

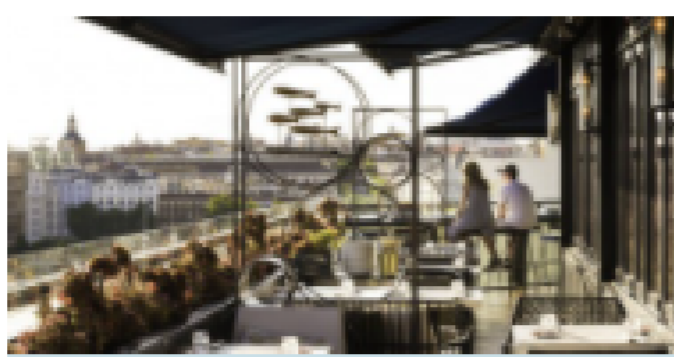


CHRISTMAS IN MADRID

The streets of Madrid are bedecked with colourful lights, filling the city with the magic of Christmas thanks to new displays such as Antonio Azzato's twinkling **Menina in Plaza de Colón**. This year, the capital offers new and creative ways of celebrating Christmas with the utmost **safety and responsibility**, but with the same determination to bring the joy of these holidays to one and all through culture. Over the holiday season all eyes will be on the city's **performing arts, its shows, open-air activities, nativity scenes, carol singing, traditional markets**, and, of course, **the Three Kings** have confirmed that they will definitely be coming to Madrid! This surprise-packed programme and the wide variety of festive delights offered by city's museums, theatres, cultural and leisure venues, restaurants and hotels make Madrid one of the best places in the world to celebrate Christmas.

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Madrid Destino Activities



Increased tax relief for the hotel industry

The tax relief contemplated for this sector in the final draft of the budget and tax ordinances for 2021 will be 50% for IBI (property tax), IAE (economic activities tax) and the TRUA (tax on urban waste from activities), as opposed to the 25% that was initially contemplated.

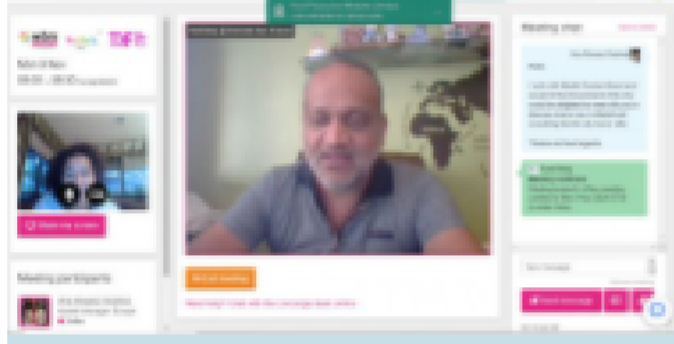
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Madrid, host of the 42nd plenary session of UNWTO Affiliate Members

The capital hosted this meeting on the 5 and 6 November, proving its ability to successfully organise major professional events in accordance with all the required safety measures. The attendees at the plenary session learnt all about the latest developments in the capital and saw for themselves that Madrid is a destination that has adapted to the new situation and travellers' needs.

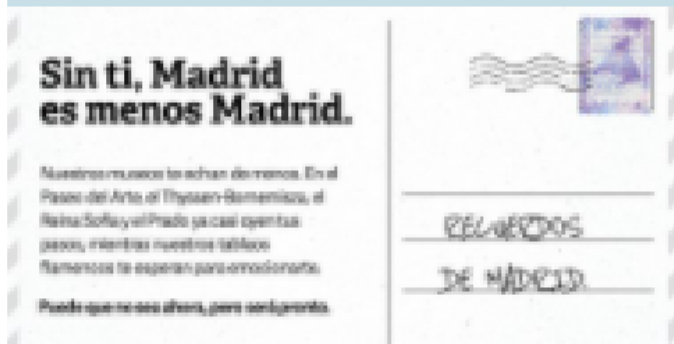
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Presence at World Travel Market London

Madrid participated in the virtual edition of this event to make international tourism sector professionals aware of all the measures and protocols in place to ensure that Madrid is a safe destination that is ready to receive their visitors. Madrid also promoted all the attractions and new developments that make the capital a world-class urban destination.

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"Memories of Madrid" campaign

This joint tourist promotion action, set in motion by Madrid City Council and the Community of Madrid to strengthen Madrid's image both in Spain and internationally, showcases Madrid's full tourist, cultural and culinary potential and reminds everyone that what makes Madrid even greater as a destination is its visitors. The slogan of the promotion is "Without you, Madrid is less Madrid".

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Current News



Madrid, chosen once again as the best meeting tourism destination in the world

The capital has once again been chosen as the World's Leading Meetings & Conference Destination at the 27th edition of the World Travel Awards, the tourist industry's most prestigious awards ceremony. This award, which it also won last year, cements Madrid's position as the world's top meeting tourism destination, leaving no doubt whatsoever about its professionalisation, competitive edge and the high quality of the services in this sector. This is the third time that Madrid's meeting tourism sector has been honoured in 2020, as the city also took the best meeting tourism destination in Europe prize at the regional edition of the World Travel Awards and the award for best MICE destination in Europe at the World MICE Awards.

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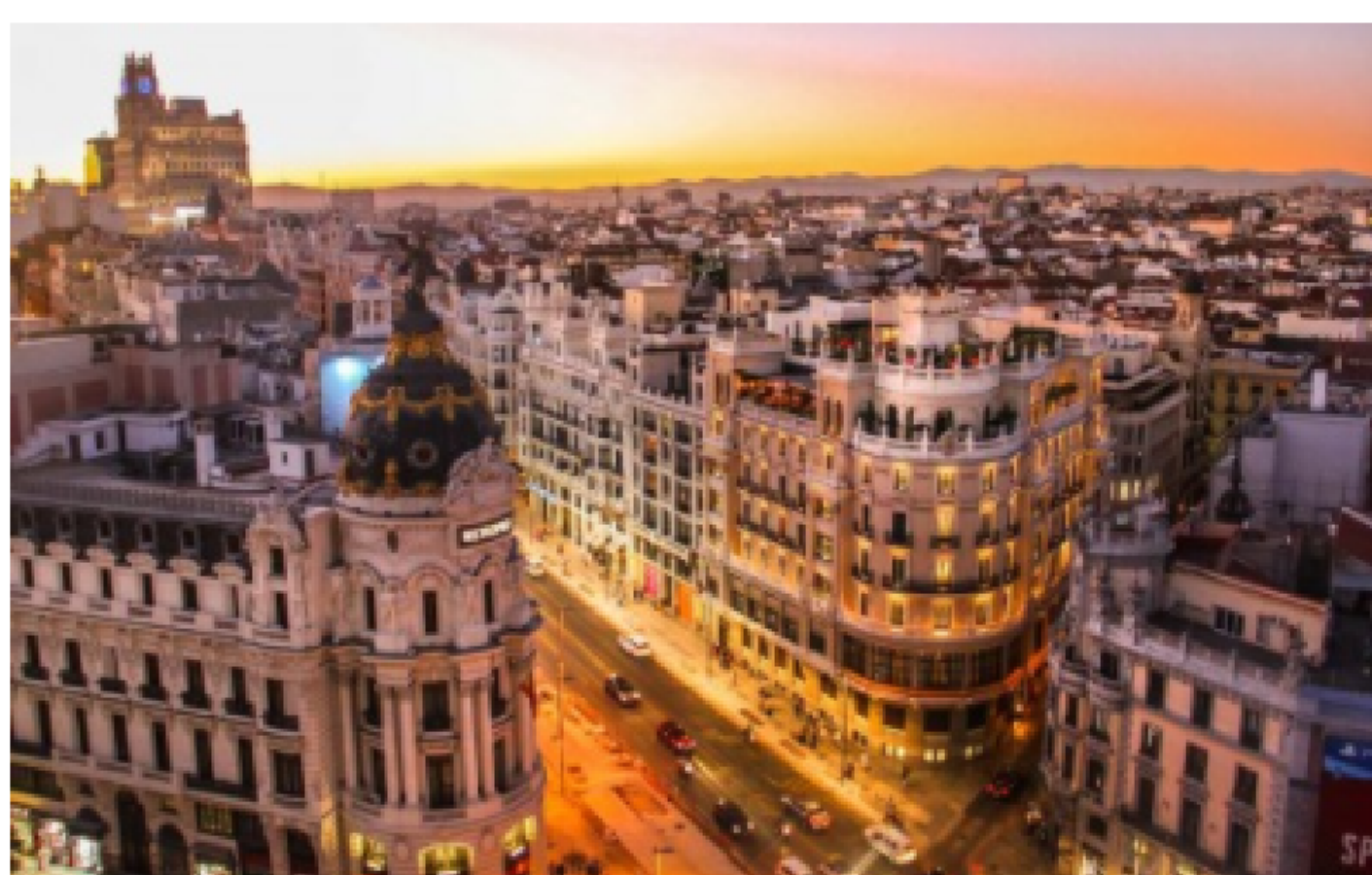


Share the magic of Madrid

This Christmas, Madrid is the best present you can give. An exhibition at one of its great museums or cultural centres, lunch in a century-old restaurant, a spa session, a guided tour to rediscover the capital, an evening at the theatre to take in a play or a musical, a flamenco show... the city of Madrid's cultural and leisure programme offers you a wealth of experiences just waiting to be enjoyed. Discover its designer boutiques, workshops and artisanal products, savour the delicious dishes served by its gourmet establishments and enjoy to the full all the possibilities the capital has to offer. Share the magic of Madrid!

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Madrid in numbers



Madrid, the fourth safest city in the world to visit

Madrid is the **fourth safest city to travel to in 2021**, according to the American insurance company Berkshire Hathaway Travel Protection. It is the only Spanish city to be included on its list, which takes different safety indexes into consideration as well as the city's handling of the pandemic.

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Monthly calendar of events



Circo Price at Christmas

The Circo Price has been transformed into a huge toy shop for its latest Christmas show, *El Retorno de Cometa (The Return of Cometa)*. This new production features incredible numbers in which circus artists, dancers and a brilliant creative team join forces to ensure that everyone, young and old alike, have a great time. This unmissable event, which has become a classic Christmas attraction in Madrid, will run until 10 January.

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Documenta Madrid

The Madrid International Documentary Film Festival returns to celebrate its 17th edition with a hybrid format until 20 December. Documenta Madrid combines in-person screenings at venues such as Cineteca (the event's main venue), Matadero Madrid, the Filmoteca Española, and the Reina Sofía Museum with online screenings on the FILMIN VOD platform. This year's event focuses on the "cinéma vérité" style of documentary filmmaking.

Don Giovanni, at the Teatro Real

Madrid's opera house plays host to a new production of *Don Giovanni*, the drama giocoso written by Lorenzo Da Ponte with music by Wolfgang Amadeus Mozart. Under the stage management of Claus Guth and the musical direction of Ivor Bolton, this production recaptures the splendour of the opera and sets the action in a dark and mysterious forest. There will be 15 performances in Italian with subtitles in both Spanish and English from 18 December to 10 January.

esMADRIDmagazine December

The city's entire Christmas programme, its exhibitions and theatre premières, and its most outstanding cultural and leisure events can all be found in the December edition of esMADRIDmagazine. The last issue of the year of this tourism magazine also offers an exquisite tour of the places to find the best artisanal turrón (almond nougat) and an extensive report on the most original and handcrafted Meninas made in Madrid.

In The Press



3 Magnificent Streets in Madrid, Spain. Travel Secrets [+]