



### Ellas Crean Festival

This month Madrid will go all out to celebrate International Women's Day with multiple events and activities. Of particular note is the Ellas Crean (Women Create) Festival, a cultural event organised by the Institute for Women and Equal Opportunities. Now in its 15th edition, the festival will boast a comprehensive programme including over 150 activities revolving around music, literature, theatre, film, visual arts and—in particular this year—dance. Festivalgoers will be able to enjoy the initiative, which gives visibility to the work of artists and creators, until 31 March at various cultural venues around Madrid, including state-owned museums, the National Library, FilMOTECA Española, Institut Français, Goethe-Institut, Istituto Italiano di Cultura, Casa Árabe, Casa Sefarad and clubs and concert halls belonging to the association La Noche en Vivo.

## What's new in Madrid

### Madrid Destino Activities



#### ECM Spring Meeting

In February Madrid Destino attended the conference held by European Cities Marketing (ECM) in Edinburgh. Madrid is a member of this organization, which aims to improve the competitiveness and performance of Europe's main cities through exchange and best practices.



#### Virtuoso Travel Week in Paris and London

Thanks to the annual agreement between Madrid Destino and luxury travel consortium Virtuoso, Madrid was able to attend the Travel Week on Tour EMEA roadshow, a promotional event held in the cities of Paris and London in February.



#### Luxury Travel Mart Fair in Moscow

For the second year running, Madrid Destino took part in Luxury Travel Mart, held on 26 February and 1 March in the Hyatt Petrovsky Hotel in Moscow. The event is considered the most important B2B (business to business) trade fair for premium tour operators in the Russian market.



#### Etxeko, a restaurant by Martin Berasategui

Madrid now boasts a restaurant owned by Martín Berasategui, the only Spanish chef to have earned ten Michelin stars. Located in Bless Hotel Madrid in Calle Velázquez, the establishment serves traditional Basque cuisine with innovative touches, based on the use of first-rate ingredients. Its name is a clear declaration of intent: Etxeko means "homemade" in Basque.



#### New tourist offerings in Madrid

Check out a selection of the most notable tourist offerings to open in the city in 2018, including all of the hotel openings and refurbishments that have improved the city's range of accommodation options as well as information on key developments with respect to restaurants, bars, shops, markets, cultural centres, sports facilities and other offerings and services.



#### Fam Trip from Norway

Working in collaboration with the Spanish Office of Tourism (OET) in Oslo, Madrid Destino received a group of seven Norwegian agents in order to show them the city's cultural and gastronomic attractions. This fam trip introduced them to the city's wide range of flamenco clubs and the important museums that have made Madrid a top cultural destination.



Adolfo Suárez Madrid-Barajas Airport received a total of 57,891,340 passengers in 2018, an increase of 8.4% with respect to 2017 and a record high for the airport. It was also the best year in the airport's history in terms of international passengers, with a total of 41,857,125, a year-on-year increase of 8.8%. In both cases, growth was above the average in the Aena network.

## Monthly calendar of events

**Balthus exhibition**  
A retrospective on one of the great masters of 20th century art at the Thyssen-Bornemisza Museum. Balthus was one of the most singular painters of his time. This exhibition, which visitors can enjoy until 26 May, features key paintings from all stages of his career, starting in the 1920s.

**World ATM Congress**  
The world's biggest air navigation event has chosen Madrid as the venue in which to share experiences and discuss the future of the sector. The congress, now in its seventh edition, will feature over 136 countries and territories and is jointly organised by the Civil Air Navigation Services Organization (CANSO) and the Air Traffic Control Association (ATCA).

**Spring season at La Zarzuela racecourse**  
Once again this year, La Zarzuela racecourse will offer a broad programme of leisure, sport and entertainment, as well as special offerings for children. Spring season events will be held on Sundays until 6 June and on Saturdays from 15 to 29 June (always in the morning).

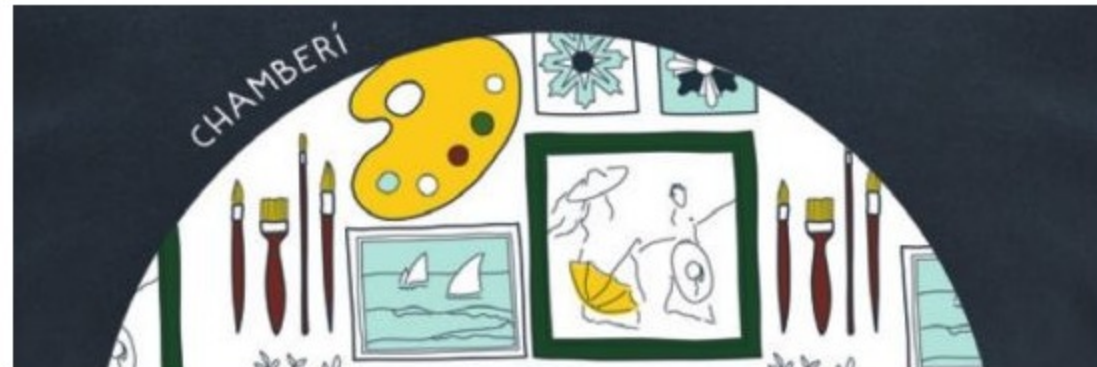
**Concert by Florence and The Machine**  
The English indie rock band led by vocalist Florence Welch will visit Madrid again as part of the European tour to present its fourth studio album, High As Hope. The concert will be held on 21 March at WZink Center.

## Vuelve a Madrid Programme

AN ENTERTAINMENT-FILLED MONTH OF MARCH. Leisure and Entertainment. **EL MAGO POP** NADA ES IMPOSIBLE. **BILLY ELLIOT** THE MUSICAL. COME AND ENJOY.

The Return to Madrid programme never ceases to surprise or entertain you, and for this month of March we are suggesting some leisure plans for the whole family, such as Pop the Magician or Billy Elliot the Musical. If you are in Madrid or are thinking of visiting us soon, benefit from the city of Madrid loyalty programme. Register at [www.vuelveamadrid.es](http://www.vuelveamadrid.es) and get 200 points for free.

## Officials products



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

Madrid has 21 districts that are full of monuments, parks and a host of other attractions that are worth a visit. Madrid City Council's Tourism Department has designed a t-shirt for each one, featuring its most representative iconic sight. The Faro de Moncloa observation deck was chosen, for instance, to represent Moncloa, La Quinta de Molinos Park for San Blas-Canillejas, Metadromo Madrid for Arganzuela, El Capricho Park for Barajas, Colonia de la Prensa for Carabanchel and the Sorolla Museum for Chamberí. The T-shirts can be purchased for 14.50 euros in Plaza Mayor Tourist Centre.

## In The Press



**Romantic Madrid: Verliebt in Madrid, Zehn tipps für eine romantische Reise (Breitengrad53 German travel website)**

## Anniversary celebrations



### 100th anniversary of Cibeles Palace

Madrid's Telecommunications Palace first opened its doors on 14 March. One century later, CentroCentro, a cultural centre housed in the building, is celebrating this anniversary with a special programme. From 14 to 17 March the outside of Cibeles Palace will be illuminated with lights designed especially for the occasion. There will also be guided tours that explain the history of this singular building and free entry to its observation point, which offers unique views of the city.