



## NOTA DE PRENSA

The capital will take part in this international fair with a stand that evokes El Rastro flea market and the multiple experiences offered by Madrid's tourist and cultural attractions

### Experiencing Madrid from Fitur's Hall 9

- The city of Madrid's stand, located in Hall 9 and shared with the greater region of Madrid, showcases the capital's top tourist attractions: its unique range of cultural activities, its gastronomy, its programme of leisure activities, its shopping and its MICE tourism amenities
- The stand's design, inspired by the slogan "From Curtidores to Heaven" (Curtidores is the street where El Rastro is held), aims to offer an experience similar to that of wandering around and shopping in the historic flea market, and was built with recycled and reused material
- It features 12 themed desks that provide information and news about the Paseo del Arte (Art Walk), Teatro Real's 200<sup>th</sup> anniversary, Gastrofestival Madrid and the Vuelve a Madrid loyalty programme, among other things
- The city of Madrid will also have a heavy presence at Fitur LGTB, with its own stand bearing the slogan "Whoever you love, Madrid loves you"
- In addition to showcasing Madrid's attractions, the stand will be the site of the Madrid Acoge and Hermestur award ceremonies and will host the presentation of new developments in connectivity and accessibility, in addition to Madrid Day

#### **Madrid, 16-Jan 18**

During the fair, tourism industry professionals and the general public will have a chance to discover, at Fitur, the experiences that Madrid offers as a destination. The City Council will take part in the International Tourism Fair, which will be held at Ifema from 17 to 22 January, through the Madrid Destino Tourism Department.

The city will have its own stand, shared with the greater region of Madrid, at which it will exhibit the quality and diversity of Madrid's tourist attractions. The experience-based stand will be located in Hall 9 and will showcase the value of the capital's most notable attractions: its unique range of cultural activities and its gastronomy, as well

#### **Madrid Destino**

Dirección de Comunicación  
Señores de Luzón, 10, 1ª planta  
28013 Madrid

Tel: +34 91 578 77 58  
email: comunicacion@esmadrid.com



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as its programme of leisure activities, its shopping, its natural wealth, its excellent transport links and its MICE tourism amenities.

### **A large square as a tribute to El Rastro flea market**

In honour of the famous saying “De Madrid al cielo” (“From Madrid to Heaven”), a space has been recreated with design features including elements suspended in the air tied to balloons that hold them up and make them appear to be levitating, offering an original image that visitors won’t soon forget.

Moreover, in a twist on this saying, the stand has taken the slogan “From Curtidores to Heaven”, and pays tribute to one of its historic markets, El Rastro (Curtidores is the street where it is held). With a history stretching back more than 400 years, the market is one of the most interesting experiences for visitors to the capital. In view of this, the space features an enormous desk and a large square, which is fully accessible and aims to offer an experience comparable to wandering around and shopping in El Rastro.

Madrid’s stand also wanted to reflect a feature that is so utterly characteristic of the destination of Madrid: its warm, open and friendly nature. To this end, numerous balconies were included as a nod to one of the hallmarks of Madrid. Similarly, there are images of the city’s best-known squares, such as Plaza Mayor, Plaza de Cascorro, Plaza de la Villa, Plaza de Cibeles and Plaza Santa Ana, which are open public spaces brimming with life that take visitors by surprise.

### **12 themed desks**

With a dozen desks designed to look like market stalls, the city of Madrid will showcase the capital’s major tourist and cultural attractions. The space will feature the museums on the Paseo del Arte (the Prado, Reina Sofía and Thyssen-Bornemisza), Teatro Real opera house, which celebrates its 200<sup>th</sup> anniversary in 2018, cultural centres like the National Archaeological Museum and La Casa Encendida, Madrid’s shopping and its gastronomy, with a particular focus on the 9<sup>th</sup> edition of Gastrofestival Madrid, its theme parks (Parque de Atracciones, Parque Warner, the Zoo and Faunia) and its programme of musicals, with Spanish adaptations of productions like The Lion King, Billy Elliot and The Bodyguard.

There will also be a nod towards sport - with the participation of Madrid’s two main football teams, Atlético de Madrid and Real Madrid – as well as some outstanding leisure offerings from the association La Noche en Vivo and the Vuelve a Madrid loyalty programme.

In order to provide in-depth information on new developments in the destination of Madrid, the city’s stand will also feature a work zone where it will hold meetings with industry professionals, in addition to other meetings and presentations.

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In keeping with its commitment to ecology and sustainability, Madrid's stand was built using recyclable material like wood and cardboard, which was combined with reused material as well as pre-built elements that passed environmental control checks during the production process.

## **Madrid, an LGBTI benchmark**

For another year running, the destination of Madrid will have a special presence at Fitur LGTB, with its own stand in the fair's monographic section, from which the city will showcase Madrid's tourist attractions and the major events of interest to the collective. The image used in association with the stand will be a new logo featuring a heart and the rainbow flag, emblazoned with the core message of the World Pride Madrid 2017 promotional campaign: "Whoever you love, Madrid loves you".

The stand will offer information on the next edition of Gay Pride, which will be held from 28 June to 8 July. It will also give out informational material and it will have 3D glasses enabling visitors to experience Madrid's Gay Pride right from the fair. In addition, Madrid will present a review of World Pride as well as a sneak peek at this year's Gay Pride on the main stage in Fitur's LGTBI zone, on Thursday the 18<sup>th</sup> at 4.30pm.

## **Programme of events and presentations**

In addition to showcasing Madrid's tourist and cultural attractions, over the five days of the fair Madrid's stand will host institutional events, presentations and various activities.

On Wednesday the 17<sup>th</sup>, a day when the fair is open to professionals, the king and queen of Spain will visit the stand. The Hermestur and Madrid Acoge awards will also be given out by the Spanish Association of Tourism Professionals (AEPT).

Thursday the 18<sup>th</sup> will feature the presentation "Madrid's Air Connectivity: Challenges in Times of Success" (in Spanish), which will present the key figures for Adolfo Suárez Madrid-Barajas airport in addition to the accessible guide "Madrid in 7 Days".

As usual, Madrid Day will be held on Friday and will feature the participation of representatives from Madrid City Council, the regional government and Madrid's tourism sector, as well as special performances. Over the weekend the general public will be able to enjoy various activities and discover the tourist attractions of the destination of Madrid./

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