

10 years of Gastrofestival Madrid

The city of Madrid boasts an incomparable union of culture and gastronomy, a trait that's evident at Gastrofestival Madrid, an event that's been exploring the link between the culinary arts and disciplines like painting, literature, film and fashion for the past ten years. The tenth edition of the festival, which will take place from 23 January to 10 February, will last three days longer than usual in order to incorporate even more offerings, including new features and surprises like the Gastrofestival Recommends section and the publication of a cookbook to promote and preserve Madrid's gastronomic tradition.

What's new in Madrid

Madrid Destino Activities



"Madrid Embraces You" campaign

Madrid City Council's Tourism Department launched a promotional campaign in various Spanish and European cities to showcase one of the hallmarks of the Spanish capital: its welcoming nature. The initiative aims to promote and strengthen Madrid's image as a "city that embraces everyone" (content only available in Spanish).



SpongeBob: Adventures in Madrid

Discover the new family tourism guide to the Spanish capital: *SpongeBob: Adventures in Madrid*. Starring the famous Nickelodeon character and his friends, the guide introduces children to Madrid's main historic sites, monuments and places of interest, as well as its gastronomy and cultural and leisure offerings.



Open day at Plaza Mayor Tourist Information Centre

To promote awareness of the reasons that Plaza Mayor Tourist Information Centre is a benchmark for accessibility, an open day was held to showcase its accessible resources and its customer service protocols for disabled visitors (content only available in Spanish).



A record number of annual visits to esMADRID.com

In 2018 the city of Madrid's official tourism website was visited by a record number of users, with over 36 million pages viewed, a 68% increase over 2017. In the month of December the website recorded its highest ever number of users, sessions and pages viewed. esMADRID.com offers a wide range of tourist and cultural information about the destination of Madrid, in nine different languages.



One hundred reasons to visit Madrid in 2019

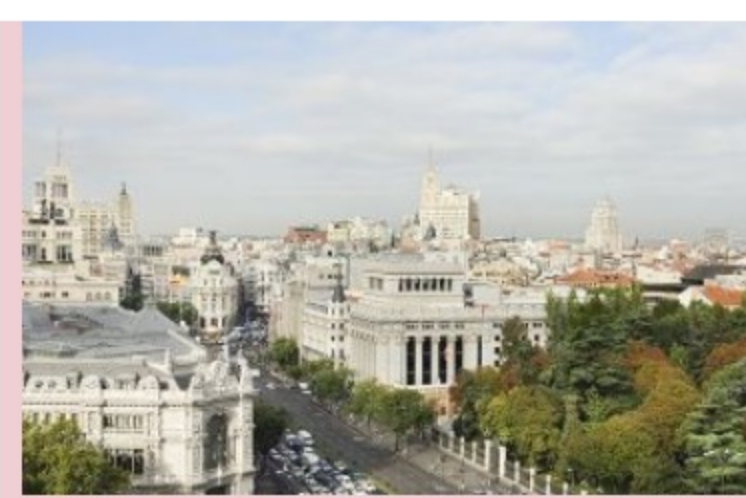
In 2019 Madrid will host a wide range of major events that will turn it into a top destination for culture, art, gastronomy and sport. Many of these notable events and developments are included in the guide *Save the Date 2019*, published by the City Council's Tourism Department, which features one hundred events that will be held in the city in 2019, including exhibitions, performances, music, sport, city events, family activities, congresses and fairs, among other offerings. The Prado Museum's bicentenary, the final of the UEFA Champions League, the Mutua Madrid Tennis Open, the Davis Cup Madrid Finals, the Mad Cool Festival and the LGBTI Pride Festival are some of the most eagerly-anticipated.



A new Madrid-China air route

A new air route operated by China Eastern Airlines will connect the city of Madrid with the Chinese city of Xi'an, with flights running twice a week from Madrid, on Tuesdays and Saturdays. The new connection brings the total number of regular routes between Madrid and China to seven, with various airlines offering flights from Adolfo Suárez-Madrid Barajas Airport to Chinese cities (Beijing, Chengdu, Hangzhou, Hong Kong, Shanghai and Shenzhen).

Madrid in numbers



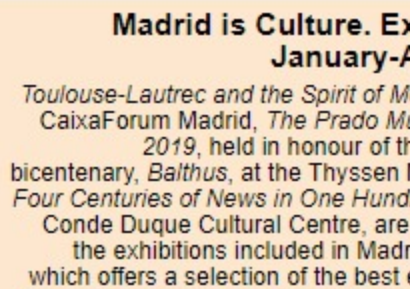
The number of visitors to Madrid continues to rise. According to data from the Hotel Occupancy Survey conducted by the National Statistics Institute (INE), the capital received 824,195 travellers in November, a year-on-year increase of 7.3%. Domestic tourism rose by 5%, while international tourism increased 9.6%. 1,577,174 overnight stays were recorded, 6.7% more than in November 2017. In the past twelve months, 9,650,340 people visited the capital (content only available in Spanish).

Monthly calendar of events



Fitur

Madrid's International Tourism Fair, the premier event for the international tourism sector, will return to the city from 23 to 27 January, turning it into the global capital of tourism and a showcase for the latest trends and developments in the industry. This year's edition will feature a new monographic section devoted to film tourism.



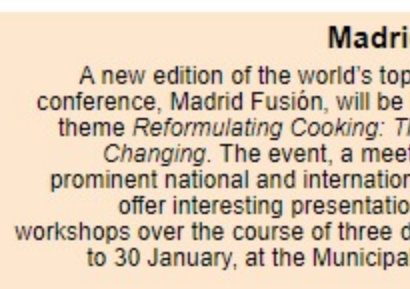
Madrid is Culture. Exhibitions January-April 2019

Toulouse-Lautrec and the Spirit of Montmartre, at CaixaForum Madrid, *The Prado Museum 1819-2019*, held in honour of the museum's bicentenary, *Sabbas*, at the Thyssen Museum and *Four Centuries of News in One Hundred Years*, at Conde Duque Cultural Centre, are just some of the exhibitions included in Madrid is Culture, which offers a selection of the best exhibitions in Madrid's museums and cultural centres in the first quarter of the year. Check it out to make sure you don't miss a single one.



Inverfest

From 10 January to 7 February, Teatro Circo Price will organise Inverfest, a series of concerts featuring top artists from a range of genres. The cultural venue will be the event's main hub, with Teatro Barceló and Sala El Sol acting as additional venues. The programme will include over 40 concerts by artists as diverse as Pedro Guerra, Carlos Nuñez, Pablo Milanés, Marwan, Duice Pontes and Amhwa Arteta, among others.

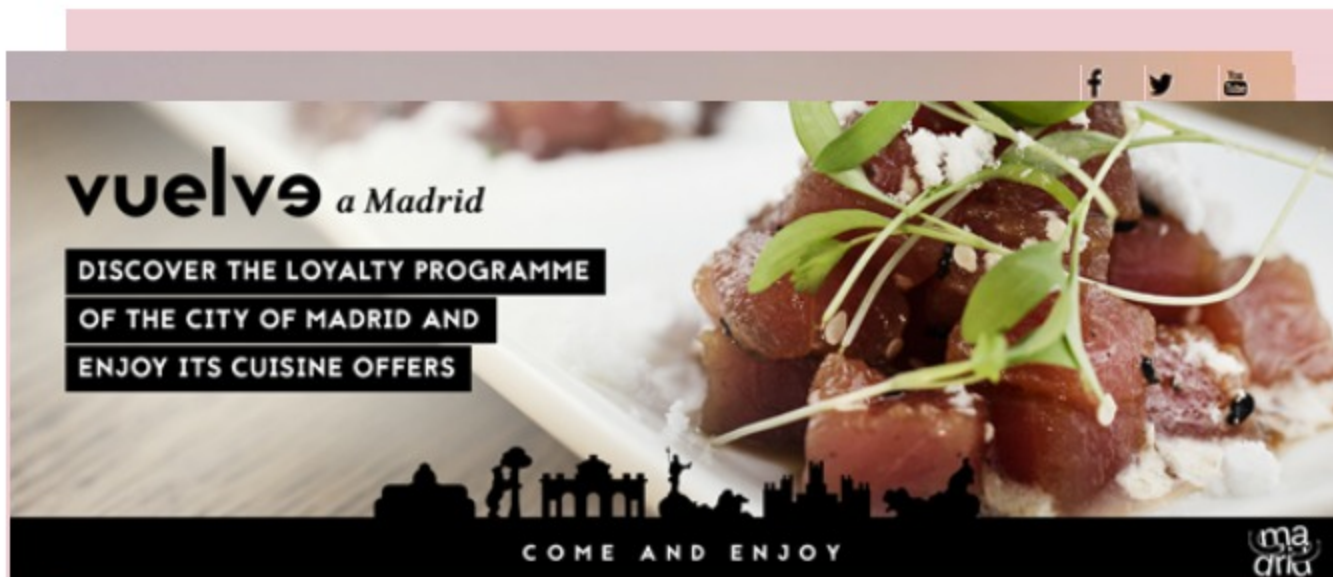


Madrid Fusión

A new edition of the world's top gastronomy conference, Madrid Fusión, will be held with the theme *Reformulating Cooking: The Rules Are Changing*. The event, a meeting place for prominent national and international chefs, will offer interesting presentations, talks and workshops over the course of three days, from 28 to 30 January, at the Municipal Conference Centre.



Vuelve a Madrid Programme



Make the most of 2019 with scores of unique activities that you can discover courtesy of Vuelve a Madrid, the city of Madrid's loyalty programme. Invitations for the best festivals, shows, theatre performances, flamenco clubs, tours, restaurants and rooftops in Madrid... Register on our website www.vuelveamadrid.com and you'll receive 200 Puntos Madrid as a welcome bonus, which you can start to exchange for these and many other special offers. What's more, from now on it will be much easier to earn extra Puntos Madrid which you can exchange for exclusive deals. Watch out for our newsletter and for Vuelve a Madrid Facebook posts and Instagram stories, and invite your friends to participate in the programme. We're expecting you!

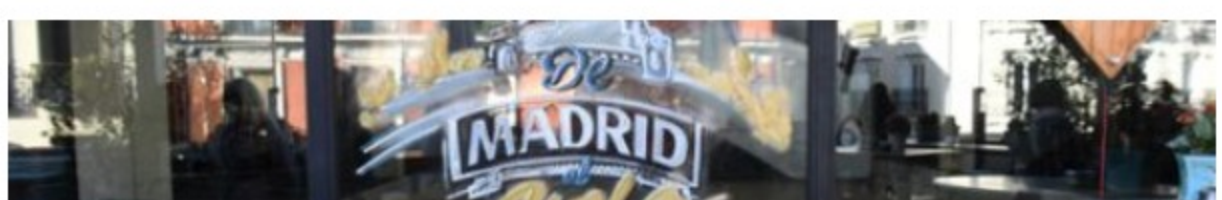
Officials products



Madrid City Tour Bus

Come discover our city both comfortably and enjoyably with Madrid City Tour, the open-top sightseeing bus that visits Madrid's top landmarks. The tour offers two routes: Historic Madrid and Modern Madrid, and includes a complete audio guide with information on the most notable historic sites, monuments and interesting places along each of the routes, available in 14 different languages (Spanish, English, French, German, Italian, Portuguese, Russian, Japanese, Dutch, Chinese, Arabic, Catalan, Basque and Galician).

In The Press



De Madrid al Cielo: Von Madrid in den Himmel. *Spanien Reisemagazin*

Anniversary celebrations



100th anniversary of the grand opening of Cibeles Communications Palace

In 2019 the iconic Madrid building designed by Antonio Palacios and Joaquín Otamendi will celebrate the 100th anniversary of its grand opening. Throughout the year the building—now the Madrid City Hall, in addition to housing CentroCentro Cibeles Cultural Centre—will host an extensive programme of exhibitions and activities. On 14 March, the day it first opened, it will offer free visits to its observation point, Mirador Madrid, in addition to special lighting on its façade and an evening party in its Glass Gallery.