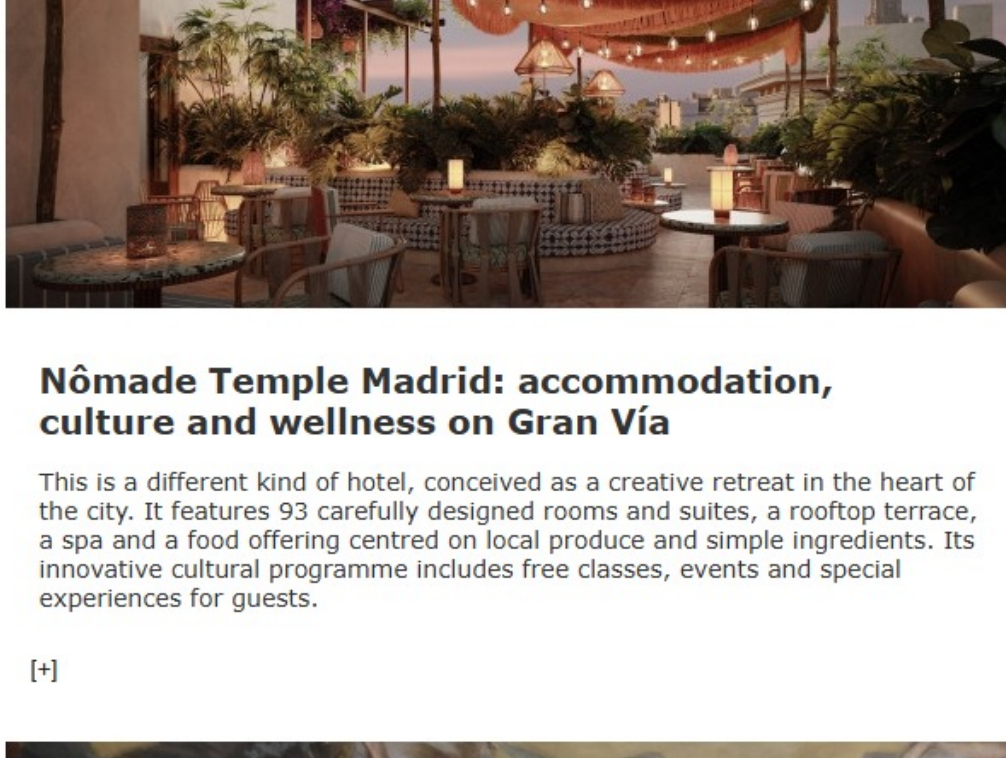


MADRID'S TOURISM NEWS

From Madrid to the world

WHAT'S NEW IN MADRID



Nômade Temple Madrid: accommodation, culture and wellness on Gran Vía

This is a different kind of hotel, conceived as a creative retreat in the heart of the city. It features 93 carefully designed rooms and suites, a rooftop terrace, a spa and a food offering centred on local produce and simple ingredients. Its innovative cultural programme includes free classes, events and special experiences for guests.

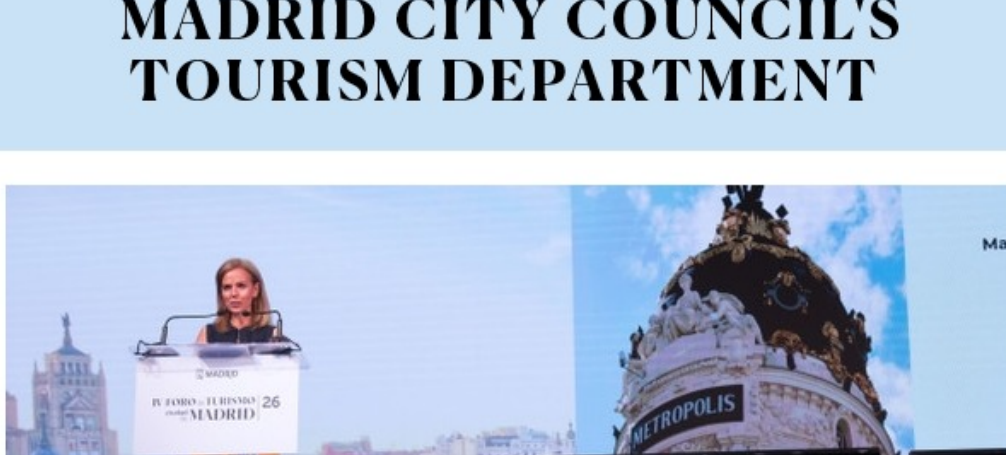
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Madrid reopens the Chapel of San Antonio de la Florida

This major heritage site has reopened following a comprehensive restoration that has preserved and enhanced the building while reinstating original historic features. Visitors can once again discover this unique chapel, which holds one of Francisco de Goya's most outstanding mural ensembles alongside the remains of the artist himself.

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Rita's Mirador, the new terrace at Riyadh Air Metropolitano

A new outdoor meeting place has opened outside Atlético de Madrid's stadium, where visitors can enjoy food, entertainment and music while taking in stunning views of the city. With room for 1,000 people and featuring several distinct spaces and different experiences throughout the day, Rita's Mirador opens at weekends and during matches and events.

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MADRID CITY COUNCIL'S TOURISM DEPARTMENT



The Madrid City Tourism Forum holds its fourth edition

The annual event organised by the Tourism Department explored how the capital has evolved into a destination that creates greater value for both residents and visitors. The programme included the presentation of the Tourism Intelligence System (SIT), the capital's new meetings tourism strategy, and talks and panel discussions on current issues and the latest industry trends.

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The capital expands its air links with Canada

Operating since 13 June, Iberia's new direct Madrid-Toronto route offers five flights a week to and from Canada—the twelfth-largest source market for international visitors to the Spanish capital. The new connection forms part of the destination promotion plan led by Madrid Turismo by IFEMA Madrid, in which the city council also participates.

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Madrid positions itself as a benchmark for sustainable, high-impact tourism at UN Tourism

Madrid's Councillor for Tourism, Almudena Maíllo, addressed the organisation's Executive Council to present the report *High-Impact Tourism and Sustainability in Madrid*, produced by Virtuoso. Maíllo highlighted how the capital's focus on quality tourism contributes to its environmental, economic and social sustainability.

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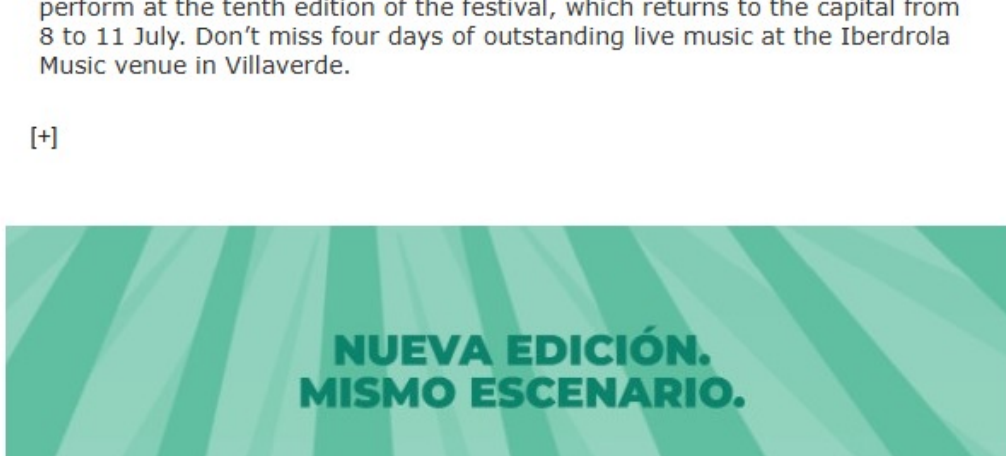


"You Need to Get Out More" recognised at the 2026 Condé Nast Traveler Awards

Madrid City Council's tourism campaign received an award in the Sustainability, Inclusion and Future category at the annual accolades presented by the travel and lifestyle magazine. The award recognises the creativity and innovative approach of the campaign, which encourages visitors to explore some of the capital's lesser-known places.

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MONTHLY CALENDAR OF EVENTS



Veranos de la Villa

The festival's 42nd edition will run from 7 July to 30 August, with more than 70 events across 14 districts. Conde Duque Cultural Centre and the Cloister at San Isidro Secondary School will be the main venues. Symphonic concerts, musical tributes, dance, flamenco and performing arts pieces, film screenings and exhibitions will offer plenty of ways to enjoy culture throughout the summer.

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Mad Cool Festival

Foo Fighters, Moby, Florence + The Machine, Twenty One Pilots, Kings of Leon, Nick Cave & The Bad Seeds and other major international artists will perform at the tenth edition of the festival, which returns to the capital from 8 to 11 July. Don't miss four days of outstanding live music at the Iberdrola Music venue in Villaverde.

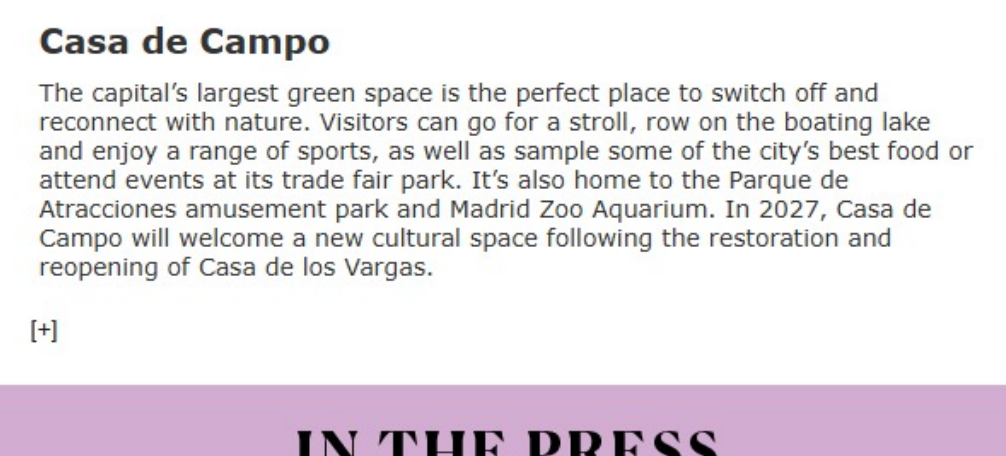
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Revolution'65 Festival

Running from 25 to 30 July, this concert series hosted by the Teatro Real opera house celebrates six decades of pop and rock, from 1965 to the present day. Boasting exceptional acoustics and an unbeatable atmosphere, the city's iconic venue will welcome Carminho, The Divine Comedy, Love of Lesbian, Ana Torroja, José González and Valeria Castro to the stage.

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esMADRIDmagazine July-August

The latest issue of the city's tourism magazine is essential reading for anyone looking to discover the highlights of Madrid's summer programme, including exhibitions, theatre, cultural events, tips on where to watch the August eclipse in Madrid, and much more. The publication invites readers to explore Conde Duque, a vibrant neighbourhood with a bohemian feel, and to enjoy the outdoors at some of the city's trendiest terraces.

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MADRID IN NUMBERS

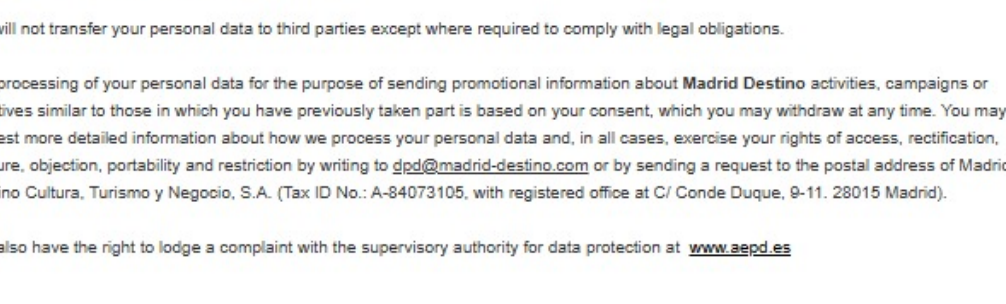


Madrid Tourism Report 2025

The Tourism Department publishes this overview of Madrid's tourism sector, featuring key indicators, visitor perception data, information on the city's attractions and industry trends and forecasts. According to the report, tourist spending in 2025 reached 17.9 billion euro, 11% more than the previous year. All visitors surveyed said they would recommend Madrid, giving the city an average score of 9 out of 10.

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TOURIST AREAS

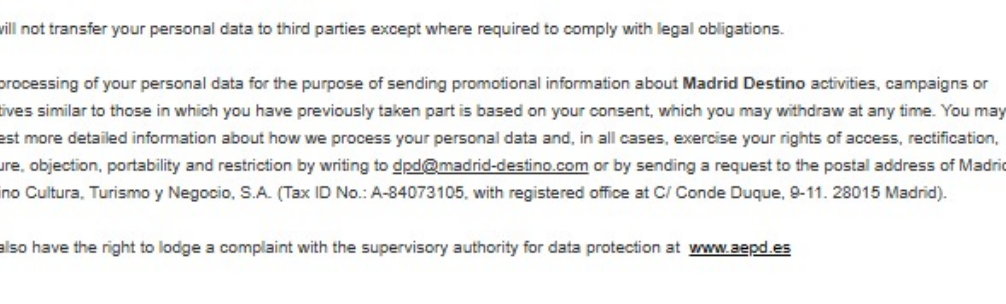


Casa de Campo

The capital's largest green space is the perfect place to switch off and reconnect with nature. Visitors can go for a stroll, row on the boating lake and enjoy a range of sports, as well as sample some of the city's best food or attend events at its trade fair park. It's also home to the Parque de Atracciones amusement park and Madrid Zoo Aquarium. In 2027, Casa de Campo will welcome a new cultural space following the restoration and reopening of Casa de los Vargas.

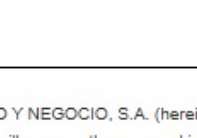
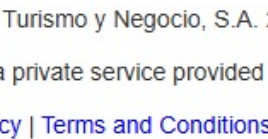
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IN THE PRESS



The Old, The Bold, And The Beautiful – A Madrid Dining Diary. ELLE Gourmet (India)

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