



MADRID PRESS DOSSIER



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THE CITY OF MADRID

Madrid is an open-minded city where culture, entertainment and business share an attractive, thriving space. Thanks to its modern and cosmopolitan flare and to the friendly and passionate character of Madrilenians, the Spanish capital makes everyone feel right at home while providing them with some of the world's most interesting tourist attractions.

Art Galore

Over eighty museums and more than two thousand monuments -both historical and artistic-, contribute to the city's richness and bear witness to the history and the art of all those who have populated Madrid throughout the centuries. Without this heritage it would be impossible to understand European and world history.

Madrid's cultural legacy offers visitors an unprecedented tour: the Art Walk (which includes the Prado Museum, the Reina Sofía National Museum and Art Centre, the Thyssen-Bornemisza Museum and, more recently, CaixaForum). It is a unique walk through painting, sculpture, architecture and nature.

But cultural heritage can also be appreciated on the streets. A walk through the many sides of Madrid offers a survey through past eras: the Hapsburg dynasty, the Bourbons, the Middle Ages, the 19th Century and even the times of Goya or Velázquez.

Nightlife and Entertainment

Those who visit Madrid will for sure know that it is one of the world's liveliest, most entertaining and vibrant cities during the day, but even more so at night. Madrid offers visitors all imaginable options for leisure and entertainment. One of the most popular attractions is musical theatre. Gran Vía, also known as Madrid's Broadway, has become a reference for this musical genre in Spain.

A Green City

With almost 3,000 hours of sun per year, Madrid is undoubtedly a luminous and warm city. Its Mediterranean continental climate is an invitation to walk through its streets.

There is a great number of parks throughout the city, making it the greenest capital in Europe. In fact, Madrid has two true "green lungs": El Retiro park and Casa de Campo. In addition, the ongoing *Madrid Río* (Madrid River) Project will transform some 820 hectares into a fluvial park by 2015.

Unique Gastronomy

With over 3,000 restaurants, Madrid can be considered a city where one can taste all the different cuisines in the world, as well as Spanish dishes. Undoubtedly, it also shows the richness of its own gastronomy with the *cocido madrileño* as its undisputed representative, while offering plenty of opportunities to try tapas.



Aside from traditional flavours and styles, there is a new trend of top-quality cuisine, referred to as “*designer’s*” or “*author’s*” cuisine, which is considered avant-garde gastronomy to satisfy the most exquisite palates.

Business Tourism

Madrid hosts over 4,000 congresses and conventions every year. There is a wide range of venues on offer, which include Feria de Madrid trade fair grounds (Ifema) and the future International Convention Centre, its excellent communications -such as Madrid-Barajas International Airport-, its top-quality hotels, and its significant cultural and entertainment offer will surely make the organization of any business event a clear success.

Business tourism in Madrid has found a great support in Madrid Convention Bureau (MCB). This organization was founded in 1984 by the City Council in collaboration with several public institutions and private companies at the time. It promotes business tourism, convention bids and incentive travel.

Shopping for All Tastes

Shopping in Madrid appeals to everybody for its variety, its quality and for the multiple alluring choices offered: from the most modern premises to the old traditional shops in the city centre.

The city has several well-defined shopping areas: Gran Vía, Calle Preciados, the Azca-Orense area, Chueca and Calle Fuencarral, Calle Bravo Murillo or the historical city centre. However, it is in the Salamanca neighbourhood, particularly on Calle de Serrano and its surroundings, where one can find the major boutiques, luxury jewellery and gift shops.

A visit to *El Rastro* is a must, as it is one of the world’s most famous street markets. This experience is more about seeing than buying and, of course, about being seduced by the most traditional side of Madrid.

Luxury Travel

The city of Madrid is an unbeatable place to search for the essence of luxury and exclusiveness, offering the best in terms of accommodation, gastronomy, shopping and entertainment.

Visitors will be able to enjoy a choice of five star hotels -from classical standards to the most avant-garde and minimalist fares-, prestigious restaurants donning Michelin stars, private visits to world-famous museums or shopping at renowned national and international luxury firms located on the *Golden Mile*.

Sports

Sports are intensely lived in the city and there are a large number of specialized facilities to practice any discipline as well as to watch the best sports professionals. Madrid hosts football and basketball games featuring its most



international teams -Real Madrid and Atlético de Madrid-, and holds important sporting events such as the Madrid Master Series, the Madrid Golf Open, the San Silvestre Vallecana Race or the Sports Day.

All this information and much more can be found at our website esMADRID.com (www.esmadrid.com).

PROMOCIÓN MADRID

Promoción Madrid, a part of the Department of Economy, Employment and Citizen Participation of Madrid City Council, is in charge of the cultural, tourist, economic and business promotion of the City of Madrid, both at a national and an international level.

As the marketing agency for the city, it is responsible for the management of the different channels with which the City Council promotes its image and informs both visitors and locals about the cultural, tourist, entertainment and business offering in Madrid.

Aside from managing these platforms, Promoción Madrid is in charge of promoting the image of the city, designing and implementing its advertising campaigns, and defining the strategies for tourist promotion. Its structure also includes the Madrid Convention Bureau (MCB), an organization which promotes business tourism as well as convention bids and incentive travel.

The esMADRID Family

Its various channels (esMADRID.com, esMADRIDmóvil, esMADRIDmagazine, esMADRIDmusic and esMADRID4u) conform a big multimedia group offering the most complete information about culture and entertainment in the city.

esMADRID.com: the City of Madrid's website for tourist, cultural, entertainment and business information and promotion. It is available in six languages –Spanish, English, French, Chinese, Japanese and Russian- and has become the website of reference for the City of Madrid.

esMADRIDmóvil: the mobile version of esMADRID.com is a service which allows access to useful information about Madrid through any mobile device. This application can be accessed in three languages: Spanish, English and French.

esMADRIDmagazine: free monthly publication, both in Spanish and English, featuring the major events taking place in the city. It includes a complete calendar with highlights and useful information about Madrid. In the near future, an international edition will be launched.



esMADRIDmusic: record label promoting both the image and the appeal of the City of Madrid through music. This platform aims to relate the city to its music and, aside from promoting Madrid, wants to support young creators and the city's music scene. Furthermore, esMADRIDmusic includes all the original tunes that conform esMADRIDtv's soundtrack.

esMADRID4u: the social network through which Madrid has become one of the first cities to incorporate a new concept of interaction to their website, as well as meeting point where users themselves provide the contents. At esMADRID4u one can discover the culture, gastronomy, habits, shops and art in the city through the experiences and impressions of those who have already visited it, as well as uploading videos and photos, creating one's own travel log or participating in different groups to share one's opinions on various subjects.

Madrid Convention Bureau

The City of Madrid is committed to business tourism. This year, the City Council has decided to strengthen its international presence and the duties of Madrid Convention Bureau, which is now a division of Promoción Madrid, the city's marketing agency.

Madrid Convention Bureau (MCB) is a municipal organization created in 1984 in collaboration with both public and private companies in this sector. It is devoted to promoting Madrid as a city for national and international meetings, attracting them to the City and ensuring a successful outcome. At present, it has almost 200 partners related to the business tourism industry, and its goal is to position Madrid amongst the top five destinations for business tourism.

Thanks to the close collaboration between the MCB and all of its partners, it is able to help in attracting, promoting and following up on a bidding process for the city to host a convention. For instance, it prepares and provides bidding materials, it helps with the search for an ideal location for the event, it organizes technical visits to the venues, it offers a hotel selection as well as advice in every aspect that might represent a competitive advantage.