



Madrid, capital of art

February is the month for art in Madrid. The capital will host the ARCOMadrid International Fair, which gathers together the latest offerings in the international contemporary art market. Thanks to the participation of 211 galleries from 23 different countries. There will also be other events, like Flecha, a contemporary art fair devoted to freeing up commercial spaces for art, the JUSTMAD emerging art fair, Art Madrid, a contemporary art fair focusing on emerging artists and the historic avant-garde, the URVANITY contemporary urban art fair, the Hybrid International Emerging Art Fair of Madrid and Drawing Room Madrid, a festival devoted to modern drawing.

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What's new in Madrid

Madrid Destino Activities



Madrid at Fitur

Via the City Council's Tourism Department, the capital took part in the 37th edition of the International Tourism Fair. With a stand inspired by the slogan "From Curtidores to heaven" (Curtidores is the street where El Rastro flea market is held), it presented the quality and diversity of Madrid's leisure and business tourism offerings to industry professionals and the general public.

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Madrid, headquarters of the IATA

The International Air Transport Association (IATA) has chosen Madrid as the location of its new global headquarters. It already managed the region of Europe from the city, a base from which it will now also manage the regions of North America, Latin America, Africa, the Middle East and part of Asia. From the Spanish capital, the association will control the operations of its 280 airlines, representing 83% of global air traffic, as well as those of 50,000 travel agencies and cargo agents.

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Presentation of the guide "Accessible Madrid in 7 Days"

Published by the Madrid Destino Tourism Department and the Representative State Platform for People with Physical Disabilities (PRIEDF), the guide "Accessible Madrid in 7 Days" offers tourist routes around the capital's city centre that can be enjoyed by people with diverse abilities.

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Wizink Center, one of the top ten arenas in the world for ticket sales

In 2017, this modern multipurpose venue which hosts sporting events and performances has been ranked 10th on the list of the Top 200 Arenas in the world compiled by the international magazine Pollstar, a leading music industry information publication. The Wizink Center also ranks as the fifth arena in Europe and the first in Spain in terms of tickets sold in 2017.

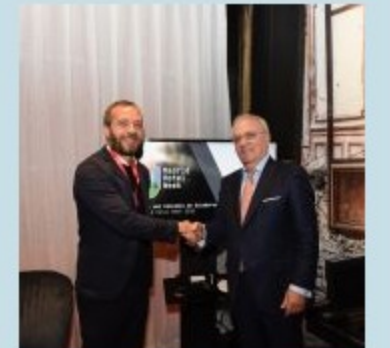
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Driving connectivity

Madrid Destino took part in the presentation "Madrid's Air Connectivity: Challenges in Times of Success", where the new record achieved by Madrid's Adolfo Suárez Madrid-Barajas Airport was announced. In 2017 the airport was used by 53.4 million passengers (available only in Spanish).

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Agreement with the Hotel Business Association of Madrid (AEHM)

The Madrid Destino Tourism Department has signed a collaboration agreement with the Hotel Business Association of Madrid (AEHM) for the purpose of organising the second edition of Madrid Hotel Week, to be held from 5 to 11 November in hotel establishments and institutions around the capital.

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Madrid in numbers

The city of Madrid cements its position as a leading destination in Europe. The capital broke the previous record for number of visitors in 2017, when it welcomed a total of 9,316,645 travellers, up 2.74% against 2016, according to data from the Hotel Occupancy Survey conducted by the National Statistics Institute (INE). International tourism continues to show growth (+8.19%) that exceeds that of domestic tourism, with a notable increase in tourists from the Ibero-American and Chinese markets (available only in Spanish).

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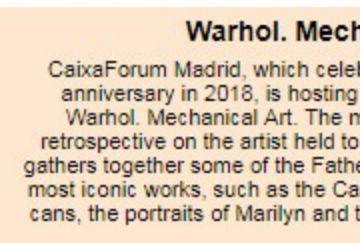
Monthly calendar of events



Madrid Design Festival

The capital hosted the first edition of this festival, which aims to make Madrid a leader in international design through disciplines like architecture, graphic design, interior design and communications. Its programme includes 200 activities, with over 320 professionals taking part.

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Warhol. Mechanical Art

CaixaForum Madrid, which celebrates its 10th anniversary in 2018, is hosting the exhibition Warhol. Mechanical Art. The most important retrospective on the artist held to date in Spain gathers together some of the Father of Pop Art's most iconic works, such as the Campbell's soup cans, the portraits of Marilyn and the Brillo soap pad boxes.



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Chinese New Year

The city of Madrid will usher in the Chinese New Year with a comprehensive cultural and leisure programme showcasing the traditions of the Chinese community. Music, workshops, parades, routes and artistic interventions are some of the activities planned by the Chinese Embassy in Spain and the City Council's Department of Culture, which will take place in the neighbourhood of Users.

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International Festival of Magic

The world's top magicians will perform at Teatro Circo Price. From 14 February to 11 March, the International Festival of Magic will offer utterly spectacular acts in two shows: Close-Up Magic and the International Stage Magic Gala.



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Vuelve a Madrid Programme



The city of Madrid's loyalty programme, Vuelve a Madrid, is based on a catalogue of special offers for the capital's top establishments, which you can get in exchange for Puntos Madrid (Madrid Points). By registering on the website <http://www.vuelveamadrid.com>, users automatically obtain 600 welcome points that they can use to start enjoying all of the offers and suggestions available for Madrid's gastronomy, shopping, art and culture, leisure and entertainment and nightlife. Over the course of time the programme will offer more Puntos Madrid in campaigns and specific initiatives, with the aim of encouraging tourists to return.

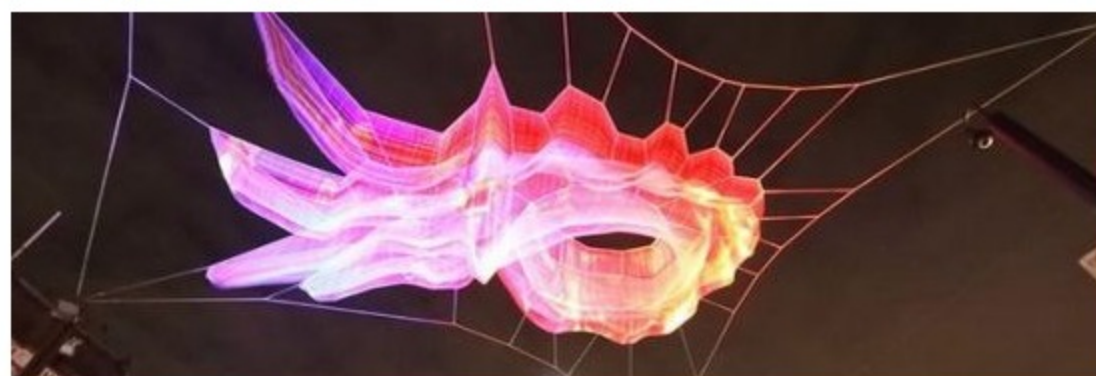
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In The Press



Falling in Love with Madrid (again). Canadian World Traveller [+]

Anniversary celebrations



4th Centenary of Plaza Mayor. Madrid 1.8

Starting on 9 February, Plaza Mayor will host the installation Madrid 1.8 by American artist Janet Echelman. The monumental floating sculpture is 45 metres long, 35 metres wide and 21 metres high, and features spectacular lighting. The piece is the last of the art interventions included in the Four Seasons urban art programme that was held last year to celebrate Plaza Mayor's 4th Centenary.

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