

ARCOMadrid 2022

February brings one of the first must-attend events in Madrid's annual cultural calendar: a new instalment of ARCOMadrid. **Edition 40 (+1) will be held from 23 to 27 February at IFEMA MADRID.** The international contemporary art fair will resume its regular schedule this year, with an edition that looks back on the past but focuses in particular on the present and future. It will also highlight the fair's role as a key point of encounter between artists and collectors from all over the world. The programme will include a **commemorative section** featuring a selection of **big names from the international gallery scene** that have participated in the fair over its long history, put together by María Inés Rodríguez, Francesco Stocchi and Sergio Rubira. In parallel, it will exhibit works by **150 galleries** and by the participants in its curated sections. While we will see the return of offerings like **Opening by Allianz**, devoted to galleries under seven years old, some new additions will make this edition extra special: **Never the Same**, a space that will showcase the work of Latin American artists from 10 galleries, and **Office: Open for Discussion**, a project that evolved out of the Professional Meetings, a regular fixture at the fair.

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Madrid City Council



Madrid at FITUR

With its sights set on the recovery of tourism and on promoting the city's fantastic range of attractions and developments, Madrid took part in the international fair's 2022 edition. The City Council had its own space at the event, where it held meetings with industry professionals from around the world and promoted the unique, high-quality experiences the Spanish capital has to offer.

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International promotion in partnership with the regional government and Ifema

Madrid City Council has signed a historic agreement with the regional government to promote Madrid as an international destination through Ifema. The partnership entails the investment of 36 million euros over the next three years to hold campaigns that will promote Madrid abroad and strengthen its image around the world.

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Creation of the Local Tourism Board

This new advisory body, in which the entire sector will be represented, will soon make its debut in the city of Madrid. The board will enable improved definition of the city's tourism model and of policies aimed at transforming tourism in the Spanish capital.

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LinkedIn Visit Madrid

Find out the latest developments in Madrid's tourism sector, the events in the city not to be missed and the actions being taken by the City Council to promote Madrid as a destination on our professional profile LinkedIn Visit Madrid. It's a permanently connected window to everything that's happening in the Spanish capital's tourism sector

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Current News



New 360° tourist assistance service

Future visitors to Madrid can now get an initial taste of some of the city's key sites thanks to the new 360° tourist assistance service launched by Madrid City Council's Tourism Department. Offered in the form of a video call, the personalised service is led by a tourist information agent and allows future visitors to discover the city's main tourist attractions, viewing panoramic images and receiving useful information to help them plan their next trip to Madrid. The free service is available by appointment 365 days a year in both Spanish and English.

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Madrid Accessible to You guide

This new guide with eight sightseeing routes through Madrid's historic city centre promotes inclusive, accessible tourism in the Spanish capital. The adapted experiences offer suggested itineraries through areas like the Landscape of Light, Chueca and Malasaña, Madrid de los Austrias (Hapsburg Madrid) and Barrio de las Letras (Literary Quarter), as well as recommendations on places to visit and information on accessibility conditions and specialised services. Created in partnership with the State Representative Platform for People with Disabilities (PREDIF), the guide is available in Spanish and English and features additional content including a particularly useful accessible tourism map.

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Madrid in numbers



Tourism in the city of Madrid grew by 83% in 2021

Last year the Spanish capital welcomed 4,921,088 visitors, 83% more than in 2020 according to data from the Hotel Occupancy and Tourist Apartment Occupancy surveys. 10,870,950 overnight stays were recorded during this period (+77% from 2020). Domestic tourism accounted for 63% of all visitors to the city of Madrid. With respect to international tourism, the USA remained the primary outbound tourism market.

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Monthly calendar of events



Madrid Design Festival

Over 40 exhibitions, 200 activities and 69 meetings, talks and master classes make up the programme of the fifth edition of Madrid Design Festival, which will be held from 15 February to 31 March at various cultural venues around Madrid, such as Fernán Gómez - Centro Cultural de la Villa, CentroCentro, Central de Diseño at Matadero Madrid and the Francisco Giner de los Ríos Foundation. It's a leading event that draws prominent designers, specialists and professionals from the industry and turns Madrid into the capital of design par excellence.

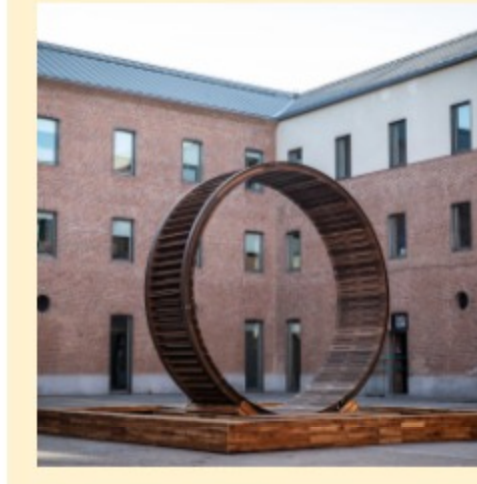
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12th Madrid International Magic Festival

The very best magic will once again flood the stage of the iconic Teatro Circo Price as it hosts this festival directed by Jorge Blass, which brings together the world's top illusionists to present their astounding acts in Madrid. The festival includes Close-Up Magic, a show featuring international experts at card manipulation and micromagic, as well as the International Gala of Stage Magic, which takes us on a unique journey through the best magic on the planet.

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MadBlue at Condeduque

The artistic programme of MadBlue 2022, the Festival of Innovation and Culture for Sustainable Development, has kicked off at Condeduque with two surprising offerings: Rainmakers, by Colombian artist Miler Lagos, and Refugees and Thresholds, by Colombian creator Dagoberto Rodríguez. The former is an interactive installation consisting of a large, rolling wooden wheel with a five-metre diameter that allows rain to be created in the central courtyard of the cultural centre when the observer walks around inside it. The second is an exhibition of two pieces that revolve around concepts like loneliness, individualism and nature. Until 1 May.

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February edition of esMADRID magazine

The city of Madrid's official tourism magazine invites us to make the most of the city's vibrant calendar of events in February, providing an overview of offerings not to be missed such as ARCOMadrid and other major art fairs in Madrid, exhibitions, events and new productions that round out the city's range of musicals and theatre offerings, from Un hombre de Paso (Naves del Español) to El tiempo entre costuras (Espacio Ibercaja Delicias). There's also a special report on Madrid's new potters and a write-up on two classic culinary institutions in Madrid that are enjoying a new lease of life: the century-old Lhardy (on the cover) and Zalacain.

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In The Press



The new capital of Luxury. Durrah magazine (EAU) [+]

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