

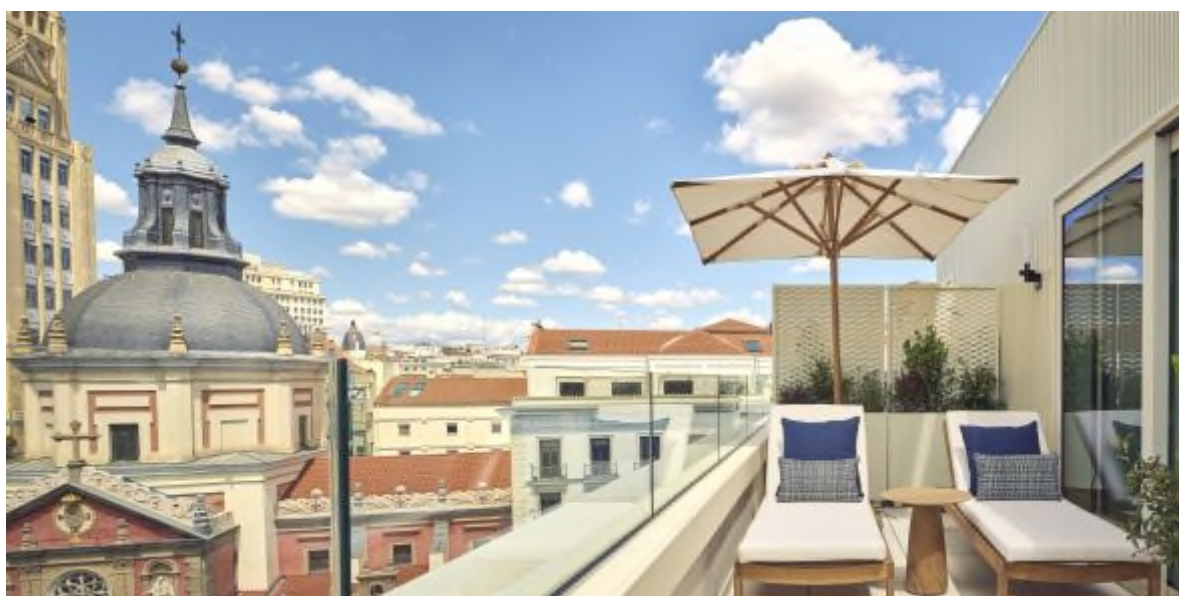
September 2026



MADRID'S TOURISM NEWS

From Madrid to the world

WHAT'S NEW IN MADRID



Nobu Hotel Madrid: Sophisticated design and exceptional dining

The capital welcomes the luxury hotel brand's first property in the city. Located on Calle de Alcalá, between Puerta del Sol and Plaza de Cibeles, the hotel features 50 rooms and suites and a wellness area designed as an 'urban retreat' in the heart of Madrid. The experience is rounded out by a three-level restaurant, bar and lounge, along with incredible views from the rooftop terrace.

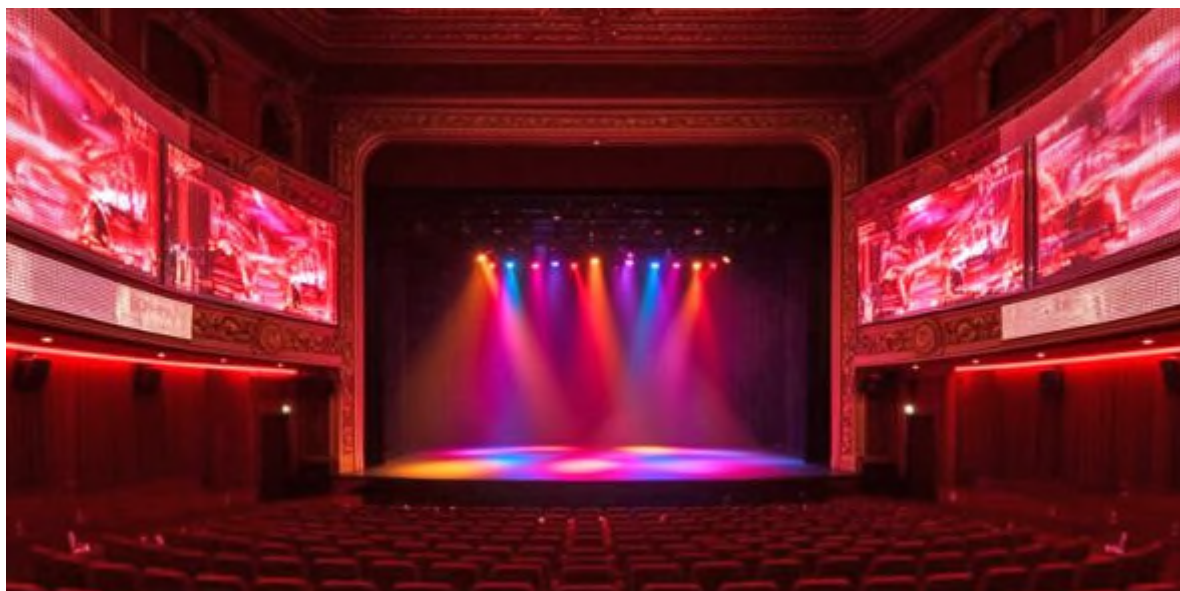
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El Campero: A temple to almadraba-caught bluefin tuna in the capital

Housed in a 19th-century palatial mansion in the Barrio de Salamanca neighbourhood, this restaurant's philosophy is rooted in respect for quality ingredients, traditional Andalusian cooking and gastronomic innovation. The menu is a celebration of tuna, exploring its many cuts, textures and culinary possibilities. With space for 270 guests, the restaurant is spread across three floors, with a variety of dining rooms and an outdoor garden.

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Espacio Alma: A new hub for the performing arts

The former Cine Verdi in the Chamberí neighbourhood is now home to this new theatre. With a diverse line-up in its two auditoriums, Espacio Alma stages classical and contemporary plays and dance, stand-up comedy and musical performances. *Mil guitarras*, *Campamento de verano*, *El Rey Lirón*

and *El Misterio de Chamberí* are among some of the productions you can catch this month.

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MADRID CITY COUNCIL'S TOURISM DEPARTMENT



Madrid unveils new international tourism campaign, "Madrid Beats"

The promotional effort aims to cement Madrid's position as one of the world's most attractive city destinations. It will run in 30 cities across 13 countries in North America, Latin America, the Middle East and Asia. The campaign invites visitors to discover the "invisible heart of Madrid," celebrating the energy of the city and its unique way of life. The initiative is the result of a public-private partnership between Madrid City Council and the regional government of Madrid, through Madrid Turismo by IFEMA.

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Madrid to seek Regional Tourist Interest status for its Holy Week celebrations

The city council unanimously approved a proposal from the Tourism Division to apply to the regional government of Madrid for official recognition of the cultural, devotional and social significance of this centuries-old tradition in the capital. Madrid City Council has pledged to support the organisations behind the celebrations and to promote, protect and ensure their future in the city.

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Madrid joins Exceltur's 'Tourism That Adds Value' initiative

The platform, which brings together 80 public- and private-sector organisations from across Spain, seeks to promote purposeful, responsible, inclusive and regenerative tourism. Madrid is a leader in this tourism management model and is already implementing initiatives aligned with the

project's key priorities, including the launch of the 'This Is Where Life Happens' communication campaign.

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Madrid Convention Bureau holds the seventh edition of the Madrid Agency Forum

The annual event, organised by the city's meetings tourism department, brought together 22 specialist European agencies in Madrid. The programme gave participants a deeper understanding of Madrid as a destination for professional events, while also providing opportunities for 500 business meetings. A new edition aimed at Latin American agencies will be held later this month.

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MONTHLY CALENDAR OF EVENTS



Formula 1 Spanish Grand Prix

The world's premier motor racing competition returns to Madrid from 11 to 13 September. The Spanish Grand Prix will take place at IFEMA Madrid's MADRING circuit, a cutting-edge 5.47-kilometre track with 22 turns that will put the Formula 1 cars to the test. The racing will be accompanied by a range of entertainment activities as part of this thrilling sporting event.

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Cayetana: Grandee of Spain

Liria Palace presents an exhibition devoted to the 18th Duchess of Alba, featuring more than 200 items, including works of art, haute couture garments, photographs, personal belongings and correspondence. From 30 September to 31 January 2027, the exhibition will explore her life and work to preserve the historic and artistic legacy of the House of Alba.

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Shakira's European residency in Madrid

The Colombian singer brings her *Las Mujeres Ya No Lloran World Tour* to the capital. She will perform 12 concerts on 18, 19, 20, 25, 26 and 27 September and 2, 3, 4, 9, 10 and 11 October. The performances will take place at Shakira Stadium, a purpose-built venue at Iberdrola Music in Villaverde which features state-of-the-art acoustics and exclusive fan experiences.

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esMADRIDmagazine September

This month, Madrid's calendar is packed with exciting new attractions and major events, all featured in the city's tourism magazine: Apertura Madrid Gallery Weekend, new exhibitions, theatre and musical premièrès, Hotel Tapa

Tour and much more. Its pages also explore the unique Literary Quarter, with routes taking in its main landmarks and culinary highlights.

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MADRID IN NUMBERS



Tourist spending exceeds 10 billion euro in the first half of 2026

Madrid recorded total tourist spending of 10.008 billion euro between January and June, up 11.4% on the same period in 2025. Average daily spending stood at €306, while average spending per person reached €1,981. The capital welcomed 5,660,098 visitors during the six-month period, generating 11.9 million overnight stays. The United States, Italy and the United Kingdom were the city's three leading international source markets.

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TOURIST AREAS



Chueca

Named after the composer of such famous zarzuelas as *La Gran Vía* and *Agua, azucarillos y aguardiente*, this neighbourhood is recognised worldwide as a beacon of diversity, tolerance and inclusion. The heart of Madrid's LGBTQ+ Pride celebrations, Chueca is known for its lively atmosphere and nightlife, as well as its wide range of shops, restaurants and cultural attractions, including San Antón Market and the Museum of Romanticism.

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IN THE PRESS



Madrid – en guide till Madrid. *First Class Magazine* (Sweden)

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