



Madrid, 9 May 2025

This initiative is part of Madrid City Council's Tourism Decentralisation Plan, which aims to strengthen the city's quality tourism model

Madrid encourages visitors to discover its tourist areas with the "More Streets to Discover" campaign

- The campaign showcases the distinct personality and tourist attractions of each of the city's areas
- The promotional campaign will initially focus on Carabanchel, Casa de Campo Park and El Capricho Park and has already been launched on the city's network of digital advertising panels
- The campaign will also have a presence on Madrid's official tourism website, esMADRID.com, on its social media platforms and in the publication esMADRIDmagazine

The city's tourism councillor has launched the campaign "More Streets to Discover", a promotional initiative encouraging tourists and residents alike to explore Madrid by venturing off the beaten tourist path to areas which offer a range of experiences. The initiative aims to showcase the wealth of cultural, culinary and shopping attractions across different parts of the city, and to show that there are always more streets to discover, flavours to savour and experiences to enjoy in Madrid.

The campaign slogan, "More Streets to Discover", takes a friendly, informal tone to remind us of everything waiting to be experienced in Madrid, inviting us to fully immerse ourselves in the traditional yet modern and cosmopolitan nature of the city's different areas.

In her speech, tourism councillor Almudena Maíllo emphasised that "in Madrid, each neighbourhood is a destination in its own right", calling the campaign "an invitation to look at the city in a new way, with lots of stories waiting to be discovered in Madrid". Maíllo explained that "the initiative is part of the Strategic Tourism Plan 2024-2027 and its aim is threefold: to redistribute tourist flows to extend the positive impact of tourism to the entire city, to cement Madrid's position as an active year-round destination, and to strengthen harmonious relations between residents and tourists".

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The first areas of focus: Carabanchel, El Capricho Park and Casa de Campo Park

“More Streets to Discover” is divided into two stages. The first begins with 22 tourist areas, whereby individual graphic identities and narratives will be developed for each one. Every month, the campaign will promote the relevant areas, highlighting their most special attractions, calendars of events, and key culinary and leisure offerings.

Three tourist areas were chosen to kick-start the campaign: Carabanchel, El Capricho Park and Casa de Campo Park. The first, Carabanchel, is a traditional area closely tied to Madrid’s patron saint, San Isidro (Isidore the Labourer). It boasts architectural gems and art galleries and has emerged as the capital’s art district. The second, El Capricho Park, is a sort of outdoor museum with hidden secrets such as a bunker from the Spanish Civil War which is unique in Europe due to its state of preservation. Finally, Madrid’s green lung, Casa de Campo Park, is a former royal forest where visitors can enjoy everything from leisurely strolls and outdoor exercise in a natural setting to dining by the shore of its artificial lake, as well as fun-filled days at the amusement park (Parque de Atracciones) or the Zoo Aquarium.

Over the course of 2025 and 2026, more tourist areas will gradually be added to the campaign, each with its own respective graphics, narrative and iconic sights. They include Salamanca, La Latina, Letras, Madrid Río Park, Malasaña, Lavapiés, Castellana, Retiro, Las Salesas, Chamberí, Gran Vía, Chueca, Plaza de España, the Royal Palace, Usera, Plaza Mayor, Puerta del Sol, El Pardo, the city’s *quintas*, or former country estates (Los Molinos and Torre Arias), Paseo del Arte (Art Walk), Villaverde, Ventas, Moratalaz, San Blas, Pacífico, Prosperidad, Ciudad Universitaria and Delicias.

Dissemination of the campaign

The Tourism Department’s new initiative is already visible across the city’s network of digital advertising panels. It will also feature on Madrid’s official website, esMADRID.com, on its [Instagram](#), [Facebook](#), [X](#) and [LinkedIn](#) social media channels and in the publication [esMADRIDmagazine](#), which will dedicate a rotating monthly article to one of the highlighted areas.

The campaign plan also includes the publication of content in specialised media, newsletters, branded content and the creation of audiovisual materials and merchandise. /

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