

MADRID'S TOURISM NEWS

From Madrid to the world

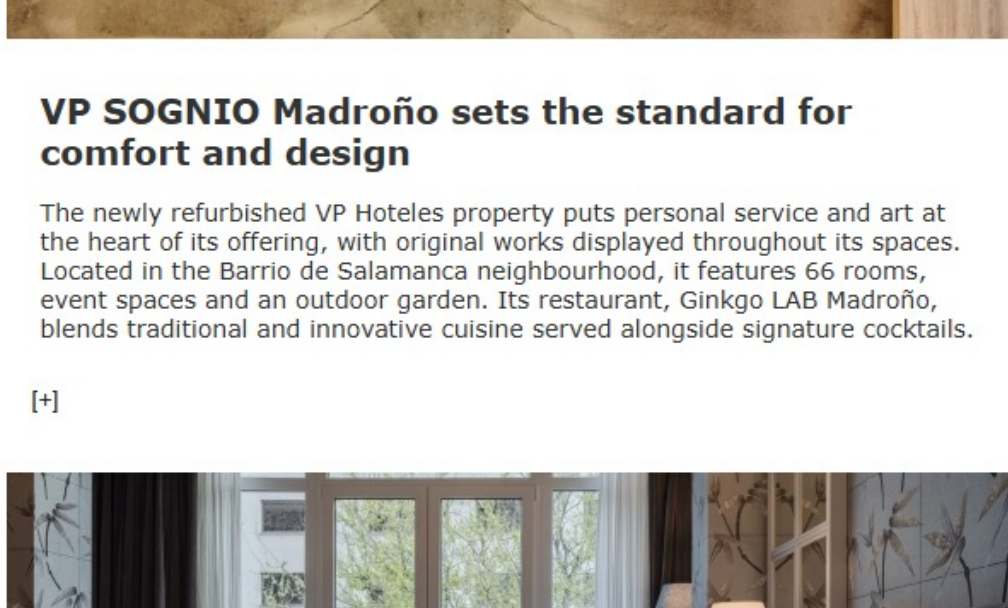
WHAT'S NEW IN MADRID



The Sorolla Museum's new extension opens to the public on 15 October

The new space, adjoining the house museum where the Valencian painter once lived, features galleries for temporary exhibitions and an auditorium. The inaugural exhibition will be *Beyond the Artist's House. The Architecture of the Sorolla Museum (1905-2026)*. The historic building, however, will remain closed while work continues to upgrade its facilities and improve accessibility.

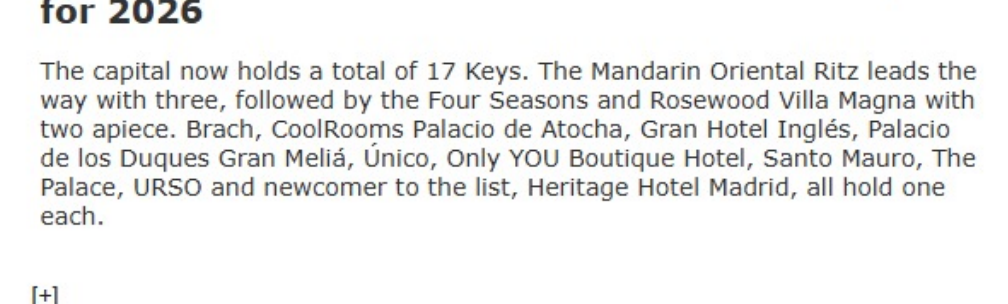
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VP SOGNIO Madroño sets the standard for comfort and design

The newly refurbished VP Hoteles property puts personal service and art at the heart of its offering, with original works displayed throughout its spaces. Located in the Barrio de Salamanca neighbourhood, it features 66 rooms, event spaces and an outdoor garden. Its restaurant, Ginkgo LAB Madroño, blends traditional and innovative cuisine served alongside signature cocktails.

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Thirteen Madrid hotels awarded Michelin Keys for 2026

The capital now holds a total of 17 Keys. The Mandarin Oriental Ritz leads the way with three, followed by the Four Seasons and Rosewood Villa Magna with two apiece. Brach, CoolRooms Palacio de Atocha, Gran Hotel Inglés, Palacio de los Duques Gran Meliá, Único, Only YOU Boutique Hotel, Santo Mauro, The Palace, URSO and newcomer to the list, Heritage Hotel Madrid, all hold one each.

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MADRID CITY COUNCIL'S TOURISM DEPARTMENT



Madrid's Tourism Awards celebrate "The Craft of Being Madrid"

The city council's Tourism Division has recognised eight champions of quality tourism. This year's winners were the Vinos de Madrid Regulatory Council; traditional *barquillero* (street wafer vendor) Julián Cañas; Nobu Madrid; the Spanish Association of Event Agencies (AEVEA); journalist Andrew Ferren; the restaurant Mo de Movimiento; the Noches del Botánico concert series; and chef Sacha Hormaechea.

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Madrid ranked world's 21st most sustainable city in the GDS-Index

The capital has made its debut in the 2026 Global Destination Sustainability Index. Madrid's position in the leading international benchmark for sustainable tourism and meetings destinations reflects the city's commitment to sustainability across all areas, with Madrid Convention Bureau spearheading the capital's bid in the rankings.

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The city backs the 11th edition of Hotel Tapa Tour

Madrid's Councillor for Tourism, Almudena Maíllo, attended the launch of the culinary festival, which ran from 17 to 27 September. Having brought the offering of 29 of the capital's four- and five-star hotels to visitors and locals alike, the event will be joined by a permanent gastronomic programme in 2027.

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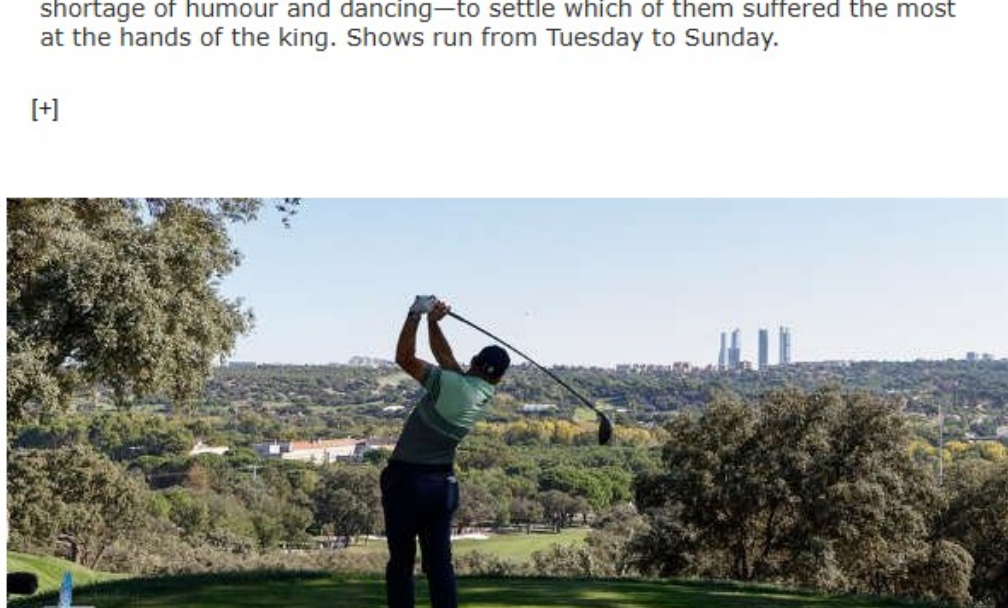


The Tourism Division showcases Madrid at Virtuoso Continental Europe On Tour

At the event, held in Zagreb from 14 to 16 September, the city's Tourism Division presented the capital's key attractions to travel agents from the Virtuoso network through meetings and networking sessions, positioning Madrid as a high-impact destination. The department also took part in a round-table discussion on sustainability and responsible tourism.

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MONTHLY CALENDAR OF EVENTS



Madrid celebrates the 23rd International Architecture Week

Until 13 October, architecture enthusiasts can choose from nearly 300 free activities that showcase Madrid's rich architectural heritage. This year's edition, with Switzerland as the guest country, features exhibitions, events, talks, tours of interesting buildings, urban walking routes and activities for children.

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Six, the musical

Having already taken Broadway by storm, the Spanish-language production that's shaking up musical theatre has arrived at Madrid's Teatro Gran Vía. Henry VIII's six queens go head to head in a musical battle—with no shortage of humour and dancing—to settle which of them suffered the most at the hands of the king. Shows run from Tuesday to Sunday.

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Open de España presented by Madrid

One of Europe's most storied golf tournaments, the Spanish Open returns to the Club de Campo Villa de Madrid country club from 8 to 11 October. With this top-flight European Tour event, Madrid once again takes centre stage for golf professionals and fans alike.

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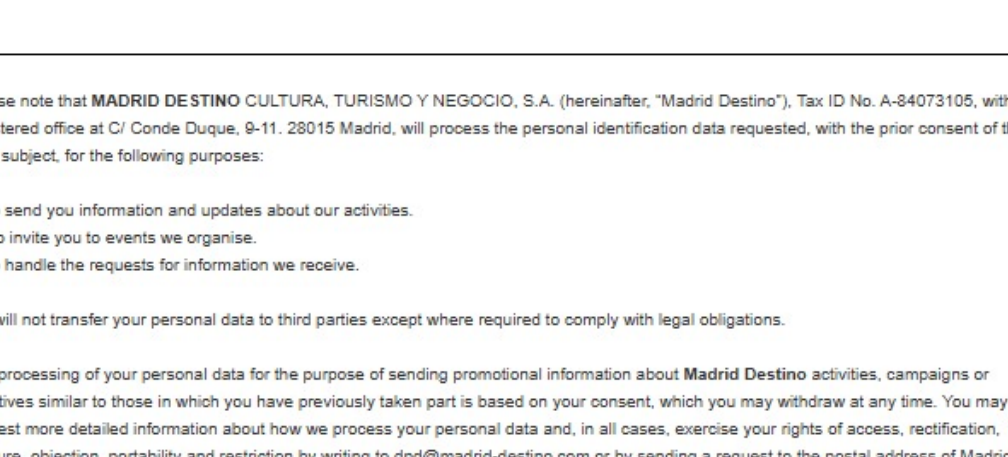


esMADRIDmagazine October

The city's tourism magazine takes readers on a journey through the nature, history and gastronomy of El Pardo, captured by Marina Benito in her cover illustration. Inside, it also explores Madrid's most daring cocktail bars, its musicals and exhibitions, and events such as JAZZMADRID, Madrid Otra Mirada, celebrations held alongside Spain's National Day...and much more.

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MADRID IN NUMBERS

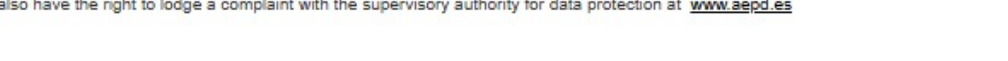


Record summer for the capital with 3.5 million overnight stays

Madrid has enjoyed its best summer on record for hotel tourism, with 1.76 million guests and close to 3.5 million overnight stays across July and August, up 3.6% and 1.8% respectively on the same period in 2025. Domestic travellers were the driving force behind the capital's August figures, while the United States, Mexico and Brazil led the way among international markets.

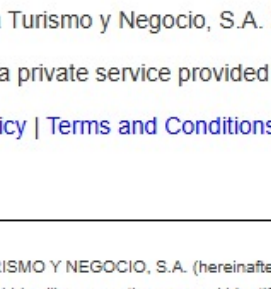
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TOURIST AREAS



The 10 Best Luxury Hotels in Madrid. Robb Report (UK)

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