



Veranos de la Villa

The city of Madrid's main summer event will be held from 29 July to 30 August. The festival Veranos de la Villa will liven up Madrid's nights with a very special edition that will take place entirely at Conde Duque Cultural Centre and has been adapted to the current situation, ensuring compliance with all safety and security measures for festivalgoers and for the workers who have made it possible for the festival to run for 36 years. The 2020 programme is committed to multiculturalism among its artists and stresses the importance of relationships that forge links between generations, styles, migrations and citizens, with 22 cultural offerings for audiences to enjoy in the disciplines of music, theatre, dance, zarzuela, film and flamenco.

Current News

Madrid Destino Activities



"Vuelve a Madrid" (Come Back to Madrid)

The "Vuelve a Madrid" campaign was launched by the City Council's Tourism Department to promote the consumption of tourism goods and services and provide incentives for visitors to return to the capital. The initiative, which offers over 450 culinary, cultural and leisure experiences made possible by the collaboration of multiple companies from Madrid that comprise the capital's tourism value chain, has already been rolled out at the local level and will soon be launched nationally.



Webinar on official seals and stamps

Madrid City Council's Tourism Department held an online seminar on the main official national and international seals and stamps available to the tourism sector which certify an establishment or business as being compliant with the preventive measures required to carry out its activities under safe, hygienic conditions. These include the "Safe Tourism Certified" seal issued by the ICTE and the "Safe Travels" stamp.



Participation in the Marché du Film

Madrid's audiovisual industry and its strengths as a filming location were promoted at the Marché du Film by the City of Madrid Film Office. The major international film event was held online from 22 to 26 June. Among other activities, eight feature-length films currently being developed by filmmakers and producers from Madrid were showcased.



Two awards for the video Help

Help, a video that promotes Madrid as a tourist destination, won recognition at the 13th edition of Tourfilm Riga, the International Tourism Film Festival, where it took first place in the city destination category in addition to winning the festival's Grand Prix. The video already had one award under its belt, which it received at The Golden City Gate tourism film awards in Berlin.



"Madrid Thanks You" campaign

The City Council's Tourism Department has launched the campaign "Madrid Thanks You" in collaboration with the Hotel Business Association of Madrid (AEHM). This special initiative acknowledges the enormous effort made by our health, safety and emergency workers, who have been on the front lines during the health crisis caused by the COVID-19 pandemic. The campaign enables these workers to enjoy Madrid's tourism and cultural offerings to an even greater extent, with a range of deals and promotions on accommodation, transport and other tourist attractions in the capital.



Illustrated Cultural Map of Century-Old Restaurants and Taverns

The gastronomic and cultural value of the restaurants and taverns in Madrid that date back over one hundred years is incalculable. In order to share it with visitors and citizens, the City Council's Department of Culture, Tourism and Sport has published an illustrated cultural map that presents 12 iconic establishments in the capital with over 100 years of history: Botín, Posada de la Villa, Casa Pedro, Casa Alberto, Taberna de Antonio Sánchez, Lhardy, Casa Labra, Casa Ciriaco, Café Gijón, Bodega de la Ardosa, Malacatín and La Casa del Abuelo. The map features texts by historian and art critic Juan Manuel Bonet and illustrations by Mario Jodra.

Madrid in numbers



Tourism intelligence is essential to the recovery of tourism. With the aim of driving the recovery of the capital's tourism sector, Madrid City Council and Mastercard are developing various joint lines of business to enable advanced analytical tools and artificial intelligence to be incorporated into tourism decision-making. This will allow the capital to tailor its offerings and to identify, make an impression on and attract tourists, increasing their spending in the destination.

Monthly calendar of events



esMADRIDmagazine July-August

The city of Madrid's official tourism magazine, a comprehensive guide to what's happening in Madrid, has returned. Download the July/August edition and discover all of the cultural and leisure offerings that you can enjoy in the capital over the summer, including exhibitions, theatre, music and sporting events. Don't miss it.

A new programme at Fernán Gómez and Teatro Español

New stage productions, music, dance, exhibitions, children's shows... Check out the programme of new offerings for next season at two of the capital's major cultural centres: Fernán Gómez - Centro Cultural de la Villa and Teatro Español (including Naves del Español, the facilities it runs at Matadero).



Pasea Madrid (Madrid on Foot)

A special edition of the Pasea Madrid guided tour programme will be held in July and will feature four interesting itineraries: Paseo del Prado, El Retiro Park, The Authentic Madrid of Galdós and Galdós: A Personal Tour. All of them are conducted in Spanish and the last two are devoted to the famous Spanish writer Pérez Galdós. The free tours will offer participants a chance to gain a deeper understanding of the city's rich historic heritage.

Royal Palace Jazz Festival

The first edition of this event, to be hosted by the Royal Palace, one of the capital's most iconic buildings, will feature a programme that will run until 8 August. Events will be held in Plaza de la Armería (Armoury Square) and at two locations in Campo del Moro Gardens. Artists scheduled to perform at this new cultural initiative include Ara Malikian, Zenet, Andrea Motis and Dulce Pontes.

