

# MADRID'S TOURISM NEWS

*From Madrid to the world*

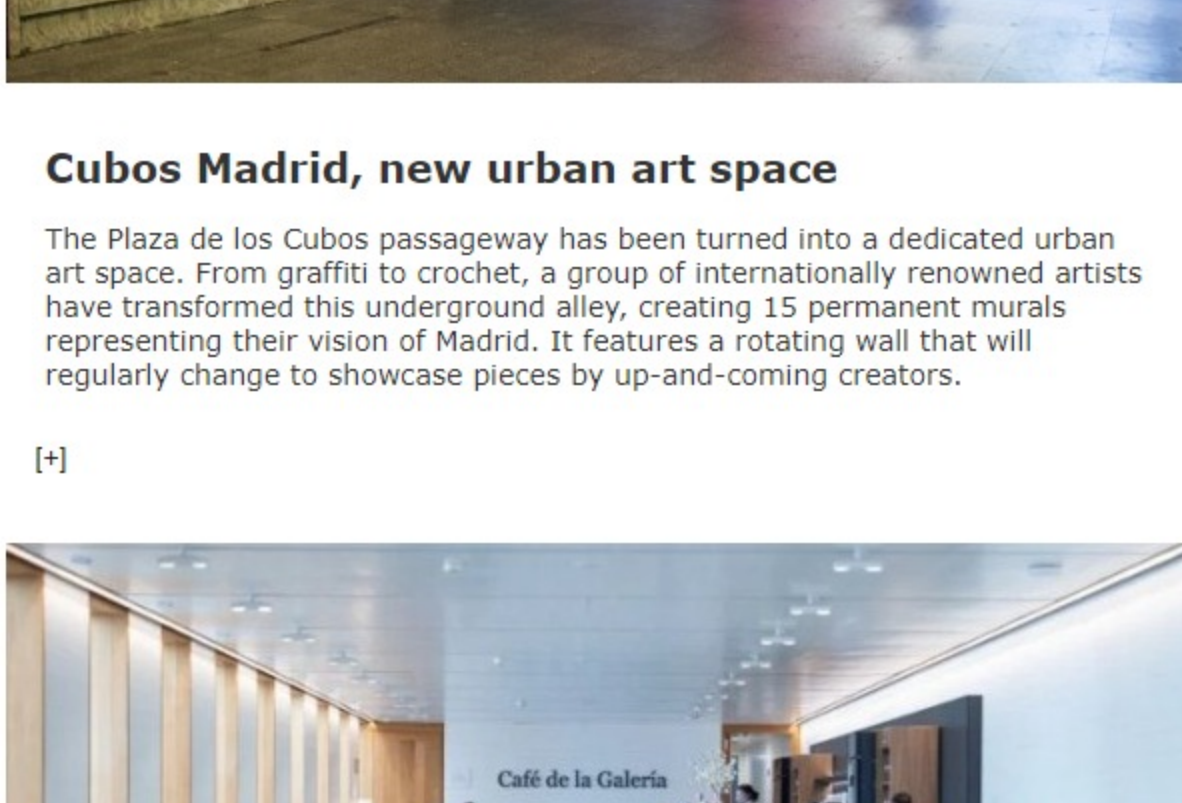
## WHAT'S NEW IN MADRID



### Hotel Casa de las Artes Meliá Collection

This boutique hotel located in Barrio de las Letras (Literary Quarter) blends luxury and culture and offers an enriching stay thanks to its programme dedicated to the seven arts. It has 137 fully equipped guest rooms as well as amenities like a library, thermal pool, cinema and theatre. Its restaurant Maché serves innovative food which combines flavours from Madrid and around the globe with the world of art.

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### Cubos Madrid, new urban art space

The Plaza de los Cubos passageway has been turned into a dedicated urban art space. From graffiti to crochet, a group of internationally renowned artists have transformed this underground alley, creating 15 permanent murals representing their vision of Madrid. It features a rotating wall that will regularly change to showcase pieces by up-and-coming creators.

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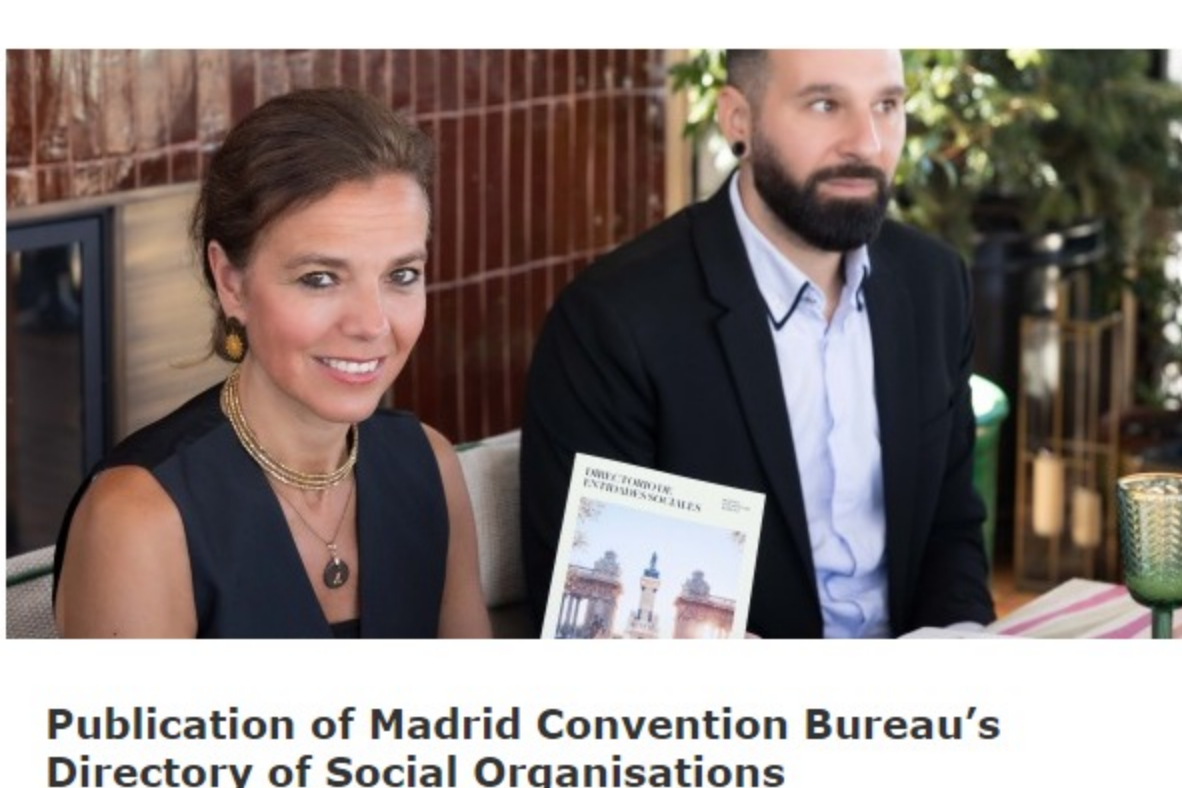


### Café de la Galería

To celebrate its first anniversary, the Royal Collections Gallery has added this new space to its unique cultural experience. Visitors can now enjoy traditional cuisine in a historic and peaceful setting, located next to the Royal Palace and La Almudena Cathedral. Diners can choose between the indoor restaurant and the outdoor terrace area, which both offer seasonal dishes with an international twist.

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## MADRID CITY COUNCIL'S TOURISM DEPARTMENT



### Boosting wine tourism in Madrid

The city council's tourism department has signed an agreement with the association Madrid Enoturismo to promote this special segment linked to quality tourism. As a result of this partnership, joint promotional activities will be launched both nationally and internationally around wine and gastronomy.

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### Publication of Madrid Convention Bureau's Directory of Social Organisations

This new resource provides information on over twenty social organisations in Madrid and includes examples of how to incorporate social responsibility into events. Alongside other sustainability tools developed by MCB, it aims to further incentivise the positive impact of meetings and events held in the capital.

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### Presentation of the booklet *El Madrid de Concha Velasco*

Madrid Film Office has published this guide aimed at promoting screen tourism and celebrating Madrid's audiovisual heritage. It encourages visitors to discover the city by tracing the film career of actress Concha Velasco. The itinerary includes 20 filming locations for some of her most iconic scenes, together with information and interesting facts about her movies.

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### Participation in Virtuoso Travel Week in Las Vegas

The city council once again attended this professional event organised by Virtuoso—the leading global network specialising in luxury travel. Over a hundred meetings were held with travel agents, and a presentation on Madrid as a destination was delivered to more than 3000 attendees. The city's commitment to sustainable tourism practices was also highlighted.

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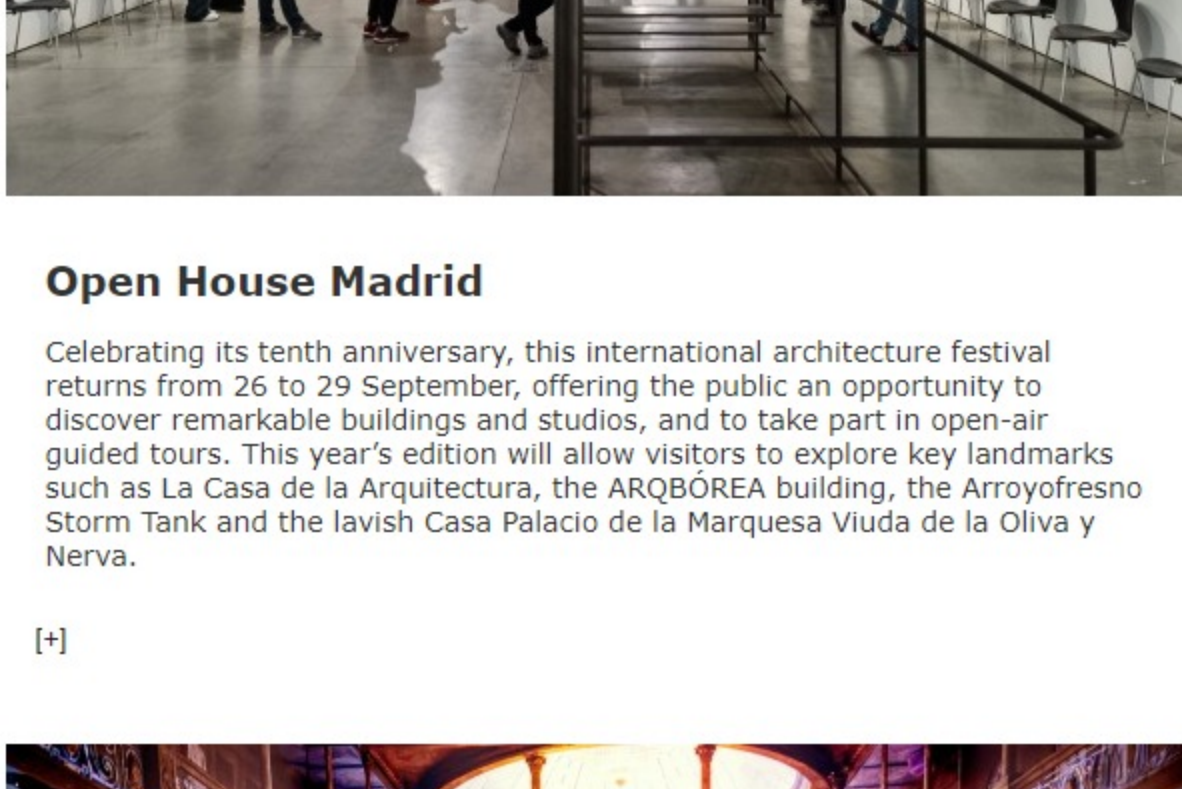
## MONTHLY CALENDAR OF EVENTS



### Seventy Great Masters from the Pérez Simón Collection

From 20 September to 12 January 2025, CentroCentro will preview works from the Pérez Simón Collection before its permanent installation at the Espacio Cultural Serranía Belga cultural space. Divided into three different periods, the exhibition showcases some of the businessman's most valuable pieces, including works by Rubens, Goya, Cézanne, Sorolla, Tamara de Lempicka and René Magritte, among others.

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### Open House Madrid

Celebrating its tenth anniversary, this international architecture festival returns from 26 to 29 September, offering the public an opportunity to discover remarkable buildings and studios, and to take part in open-air guided tours. This year's edition will allow visitors to explore key landmarks such as La Casa de la Arquitectura, the ARQBOREA building, the Arroyofresno Storm Tank and the lavish Casa Palacio de la Marquesa Viuda de la Oliva y Nerva.

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### The Legend of the Titanic, the Immersive Exhibition

Madrid will host the world premiere of this immersive experience where visitors can relive one of the most significant events of the 20th century. Learn all about life on board the Titanic, listen to the orchestra play its final song and explore the depths of the Atlantic until you uncover the shipwreck. The exhibition opens at Madrid Artes Digitales at Matadero Madrid (Nave 16) from 12 September.

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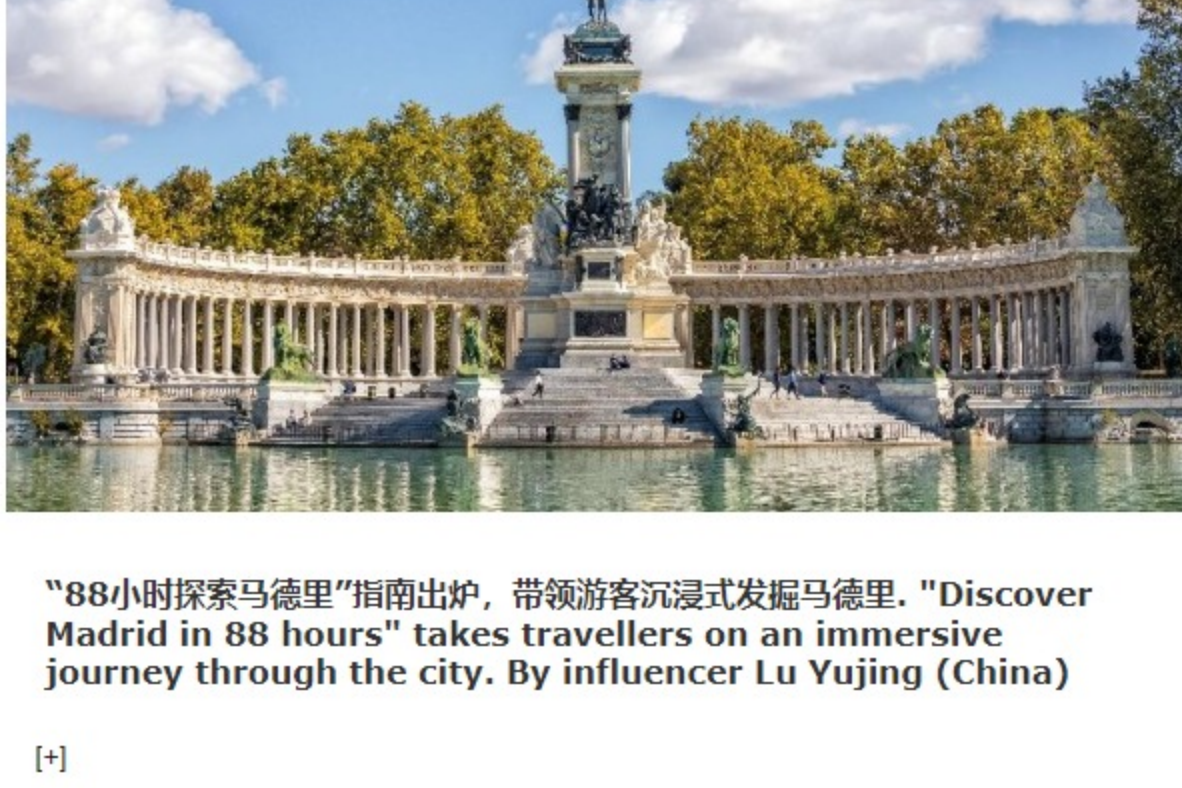


### esMADRIDmagazine September

This month's edition of the capital's tourism magazine includes a selection of Madrid's never-ending cultural and leisure offerings. Discover the best exhibitions, theatre and musical premieres and exciting events such as Hotel Tapa Tour and Apertura Madrid Gallery Weekend. The publication also features two special reports on the city's unique and interesting house museums, as well as its most appetising and innovative restaurants.

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## MADRID IN NUMBERS

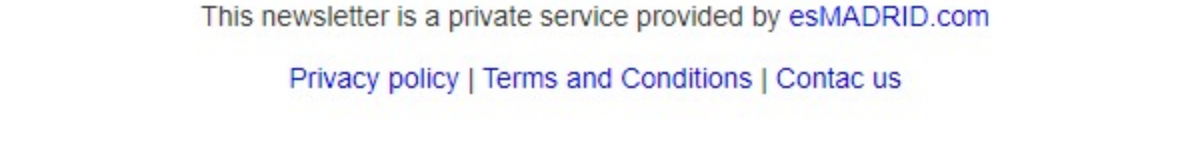


### International tourism continues to grow during the first half of 2024

Between January and June 2024, the capital welcomed 5.5 million visitors, 5.6% more than the same period last year. International tourism accounts for more than half of this total number of visitors, with numbers rising 11% over 2023. China emerged as the fastest-growing market, with figures doubling compared to the previous year. This surge in tourism figures drove spending by international tourists during the first half of this year to 8.072 billion euro, a 29% increase.

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## IN THE PRESS



### "88小时探索马德里"指南出炉，带领游客沉浸式发掘马德里。"Discover Madrid in 88 hours" takes travellers on an immersive journey through the city. By influencer Lu Yujing (China)

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