



## FITUR

The global **tourism sector's nascent recovery** will get off to a start in the city of Madrid with the International Tourism Fair (FITUR), to be held from **19 to 23 May**. This unprecedented edition, Spain's **first large-scale implementation of safe international mobility**, will feature enriched specialised content and will foster new business segments and knowledge spaces that contribute to resuscitating tourism activity, in addition to making a stronger-than-ever commitment to **digitalisation**. FITUR will be fully compliant with all recommended safety and prevention measures, such as PCR testing at point of origin as well as fast, mandatory on-site testing, capacity limits and renewal of the air in the venue's halls. The event is **Safe Tourism Certified**, an endorsement recently attained by **Ifema**. Once again, **Madrid City Council** will have a presence at the fair, with its own space where it will showcase the key **tourism and cultural developments in the Spanish capital** and why they make it one of the world's leading city destinations.

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## Madrid City Council



### Gastrofestival Madrid 2021

Madrid City Council and Madrid Fusión co-organised the 12th edition of this gastronomic and cultural event, which featured the participation of over 450 of Madrid's establishments and institutions. This year's programme included 571 activities around the city, structured into six categories: *Gastronomic Madrid, Gastroculture, Sensory Experiences, Wine Culture, Gastrohealth and Gastrofestival for Families*.

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### Participation in the Luxury Digital Congress

The Madrid Department of Tourism took part in this professional meeting, the largest Spanish-language gathering devoted to the luxury sector, with the aim of continuing to position itself as a leading destination for the premium tourism segment. During the congress it presented the range of activities and products that Madrid can offer high-impact tourists.

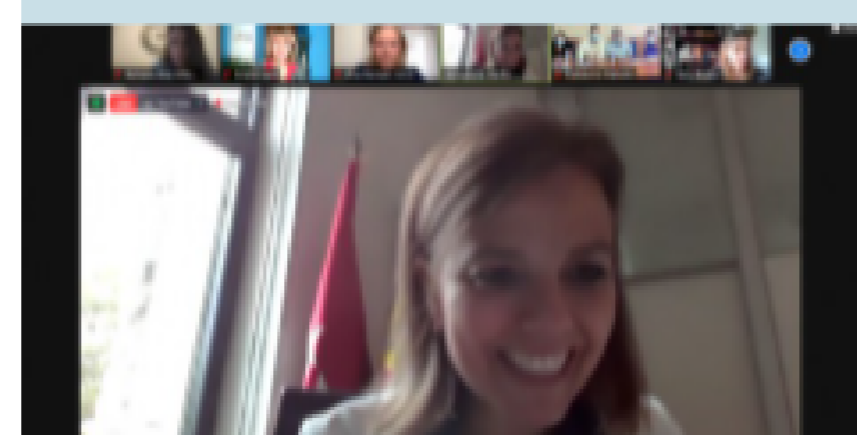
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### Support for the Best Guided Tour Award

The Madrid Department of Tourism is endorsing the third edition of this award which is presented by the Official Tourist Guide Association (APIT). The accolade recognises the work of official tour guides and acknowledges the direct impact they have on Madrid's value as a destination and on the experience of visitors to the city.

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### Fostering the Ibero-American Tourism of the Future Strategy

During her participation in the #CitiesAreListening debate, Mallo pointed to the third quarter of 2021 as the starting point of the revival of global tourism activity and argued for the creation of a dynamic, operational Working Commission that would initially be composed of the bodies and cities in the UCCI and CGLU.

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## Current News



### Centenary of the death of Emilia Pardo Bazán

2021 is the centenary of the death of Emilia Pardo Bazán, an important female writer who was a key figure on the cultural and literary scenes of the late 19th and early 20th centuries. To mark the occasion, the city of Madrid will pay tribute to her memory with a special programme organised by the City Council's Department of Culture, Tourism and Sport. The well-deserved homage will present her life and work through activities such as an exhibition at the Municipal History Museum, a series of round table literary discussions organised in collaboration with the Emilia Pardo Bazán House-Museum, a production of *Los Pazos de Ulloa* (*The House of Ulloa*) and a display of period clothing and material belonging to the author, which will open at Fernán Gómez - Centro Cultural de la Villa in the autumn.

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### Reopening of the Mandarin Oriental Ritz Hotel

This hotel in the city of Madrid, which is over one hundred years old, recently reopened as part of the Mandarin Oriental group following a complete refurbishment that preserved the building's distinctive Belle-Epoque style and its original essence. Guests at the luxury hotel will find 100 rooms and over 50 suites decorated in a "classic contemporary" residential style by Parisian designers Gilles & Boissier. Key new features include the restored iconic glass dome in the centre of the hotel, a heated indoor swimming pool and a wide selection of culinary offerings designed by chef Quique Dacosta, who oversees the hotel's five food and drink spaces and personally manages one of them: his exclusive restaurant Deessa.

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## Madrid in numbers



### Madrid: one of the top ten most attractive cities in the world for the media sector

The city of Madrid has positioned itself as a global benchmark for the media sector. According to the *Media Cities 2020* report published by international real estate consultancy Savills, the Spanish capital is the 9th most attractive city in the world for the industry. At the European level Madrid ranks third, preceded only by London and Paris. The study evaluates major cities around the world where films, television and music are produced, edited and consumed.

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## Monthly calendar of events



### San Isidro

In 2021, the city of Madrid will celebrate the festivities honouring its patron saint, San Isidro, with a #Culturasegura (#SafeCulture) programme geared towards all ages that complies with all recommended health safety and prevention protocols. The event poster was created by illustrator Beatriz Ramo, aka Naranjalidad, and shows fans inspired by the clothing of Madrid's *chulapos* and *chulapas*.

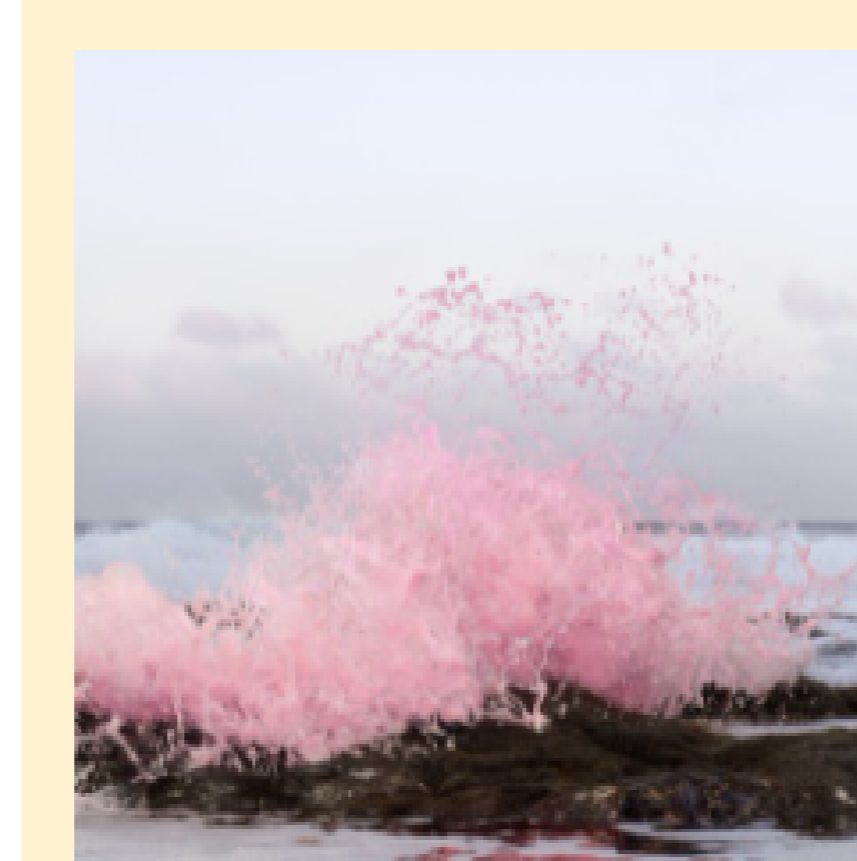
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### Madrid Culture: Exhibition Programme

Georgia O'Keeffe, at the Thyssen-Bornemisza Museum; *Eugenia the Empress*, at Liria Palace; *Sold Here: Madrid Shops and Their Advertising Posters (1870-1960)*, at Conde Duque Cultural Centre; *Fernand Léger. The Search for a New Order*, at Fundación Canal; *Miró. Poem*, at Fundación Mapfre (Sala Recoletos); *Ouka Leele. Supernova*, at Círculo de Bellas Artes, and much, much more. The new edition of *Madrid Culture* will feature as many as 44 of the best and most interesting exhibitions to be enjoyed in the capital's cultural centres and institutions between May and August.



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### Documenta Madrid

Once again, Madrid will become a hub for the very best documentary film as it hosts the 18th edition of this international festival from 26 May to 6 June. The festival will take place at Cineteca Madrid until 30 May, after which time it will continue to be held in various venues as well as online. This edition of Documenta Madrid will feature the usual two competitive sections, National and International, in which a total of 792 films from 81 different countries will compete, including 245 Spanish productions or co-productions.

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### May edition of esMADRIDmagazine

In esMADRIDmagazine tourism magazine you'll find the most notable cultural and leisure events scheduled for May, such as FITUR and Casa Decor, as well as the most interesting stage productions, events and activities to enjoy in the destination of Madrid. Places of interest and articles on the traditional *rosquillas* enjoyed at San Isidro (with an exclusive recipe from El Horno de San Onofre) and on the Royal Tapestry Factory, which is celebrating its 300th anniversary this year, round out this month's issue. The cover features one of the city's most unique natural and recreational areas: the lake in El Retiro Park.



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## In The Press



### Gastrofestival Madrid: tutti i sapori e i profumi della capitale spagnola. CorrieredelVino (Italia) [+]

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