

MADRID'S TOURISM NEWS

From Madrid to the world

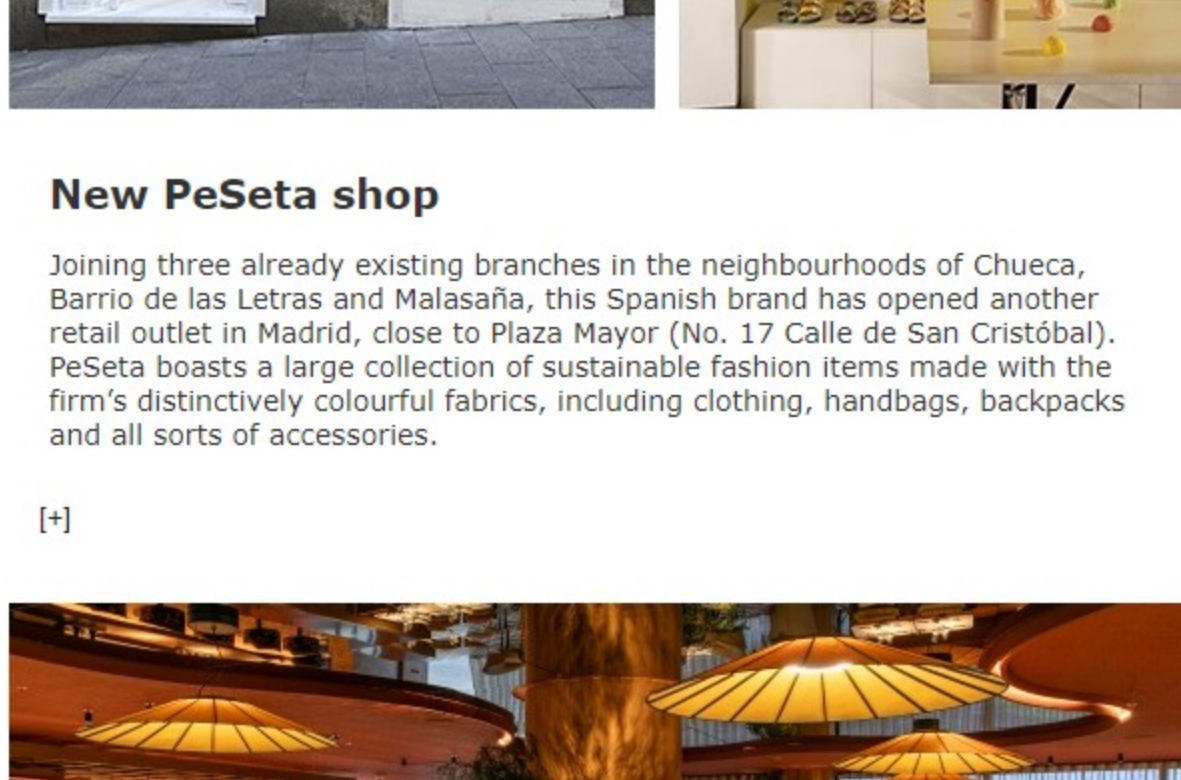
WHAT'S NEW IN MADRID



The AC Hotel Cuzco Madrid undergoes extensive refurbishment

Following comprehensive renovation work, the AC Hotel Cuzco Madrid has unveiled its brand new facilities and services. This four-star hotel, located a stone's throw away from Santiago Bernabéu Stadium, is equipped with 287 guest rooms—some offering views of the arena and Paseo de la Castellana—, a gym and as many as seven meeting rooms for professional events. The two-floor restaurant serves Mediterranean cuisine.

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New PeSeta shop

Joining three already existing branches in the neighbourhoods of Chueca, Barrio de las Letras and Malasaña, this Spanish brand has opened another retail outlet in Madrid, close to Plaza Mayor (No. 17 Calle de San Cristóbal). PeSeta boasts a large collection of sustainable fashion items made with the firm's distinctively colourful fabrics, including clothing, handbags, backpacks and all sorts of accessories.

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Casa de Comidas

Chef Rafa Zafra pays tribute to his culinary memories in this restaurant located in one of the interior courtyards of the NH Collection Eurobuilding hotel. Here, diners can enjoy delicious gourmet food prepared in a variety of styles. The menu is bursting with flavour, featuring offerings made using the finest seasonal ingredients, perfectly paired with selections from the extensive wine list.

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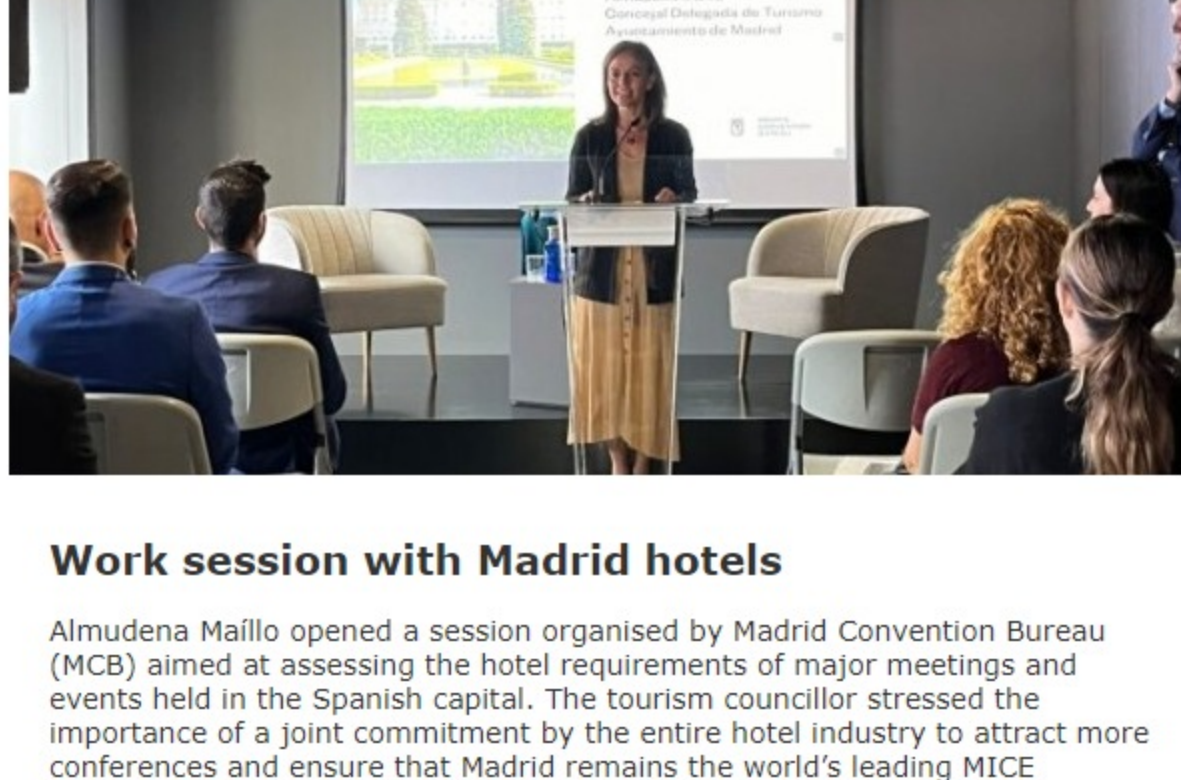
MADRID CITY COUNCIL'S TOURISM DEPARTMENT



The city of Madrid hosts its 2nd Tourism Forum

The city's tourism department organised the second edition of this forum at which the basic pillars of Madrid's tourism strategy until 2027 were presented. The city is betting on sustainable development of its tourism industry with a push to foster year-round tourism, decentralisation and respect for the local community. The forum included presentations and thematic panels involving industry experts.

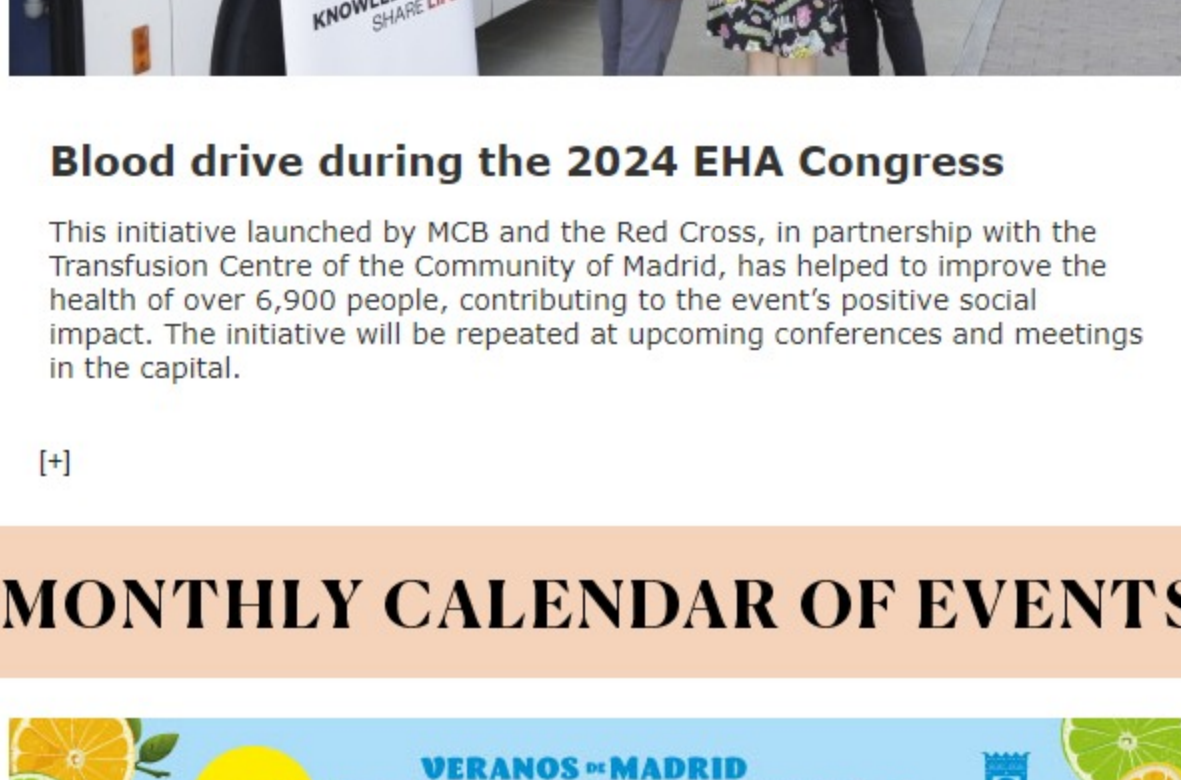
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Second meeting of the Local Tourism Board

This meeting of the advisory board included the presentation of the sustainability plan designed to mitigate the carbon footprint of tourism-related activities. Measures outlined in the plan include the implementation of a new calculation, reduction and offsetting system. The creation of two new work teams and the rolling out of a special cleaning project in tourist hotspots were also announced.

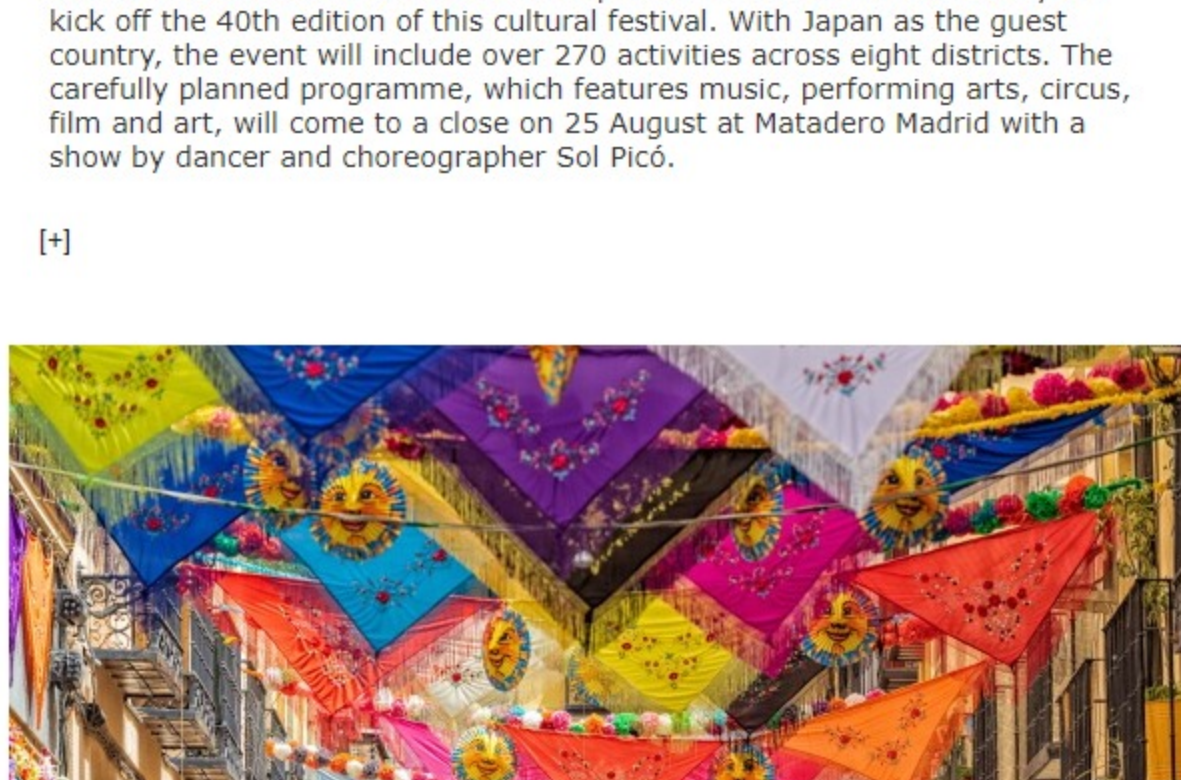
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Work session with Madrid hotels

Almudena Maillo opened a session organised by Madrid Convention Bureau (MCB) aimed at assessing the hotel requirements of major meetings and events held in the Spanish capital. The tourism councillor stressed the importance of a joint commitment by the entire hotel industry to attract more conferences and ensure that Madrid remains the world's leading MICE destination.

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Blood drive during the 2024 EHA Congress

This initiative launched by the MCB and the Red Cross, in partnership with the Transfusion Centre of the Community of Madrid, has helped to improve the health of over 6,900 people, contributing to the event's positive social impact. The initiative will be repeated at upcoming conferences and meetings in the capital.

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MONTHLY CALENDAR OF EVENTS



Veranos de la Villa festival

A concert by Nino Bravo in Enrique Tierno Galván Park on 9 July will kick off the 40th edition of this cultural festival. With Japan as the guest country, the event will include over 270 activities across eight districts. The carefully planned programme, which features music, performing arts, circus, film and art, will come to a close on 25 August at Matadero Madrid with a show by dancer and choreographer Sol Picó.

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August fiestas

Not one but three different verbenas (open-air festivities) are held in the Spanish capital during August. The first is San Cayetano (on the 7th), which takes place in the area around Plaza de Cascorro. The next is San Lorenzo (10th), in the neighbourhood of Lavapiés, and the most famous are the celebrations honouring La Virgen de la Paloma (15th), whose main hub is in La Latina. The three festivities are the perfect opportunity to soak up the most authentic, traditional side of Madrid.

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Cibeles de Cine summer cinema

The Glass Gallery at Cibeles Palace has been transformed into a summer cinema for this series which, until 12 September, will screen classic and cult films as well as family movies and recent hits. This ninth edition commemorates the 25th anniversary of the TV channel Turner Classic Movies (TCM) with a programme of key films in the history of the seventh art, and includes an exhibition of giant portraits by photographer Jorge Fuembuena.

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esMADRIDmagazine July-August

Madrid's calendar of events will remain as vibrant as ever this summer, with festivals like Mad Cool, the night races at La Zarzuela Racecourse, La Estival outdoor cinema and the PHotoESPAÑA exhibitions, among many other events. Additional fun things to do include enjoying the city's fantastic al fresco dining areas or taking a walk through El Retiro Park to admire its most important statues, as suggested in this edition of Madrid's tourism magazine.

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MADRID IN NUMBERS

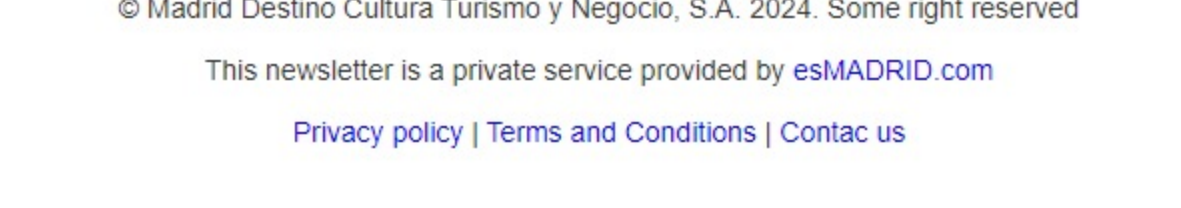


Madrid Tourism Report 2023

This report published by the city's tourism department provides information on how Madrid's tourism sector performed last year, highlighting its full recovery, the evolution of the high-end segment, the central role of international travellers and the high levels of spending, which totalled over 13 billion euro. The publication, which will soon be available in English, also reviews the main promotional activities undertaken by the city council.

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IN THE PRESS



Moda a la carta: la nueva forma de conocer e invertir en Madrid. Marie Claire (Argentina)

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