

# MADRID'S TOURISM NEWS

From Madrid to the world

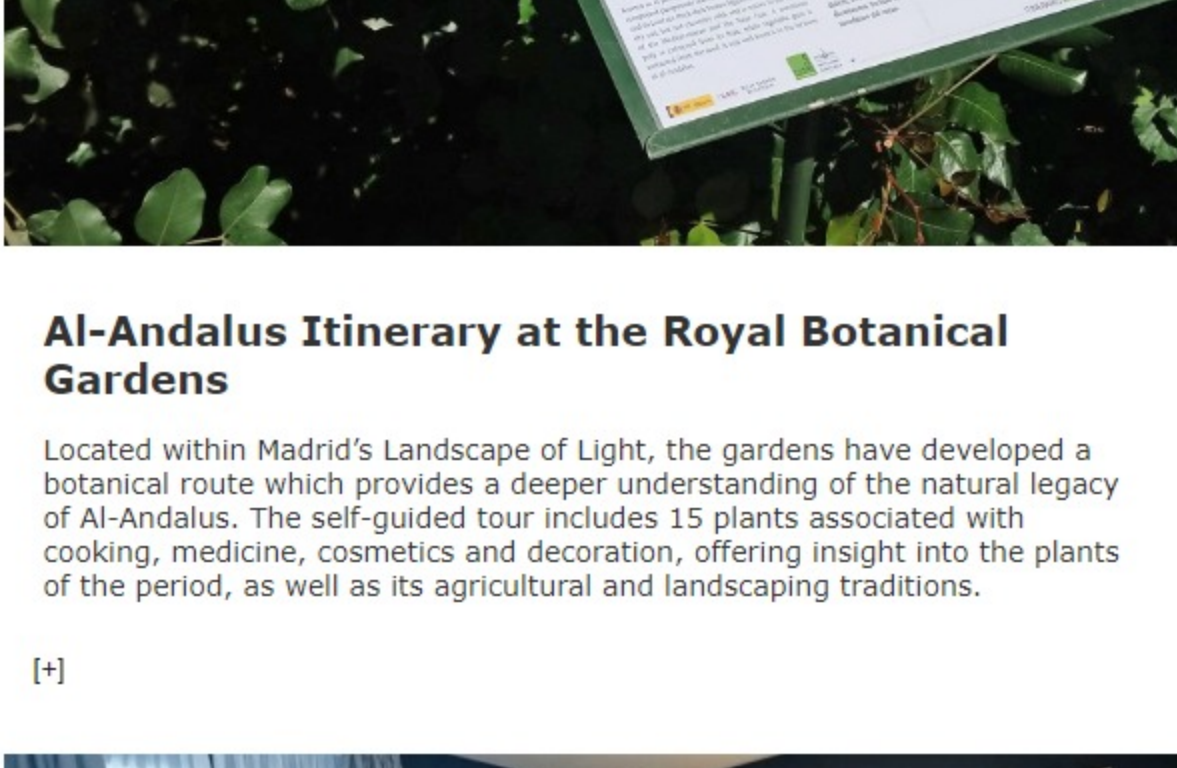
## WHAT'S NEW IN MADRID



### Nave 10 Matadero

This new theatre devoted to contemporary dramatic arts creations is located in the Matadero Madrid cultural complex. Its first season, which opens with the global premiere of *Juana de Arco* by Sergio Martínez Vila and Marta Pazos, will include a dozen productions as well as performing arts talks and international educational workshops.

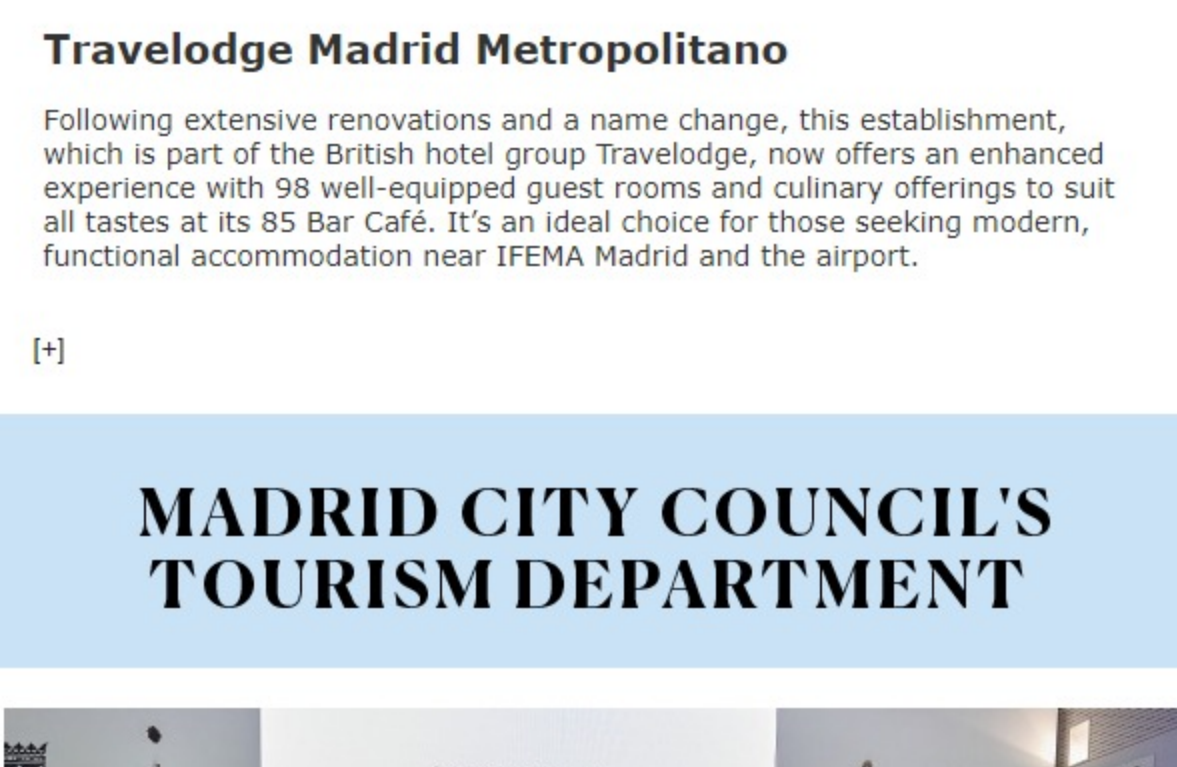
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### Al-Andalus Itinerary at the Royal Botanical Gardens

Located within Madrid's Landscape of Light, the gardens have developed a botanical route which provides a deeper understanding of the natural legacy of Al-Andalus. The self-guided tour includes 15 plants associated with cooking, medicine, cosmetics and decoration, offering insight into the plants of the period, as well as its agricultural and landscaping traditions.

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### Travelodge Madrid Metropolitano

Following extensive renovations and a name change, this establishment, which is part of the British hotel group Travelodge, now offers an enhanced experience with 98 well-equipped guest rooms and culinary offerings to suit all tastes at its 85 Bar Café. It's an ideal choice for those seeking modern, functional accommodation near IFEMA Madrid and the airport.

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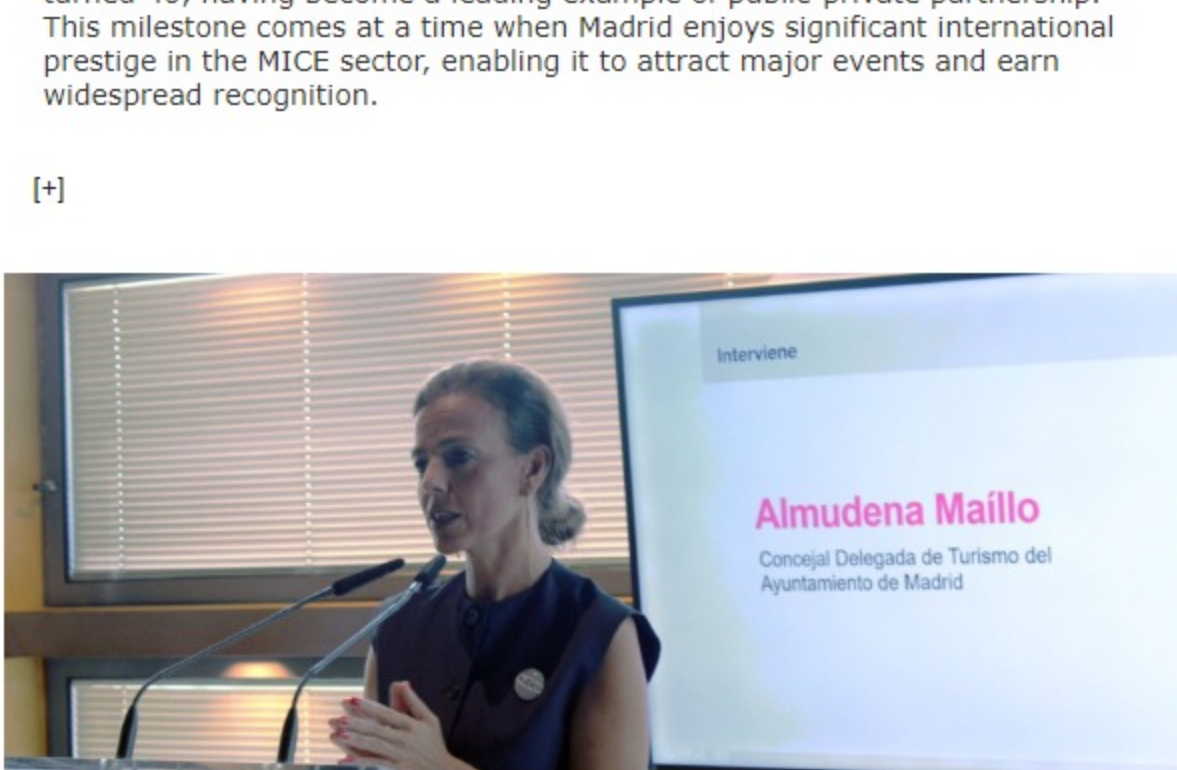
## MADRID CITY COUNCIL'S TOURISM DEPARTMENT



### 2024 Tourism Awards Ceremony

The fifth edition of the annual awards ceremony organised by the city council's tourism department coincided with World Tourism Day and highlighted the industry's great value and positive impact on Madrid. Eight companies, initiatives and industry professionals were honoured with awards.

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### 40th anniversary of Madrid Convention Bureau

The municipal body tasked with promoting MICE tourism in Madrid has turned 40, having become a leading example of public-private partnership. This milestone comes at a time when Madrid enjoys significant international prestige in the MICE sector, enabling it to attract major events and earn widespread recognition.

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### Presentation of AV industry measures at San Sebastián Film Festival

The city council organised the event "Something's Cooking in Madrid" to showcase the opportunities the city offers for the audiovisual industry. The gathering highlighted the capital's commitment to supporting every stage of project development, with several meetings also held with industry representatives.

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### Sponsorship of Hotel Tapa Tour 2024

The Department of Tourism sponsored the 9th edition of this gastronomy event, offering food enthusiasts the opportunity to sample exquisite tapas at some of the capital's four- and five-star hotels. The festival not only broadens the range of attractions for visitors but also serves as a showcase for culinary tourism in Madrid.

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## MONTHLY CALENDAR OF EVENTS



### International Architecture Week

At the 21st edition of this event, we can explore Madrid through the lens of its architectural heritage. Activities will include building tours, themed itineraries, talks, children's events and exhibitions, such as the one on Antonio Palacios displayed in El Retiro Park. Taking place from 4 to 17 October, this year Lima and Peru will feature as special guests.

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### Sorolla, One Hundred Years of Modernity

The Royal Collections Gallery invites us to enjoy this exhibition which brings to a close the commemorations for the 100th anniversary of the Valencian painter's death. The display features 77 of the works which are most representative of the artist's paintings and the themes he explored, including pieces that have rarely, if ever, been shown here in Spain.

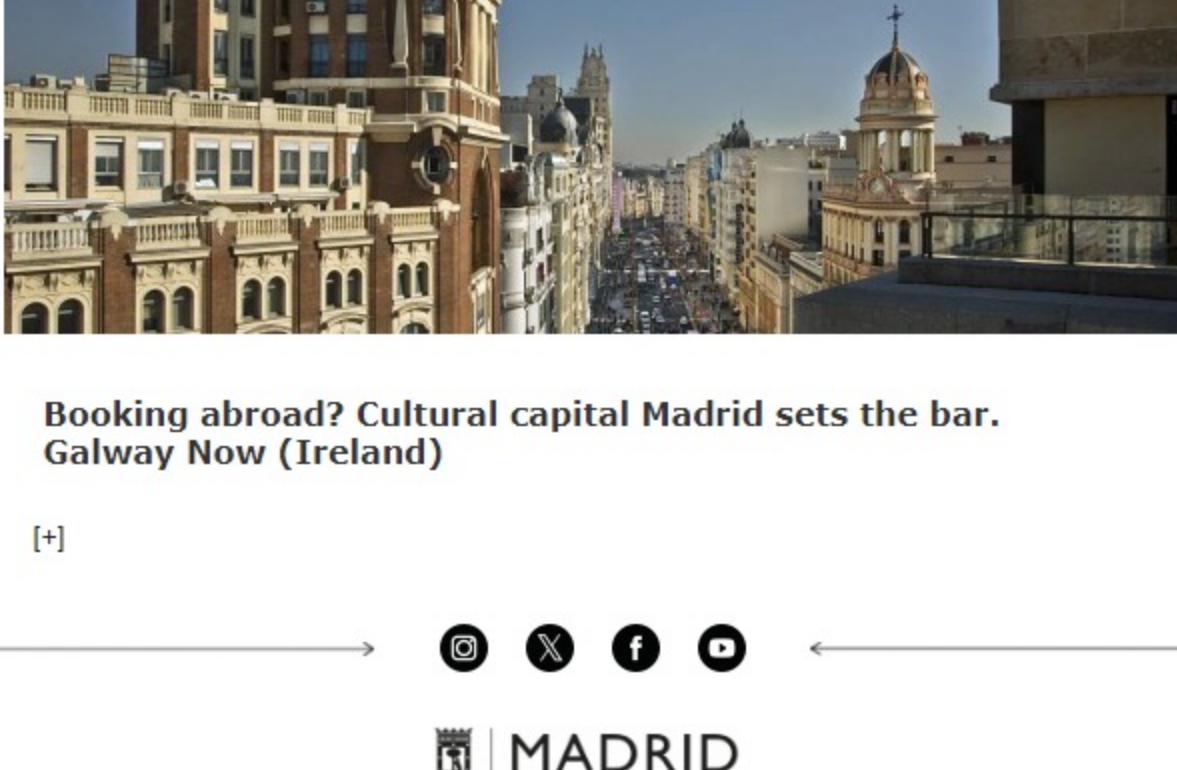
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### Madrid Cocktail Week 2024

This mixology initiative includes masterclasses, workshops, itineraries and tastings, featuring participation from restaurants, hotels and leisure and entertainment venues across Madrid. This year's edition will highlight *The House*, a new experiential space in Santa Bárbara Palace which brings together master bartenders from around the globe and fantastic culinary experiences.

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### esMADRIDmagazine October

The 200th edition of Madrid's tourism magazine features a cover by illustrator Polinho Trapalleiro and details a fantastic selection of events to help visitors best enjoy the city's offerings. This month's special reports invite us to explore a restaurant itinerary centred on sustainability and to learn about the notable figures buried in Madrid's churches.

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## MADRID IN NUMBERS



### Over 1.6 million international visitors came to Madrid between June and August

The Spanish capital positioned itself as an attractive summer destination, with 58% of its tourism coming from abroad as its excellent offerings attracted visitors from all over the world. This represented a year-on-year increase of 5.7% with respect to the same period in 2023, and a 6.7% rise compared to 2019. For the first time since record-keeping began, the number of visitors in both June and July exceeded one million.

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## IN THE PRESS



### Booking abroad? Cultural capital Madrid sets the bar. Galway Now (Ireland)

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