



Gastrofestival Madrid

The city of Madrid's biggest culinary and cultural event will return from **16 to 29 May**. Restaurants, bars, markets, museums and other leisure venues in Madrid will come together again for the festival's **13th edition**, to continue to showcase Madrid's gastronomic culture from both a culinary and an artistic perspective. Special set menus, workshops, guided tours, talks and tastings and pairings will be among Gastrofestival's main activities, which will be grouped into its usual sections: **Gastronomic Madrid, Gastroculture, Sensory Experiences, Wine Culture, Gastrohealth and Gastrofestival for Families**. New additions include a section devoted to **gourmet cuisine** and an activity to mark the **anniversary of Isidore the Labourer's canonisation** which will allow us to discover the essence of Madrid and broaden our knowledge of its patron saint. Gastrofestival Madrid is organised by **Madrid City Council's Tourism Department and Madrid Fusión**, with the support of Mahou and in partnership with Madrid Film Office and the city's municipal markets. Iberia Express and Casa Decor also take part in the event.

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Madrid City Council



Roadshow in Mexico

The City Council showcased Madrid's tourist attractions in Mexico City, Guadalajara and Monterrey in a special activity along with 20 Madrid companies from the industry. The initiative aimed to strengthen Madrid's position in this market and to attract high-impact visitors and younger travellers.

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Fostering audiovisual tourism

To strengthen Madrid's position as a major filming location and to attract screen tourism, the City Council has announced measures such as a new filming ordinance, elimination or reduction of taxes for filming in municipal spaces and the organisation of meetings and agreements with the sector as well as other activities to stimulate the industry via Madrid Film Office.

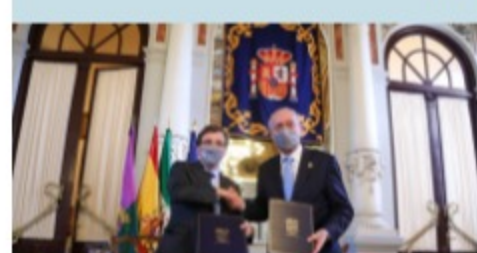
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A commitment to legacy and attracting business in MICE tourism

With these aims in mind, the City Council is working towards the complete revival of the MICE tourism segment in 2022 and towards increasing its positive impact on the city as a whole. To this end, it will take measures such as increasing in-destination promotion, giving the sector greater visibility, and fostering premium incentive trips.

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Tourism promotion agreement signed with Malaga

This partnership will allow Madrid and the Andalusian city to step up their efforts to promote the two cities as destinations and to strengthen their positions over the next two years. Incentive, sports, cultural, audiovisual and family tourism, as well as issues like sustainability in tourism, will be the focuses of the activities carried out under the agreement.

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Current News



Wow

Madrid has welcomed an innovative shopping experience with this multi-brand concept store in the former Hotel Roma, on the avenue of Gran Vía in the heart of Madrid. Over 5,500 square metres contain short-term offerings by both traditional firms and brands that got their start on the internet, including fashion, accessories, beauty products, technology, decor and design. The groundbreaking shopping experience is rounded out by other leisure offerings and will soon be expanded to include a gastro zone on the top two floors.

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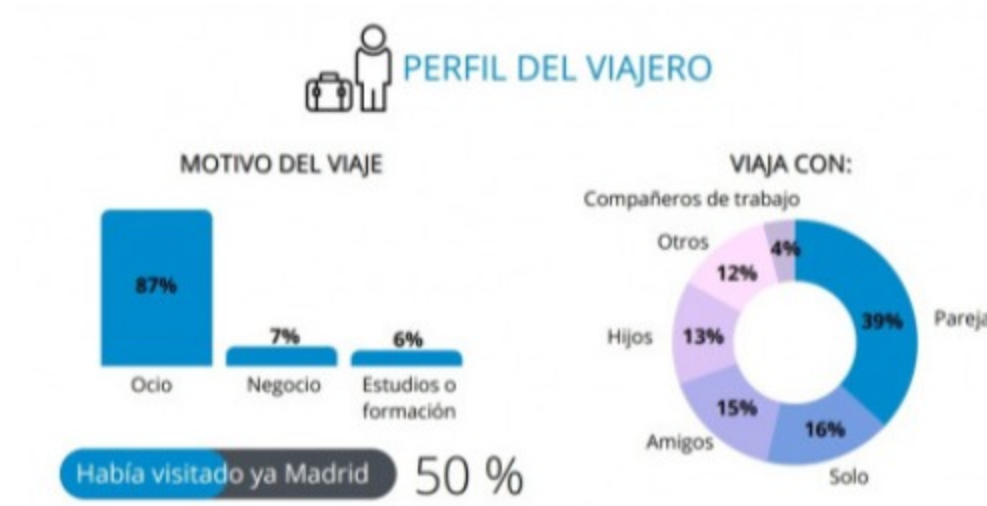


Icons of the Past and Present for a Living City Illustrated Cultural Map

This visual guide offers a new look at the Spanish capital with an itinerary of 16 of its most iconic places and buildings as well as some important new arrivals in the city. The route includes Madrid's most significant monuments, streets and squares, green spaces, cultural institutions and sports venues, from Cibeles Fountain and Plaza Mayor to the Royal Palace, the Prado Museum, Madrid Río Park, Santiago Bernabéu and Wanda Metropolitano stadiums, and Terminal 4 of the airport. These key sites, which are landmarks that give the vibrant city of Madrid its unique personality, are assessed by writer Mercedes Cebrián. The map also features illustrations by Eva Vázquez. Coming soon in English.

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Madrid in numbers



Characteristics of visitors to the city of Madrid in 2021

According to a tourist satisfaction and perception survey conducted by Madrid City Council's Tourism Department on over 3,100 users of its tourist information points in 2021, 87% of the people who visited the Spanish capital did so for leisure purposes, drawn to it mainly for its heritage, monuments and tourist attractions. Over half of those surveyed booked one month in advance, and hotels were the most popular type of accommodation. With respect to spending, most tourists spent their money on accommodation, food and drink, shopping and leisure. Visitors cited Puerta del Sol as Madrid's most iconic site, followed by the Prado Museum, El Retiro Park and Plaza Mayor. 100% of travellers recommended visiting the city and more than half plan to return.

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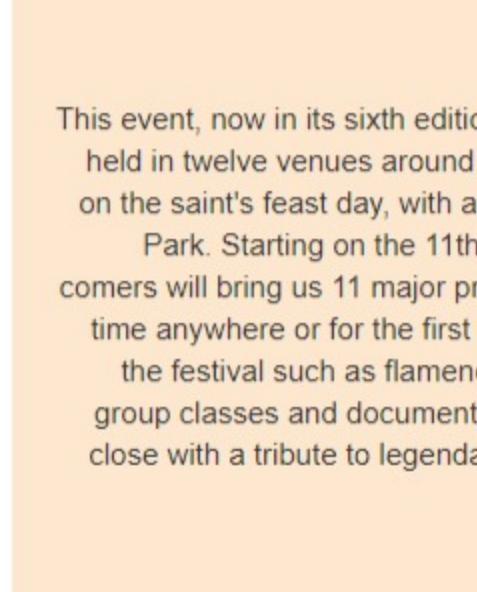
Monthly calendar of events



San Isidro festivities

Madrid's patron saint festivities will take place from 13 to 15 May. The most traditional events and activities, such as the pilgrimage to San Isidro Park, fireworks and enjoying typical foods, will be complemented by a broad cultural programme in different venues around the city. Plaza Mayor, Las Vistillas Gardens and Matadero Madrid will host musical performances ranging from utterly traditional to downright avant-garde offerings. These very special festivities—2022 marks the 4th Centenary of the Canonisation of Saint Isidore the Labourer—will also feature the 42nd edition of the Rock Villa de Madrid Awards.

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Flamenco Madrid Festival

This event, now in its sixth edition, will return with a diverse programme held in twelve venues around the city, and will even take to its streets on the saint's feast day, with activities taking place around Madrid Río Park. Starting on the 11th, seasoned artists and talented up-and-comers will bring us 11 major productions, either premiering for the first time anywhere or for the first time in Madrid, as well new additions to the festival such as flamenco for the whole family, inclusive dance, group classes and documentary screenings. The event will wind to a close with a tribute to legendary artist Camarón on 29 May at Fernán Gómez.

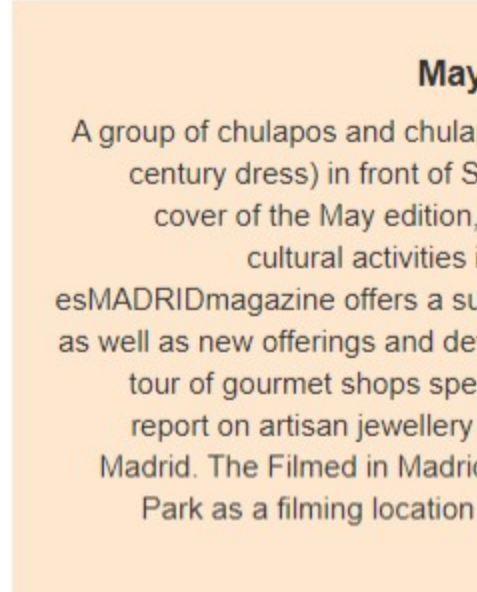
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Documenta Madrid

This international film festival will be held at Cineteca from 24 to 29 May. The 19th edition of the annual event will continue to strive to showcase the best national and international "cinema of the real" in support of films that defy classification, which will compete on equal footing regardless of their duration or genre (documentary, essay, hybrid or experimental). Interdisciplinary creation, the on-site experience, development spaces and training will be the main focuses of the latest edition of Documenta Madrid, which will continue from 30 May to 5 June in an online format on the VOD Filmin platform.

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May edition of esMADRID magazine

A group of chulapos and chulapas (men and women in traditional 19th century dress) in front of San Isidro Hermitage are pictured on the cover of the May edition, in a month distinguished by a frenzy of cultural activities including the city's San Isidro festivities. esMADRID magazine offers a summary of all of these can't-miss events as well as new offerings and developments in the city. It also features a tour of gourmet shops specialising in a single product as well as a report on artisan jewellery makers that covers five shop-studios in Madrid. The Filmed in Madrid section also takes a look at San Isidro Park as a filming location for movies like Edgar Neville's *Carnival Sunday*.

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In The Press



A taste of Madrid: How I sipped and nibbled my way through Spain's capital. Pioneer Press (USA) [+]