

Madrid España

24°

Probabilidad: 80% de felicidad

Es tiempo de volver

#MadridVuelve

Viento: A favor



### Madrid invests six million more euros in reviving tourism

Tourism is a key sector for Madrid, whose City Council has increased the budget of its Tourism Department by six million euros, to be paid out in 2020 and 2021. It's a crucial investment designed to kick start one of the main drivers of the city's economy and social and cultural development, working in collaboration at all times with industry professionals to provide visitors with safe, top-quality offerings. To this end, the city recently launched the **Come Back to Madrid** ("Vuelve a Madrid") campaign, the first of a number of initiatives aimed at reviving consumption of tourism goods and services in the city. The campaign will make special deals and discounts on over 450 culinary, cultural and leisure experiences available for reservation by residents and visitors alike.

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## Current News

### Madrid Destino Activities



Charla sobre previsiones, reapertura de rutas y perspectivas de la conectividad de Madrid

#### Connectivity Webinar

Madrid City Council's Tourism Department organised a debate-style discussion to gauge views on the capital's flight connectivity. Participants included representatives from Aena, from airlines Iberia and Air Europa and from ALA, the Spanish airline association. They discussed topics such as the status of airlines and Barajas airport as well as prevention measures that have been planned or implemented.

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#### A new section on Madrid Convention Bureau's website

To meet congress organisers' new needs and to demonstrate that Madrid is a safe destination, Madrid Convention Bureau (MCB) has included a new section, "Futuro MICE" ("MICE Future") on its website, providing information divided into three categories: "Activities and Training", "Innovations in the Sector" and "COVID-19 Information".

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#### "Visit Madrid Profesional" on Twitter

To stay informed of all activities and initiatives launched by Madrid City Council's Tourism Department, follow its official Twitter profile, "Visit Madrid Profesional" (@VisitMadridProf), which also offers relevant information and news on Madrid's tourism sector.

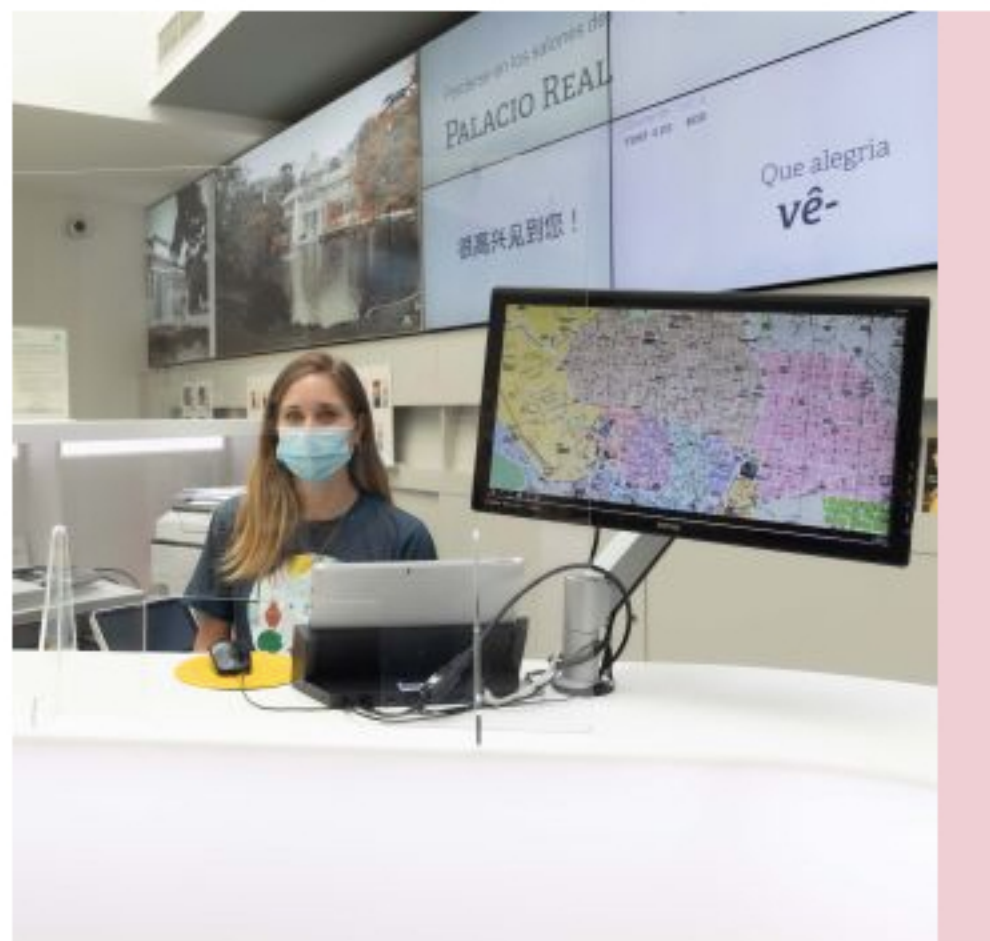
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#### Remember Madrid ("Recuerda Madrid") video

With this moving video, Madrid City Council's Tourism Department wanted to raise the spirits of Madrid's residents and remind them that life in the city will soon be back to normal. Its positive message reassures us that the city of Madrid is still there, that its spirit remains unaltered and that it will emerge stronger and better than ever thanks to joint effort and collaboration.

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#### Madrid City Council reopens its tourist information points

Plaza Mayor Tourist Centre and the tourist information points at Callao, the Royal Palace, the Reina Sofía Museum, Paseo del Prado and Bernabéu Stadium have reopened with their regular operating hours. All of them are "Safe Tourism Certified" by the Spanish Tourist Quality Institute (ICTE), an endorsement which guarantees that COVID-19 safety and risk prevention measures have been implemented. Madrid is the first city destination in Spain whose tourism offices have obtained this certification.

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#### What you can do in Madrid now

Little by little, the city's cultural and leisure offerings are resuming. You can now visit Madrid's main museums and cultural centres, from the galleries on the Paseo del Arte (Art Walk) to the Planetarium to National Heritage buildings like the Royal Palace. Tours of Wanda Metropolitano and Santiago Bernabéu stadiums, theme parks, the Madrid Cable Car and the capital's major shopping centres have resumed operation, and some theatres and cinemas are also beginning to do so.

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## Madrid in numbers



Searches and reservations for urban destinations are beginning to experience growth. In the week from 1 to 7 June, hotel reservations for Spanish destinations rose an average of 18% in comparison to the previous week. Reservations in Madrid experienced a particularly sharp increase, growing by 200%. Sixty hotel establishments are already open in Madrid (source: Witbooking and AEHM).

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## Monthly calendar of events



#### Municipal cultural offerings

Madrid's municipal cultural centres continue to offer an online programme providing an overview of their key offerings. Matadero Madrid has also reopened. Members of the public now have access to the complex's outdoor spaces, its food and drink facilities, its bike hire service and the exhibitions held in Nave 16 and Nave 0.

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#### Al fresco drinks and dining near parks

Enjoying the fresh air and a bite to eat or a drink at one of the city's outdoor bars or restaurants is a very appealing summer activity. And if there's a park nearby where you can go for a stroll, that's even better. Check out our selection of the most charming and spacious – to ensure compliance with safety measures – places for al fresco drinks and dining near some of the capital's main urban parks.


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#### Teatro Real reopens

Madrid's opera house is scheduled to raise its curtain again on 1 July. Teatro Real will reopen with a strict health and safety protocol and with a production of one of the greatest operas of all time, Giuseppe Verdi's La Traviata. 27 showings have been scheduled, with a limited audience.

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#### Botanical route through El Retiro Park

El Retiro Environmental Education Centre has published a recommended botanical route through the historic park, nominated for inclusion in UNESCO's World Heritage List. The route is divided into seven sections and offers a chance to discover unique plants and trees such as the park's Montezuma bald cypress, topiary cypresses, giant sequoia and more than 4,000 rose bushes.

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