



## Madrid embraces you

Hospitality and a warm welcome are two of Madrid's main hallmarks. These traits were the inspiration for the city of Madrid's new graphic icon: a symbolic hug which aspires to be an emblem that represents the city as a whole. The icon embodies the message 'Madrid Embraces You', and illustrates the fact that the Madrileños, with their inclusive nature, make Madrid a very welcoming destination.

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## What's new in Madrid

### Madrid Destino Activities



#### Madrid will host ESMO 2020

The city will host the 2020 edition of the congress of the European Society for Medical Oncology (ESMO), which will be held from 18 to 22 September at Ifema. The meeting will generate roughly 65 million euros in direct spending and over 200,000 overnight stays in the city.

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#### Promotion of Madrid and Seville in the USA

In order to showcase their range of complementary tourism offerings, on 12 and 14 June Madrid City Council's Tourism Department and the Seville Tourism Department organised some Direct Leisure Tourism Seminars in Boston and New York. The initiative was the result of a partnership agreement between the two destinations. (Content only available in Spanish)

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#### Madrid, a member of the ECM's Board

Miguel Sainz, Head of Madrid City Council's Tourism Department, has been elected to the Board of European Cities Marketing (ECM), the largest association of destination management organisations in Europe, with 115 members in over 32 countries. (Content only available in Spanish)

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#### Cocktail Week Madrid

The City Council's Tourism Department collaborated on the first edition of World Class Cocktail Week Madrid. The event, which revolved around the latest trends in mixology and was held from 11 to 17 June, turned the city into the European cocktail capital par excellence. (Content only available in Spanish)

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#### Europe's Leading Meetings & Conference Destination

The city of Madrid was named Europe's Leading Meetings & Conferences destination at the 25th edition of the World Travel Awards. The awards, whose recipients are chosen based on votes by professionals with ties to the sector, are regarded as the "Oscars" of the tourism industry. The award further acknowledges Madrid's readiness and capability to host congresses and events.

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#### Rodrigo de la Calle's El Invernadero, in Madrid

Diners can now enjoy Rodrigo de la Calle's "gastrobotanics" right in the city of Madrid. The Madrid-born chef has just relocated his restaurant El Invernadero to the Chamberí district. His haute cuisine, which has been awarded a star by the prestigious Michelin Guide, pays tribute to plant life.

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## Madrid in numbers



According to the Hotel Occupancy Survey conducted by the National Statistics Institute (INE), 1,168,467 overnight stays were recorded in the city of Madrid in the month of May, a year-on-year increase of 1.5%. 862,835 people travelled to Madrid, 0.1% less than in May 2017, but the overall tally of visitors in the past 12 months (9,399,356) remains positive, showing growth of 1.7%. (Content only available in Spanish)

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## Monthly calendar of events



#### Veranos de la Villa Festival

Music, flamenco dance, performance art, circus, zarzuela and sport. Madrid throws itself wholeheartedly into celebrating the summer with this major cultural festival, which will feature 75 artistic offerings at over thirty different venues in the city's 21 districts. Until 2 September.

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#### Music festivals

The music festival season will be at its peak in July with Mad Cool, which will draw top international groups like Pearl Jam, Depeche Mode and Arctic Monkeys to Madrid. The festivals Cultura Inquieta and Rio Babel will bring even more days of the finest music.



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#### August fiestas

August in Madrid means it's time for the local open-air festivities. The city's most traditional neighbourhoods will be decked out for the fiestas honouring San Cayetano (Saint Cajetan), in Rastro/Embajadores, San Lorenzo (Saint Lawrence), in Lavapiés, and La Paloma (Virgin of the Dove), in La Latina. You won't want to miss these three events, which are part of Madrid's history and tradition.

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#### Mercedes-Benz Fashion Week Madrid

From 7 to 11 July the city of Madrid will turn into one big catwalk as Mercedes-Benz Fashion Week Madrid presents the new looks for the Spring-Summer 2019 season. The event, a meeting place for the fashion sector, will also serve as a platform for the discovery of talented young designers.



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## Vuelve a Madrid Programme



The city of Madrid's loyalty programme offers its users the most refreshing suggestions for things to do when they return to Madrid this summer, with exclusive offers. Travel around the city by tuk tuk, vespa or electric tricycle with Urban Safari, or tour its streets by Segway with Segway Trip. Savour the culinary offerings of its most traditional bars and restaurants, like Taberna los Gatos or Saïón de Tapas, watch the sunset from one of the city's rooftops, such as Terraza Cibeles in Cibeles Palace, or enjoy a night at a flamenco club. Register on the programme's website and make the most of Madrid when you return. [+]

## Official products



#### Faro de Moncloa

Discover one of the most spectacular views in Madrid at the Faro de Moncloa observation deck. At 92 metres above ground level, you'll be able to see some of the capital's most iconic monuments as well as green spaces and natural features like Casa de Campo Park and the Guadarrama mountains. In addition, until 9 September the Faro de Moncloa will be hosting a special activity for children, the show Descubre Madrid con Fariolín y Monclovita.

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## In The Press



Madrid – Rainha das Artes. UP Magazine (TAP) [+]

## Anniversary celebrations



#### Lucia di Lammermoor, at Teatro Real

Madrid's famous opera house will close the celebrations in honour of its bicentenary and the twentieth anniversary of its reopening with this lyrical drama by Gaetano Donizetti. The thrilling production, with musical direction by Daniel Oren and stage direction by David Alden, boasts an exceptional cast featuring top artists like Lisette Oropesa and Javier Camarena.

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