

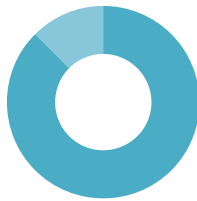
# TOURISM RESOURCES: MADRID 2017

## POPULATION

**3.2** MILL. **3<sup>RD</sup> LARGEST CITY IN THE EU IN TERMS OF POPULATION**

**88%** Spanish

**12%** Other Nationalities



## MADRID IN RANKINGS

**#1** SPANISH CITY IN TERMS OF PERCEPTION OF CULTURAL SPACES *(Source: Fundación Contemporánea – Observatorio Cultura)*

**#1** LGBTI CITY IN THE WORLD *(Source: NESTPICK)*

**4<sup>TH</sup>** MOST ATTRACTIVE CITY IN EUROPE FOR TALENT, CAPITAL AND INVESTMENT *(Source: JLL)*

## SERVICES

**12** RESTAURANTS OVER 100 YEARS OLD

**CASA BOTÍN** IS THE WORLD'S OLDEST RESTAURANT (FOUNDED IN 1725)

**46,267** SHOPS

MADRID IS THE **2<sup>ND</sup>** BEST CITY IN EUROPE FOR SHOPPING (GLOBE SHOPPER INDEX)



**17** MICHELIN-STARRED RESTAURANTS

**3\*:** DIVERXO

**2\*:** SANTCELONI, LA TERRAZA DEL CASINO, CLUB ALLARD, RAMON FREIXA MADRID, DSTAGE, COQUE

**1\*:** KABUKI, KABUKI WELLINGTON, ÁLBORA, LA CABRA, PUNTO MX, LÚA, A'BARRA, GAYTÁN, CEBO, LA CANDELA RESTÓ

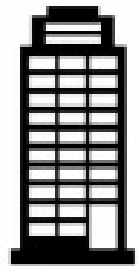


**787** HOTELS

**83,164**

**HOTEL BEDS**

THE CITY OF MADRID WAS RANKED **5<sup>TH</sup>** IN EUROPE FOR BED CAPACITY (EUROPEAN CITIES MARKETING)



**1** HOSTEL IN MADRID RANKS AMONG THE **5** BEST IN THE WORLD (CATEGORY "BEST LARGE HOSTELS")

**16** GASTRONOMIC SPACES

INCLUDING SAN MIGUEL MARKET, SAN ANTÓN MARKET, SAN ILDEFONSO MARKET AND PLATEA MADRID



**10** TOURIST INFORMATION POINTS AND CENTRES



**68** MUSEUMS 

REINA SOFÍA MUSEUM: 3,880,812 VISITORS

PRADO MUSEUM: 2,824,404 VISITORS

THYSSEN MUSEUM: 850,496 VISITORS

The REINA SOFÍA MUSEUM was Spain's most highly-valued cultural institution, followed by the PRADO MUSEUM (*Source: Fundación Contemporánea - Observatorio de la Cultura*)

**42** ALTERNATIVE THEATRES



**6<sup>TH</sup>** MOST EXCITING CITY IN THE WORLD

ACCORDING TO TIME OUT, PRECEDED ONLY BY CHICAGO, PORTO, NEW YORK, MELBOURNE AND LONDON

**226** CINEMAS

**11** CINEMAS SHOWING FILMS IN THEIR ORIGINAL LANGUAGE



**54** THEATRES

SPAIN'S OLDEST THEATRE IS TEATRO ESPAÑOL, FOUNDED IN 1582 WITH THE NAME "EL CORRAL DEL PRINCIPE"

**4** THEME PARKS IN MADRID AND ITS SURROUNDING AREA



SUSTAINABLE CITY

**189** PARKS AND GARDENS

**11** ARE CLASSED AS UNIQUE AND HISTORIC PARKS

**6,219.15 HA** OF GREEN SPACES

**240,980** TREES

**26.4%** OF MADRID'S MUNICIPAL TERRITORY IS OCCUPIED BY THE MONTE DEL PARDO NATURE RESERVE

**THE GREEN CYCLING RING** COVERS ALMOST **65 KM**

**CASA DE CAMPO PARK**

**1722.6 HA**

CREATED BY PHILIP II AS A HUNTING GROUND

IT'S 5 TIMES BIGGER THAN CENTRAL PARK



**MADRID RÍO PARK**

**10 KM** LONG

**30 KM** OF CYCLE PATHS

**17** CHILDREN'S PLAYGROUNDS

MADRID HAS **290 KM** OF CYCLE LANES

## TRANSPORT

**187** DIRECT CONNECTIONS

TOP 3 INBOUND MARKETS:  
ITALY  
UNITED KINGDOM  
FRANCE



**209** EMT BUS LINES



**26** HIGH-SPEED TRAIN DESTINATIONS

**294** KM METRO NETWORK



## INTERESTING FACTS

**2,710** HOURS OF SUNSHINE PER YEAR

MADRID IS THE EUROPEAN CAPITAL WITH THE MOST HOURS OF SUNSHINE

**16<sup>TH</sup>** BEST QUALITY OF LIFE AMONG THE WORLD'S CITIES ACCORDING TO THE "MAPPING THE WORLD'S PRICES 2017" REPORT BY DEUTSCHE BANK

**1,486** MONUMENTS IN MADRID



**2** FOOTBALL TEAMS IN LA LIGA  
REAL MADRID AND ATLÉTICO DE MADRID  
REAL MADRID IS THE CURRENT EUROPEAN CHAMPION

**#7** CITY FOR INTERNATIONAL ASSOCIATION MEETINGS (ICCA 2016)

**17,714** MEETINGS WERE HELD IN 2016, ATTENDED BY **1,052,500** PEOPLE. **1,325** OF THE MEETINGS WERE CONGRESSES.

## VISITOR PROFILE

- ADULTS (36 TO 55 YEARS) AND YOUNG PEOPLE (18 TO 35 YEARS)
- LOOKING FOR CULTURAL HERITAGE, GASTRONOMY AND LEISURE ACTIVITIES
- GENERALLY, FAMILIES AND COUPLES WITHOUT CHILDREN AND GROUPS OF FRIENDS
- AVERAGE STAY: 2 NIGHTS

## THE CITY'S RANGE OF ATTRACTIONS



GASTRONOMY



HERITAGE AND ARCHITECTURE



HOSPITALITY AND LIFESTYLE



SPORT AND NIGHTLIFE



SHOPPING