



VISITAS ORIGINALES DE MADRID

Original Guided Tours Programme

In collaboration with its **official tour guides**, the city of Madrid showcases the capital's great historical and cultural heritage with the first edition of the *Programa de Visitas Originales de Madrid* (*Original Tours of Madrid Programme*). Until June, this initiative by the City Council's Tourism Department will offer **25 themed tours** designed and conducted by tourism professionals, with the aim of bringing to light the most interesting, anecdotal and untold sides of the city. Tours such as *La Latina* and *the Museum of San Isidro*, *The Literary Quarter and Women Writers*, *Antonio Palacios' Madrid*, *In the Footsteps of Gulliver*, *Playing with Sculptures*, *From Humble Inns to the "Gran Lujo" Hotel*, *The Madrid Movida Movement*, *The Waterworks of Madrid*, and *Madrid, the Nest of Spies*, invite us to discover the main sights and neighbourhoods of the city. Through these journeys into its history, we can learn about how the capital has evolved alongside the people and cultures that have left a mark on its identity, not forgetting its mysteries and never-before-told secrets. The tours take place **outdoors** and follow all health and safety measures. The language of the tours is **Spanish** and tickets cost **three euros**.

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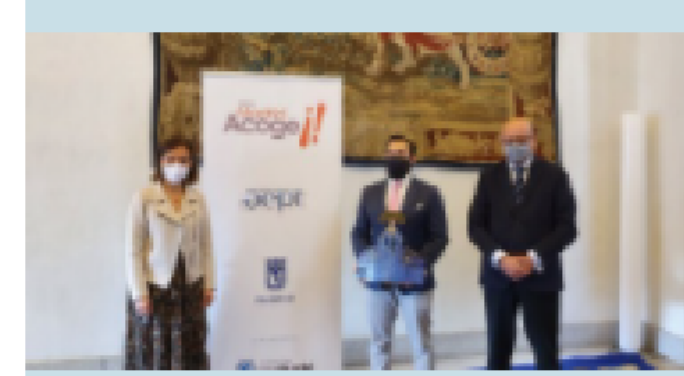
Madrid City Council



Promoting rail transport

Thanks to an agreement signed with Renfe, tourism and the use of the country's railway network will be promoted for the conferences, fairs and business meetings that the capital will host in 2021. In addition to special discounts, the agreement also includes the launch of communication campaigns to improve how Madrid is perceived on an international level and its accessibility via train.

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12th Madrid Acoge Prize

Roberto Sobrino, the room division manager of the Nuevo Boston hotel in Madrid, is the recipient of this year's Madrid Acoge Prize, organised by the Spanish Association of Tourism Professionals in collaboration with the Madrid City Council, in recognition of service excellence in tourism.

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Madrid at the AVE Cities Network Meeting

As a member of Spain's high-speed train (AVE) Cities Network's board, Madrid took part in this online meeting in which the 2021 action plan was approved. Including a total of 73 proposals, the plan boasts 20 initiatives aimed at the recovery of tourism on a national and international scale.

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Supporting tourist guides

Almudena Mallo took part in the event held to celebrate the International Tourist Guide Day organised by the Professional Association of Tourist Guides (AFTT), under the motto "Tourist Guides, guaranteed health and safety". During the event, she congratulated the community on their professionalism and the added value their activity lends to the city, and announced the launch of the Programa de Visitas Originales de Madrid (Original Tours of Madrid Programme).

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Current News



Barracuda MX

One of the most awaited gastronomic events of 2021 was the recent opening of Roberto Ruiz's new restaurant. The Mexican chef has launched his most personal project to date a stone's throw away from El Retiro Park, offering cuisine that explores the flavours of the Pacific. A new concept adapted to the current circumstances, with a larger seating area and a menu serving fresh, light, uncomplicated dishes that are reasonably priced and are made using traditional coastal methods. All this is achieved without losing sight of the values that have always characterised the chef's cuisine, who prepares homemade corn tortillas every day.

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Madrid's district cultural centres among Spain's most acclaimed

The district cultural centres of the city of Madrid, managed by the City Council's Arts, Sports and Tourism Department, have received great recognition from professionals in the sector in the latest annual Culture Survey by the Contemporánea Foundation. Matadero Madrid was ranked 15th in the survey, CondeDuque in position 42 after moving up 20 places, and spaces such as the Teatro Español and Naves del Español at the Matadero Madrid held position 45 in the national ranking and 21 in the region. Cultural initiatives organised by the Madrid City Council, such as the Year of Galdós and the Veranos de la Villa festival, were also well received.

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Madrid in numbers




Madrid secures its position among the top 10 sports cities in the world

The Ranking of Sports Cities by Burson Cohn & Wolfe (BCW) – a public relations and communications agency – has placed Madrid in tenth position for the second year running, ahead of cities such as Melbourne, Berlin, Chicago, Beijing, and Milan. This study ranks the top 50 cities best associated with sport around the world based on the opinions of sporting bodies and organisations, as well as sports industry experts and sports media representatives.

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Monthly calendar of events



Elias Crean (Women Create)

Until the 28th of March, the city will host this festival dedicated to women creators, with a multidisciplinary programme of activities celebrating the work of leading female artists and new figures in the world of music, dance, literature, cinema and theatre. This initiative will be hosted by various spaces and institutions throughout the capital, from the National Library and Casa América to the Fernán Gómez - Centro Cultural de la Villa. Marking one hundred years since her death, this edition of Elias Crean will be dedicated to remembering the writer Emilia Pardo Bazán.


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Mythological passion at the Prado Museum

The gallery on Madrid's Paseo del Arte (Art Walk) launches one of its most eagerly awaited exhibitions of the season: *Mythological Passions: Tiziano, Veronese, Allori, Rubens, Ribera, Poussin, Van Dyck, Velázquez*. On display for the first time since the 18th century are Titian's six mythological paintings based on classical Greek poetry, commissioned for King Philip II of Spain between 1551 and 1562. Open to the public until 4 July, this is a once-in-a-lifetime chance to see some of the greatest masterpieces in the field by European artists.



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Circo Price: Estat d'Emergència

Estat d'Emergència (State of Emergency) sheds light on how young artists today view and deal with the problems of the planet, from climate change and the housing crisis to the rise of radicalism. This circus show by the National Circus Production of Catalonia that came about in the midst of the pandemic will be performed at Circo Price exclusively on 18 and 19 March.

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March edition of esMADRIDmagazine

The illustrated cover of the March edition of esMADRIDmagazine of the bookstalls on Cuesta de Moyano was designed by Jorge Árevalo. This edition showcases the main events the city will play host to this month, including the Elias Crean (Women Create) festival, Teatralia and unmissable live music. What's more, read about our tour of the Malasaña district to commemorate International Women's Day, where to find the best Spanish omelette in the city's bars and restaurants (including a recipe from the Colosimo bar itself), and about two of the city's oldest sweetshops selling handmade confectionery: La Pajarita and La Violeta.



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In The Press



Restaurantes centenarios de Madrid: espacios culturales y turísticos. Eje21 (Colombia) [+]

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