive from our city.

9 TAKE THE OPPORTUNITY TO DISCOVER THE CITY'S GASTRONOMY

In particular, cuisine that makes use of seasonal and local products. This fosters the local economy and consumes less fuel during transport.

7 TOGETHER, WE CAN TAKE CARE OF THE ENVIRONMENT

There are litter and recycling bins all over the city. Try to use natural resources like water and electricity responsibly.

8 GET AROUND ON FOOT OR BY PUBLIC TRANSPORT

You can also make use of our public electric bike sharing scheme, BiciMAD, to get to know the city.





MADRID



4 EXTEND YOUR STAY

A longer visit makes the most of the fuel consumed on your journey and allows you to get to know the city and its people that bit better.

5 HOW ABOUT TRAVELLING DURING THE OFF-SEASON?

This will help reduce the disadvantages associated with busier periods and you'll discover another side of the city that you'll like just as much, if not more.

6 WE INVITE YOU TO STRAY OFF THE BEATEN PATH

There's much more to Madrid than you think. Get to know its tourist areas, but also other unique, less-visited places that will give you greater insight into the city.



10 DO YOU NEED TO DO SOME SHOPPING?

Madrid has a vibrant shopping scene that includes excellent designers and talented artisans whose knowledge has often been passed down from generation to generation.

11 A LOCAL EXPERIENCE WILL MAKE YOUR TRIP EVEN MORE SPECIAL

If you sign up for a cooking or flamenco class, you'll get a better idea of Madrid's culture and you'll also be helping us to preserve it.

12 REMEMBER, YOU CAN ALWAYS CHOOSE SUSTAINABLE GOODS AND SERVICES

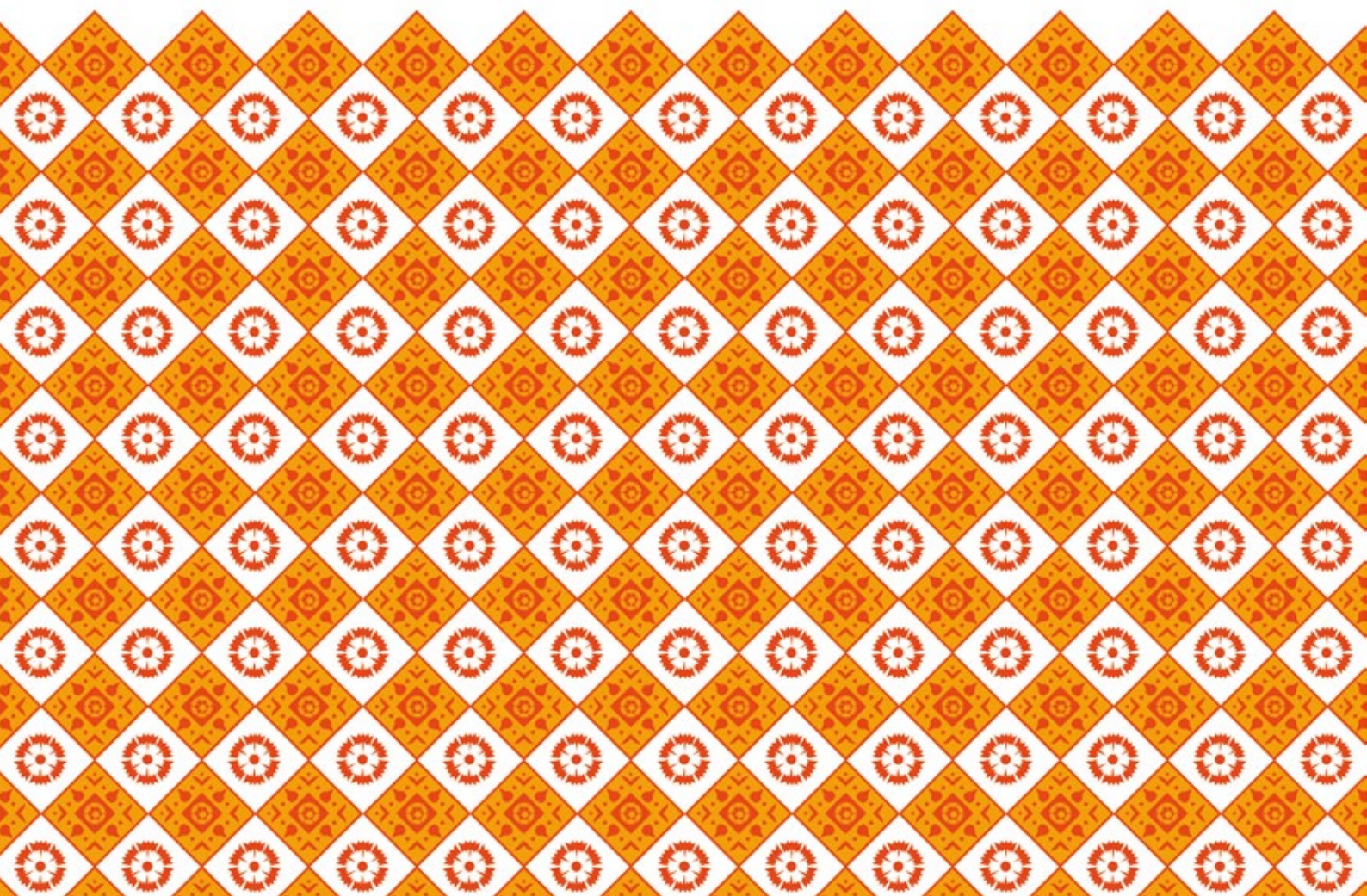
From reducing your carbon footprint to safeguarding labourers' working conditions, every little action adds up. The sustainability policies of our tourism businesses are important.



#visitmadrid

05

TRENDS AND FORECASTS



In 2025, global tourism reached 1.5 billion international trips, according to UN Tourism. Against this backdrop, Spain consolidated its position as the second most visited country in the world, welcoming close to 97 million tourists. Madrid, meanwhile, strengthened its global profile, leading growth in international tourism spending in Spain (17.9 billion euros, up 11.1% year on year) and reinforcing its role as one of the sector's main international decision-making hubs, supported by the arrival of the WTTC headquarters and its status as the home of UN Tourism.

Tourism is evolving towards a more demanding model, in which the quality of the experience is gaining ground over volume. Travel is no longer understood solely as leisure, but as an important part of lifestyle, especially among younger generations. This is driving growing demand for purposeful experiences linked to wellness, disconnecting, or learning, in a context in which segments such as health and longevity tourism are growing at rates of close to 6% per year.

At the same time, technology and sustainability are setting the pace of this transformation. Artificial intelligence is increasingly being incorporated into travel planning—with an impact already visible in close to 40% of itineraries—making more personalised experiences possible. Meanwhile, awareness of tourism's impact on the environment is growing: 73% of travellers want their spending to make a positive contribution to local communities. In this context, sustainability is no longer an add-on, but a central pillar of tourism management.

This new landscape is also reflected in a more diverse demand. High-value offerings coexist with others focused on authenticity and accessibility, in an increasingly segmented market. Inclusion is gaining importance not only as a principle, but also as an opportunity, since certain profiles, such as tourists with accessibility needs, show spending levels above the average, at around 30% more.

Overall, tourism is moving towards a more conscious, more diverse, and more experience-led model. This shift requires destinations to anticipate, adapt, and continue evolving in order to remain competitive in an increasingly demanding global environment.

Global tourism in figures

According to the latest UN Tourism World Tourism Barometer, international tourism reached 1.5 billion international arrivals in 2025, an increase of 4% compared to 2024, placing the sector above pre-pandemic levels.

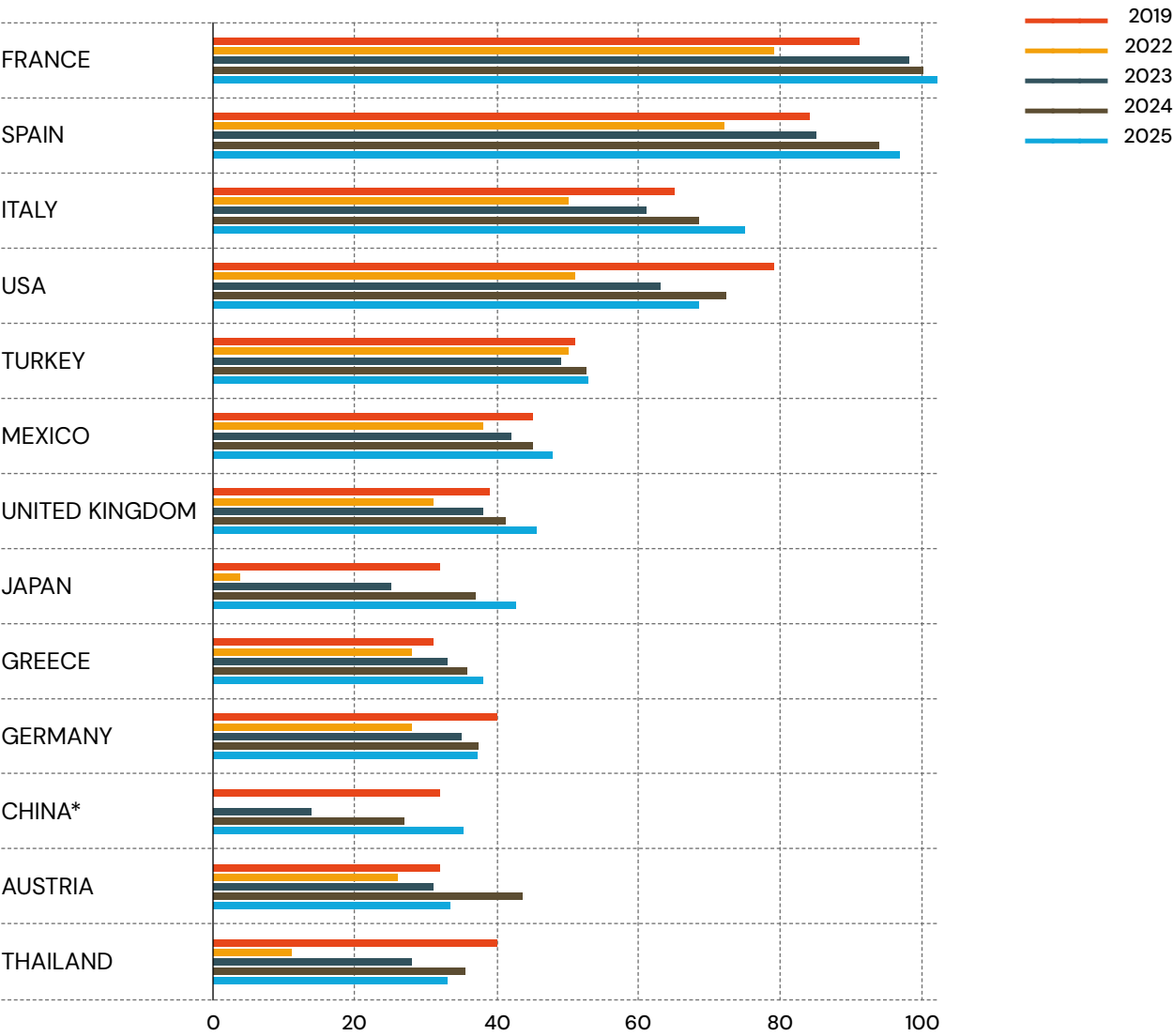
This growth is taking place in a context in which tourism activity has stabilised after the sharp increases seen in the years immediately following the health crisis. At the same time, international tourism receipts continue to rise, with estimated

growth of between 5% and 6%, reflecting greater spending capacity per visitor and a gradual shift towards a value-based model.

Europe remains the leading destination region, with 793 million international arrivals in 2025, representing more than half of the global total. This leadership comes in a context of moderate but sustained growth, while other regions continue to consolidate their recovery.

RANKING OF INTERNATIONAL TOURIST ARRIVALS

MILLIONS OF VISITORS

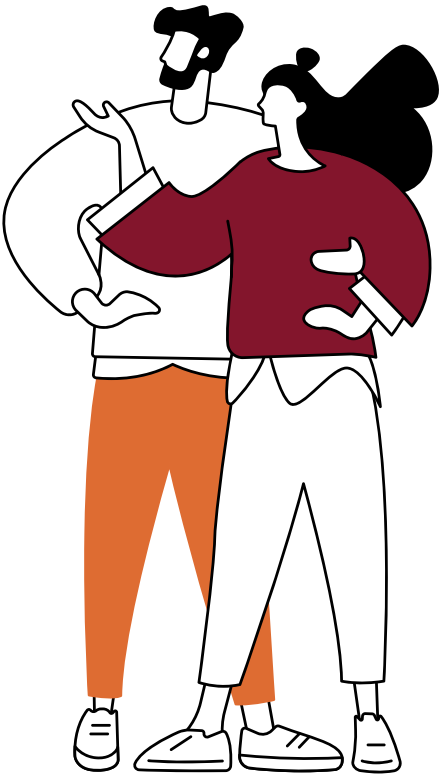


*Excluding Macau, Hong Kong, and Taiwan.

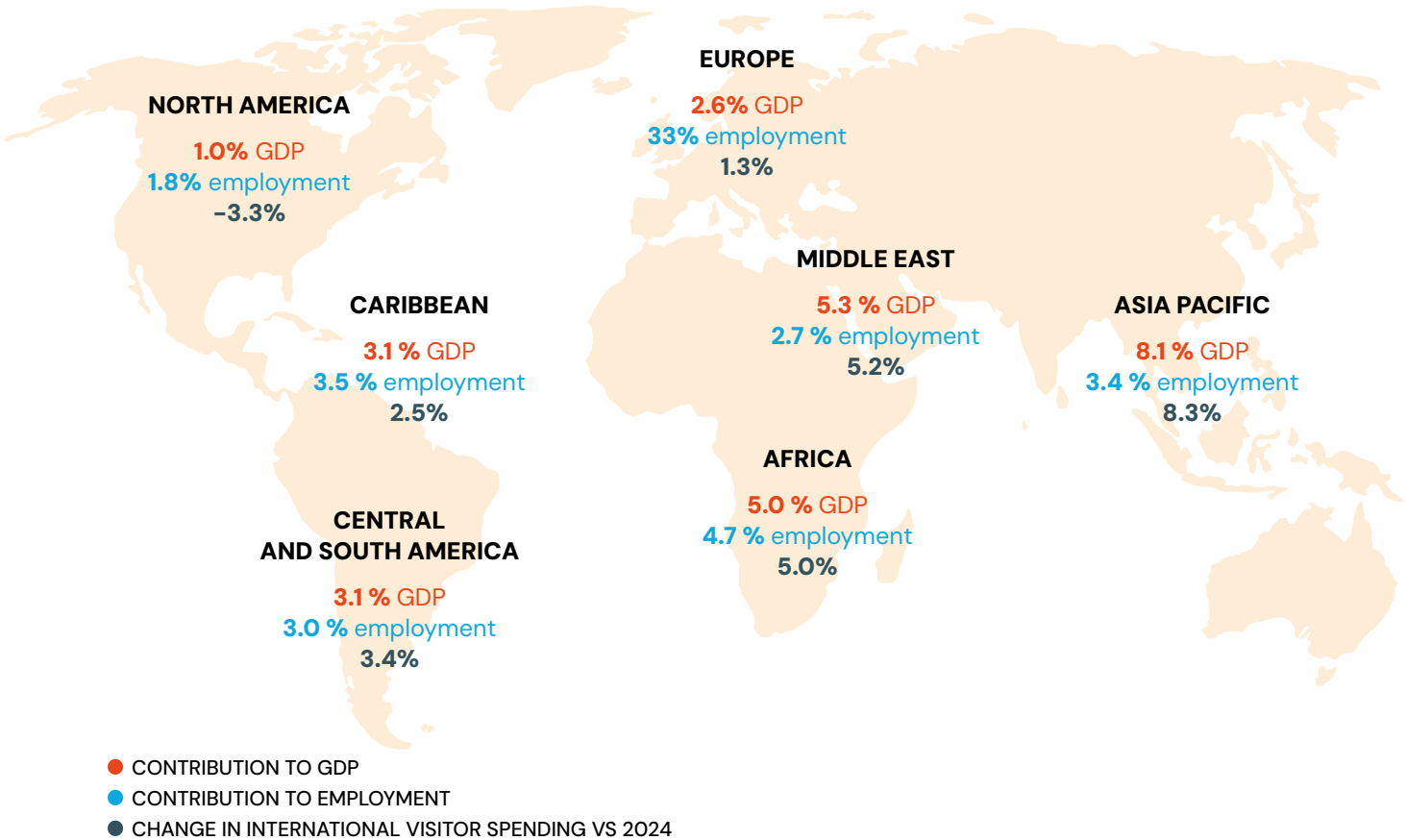
At national level, Spain remains one of the world’s leading tourist destinations, reaching record highs with almost 97 million international visitors in 2025 (+3%), according to the FRONTUR border tourism statistics, and tourism spending of 134.7 billion euros (+7%), with average daily spending up 4.7% compared to the previous year.

According to Frontur data from INE, Madrid received a total of 9,111,879 international tourists in 2025 (+3.3%) and recorded the highest growth in international tourism spending in Spain, with 17.9 billion euros, 11.1% more than in 2024, as well as the highest average spend per visitor, at 1,964 euros.

1.5 billion international tourists in 2025
+4% vs 2024.



CONTRIBUTION OF TRAVEL AND TOURISM



Source: Travel & Tourism Economic Impact Research (EIR) report by the World Travel & Tourism Council.

Global trends in the tourism system



From transactions to transformation

The tourism industry has evolved into an ecosystem where identity, ethics, and technology converge. Today, the success of a destination is no longer measured by its ability to attract the masses, but by how well it manages its impact and creates genuine connections with travellers.

This shift reflects a clear transition: from transactions to transformation. It is no longer simply about consuming services, but about having experiences that create lasting impact. Three forces are redefining the sector: artificial intelligence, enabling increasingly personalised journeys; climate awareness, demanding genuine commitment; and the search for authenticity in an oversaturated world.

In this context, the city of Madrid has created VisitMadridGPT, an artificial intelligence (AI)-based virtual assistant designed to inspire visitors with personalised recommendations and plans, using the capital's official tourism portal as its sole source of information.



01

**TRAVEL WITH PURPOSE:
THE END OF GENERIC HOLIDAYS**

Travel is no longer a pause from life, but an extension of the traveller's identity. The "intentional traveller," according to the report *7 Megatrends Reshaping International Tourism*, chooses experiences that align with personal values and avoids generic packages.

This search for meaning is reflected in narrative travel, where destinations become settings for personal and cultural stories. "Set-jetting," according to Condé Nast Traveller, is no longer limited to visiting filming locations, but extends to embracing their aesthetic, reflected in the rise of literary retreats and readaways.

The strongest trend is wellness. According to McKinsey, the wellness market is growing by 6% annually, with a focus on physical and mental restoration. In this context, 43% of customers, according to Barceló Hotel Group, travel to disconnect emotionally, while 76% of luxury travellers prefer learning traditional skills over buying objects (Hurun/Amex).

02

**INVISIBLE ALGORITHMS
VS HUMAN VALUE**

We are entering the era of "smart travel," described by Euromonitor International, where AI is making planning increasingly predictive. Yet this technological omnipresence creates a paradox: the more technology we use, the more valuable human judgement becomes.

AI is already acting as a travel co-pilot. According to HBX Group, 40% of travellers use generative tools to create personalised itineraries in real time, while automation supports less visible processes such as check-ins and itinerary management.

Even so, inspiration remains human. Travel searches on social media, particularly on TikTok, influence 49% of travellers' decisions (Barceló), as people seek authentic, relatable recommendations. In this context, the value of human expertise is reinforced as a filter and curator of experiences.



03

REGENERATIVE SUSTAINABILITY AND CLIMATE CHANGE

The industry has recognised that simply doing no harm is no longer enough—the future lies in regenerative growth. As Euromonitor points out, leading companies are adopting models that actively benefit local communities and ecosystems.

Data from Booking.com is striking: 53% of travellers are already aware of their impact, and 73% expect their spending to benefit local communities. It is no longer simply about recycling towels, but about initiatives such as those highlighted by *Condé Nast Traveller*: resorts using sustainably sourced seaweed, or hotels showcasing regional crafts to help preserve traditions at risk of disappearing.

Added to this is the stark reality of climate change. The report by City Destinations Alliance warns of shifting visitor flows towards northern Europe (the coolcationing phenomenon). Cities in southern Europe are being forced to reinvent themselves as sustainable, smart destinations, using AI not only to sell experiences, but also to manage scarce resources and create climate-resilient spaces. The tourist of 2026 is willing to pay a premium for ethical tourism, but also seeks destinations capable of guaranteeing thermal comfort on a warming planet.

04

LUXURY, SAVINGS, AND INCLUSION: THE NEW DRIVERS OF SPENDING

The market is becoming increasingly polarised in what Euromonitor describes as a “two-speed era.” On one side, extreme premiumisation pursues radical exclusivity—luxury trains, hotels at sea, and polar expeditions. On the other, value segmentation focuses on technological convenience and affordable authenticity, such as supermarket tourism, where travellers explore local gastronomy without filters.

In this niche-driven landscape, accessibility is emerging as a critical profitability factor. Data from the Accessibility Observatory of the ONCE Foundation offers a figure that redefines luxury: tourists with disabilities are high-end customers who spend, on average, 30% more. In 2026, a destination that is not accessible is not only unethical—it is economically inefficient.

This resilience in the sector is supported by the attitude of younger generations. According to Hurun and American Express, 74% of affluent millennials and Generation Z consider travel a “non-negotiable” expense. For them, travel is an investment in social and emotional capital that is not cut back during periods of inflation.

Sustainability

73%

of travellers expect their spending to benefit local communities.

(Booking)

Technology / Social media

49%

of travellers use TikTok as their main source of inspiration.

(Barceló Hotel Group)

Artificial intelligence

40%

of users already design their itineraries using generative AI.

(HBX Group)







Wellness and health

6%
sustained annual
growth in the longevity
and health market.

(McKinsey)

Spending priorities

74%
of affluent Generation
Z and millennial
travellers consider
travel a “non-
negotiable” expense.

(Hurun / Amex)

Emotional motivation

43%
travel primarily
to disconnect
emotionally.

(Barceló Hotel Group)

Luxury market

27.7
billion dollars is the
projected value of the
global luxury market in
2026.

(Euromonitor International)

05

**MANAGING SUCCESS TO
AVOID COLLAPSE**

Destination management is changing: it is no longer about attracting more visitors, but about managing their impact more effectively in order to maintain tourism's social licence to operate. According to 7 *Megatrends*, achieving a balance between growth and preservation will be key.

The answer lies in decentralisation: creating micro-itineraries that distribute travellers across less crowded neighbourhoods and experiences. Events also help reduce seasonality and spread economic impact more evenly throughout the year (eDreams ODIGEO).

The challenge is to maintain residents' positive perception. Although 57% still view tourism positively, according to Booking.com, concerns about pressure on the cost of living are growing. Smart destinations will increasingly rely on data to anticipate visitor flows and avoid tensions.



Case study

TE FALTAN CALLES



SI CREES QUE
EN MADRID
EL ARTE
SOLO ESTÁ
EN LOS
MUSEOS...

TE
FALTAN
CALLEs

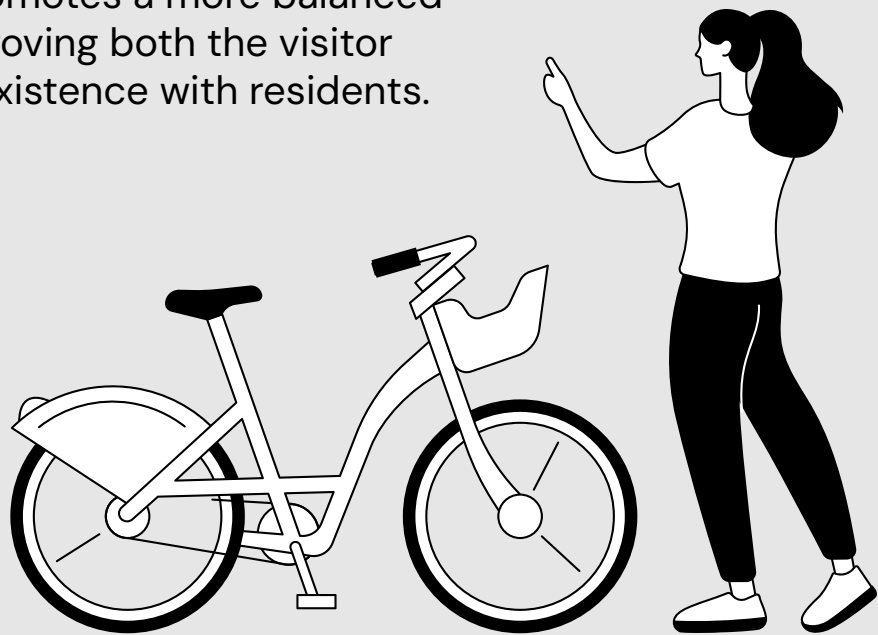
COMO POR EJEMPLO,
LA CALLE AMALARICO.
CARABANCHEL



The impact of the tourism decentralisation strategy through the “More Streets to Discover” campaign in 2025.



Decentralisation promotes a more balanced tourism model, improving both the visitor experience and coexistence with residents.



If 2025 marked a turning point for tourism in Madrid, it was through the consolidation of one clear idea: the city extends far beyond its historic centre. Under the slogan “More Streets to Discover,” Madrid City Council’s Tourism Department has promoted a strategy aimed at expanding the tourism map and redistributing both visitor flows and economic impact across the city.

The campaign has succeeded in putting that message into practice by focusing on less-visited areas and bringing new territories into Madrid’s tourism narrative. Places such as Carabanchel, Casa de Campo Park, and the Quinta de los Molinos and Torre Arias estates have gained visibility as destinations with identities of their own, helping to diversify the visitor experience.

This approach forms part of the 2024–2027 Strategic Tourism Plan, which is structured around three objectives: redistributing visitor flows to spread tourism’s positive impact across the city, consolidating Madrid as a year-round destination, and strengthening coexistence between Madrid residents and visitors. In 2025, these principles took shape through a sustained content strategy, with a monthly rollout of audiovisual, editorial, and photographic pieces that helped build a coherent, progressive narrative.

The results reflect the effectiveness of this plan. With more than 27 million impressions across the campaign—combining digital media, outdoor advertising, and owned channels—“More Streets to Discover” has succeeded in expanding its reach and reinforcing the idea that Madrid offers plenty to see beyond the traditional tourist circuits. In addition,

the campaign received two Silver AMPE Awards in 2025, one of Spain’s most prestigious advertising industry awards.

A more balanced model

Beyond visibility, the campaign contributes to a deeper objective: advancing towards a more balanced and sustainable tourism model. Redistributing visitors promotes more efficient use of urban resources, reduces pressure on overcrowded areas, and improves both the visitor experience and coexistence with residents.

At the same time, reducing seasonality helps maintain more consistent activity throughout the year, strengthening the tourism-related economy and bringing greater stability to employment in the sector.

This initiative aims to showcase the cultural, gastronomic, and commercial richness of different parts of the city, demonstrating that Madrid always has more streets to explore, flavours to discover, and experiences to enjoy.

The result is a city that is not simply visited, but explored in a broader and more diverse way. An invitation to discover new spaces that expand perceptions of Madrid and strengthen its position as a destination capable of renewing itself without losing its identity.

In this sense, 2025 can be seen as the year Madrid reinforced a key idea: its greatest value lies not only in its landmarks, but in the sum of its neighbourhoods, its stories, and its constant ability to be re-discovered.

Research notes

This report was prepared using primary sources from Madrid Destino's Tourism Department (Madrid City Council) and secondary sources from institutions, organisations, associations, and specialist companies linked to the tourism sector. The data analysis corresponds to 2025. In cases where it was not possible to analyse data for the period from January to December 2025, the latest available data has always been used.

Priority has been given at all times to sources from official institutions and organisations of relevance to the tourism sector (AENA, the National Statistics Institute, RENFE, the Ministry of Industry, Trade and Tourism, Patrimonio Nacional, UN Tourism, etc.).

Where necessary, the information has been supplemented with reports and studies from companies, most of them linked to the tourism sector (Euro-monitor International, Expedia Group, Mabrian, Amadeus, Booking.com, Movelia, TripAdvisor, SGAE, the Association of Music Promoters of Spain, the Spanish Federation of Associations of Spanish Schools for Foreigners, McKinsey, eDreams, Barceló Hotel Group, Travelzoo, Círculo Fortuny, The Data Appeal Company, etc.).

Some methodological notes on the use of the different sources are set out below:

MASTERCARD

The figures relating to international tourism spending in Madrid are based on transaction data processed through the Mastercard card network between January and December 2025. The analysis considers transactions made in physical retail establishments and carried out using personal Mastercard cards; ATM withdrawals, online transactions, and corporate card transactions have therefore been excluded from the analysis. Regarding the industries analysed, a distinction is made between a selection of tourism-related industries and others with no tourism component. These data were processed by the Mastercard Data & Services team for the purposes of this study to ensure appropriate representation across countries of origin. For the purposes of this study, Madrid is defined as the municipality of Madrid, focusing on its 21 districts (Centro, Salamanca, Chamartín, Barajas, Chamberí, Retiro, Tetuán, Moncloa-Aravaca, Ciudad Lineal, San Blas, Fuencarral-El Pardo, Arganzuela, Latina, Vicálvaro, Carabanchel, Hortaleza, Usera, Puente de Vallecas, Villaverde, Villa de Vallecas, and Moratalaz).

GLOBAL BLUE

Tax-free sales correspond to purchases made in 2025 and 2024 at Madrid retailers affiliated with Global Blue by travellers resident outside the EU.

Madrid is defined as the municipality of Madrid.

The comparison between 2025 and 2024 is based on a comparable store perimeter. Tax-free sales are calculated according to the date of purchase. The information no longer reflects recovery, but rather growth trends. Therefore, a rate of 5% means that 2025 exceeded 2024 by 5%, while a rate of -5% means that 2025 was 5% below 2024.

TOURIST PERCEPTION SURVEY

Questionnaire designed and managed by Madrid Destino's Tourism Intelligence Centre.

It gathers sample information from 1,639 visitors who were assisted in person at Madrid's official tourist information centres and points between January and December 2025.



NATIONAL STATISTICS INSTITUTE (INE)

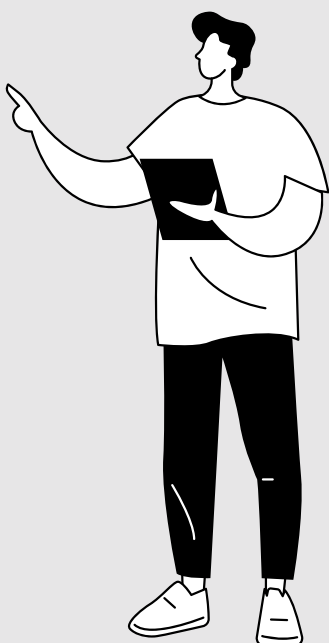
At the time of preparation and completion of this report, the data published by INE through 2025 are final. Data relating to visitors, overnight stays, and average stay correspond to the *Hotel Occupancy Survey* (EOH) and *Tourist Apartment Survey* (EOAT) for the city of Madrid. Data relating to hotel occupancy, ADR, and RevPAR published by INE correspond to the EOH.

Data from the *Tourist Expenditure Survey* (EGATUR) correspond to the Community of Madrid.

TRAVEL & TOURISM ECONOMIC IMPACT RESEARCH (EIR)

Produced by the World Travel & Tourism Council.

WTTC maintains an ongoing commitment to aligning its economic impact research with the Recommended Methodological Framework (RMF) 2008 for the Tourism Satellite Account (TSA:RMF 2008), approved by the United Nations Statistics Division. This involves comparing its data with official published Tourism Satellite Accounts (TSAs), including those of economies reporting data for the first time, as well as existing economies reporting data for an additional year.



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