



Veranos de la Villa

A new edition of Veranos de la Villa, the major summer festival organised by Madrid City Council, will flood the city with a host of cultural offerings. With 41 artistic events and activities in 35 different venues, it will offer music, dance, theatre, circus, zarzuela, cabaret, performance art, film, astronomy, fashion, fireworks and urban sport. The final activity, "Sunset in the Park", will be held on 1 September and will feature a fireworks show set to music, designed by choreographer Cuqui Jerez and pyrotechnics expert José Luis Jiménez (Protección Volcánica). You'll be able to enjoy this dance of lights in Madrid's night sky from the grass in Enrique Tierno Galván Park.

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What's new in Madrid

Madrid Destino Activities



Madrid Agency Forum

The city hosted the first edition of Madrid Agency Forum, a new activity designed to promote MICE tourism organised by Madrid Convention Bureau. 35 MICE agencies from Poland, France, Italy, Germany and the UK took part, holding 700 business meetings with hotels, special venues and service providers from Madrid.

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Madrid, a benchmark for accessible tourism

The "Rare & Roll: Access China and Culture" project selected the city of Madrid as an example of good practices in Europe. A Chinese delegation visited Plaza Mayor Tourist Centre, the first urban tourist information office in Spain to earn AENOR's universal accessibility certification, and learnt about the policies and projects carried out by the Madrid Destino Tourism Department to improve the accessibility of tourism in the capital.

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City Fair

In June the Madrid Destino Tourism Department took part in the London-based workshop organised by the European Tourism Association (ETA), of which it is a member. 30 meetings with tourism industry professionals were held at City Fair.

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Madrid Pride and Mad Cool

The Madrid Destino Tourism Department provided support for these two major events in the city. Madrid Pride, which showcases Madrid's iconic status among the LGBTQ+ community, drew a crowd of 1.6 million people. The promotional video revolved around diversity and highlighted the tolerance that distinguishes Madrid. Mad Cool has become one of the city's most comprehensive and important music festivals, drawing numerous visitors to the city. This year's edition, the 4th to date, was attended by 186,128 people.

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Liria Palace

Guided tours of Liria Palace, aka "the Royal Palace's little brother", will be available from 19 September. The large 18th century building is the House of Alba's residence in Madrid as well as the primary location of its art collection and its historical archive, which are both of immeasurable value. Tour reservations can already be purchased, and for the first time the tours will include entry to one of the residence's most singular and attractive rooms, the Library, which could previously only be visited by scholars and researchers.

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My Way

Gran Vía avenue now boasts a new restaurant and sky bar. Helmed by prestigious Madrid chef Joaquín Felipe, the establishment was created with leisure, design, music and – above all – gastronomy in mind. Set in the heart of Madrid, it also offers one of the best 360° views of the city. The My Way rooftop terrace, which aims to recreate the clandestine spirit and edgy glamour of the 1950s, looks out over the iconic and centrally-located Plaza de Callao.

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Madrid in numbers



According to the Hotel Occupancy Survey and the Holiday Dwellings Occupancy Survey conducted by the National Statistics Institute (INE), the city of Madrid received more than 960,000 visitors in May, a 6% increase over the same month in 2018. Overnight stays also rose, by 7%, with 2,056,306 recorded in total.

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Monthly calendar of events

Summer cinema

This summer CentroCentro Cibeles, Conde Duque Cultural Centre, La Bombilla Park and Metadero Madrid will host outdoor cinemas that will screen this year's releases as well as classic films. In addition to films for families and children, the varied programme will include cult movies, and there will be culinary offerings and a programme of complementary activities at CentroCentro.

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Noches del Botánico

Until 31 July, the Alfonso XIII Royal Botanical Gardens will host a new series of summer evening and night concerts. In addition to music performed in an extraordinary setting by national and international artists, there will be a design market and a varied selection of food and drinks.

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Musical Rhapsody of Queen

A fantastic tribute to the rock band fronted by Freddie Mercury. Four international singers and a tremendous group of musicians will perform Queen's greatest hits in a production with amazing technical and visual staging. Teatro Rialto will host this tribute to a band that changed music history until 18 August.

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August fiestas

From 6 to 18 August Madrid will hold three of its most popular and traditional festivities. The San Cayetano fiestas in the area of El Rastro/Embañadores will be the first, followed by the San Lorenzo fiestas in Lavapiés and then – the most important of all – the La Paloma fiestas in La Latina.

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Vuelve a Madrid Programme

Gastronomy

MADRID READY FOR SUMMER NIGHTS

PIRATAGARTOS **AZOTEA**

If there is one thing that we love doing in Madrid, that's sitting back and enjoying a warm summer evening. And what better place to do that than in one of our city's spectacular rooftop terraces while having dinner or sip a cocktail. Visit the urban garden of Azotea Forum in Tribunal or experience great food while enjoying the best views from Picalagartos Sky Bar or Azotea del Círculo. Register on Vuelve a Madrid and receive the first 200 Madrid Welcome points as a gift that you can redeem for these and other experiences.

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Officials products



Faro de Moncloa

Take in Madrid's skyline from one of the city's most iconic architectural sites, the Faro de Moncloa. This communications tower offers one of the best panoramic views of Madrid, from a height of over 52 metres, including the city's most representative buildings and large green spaces like Casa de Campo Park and the Guadarrama mountains. The observation deck has a railing that displays information panels which provide an overview of how the city has grown and evolved over the course of its history. The railing features scale representations of 50 of the most important buildings and places that can be seen from the observation deck, accompanied by information of interest and curious facts in both Spanish and English.

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In The Press



10 Best Things to Do in Madrid: The top cultural landmarks, open spaces and foodie hotspots to visit across Spain's capital city (Condé Nast Traveller)

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Anniversary celebrations



200th anniversary of the Prado Museum

Until 29 September you'll be able to visit "Velázquez, Rembrandt, Vermeer: Parallel Visions", one of the most appealing exhibitions in the programme designed by the Prado Museum to celebrate its bicentenary. Devoted to Dutch and Spanish paintings from the late 16th and the 17th centuries, the exhibition invites us to contemplate the pictorial traditions of the two countries with 72 works by renowned artists.

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