



Christmas in Madrid

The lights, the atmosphere in the streets and a wide and extensive range of events and activities make Madrid the best possible Christmas destination. With the theme “**Let’s celebrate being together again!**”, the City Council’s Department of Culture, Tourism and Sport has put together an endless range of activities to celebrate the holiday season. Offerings include everything from **traditional nativity scenes, Christmas markets and concerts in squares, churches and cultural centres such as CentroCentro and Conde Duque to ice-skating rinks** and activities like the **projection mapping at Cibeles Palace and the Magic Postbox Route**. One of this year’s most exciting new additions are the **nativity scenes that will be projected onto the facades of six churches in the city**, an initiative organised in partnership with the Prado Museum. Another of the season’s highlights, “**Madrid, Navidad de Encuentro**”, will be organised and hosted by **Matadero Madrid**. This year’s edition features **Brazil** as the guest country and has leisure and entertainment offerings for the whole family.

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Madrid City Council



Madrid, Europe’s top MICE destination

For the second year in a row, the Spanish capital took first place at the World MICE Awards given out by the international tourism industry. This recognition of Madrid highlights the strong reputation of its MICE sector and the industry’s confidence in the city as a MICE destination.

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Tourism promotion agreement signed with Buenos Aires

The two cities will continue to work together on tourism-related initiatives with the aim of improving their respective international positions. Raising awareness of cultural and leisure offerings and fostering connectivity will be some of the focuses of the partnership, under the umbrella of which various actions will also be implemented which give consideration to sustainability criteria.

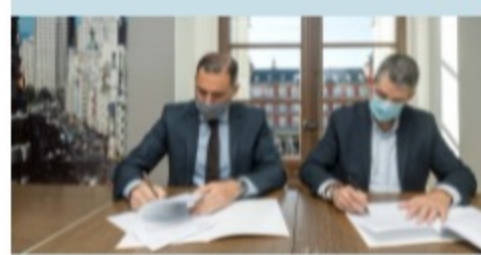
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Shopping tourism campaign in the United Kingdom

The Spanish capital carried out an extensive campaign to position itself as the top European shopping destination for the British market. The campaign, which was conducted in partnership with the regional government of Madrid, aimed to inform tourists about VAT refunds.

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Support for the 13th edition of the Madrid Acoge Award

Héctor Coronel, the Madrid City Council’s tourism director, and Santiago Aguilar, the president of the Spanish Association of Tourism Professionals (AEPT), signed a sponsorship agreement to organise this award which fosters quality and excellence in welcoming visitors to the city and providing them with assistance. The award will be given out at the next edition of Fitur.

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Current News



(Re) Discover Plaza de España

Madrid recently unveiled its new Plaza de España, a greener, more sustainable and accessible square that’s sure to become one of the capital’s main tourist attractions. The large pedestrian area connects the iconic square to the Royal Palace, La Almudena Cathedral, the Sabatini Gardens and the Temple of Debod. Important archaeological remains that were uncovered during its remodelling have been put on display: two floors from Godoy Palace, the buttresses of the old Royal Stables and the vestiges of the walkway of the old San Gil barracks.

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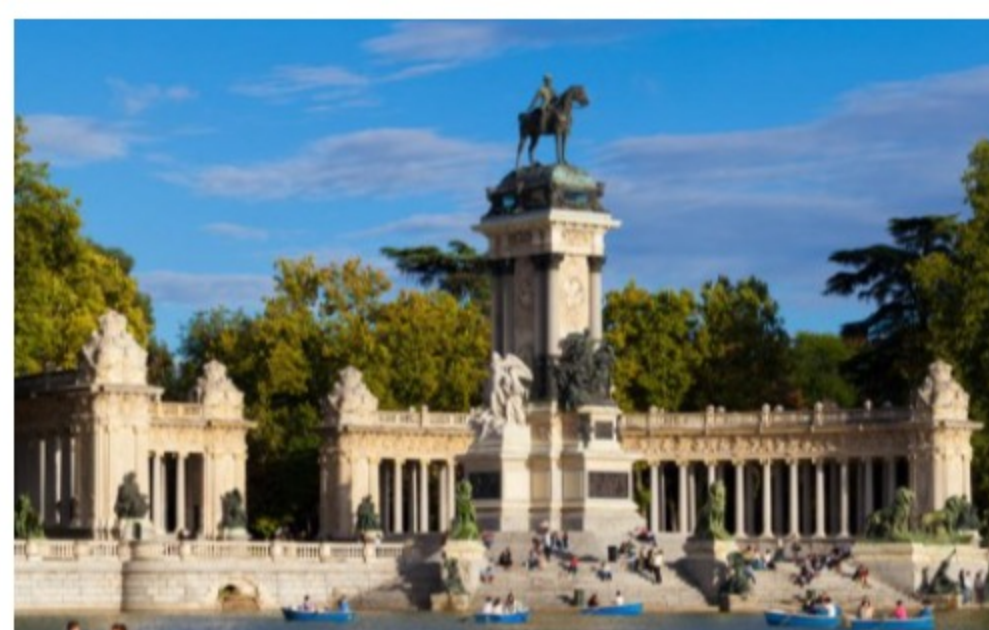


The Madrid City Tour bus is back

Passengers can once again enjoy panoramic bus tours of Madrid’s streets, monuments and main sites of interest, choosing between two different routes that will help them discover the Spanish capital: Historic Madrid, which passes through must-see parts of the city and areas full of historic sites and monuments, and Modern Madrid, which offers a look at the city’s more contemporary side. Both tours offer audio guides in various languages to enhance the experience by providing information on several of the places along the route. The buses run 365 days a year and they’re one of the best ways to get to know Madrid.

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Madrid in numbers

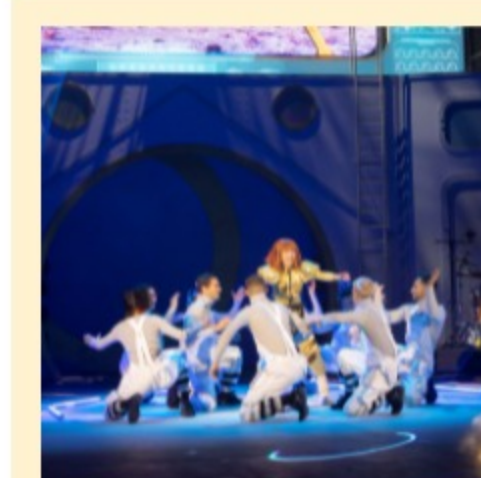


Madrid, a top-ten travel destination for 2022

The city of Madrid is one of the top ten favourite destinations among Europeans planning to travel next year, according to “A Year in Travel”. The study, conducted by travel agency eDreams Odigeo, analyses trends for 2022, when Madrid will be able to proclaim itself the World Capital of Sport. The title, awarded by ACES Europe and endorsed by the European Commission, will draw professional sporting events to Madrid all year round.

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Monthly calendar of events

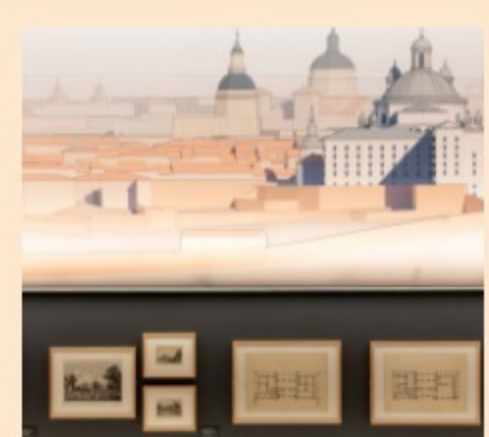


Circo Price en Navidad

The Circo Price’s classic Christmas production will be returning this year in the form of an exclusive show featuring over twenty artists from various circus disciplines and a cast of dancers who fill the stage with rhythm, music and fantasy as they tell the story of Cometa, an endearing character who travels all over the world to save Christmas. This new instalment of the Cometa trilogy, which began in 2018, will thrill audiences with amazing circus acts (acrobatics on elastic ropes, balancing acts, contortion, aerial numbers, etc.) and will run until 9 January 2022.

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Sabatini’s Madrid
Fernán Gómez - Centro Cultural de la Villa is hosting this exhibition that explores the Italian architect’s life and work, held as part of the programme put together by Madrid City Council to commemorate the 300th anniversary of his birth. The exhibition, which is free of charge and will be held until 30 January 2022, features maps, drawings, plans, an innovative audiovisual production and a 3D graphic recreation of the city that Sabatini designed, as well as an associated cultural programme that includes guided tours and workshops.



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San Silvestre Vallecana

This traditional race, which is held on the last day of the year and passes through some of Madrid’s most iconic sites, will be returning to the city’s streets this year. The 57th edition of the race will see it resume its usual route, with participants limited to 40,000. San Silvestre Vallecana includes two competitions, a fun run and a professional race. This edition, however, will also feature a virtual format, which was launched in 2020 due to the pandemic to allow users to take part in the race from any part of the world.

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December edition of esMADRIDmagazine
A Christmas scene decorates the cover of the last 2021 edition of esMADRIDmagazine, which describes the holiday season and activities that will help readers make the most of the holiday season in the city, in addition to offering a selection of the best exhibitions, theatre, musicals, concerts, fairs, events and children’s activities. The city of Madrid’s tourist magazine also invites us to follow a scrumptious itinerary of century-old patisseries like Casa Mira, El Riojano and La Duquesita, and to discover an iconic example of Madrid fashion and craftsmanship: Capas Seseña.



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In The Press



Discover the shopping Paradise of Madrid, excellent choice for shoppers. Sina Travel (China). [+]

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