



Madrid, 17 May 2021

**With its very own space, the Madrid City Council promotes the attractions and latest events that help to secure the capital's place as a leading urban destination.**

## **Madrid presents a tourism model committed to sustainability, quality and safety at this year's edition of FITUR**

- The Madrid stand features pastel colours that represent the façades of its central neighbourhoods and the commemorative plaques that mark the history of its streets
- Made from recyclable materials, this completely accessible and paper-free space offers visitors all the information they need via QR codes and screen displays
- The city will also present a new concept in tourist information, in addition to Pichi: a robot that uses artificial intelligence to suggest the coolest plans in the capital
- Thanks to collaborations with the public and private institutions behind the capital's attractions, the stand will give a comprehensive overview of Madrid's heritage, resources and unique experiences
- Over the five days of the trade fair, the stand will also host presentations, awards ceremonies, talks, and the signing of agreements, among other activities
- Today and tomorrow, the Tourism Department will participate in FITUR MICE with a round table and more than 25 business appointments scheduled with buyers

The destination of Madrid will play a leading role in the recovery of the tourism sector, kick started by the International Tourism Trade Fair, FITUR. The City Council of Madrid will once again take part in this exclusive event held from 19–23 May, presenting its sustainable tourism model goals to industry professions and the general public, in a move that creates opportunities along the entire value chain and that bears the hallmarks of quality and safety.

From an exclusive space in Pavilion 9 C03 shared with the Regional Government of Madrid, the City Council will join the main representatives of the capital's tourism sector in promoting the attractions and latest events that secure the capital's place as a world-leading urban destination ready to welcome visitors and with the necessary health and safety measures in place. All this in a city with an ever-increasing offering and that aspires to be recognised as a benchmark in this new age of tourism.

The values that underpin the capital's newest tourism promotion strategy also form part of the stand's design, which features open spaces, the pastel colours of the façades of the city's most central neighbourhoods and wooden details that mirror the warmth of the city's districts and locals. At the same time, its elegant atmosphere is representative of the premium city it is.

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What's more, the stand also boasts another very characteristic element of the streets of the capital. Here, the commemorative plaques erected by the City Council can be seen in the font that best represents the city, *la chulapa*, as a reminder of all the famous figures who have given something back to the city in the way of historical, artistic or cultural value and as inspiration to visit the city's numerous districts.

### **Sustainability and digitalisation**

For this edition of FITUR, the Madrid stand was designed with responsible production and consumption in mind. It uses 100% recyclable materials and local plants as decoration that will later be replanted, and it has no physical barriers to access, making it completely accessible to all. It features a range of different spaces including a stage, business meeting rooms, 14 themed areas, and a photocall space that highlights the contrast between the destination's historic heritage, including its royal palace, and its modern infrastructure. Not forgetting the importance of its green spaces, from Madrid Río Park to the surrounding mountain ranges.

Guaranteeing the safety of attendees and in line with its commitment towards sustainability and digitalisation, the stand will be completely paper free and all information will be provided on display screens and via QR codes. The entire offering will be available online on esMADRID.com, the capital's official tourist information website:

<https://www.esmadrid.com/en/fitur-madrid>. Here all the events and activities by local institutions and businesses taking part in FITUR will be promoted and visible to all.

### **New tourism projects**

The capital's newest concept in tourist information – its Experience Planning Center – will be showcased at this edition of FITUR as an example of one of the biggest tourism projects to be recently set in motion by the Madrid City Council's Department of Tourism. The aim of this project, within the framework of the City Council's digital transformation plans as part of their new Tourism Strategy, is to create personalised plans and experiences. Through the use of big data with a human touch, it promotes leisure, gastronomy and cultural activities tailored to each visitor's profile.

Another of the newest additions to the Madrid stand is Pichi. This robot – that represents Madrid's most authentic side – uses his artificial intelligence to propose the coolest plans in the city. This newest member of the Madrid City Council's tourist information team is committed to sharing the best the city has to offer. After attending FITUR, Pichi will be on hand to help all visitors to the city at the tourism information centre in Casa de la Panadería. What's more, he also has his own website, 'Pichi's Plans' <https://www.esmadrid.com/los-planos-de-pichi>, where every month he will post two of the best plans in the city for locals and national and international tourists to discover.

### **The latest in leisure, culture and tourism**

To illustrate the eclectic range of leisure, culture and tourism activities Madrid has to offer,

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the stand will feature several areas with information on the heritage, resources and unique experiences the capital offers as a destination. This comprehensive overview is possible thanks to the presence and participation of the public and private institutions behind the city's biggest attractions.

Visitors to the stand can discover the city's biggest cultural landmarks, from the three famed museums of the Paseo del Arte (Art Walk), the Teatro Real opera house, CaixaForum Madrid, the San Fernando Royal Academy of Fine Arts, Liria Palace, and the Royal Tapestry Factory. Not forgetting the city's Landscape of Light bid, its temples to flamenco, including the Corral de la Morería, Las Tablas, las Carboneras, Torre Bermejas, Teatro Flamenco Madrid, Centro Cultural Flamenco, Café Ziryad, La Pacheca, and Cafetín la Quimera, and its diverse leisure and entertainment options such as *La Noche en Vivo* live music event by the Live Music Venues Association.

Another of this destination's greatest assets of tourism value and cultural interest are its craft workshops and traditional products, which will be represented by a range of organisations and events, including the Madrid Designers' Association (DIMAD) and Madrid Craft Week. Additionally, the public can find business and design at Distrito 41 Barrio de Salamanca, the Association for Textiles, Accessories and Leather Trade Companies (ACOTEX), Las Letras Street, and Las Rozas Village.

This great window into Madrid will also showcase the diverse theatre and entertainment scene of this city that has been recognised as the Spanish capital of musicals, thanks to productions by Stage, Som Produce, LetsGo Company, Grupo SMedia, and Pentación. Helping visitors dive into the city's latest offering in the way of sports will be Real Madrid and Atlético de Madrid, UEFA Legends, the EDP Rock 'n' Roll Running Series Madrid, the Madrid Golf Federation, the Davis Cup, and Madrid Horse Week. And what is certainly one of the main incentives to visit the capital – its gastronomy and enotourism – will be presented by the Hotel and Restaurant Professionals of Plaza Mayor, the San Miguel and La Paz markets, Centuries-old Restaurants, Rutas del Vino wine trails, and Vinos de Madrid.

There will also be a special corner dedicated to innovation and digitalisation showcasing plans by the tourist information robot Pichi and the Faro Explorer service by the Faro de Moncloa observation deck. Last but not least, the stand also features informative spaces on tourist attractions within the Community of Madrid, including World Heritage sites, its most charming villages, and options for active tourism in nature, among others.

### **Programme of events and presentations**

The Madrid Stand at FITUR will be the meeting point for many industry professionals and the general public, and will also play host to business meetings with tourism industry representatives, several institutional events and presentations, plus weekend workshops and recreational activities.

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### Wednesday, 19 May

10:00am: **Visit by the Royal Family to the Madrid stand**

11:00am: **Panel Landing-Madrid ‘The challenges of audiovisual communication for destinations in the post-Covid world’**

3:00pm: **Matilde Torres and Vicente Blasco tourism recognition awards ceremony, organised by the Spanish Confederation of Travel Agencies (CEAV)**

5:00pm: **Madrid Acoge and Hermestur awards ceremony**

### Thursday, 20 May

11:00am: **Presentation of the Movelia agreement**

1:00pm: **Presentation by the Association for the Recovery of Tourism in Madrid (ARETUR)**

4:00pm: **Prize for the Best Guided Tour**

6:00pm: **UEFA LEGENDS**

### Friday, 21 May

10:00am: **Signing of agreement with Alicante**

11:00am: **Madrid Day**

Noon: **FITUR Travel Video Competition (Landing-Madrid) awards ceremony**

3:00pm: **Meninas Madrid Gallery**

5:00pm: **Madrid Craft Week**

### Saturday, 22 May

11:00am: **How to make San Isidro *rosquillas* for kids**, a baking workshop by the Association for Artisan Businesses in the Bakery Industry in Madrid (ASEMPAS)

1:00pm: **Performance by the SMedia group**

4:00pm: **Flamenco class** by one of the *tablaos* of the Spanish National Association of Flamenco Tablaos (ANTFE)

### Sunday, 23 May

12 noon: Storytime

### FITUR MICE

Today and tomorrow, the destination of Madrid is also taking part in FITUR MICE – dedicated to professional meetings and business tourism – which brings together all the stakeholders of the meetings, incentives, conferences and exhibitions sector. This business conference will bring together 56 multimarket buyers from 21 countries and 25 exhibitors that have scheduled appointments with corporations, associations and companies in the incentives, business trips, and event and congress organisation sector.

Via Madrid Convention Bureau, the Tourism Department will participate in this event with a round table and more than 25 business appointments scheduled with buyers. The

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department additionally took part in organising the welcome event held yesterday at the Hotel Wellington and a guided panoramic tour of the capital./

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