



## Apertura Madrid Gallery Weekend

From 12 to 15 September, Madrid will turn into the global capital of contemporary art once again. Art galleries and museums all over the city will open free exhibitions encompassing everything from the avant-garde to contemporary art in the disciplines of painting, photography and sculpture, among others. In addition, as part of this international event, now in its tenth edition, the Reina Sofía, Thyssen and Centro Dos de Mayo museums, among others, will hold free activities such as guided tours and brunches. 49 galleries and over 70 national and international artists will take part in this edition.

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## What's new in Madrid

### Madrid Destino Activities



#### Virtuoso Travel Fair

For the eighth year running, Madrid took part in Virtuoso Travel Week, the premium sector's most important luxury travel fair, which was held in Las Vegas. The city showcased its first-rate gastronomic and cultural offerings and explained why it's considered one of Europe's top shopping destinations.

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#### RIU Plaza España

Madrid's range of hotels continues to expand. This luxury four-star establishment, located in the iconic Edificio España (Spain Building) between Gran Vía avenue and Calle Princesa, is now the largest hotel in the city centre, and boasts new gastro spaces and meeting rooms. From the rooftop of the hotel, which belongs to the RIU Hotels & Resorts, you can enjoy amazing 360° panoramic views of the city as well as a unique experience: walking across Madrid's sky using the spectacular glass walkway.

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#### A slice of Madrid culture, in Germany

Madrid attended the Museum Embankment Festival ("Museumsuferfest"), one of Europe's biggest outdoor cultural events, which was held in Frankfurt. During the festival the city presented its cultural and artistic heritage as well as its tourism resources, key developments and its most important events.

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#### La Mallorquina opens a new branch in El Rastro flea market

La Mallorquina, a bakery that celebrated its 125th anniversary in June, has opened a new branch in Madrid in the vicinity of El Rastro flea market, at number 21 in Calle Mira el Río Baja. It only opens on Sundays. As of September, La Mallorquina will also have another new branch at number 30 in Calle Hermosilla. These two openings mean that customers will be able to enjoy the traditional baked goods made by the legendary pâtisserie in Puerta del Sol in the neighbourhoods of La Latina and Salamanca as well.

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#### Strategic MICE markets

This summer Madrid Convention Bureau, whose primary aim is to promote Madrid as the ideal venue for all sorts of meetings, took part in two trade fairs: the C&T Agency Forum, focused on agencies specialising in MICE travel located in the United Kingdom, and M&I Forum The Americas, a fair geared towards the US market. Both of them are strategic markets for Madrid's MICE sector.

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#### Challenge Tourisme Convention

In collaboration with the Spanish Tourism Office in Paris, the Madrid Destino Tourism Department promoted flamenco and all that it has to offer during the annual Challenge Tourisme convention. The event, organised by the French association of tourism professionals, was held in Madrid in August.

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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 over 904,711 visitors in July. Overnight stays increased by 8.95% with respect to the same period in the previous year, with 2,016,375 recorded in total.

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## Monthly calendar of events

**Liria Palace**  
From 19 September, the general public will be able to take guided tours of Liria Palace, an 18th century building which is the House of Alba's residence in Madrid. One of the rooms visited on the tour is the library, which contains over 15,000 publications and literary gems such as a first-edition copy of Don Quixote published in Madrid in 1605.

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**La Vuelta bike race**  
Once again, Madrid will host the final stage of La Vuelta a España bike race, now in its 84th edition. On 15 September, following 21 gruelling days, the cyclists taking part in the 84th edition of the race will ride through the capital's streets, which is also where this year's red jersey will be delivered to the winner of the general classification.

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**Architecture Week 2019**  
From 30 September to 7 October, Spain's capital city will be the focal point of the 18th edition of Architecture Week, which will feature exhibitions, talks and new itineraries showcasing Madrid's urban planning. Talks with key architectural figures will also provide insight into how the city has evolved over the past 100 years.

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**Circus in the autumn**  
Teatro Circo Prize kicks off its autumn programme with two theatre and dance offerings: Electric JK, by the CRCE 2019 circus creation project, with some of the most talented up-and-comers from the contemporary circus scene, and Chufi, a show that blends clowning with flamenco, featuring the artists Tomasio, Manuel Talafé, Fernando Soto and Oriolo.

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## Vuelve a Madrid Programme

**WE'RE STILL IN SUMMER!**

vuelve a Madrid

NuBel

HAMMAM

THE SUMMER'S NOT OVER YET! After a day of sightseeing in Madrid, nothing beats a bit of R&R with the thermal spa experience and steam room at Hammam Al Ándalus. Discover the best place to recharge your batteries before a night out in Madrid. Don't miss the cocktails at NuBel. They're created by Joel Jamal, Spain's 2015 Cocktail Champion. It's the perfect way to end a summer night. Register with Vuelve a Madrid and receive 200 Madrid Points as a welcome bonus. You can redeem them for this and many other experiences that we have prepared for you.

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## Officials products



#### Madrid City Tour bus

Take in the city's main sights with Madrid City Tour, an open-top tour bus that's the easiest, most convenient and fun way to discover Madrid. The bus service offers two different routes, Historic Madrid and Modern Madrid, and includes a complete audio guide, available in 14 different languages, which provides information on the most notable monuments and places of interest along each route. It's also the ideal way to visit different places quickly in the same day, using a single mode of transport.

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## In The Press



Tapas tour in Madrid: Roteiro com os melhores bares da cidade espanhola (Falando de Viagem: roteiro com os melhores bares da cidade espanhola)

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## Anniversary celebrations



#### 2nd centenary of Goya's Black Paintings

To mark the 200th anniversary of the year when Goya began to create his famous Black Paintings, Fernán Gómez Centro Cultural de la Villa will pay tribute to him with two artistic offerings: the exhibition The Dream of Reason: Shades of Goya in Contemporary Art, which can be viewed from 20 September to 24 November, and the play Monsieur Goya, una indagación, which will be performed from 19 September to 10 November.

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