

This publication is produced by the municipal company, Madrid Destino. It brings together information on the city's tourist attractions, new events, plans and suggestions for leisure activities

New edition of the promotional guide *Madrid. A way of life*

- Available in four languages, it can be downloaded from the city's official tourism website http://www.esmadrid.com/guide_en
- In its pages you will find the essence of Madrid: from those essential places to the more surprising and alternative ones, with suggestions from personalities from the worlds of culture, gastronomy, sport or fashion
- It includes practical information on Madrid as a tourist destination and the associated services, as well as an annual events calendar
- The guide also includes a free interactive version for mobile devices (Android and Apple), with videos, images and additional content. It is available in Spanish and English

Madrid, 9-Jul-14

The city of Madrid launches a promotional guide. This is the third edition of *Madrid. A way of life*, a publication produced by the municipal company Madrid Destino, which packs the essence of the city into more than 150 pages: the main tourist attractions, new events, plans and suggestions for leisure activities for every visitor profile. One of the best ways to explore everything the capital city has to offer, a unique destination offering visitors unique experiences and suggestions.

Madrid. A way of life offers original ideas for enjoying a trip to the city, with a review of its broad historical heritage, green spaces, cultural and gastronomic venues, commercial attractions and its popular districts.

The guide is distributed at trade fairs, events and professional meetings in which Madrid participates. It is available in four languages (Spanish, English, French and German) and can be

downloaded from the city's official tourist website, esMADRID.com (http://www.esmadrid.com/guide_en).

Essential places as well as the surprising and alternative Madrid

This publication shows Madrid from different viewpoints. Monumental Madrid, with emblematic places and essential little corners which no-one should miss, like the Art Walk, El Retiro Park, the Gran Vía, the Puerta del Sol, the Hapsburg district or the terraces of La Latina. But it also highlights the little but great jewels of the city, such as Madrid Río Park, the Literary Quarter, Casa de Campo Park or the Salamanca District and, of course, the alternative, modern and innovative Madrid, with venues such as Matadero Madrid or La Casa Encendida, and districts like Chueca, Malasaña and Conde Duque.

All this is completed with the opinions and recommendations of recognised personalities from the worlds of culture, gastronomy, sport and fashion all with links to the city of Madrid. The chef Paco Roncero, the director of Arco, Carlos Urroz, the photographer Ouka Lele, the designer Amaya Arzuaga, the athlete Amaya Valdemoro and many others reveal their favourite suggestions.

Ideas and practical information for everyone

In *Madrid. A way of life* you will find alternatives to suit everyone. Ideas for romantics, gourmets, families, hipsters, LGBT or shopping, an annual calendar of events with Madrid as the stage, like the Veranos de la Villa festival or the Gastrofestival Madrid; and practical information on the weather, transport, shop opening times, together with a map by districts.

It also includes interesting information on the main Tourist Services available to the tourist in Madrid. The Programme of Official Guided Tours, the Madrid City Tour tourist bus routes and the Madrid Card tourist card giving access to more than 50 monuments with preferential entry to some of those with most visitors. As well as the network of tourist information centres and points to be found wherever there are a greater number of visitors to the city and which are available to attend to the doubts and requirements of the traveller 365 days a year.

Interactive version

One of the great advantages of the guide *Madrid. A way of life* is the availability of an interactive version for tablets and smart phones, which can be downloaded free of charge from the Android (Google Market) and Apple (App Store) platforms, in Spanish (Guía Madrid 14) and English (Guía Madrid 14 en).

The application has been created with an intuitive, simple and practical iconographic language, and makes all the information in the guide available from any point, giving access to videos and panoramic photos of the city, enabling content searches by areas, showing maps of the

city and of the metro network, and giving access to specific articles from the official tourist website./