



### Mira Madrid

The second edition of "Mira Madrid" uncovers the city's more cinematic side. Madrid City Council's Tourism Department is once again running this initiative to promote and invigorate the city's lesser-known historical and touristic heritage, offering a comprehensive programme of free visits and activities on 8 and 9 June. Participants will be able to get a film-focused look at ten places in the city: El Capricho Park, La Almudena Cemetery, the Cinecena film archive at Matadero Madrid, Fernán Núñez Palace, the Cerralbo Museum, the Ateneo, Cine Doré, the Garment Museum, Museo Chicote and the Autocine Madrid open-air cinema. There will also be a "Madrid in film" tour with writer Pedro Sánchez Castrejón, author of the book "Todo sobre mi Madrid" (All About My Madrid). Revolving around the life and works of Pedro Almodóvar, the literary illustrates why Madrid plays a leading role in the history of film.

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## What's new in Madrid

### Madrid Destino Activities



#### Madrid, second best destination in Europe in 2019 according to Lonely Planet

Madrid has come in at number 2 in the Lonely Planet's prestigious "Best in Europe" list of the top places to visit each year. In 2019, Madrid has earned its spot on the list thanks to its legendary nightlife, the bars, tapas and cocktail bars on Calle Ponzano, the city's commitment to sustainable living, and the Prado Museum's 200th anniversary.

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#### Hotel Aloft Gran Vía Madrid

Marriott International has chosen Madrid to open its first Aloft hotel in Spain. This four-star hotel is located on Calle Jacometrezo, just next to Plaza Callao and Gran Vía avenue, and has a roof terrace with views of Madrid's magnificent skyline. Enjoy a refreshing dip in their Splash pool while you admire the Torre Madrid skyscraper and the emblematic Teatro Real opera house.

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#### Madrid: football capital of the world

On 1 June, Madrid hosted the 2019 Champion League Final, with Liverpool beating Tottenham at the Metropolitano stadium. The whole city experienced the passion of football at the UEFA Champions Festival and watched Paulo Futre and Roberto Carlos hand over the cup to the Madrid mayor at Cibeles Palace, where it went on display for several days. Fans also got to take photos with the trophy at the Plaza Mayor Tourist Information Centre.

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#### Bluesock Madrid

Gran Vía avenue now boasts a premium hostel among its offerings. With this establishment, Grupo Carris aims to offer superior services in a prime location within the city, close to Chueca, Malasaña and Huertas. The hostel occupies three floors of a Spanish neo-Renaissance building designed by José María Mendoza and José de Aragón in 1917 as a block of flats.

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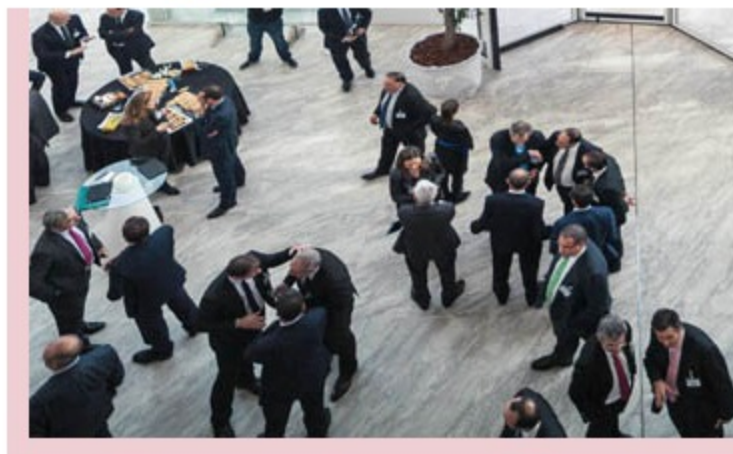


#### International promotion

In May, Madrid City Council's Tourism Department launched its "In summer, Madrid is music" campaign in Italy, France, Germany, the UK and Spain to promote the city's exceptional array of music festivals. It also participated in the Destinations España roadshow (Bari, Naples, Milan and Genoa), the prestigious LTM Latin America in São Paulo, Virtuoso Travel Week Asia (Beijing, Shanghai and Hong Kong) and LTM Asia Pacific in Singapore.

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## Madrid, a leading congress destination



Madrid occupies the third position in the ICCA 2018 world ranking of destinations for international congresses, published on 13 May. The list is drawn up annually by the ICCA (International Congress & Convention Association), which assesses its more than 1,600 member destinations. In 2018 Madrid hosted 165 ICCA-approved congresses. This represents 10% of the total number of congresses hosted by the city, and serves to further boost its reputation among congress professionals. Madrid Convention Bureau offered its support to more than 40% of the 165 ICCA-approved meetings, over 65 events that had an economic impact of close to 100 million euros and attracted more than 40,000 participants.

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#### Madrid City Council collaborates with Iberia Express

Madrid City Council's Tourism Department has collaborated with Iberia Express to promote Madrid's attractions in Berlin, the capital of one of its biggest international outbound tourism markets, and the company's direct Berlin-Madrid route, flying three times a day. A creative workshop was organised to honour the Prado Museum's bicentenary.

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## Monthly calendar of events



#### Madrid Book Fair

El Retiro Park is hosting this big literature festival until 16 June. Visitors can take part in one of the 300+ activities planned and walk among the more than 360 stalls to discover the latest releases from publishers and get autographs from their favourite authors. This year's guest country is the Dominican Republic.

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#### PHotoEspaña

Every summer, Madrid becomes the go-to place for the world of visual arts and photography. PHotoEspaña will host 85 exhibitions featuring 256 artists, whose works will be on show at more than 40 venues. British writer Susan Bright is the guest curator this edition, reflecting on the identity of photography and the evolution of its meaning throughout history.

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#### Download Festival

From 28 to 30 June, Caja Mágica will host the most influential rock and metal bands on the international scene. Download, the UK's most famous festival and the successor to Monsters of Rock, will be held in Spain for the third time, and will be headlined by Scorpions, Slipknot and Tool.

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#### Balenciaga and Spanish Painting

From 16 June, the Thyssen-Bornemisza Museum will host an exhibition exploring the link between the creations of Cristóbal Balenciaga, the most admired and influential fashion designer of all time, and Spanish painting tradition between the 16th and 20th centuries. References to Spanish art and culture are a recurring presence in his work.

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## Vuelve a Madrid Programme



Springtime likes Madrid, and with the good weather the city is an explosion of options for enjoying it. With the Vuelve a Madrid program you will have it even easier. We recommend a plan comprising a visit to the Zarzuela Hippodrome, to the Olivar de la Hinojosa Golf Course and end by watching one of the best sunsets in Madrid from the Moncloa Lighthouse. Register on Vuelve a Madrid and you will receive the first 200 Welcome Puntos Madrid to redeem them for this one and many other plans.

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## Officials products



#### T-shirts featuring iconic places in Madrid's 21 districts

Have you heard about the T-shirts featuring key places and iconic sights in the city of Madrid's various districts? There are 21 different designs, including everything from the corrals, a type of residential building that embodies the traditional face of Madrid (City Centre), to cultural centres like Matadero Madrid (Arganzuela), football stadiums such as Santiago Bernabéu (Chamartín) and green spaces like El Retiro Park (Retiro) and Cerro del Tío Pío Park (Puente de Vallecas). The T-shirts, created by the City Council's Tourism Department for visitors well as residents of Madrid, are sold in Plaza Mayor Tourist Centre for 14.90 euros each.

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## In The Press



The 9 most romantic things to do in Madrid (article by Susan Breslow on the website Trip Savvy) [+]

## Anniversary celebrations



#### Real Madrid's 200 years of the Bernabéu tour

Real Madrid's fantastic tour invites you to discover the club's history and every inch of its legendary Santiago Bernabéu stadium. Enjoyed by more than 1.3 million visitors in 2016, the tour is celebrating its 20th anniversary this year. As well as getting your photo taken with the club's thirteen European Cups, learning more about the club with their interactive screens and visiting the first team changing room, you can now participate in the "Bernabéu Challenge", answering five questions for a chance to win a personalised shirt. Every month, the club celebrates its anniversary by putting everyone who answers all of the questions correctly into a draw.

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