



## Gastrofestival Madrid

Madrid welcomes the return of its most important gastronomic event. The ninth edition of Gastrofestival Madrid will be held from 20 January to 4 February. It will feature a comprehensive gastronomic and cultural programme that will extend the culinary arts to other disciplines like painting, literature, music, film, theatre, photography, design and fashion. New features this year include a category called Gastrofestival Solidarity and two new sections: Gastrococatas and Gastrodeco.

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## What's news in Madrid

### Madrid Destino Activities



#### A record number of visits to esMADRID.com

The city of Madrid's official tourism website has reached a record high in terms of visits by users, with over 21.5 million pages viewed in 2017. The website offers the most comprehensive information on the destination of Madrid, in nine languages.

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#### New Michelin-starred restaurants

Two new restaurants have joined the other Madrid-based establishments listed in the 2018 Michelin Guide. La Candela Restó and Cebo have received their first stars, joining the ranks of DiverXo, Santceloni, La Terraza del Casino, Ramón Freixa Madrid, El Club Allard, DSTAge, Coque (now in the centre of Madrid), Kabuki, Kabuki Wellington, Alborá, La Cabra, Punto MX, Lúa, ABarra and Gaytán. The capital now boasts a total of 17 Michelin-starred restaurants.

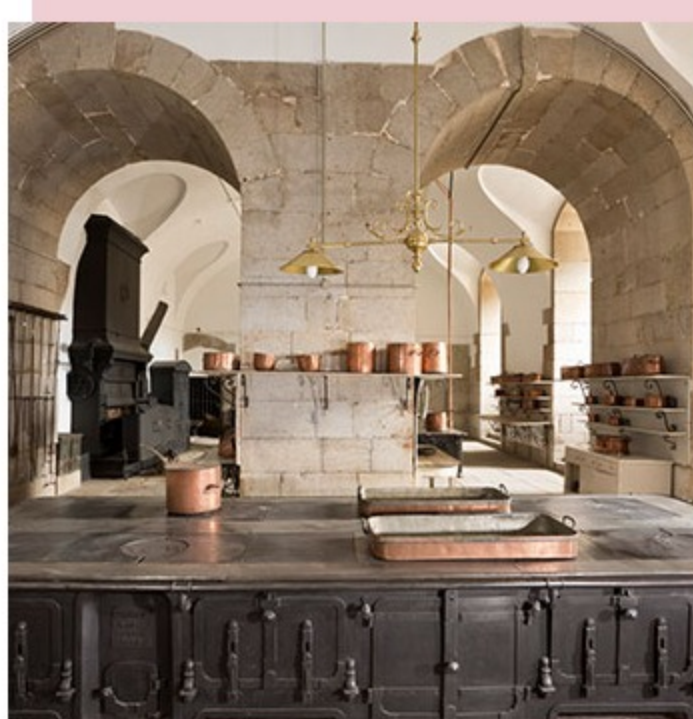
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#### Promotion of the destination of Madrid around Europe

The capital promoted its tourist and cultural attractions at the ILM (International Luxury Travel Market) trade fair in Cannes, as well as two workshops organised by Travel Weekly in Birmingham and Manchester.

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#### Discover the kitchens of the Royal Palace

The Royal Palace, one of the capital's most visited sites, has recently opened the Royal Kitchen up to the public. Occupying one side of the palace's first basement level, it is the most outstanding surviving example of the historic kitchens found in Europe's royal residences.

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#### Committed to accessible tourism

With a view to fostering tourism for anyone and everyone, Madrid took part in the International Accessible Tourism Seminar as part of the event All Madrid 4All. The initiative was launched by PREDIF, Madrid Destino Tourism Department and the regional government of Madrid (available only in Spanish).

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## Madrid in numbers



#### Attendance at the Best Cities Global Alliance's Global Forum

As a member of the Best Cities Global Alliance, Madrid Convention Bureau (MCB) attended the second edition of the Global Forum, which was held in Tokyo and drew members of the alliance as well as professionals from all segments of the global alliance market.

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According to the European Destinations Observatory Report published by European Cities Marketing (ECM), Madrid ranked above the European average for the three hotel indicators (hotel occupancy, ADR and RevPAR) in the period from January to September 2017. According to ECM, this was largely due to major international events held in the capital (available only in Spanish).

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## Monthly calendar of events



#### Save the Date 2018

This year Madrid boasts a second-to-none cultural and leisure programme, with some outstanding exhibitions, shows, major events and music, sporting and artistic events and activities. The capital's programme of events will feature new entries like the Madrid Design Festival, and the Prado Museum's bicentennial celebrations will get under way. Madrid will also host the Karate World Championships.

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#### Madrid is culture. Exhibitions

Check out the most notable exhibitions offered by Madrid's museums and cultural institutions in the first quarter of the year. Auschwitz at the Canal Art Centre, Harry Potter: The Exhibition at Feria de Madrid, Rubens, Painter of Sketches at the Prado, and Sorolla and Fashion, held at both the Thyssen-Bornemisza and Sorolla museums, are just some of the exhibitions to choose from.

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#### FITUR

The International Tourism Trade Fair (FITUR) turns Madrid into the global capital of tourism and a showcase for the latest industry trends. At this new edition, to be held from 17 to 21 January, once again the capital will unveil the most notable developments and attractions in its tourism arsenal to industry professionals and the general public.

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#### Mercedes Benz Fashion Week

A new edition of Madrid's major fashion event will be held in January. From the 25th to the 29th it will present the Autumn/Winter 2018 and 2019 collections, showcasing creations by top national and international designers.

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## Vuelve a Madrid Programme



Vuelve a Madrid is the city of Madrid's loyalty programme. It aims to provide incentives to entice visitors to the capital to return. The initiative positions Madrid at the forefront of tourism innovation, offering benefits and exclusive deals on a range of the top restaurants, shops, museums and performances, as well as many other enticements. The programme is co-funded by the European Regional Development Fund (ERDF).

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## In The Press



Madrid, la g nereuse (Avantages Magazine)

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## Anniversary celebrations



#### Teatro Real's 200th anniversary

In 2018 Madrid's coliseum will throw itself wholeheartedly into celebrating the 200th anniversary since it was founded and the 20th anniversary since it reopened with a spectacular programme. Popular operas like Aida will share the programme with major premieres like Dead Man Walking, which is composer Jake Heggie's first opera, as well as Gloriana by Benjamin Britten and Jules Massenet's Thais, starring Pl cido Domingo.

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