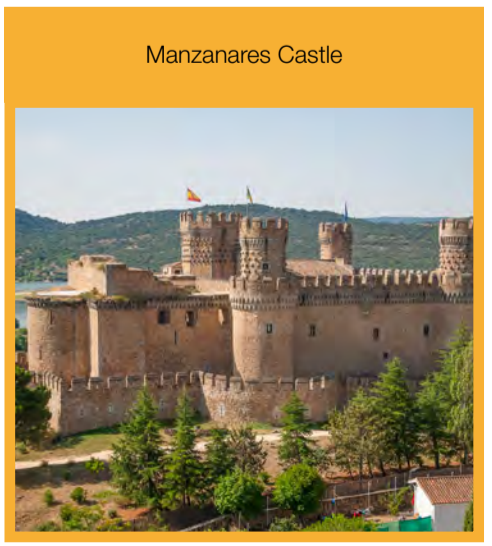
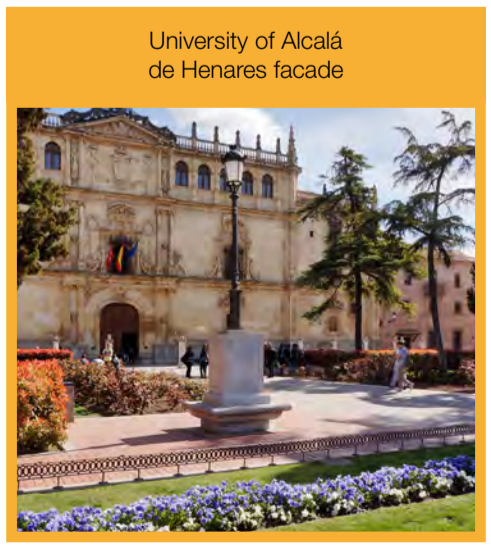
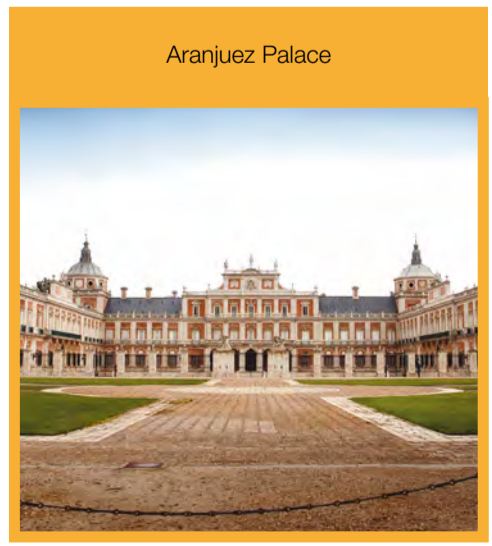
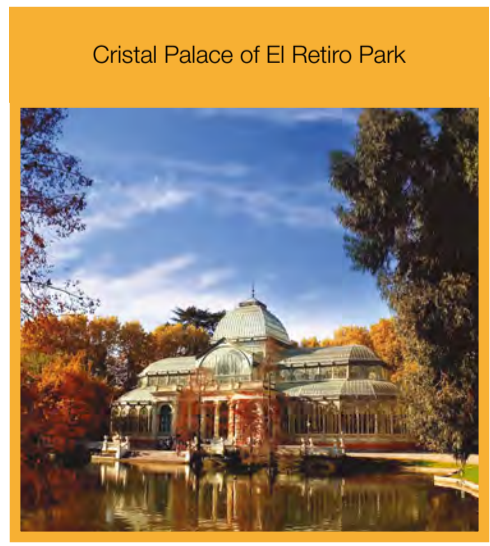


Images: Archive of the Madrid Region Directorate-General for Tourism; ADTS Group; ASF; Belén Imaz; Elequipo. Legal Deposit: M-36785-2021.

-  World Heritage
-  Villas de Madrid
-  Natural Heritage
-  CiclaMadrid
-  Rural-MadRural, Active and Nature Tourism
-  Wine Tourism



... The world's greatest cultural destination





A show in Madrid

An immeasurable cultural and leisure agenda

Madrid is one of the world's great stages: theatre, musicals, opera, classical music, dance, festivals, concerts... and it is also the international capital of Flamenco, listed as Intangible Cultural Heritage of Humanity.

Theme parks, zoos... Madrid offers innumerable proposals for family tourism. Madrid is the world capital of football thanks to our elite international clubs. We are also the site for major sports events and popular runs.

The terraces of our restaurants, bars and hotels are an expression of our culture and lifestyle. We also boast an unbeatable nightlife offering that caters for every taste.

“MADRID IS AN ACCESSIBLE DESTINATION: WE HAVE INFRASTRUCTURES, SERVICES, ROUTES... FOR EVERYONE”

More nature and active tourism than you imagine

Beyond the capital, a very short distance away, the region possesses some stunning natural heritage. Among its assets are unique locations such as the Montejo Beech Forest, also a World Heritage Site, the Sierra de Guadarrama National Park and the Sierra del Rincón Biosphere Reserve. The **MadRural** rural tourism offering is a powerful asset of the region.

CiclaMadrid is an eco-friendly, sustainable and accessible cycling tourism proposal, with its 420 kilometres linking up multiple destinations and tourist resources.

The Madrid Region boasts a unique offering of active tourism, ornithology, hiking, workshops and educational activities to reconnect with nature. Numerous golf courses, mountain and winter sports and nautical sports complete our active tourism offering.

“TRAVERSE THE REGION VIA THE MADRID CAMINO DE SANTIAGO, MADRID'S ST JAMES WAY, A UNIQUE AND TRANSFORMATIVE EXPERIENCE”



Montejo Beech Forest



Left: The Lhardy bar. Right: Winery.



The best lifestyle in the world

As well as the cultural and leisure agenda, gastronomy and shopping make of us a priority destination for international tourists. We have a premium-quality, highly competitive offering.

Our cuisine ranges from restaurants serving international touchstone cuisine to traditional gastronomy, centuries-old restaurants and taverns, gastronomic markets, tapas —internationally renowned— and an inexhaustible number of gastronomic routes and experiences.

“MADRID IS ONE OF EUROPE'S MAJOR BUSINESS CENTRES, A BENCHMARK LOCATION FOR MICE TOURISM.”

Our wine tourism, reinforced by our very own denomination of origin – *Vinos de Madrid*, Wines of Madrid – allows you to enjoy unforgettable experiences in our wineries.

As for shopping tourism, converging on Madrid are the major international luxury brands, traditional shops, cutting-edge establishments, unique galleries and shopping centres, emblematic streets and districts for a shopping experience or traditional markets such as El Rastro flea market.

As a region, Madrid is safe, open to all, fun, tolerant. It is a recognized LGBTIQ+ destination and our Gay Pride Festivals have become part of our festive calendar in their own right.

The legacy of the Spanish Crown is present in places such as the Royal Palace, the largest in western Europe. Other emblematic spots are the Plaza Mayor, the Puerta del Sol, the Gran Vía, Plaza de España and Plaza de Oriente.

The **Villas de Madrid** are 11 unique destinations for the recognized value of their cultural heritage. We should not forget our historical trains (Strawberry Train, Cervantes Train and Felipe II Train), our network of castles and the region's vast archaeological heritage.

The region is home to more than 100 museums, among them the Prado Museum, the Reina Sofía National Art Centre and the Thyssen-Bornemisza, plus more than 150 exhibition halls and art galleries. In Madrid alone you can view Las Meninas by Velázquez, or Picasso's *Guernica*. Also outstanding are the Regional Archaeological Museum and the Cervantes House in Alcalá de Henares.

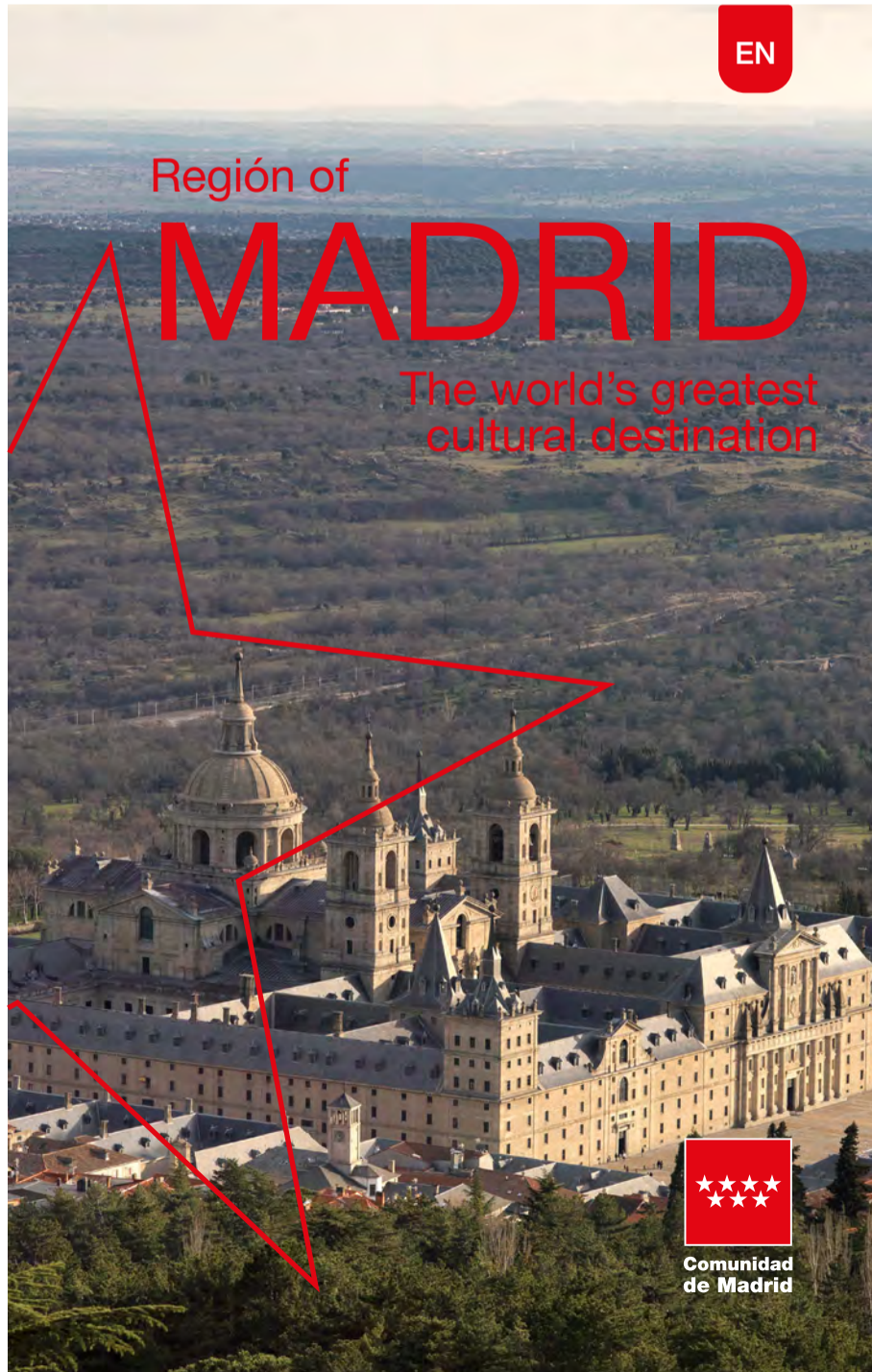
“DISCOVER ALL THE SECRETS OF THE MADRID REGION AT THE SOL TOURIST CENTRE IN THE HEART OF THE PUERTA DE SOL”

The cultural heritage of the Madrid Region is inexhaustible. Alcalá de Henares, Aranjuez, the Royal Monastery of San Lorenzo de El Escorial and Madrid city through the “Landscape of Light” are together one of the most relevant major museum offerings on the planet, plus other unique places such as El Retiro Park.

The world's greatest cultural destination



Buitrago del Lozoya



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