



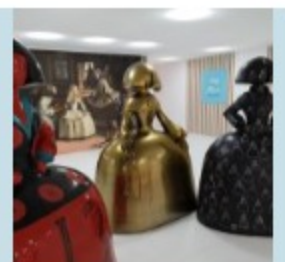
### Madrid's almond trees have started to bloom

One of the most beautiful sights in the city of Madrid has just begun in Quinta de los Molinos. The 6,000 almond trees in this historic park in the district of San Blas have begun to bloom, and for the next few weeks we'll be able to enjoy a spectacular white and pink blanket. It's a great opportunity to stroll through the park's 26 hectares, featuring expansive wooded areas and multiple paths, and get to know and participate in the programme offered by Espacio Abierto Quinta de los Molinos, a cultural centre geared towards children, families and teenagers.

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## What's new in Madrid

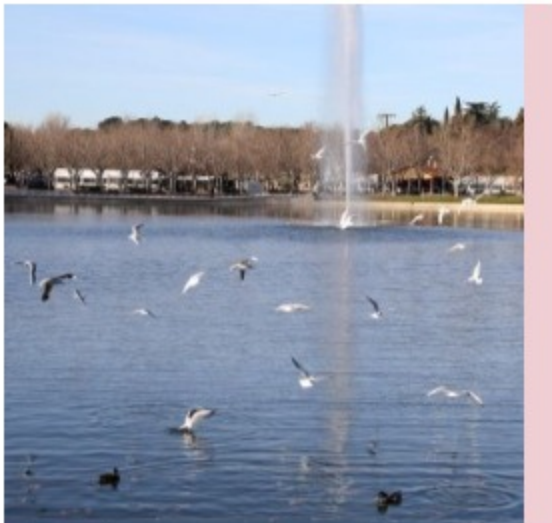
### Madrid Destino Activities



#### Madrid's stand at Fitur

Madrid devoted its stand at Fitur 2019 to showcasing the city's broad range of cultural offerings, paying special tribute to the Prado Museum's 200th anniversary. The city's top tourist and cultural attractions were also featured, at five thematic desks, as was El Retiro Park, in support of the UNESCO World Heritage bid "Paseo del Prado and San Retiro. A Landscape of Arts and Sciences".

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#### Renovation of the lake in Casa de Campo Park

Madrid City Council has reopened to the public the lake in Casa de Campo Park following restoration works that included construction of a 200-metre dock and four jetties designed for canoes and leisure craft. The renovation also included landscaping works to create new recreational areas: an observation point, a path around the lake's perimeter and a beach with grass fields. Yet another addition is the Manuel Ortego Entomology Centre, which harbours one of the most important collections of beetles and butterflies in Spain.

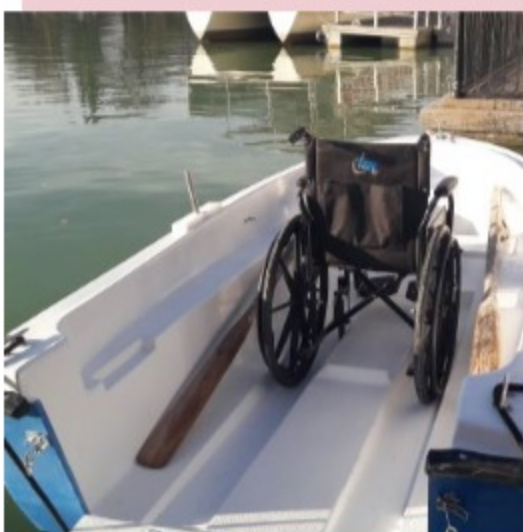
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#### Hotel Feliz (Happy Hotel) Awards

The Artemis Madrid hotel has won the first edition of the hotel Feliz (Happy Hotel) Awards. The accolade, sponsored by the City Council's Tourism Department, recognises the Madrid hoteliers' commitment to fostering and supporting the personal and professional development of its staff.

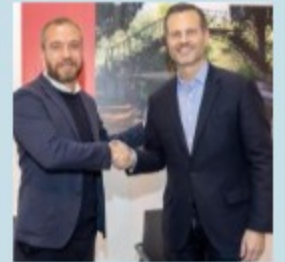
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#### The lake in El Retiro Park is committed to accessibility

The lake in El Retiro Park now features two boats adapted for wheelchairs. The boats have lanes wide enough to accommodate virtually all types of standard wheelchairs, a rear hatch enabling boarding and straps to hold the chairs in place. The lake also boasts a new boat which features, for the first time ever, a wheelchair-friendly gangway.

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#### Agreement with New York

The cities of Madrid and New York renewed their tourism alliance, a key collaborative endeavour that began in 2007 and has enabled the Spanish capital to promote its official image for over ten years in its biggest outbound international tourist market. This agreement will allow Madrid to promote its hospitable and welcoming nature and its cultural, gastronomic and LGBTI attractions in the American city.

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## Madrid in numbers



#### Madrid bottles

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 65% 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.

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Tourism in the city of Madrid continued to grow in 2018. The capital welcomed 10.2 million visitors, 2.7% more than in 2017, and recorded 21.4 million overnight stays, a year-on-year rise of 1.0%. Both figures include regulated tourist apartments (INE - National Statistics Institute). The top international outbound markets were the USA, Italy, France, the UK and Germany, and the foreign markets that showed the most growth were China, Mexico, the USA, France and Portugal.

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## Monthly calendar of events



#### 9th Madrid Festival of Magic

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.

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#### Madrid Design Festival

Throughout the month of February, Madrid will turn into the global capital of design as it hosts the International Madrid Design Festival. The event will feature a comprehensive programme with over 200 activities, including 83 exhibitions and 12 installations. 410 design professionals will take part in the festival, which will feature the collaboration of 28 museums and institutions.



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#### ClassicAuto and AutoRacing Madrid

From 22 to 24 February, two events not to be missed by car enthusiasts will be held in Casa de Campo Trade Fair Park. ClassicAuto and AutoRacing, Madrid's International Classic Vehicle Show, the largest meeting place for Spain's classic vehicle enthusiasts, celebrates its tenth anniversary this year, while the Racing Car and Karting Fair, which offers presentations, interactive activities and educational sessions for professionals and enthusiasts alike, will hold its second edition.

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#### Madrid Productores

The square in Matadero Madrid will host this food market on Saturday the 23rd and Sunday the 24th of February. Madrid Productores is the largest event for the display, sale and consumption of the artisan and organic food products in the Community of Madrid.



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## Vuelve a Madrid Programme



Coming back to Madrid is always a great idea. Whether you are in the capital already, or only thinking about visiting it soon, there are plenty of plans that we have prepared to make your experience unforgettable. Guided tours to introduce you to the alternative 'fringy' Madrid, secret discounts for you to visit and get lost in the Lago City, or perhaps a full immersion into the 'toasting' 20s through the artistic eyes of Tamara de Lempicka. And these are just a few among the hundreds of ideas we have in store for you. Signed up for free on [www.vuelvemaadrid.com](http://www.vuelvemaadrid.com), and get 20 points as a welcome present from Madrid.

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## Official products



#### Faro de Moncloa observation deck

One of the most popular viewpoints in the city of Madrid, this former transmission tower has become a symbol of the city's architecture. From a height of 82 metres, it affords incredible panoramic views of the city, its most iconic buildings and its large green spaces. The wonderful experience can be enhanced with Faro Explorer, an augmented virtual reality tool that provides close-up views and relevant information about the capital's most singular buildings.

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## In The Press



Metropolis of Fun: Metropole des Genusses, in the Austrian newspaper *Oberösterreichische Nachrichten*

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## Anniversary celebrations



#### 4th Centenary of Plaza Mayor

The special programme organised to commemorate Plaza Mayor's 400th anniversary finished this month. In the same manner as it began two years ago, with a spectacular video mapping installation reviewing the square's 400 years of history, the largest such installation ever displayed in Spain. It was a magnificent finale for a programme of 35 activities that aimed to restore Plaza Mayor's position as one of Madrid's major cultural hubs, which were enjoyed by almost 300,000 people.

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