



NOTA DE PRENSA

Madrid Destino is one of the finalists in the “Europe's Leading City Tourist Board” category of the tourism industry's most important awards

The City Council's Tourism Department has been nominated at the World Travel Awards

- You can vote for Madrid at the following link:
<http://www.worldtravelawards.com/vote-for-madrid-destino-europes-leading-city-tourist-board-2018>
- Votes can be cast until 20 May
- The city of Madrid is also a finalist in the “Europe's Leading Meetings & Conference Destination” category:
<http://www.worldtravelawards.com/vote-for-madrid-destino-europes-leading-meetings-and-conference-destination-2018>
- These awards, considered the “Oscars” of the tourism industry, are celebrating their 25th anniversary in 2018

Madrid, 16-Apr-'18

The destination of Madrid has reason to celebrate. Madrid City Council's Tourism Department has been nominated at the World Travel Awards 2018, the tourism industry's most important awards. Madrid Destino is competing in the “Europe's Leading City Tourist Board” category, against the bodies responsible for promoting tourism in Berlin, London, Saint Petersburg, Rome, Paris and Athens.

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<http://www.worldtravelawards.com/vote-for-madrid-destino-europes-leading-city-tourist-board-2018>.

Madrid Destino is the municipal company responsible for managing and promoting tourism in the city of Madrid. Its promotional activities are aimed at strengthening the capital's image at the national and international level. To this end, it manages the city of Madrid's official tourism website, esMADRID.com, and undertakes actions such as participating in professional fairs and shows and launching marketing, advertising and communication campaigns.

Madrid Destino

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One of its main objectives is to promote Madrid as a major MICE tourism destination, and for this purpose it has a specialised body: Madrid Convention Bureau (MCB). It also welcomes and assists visitors at nine permanent tourist information points and one tourist information centre, as well as at temporary information points in congresses, fairs and specific events, and by means of special information campaigns. In addition, it manages the “Madrid para todas y todos” Guided Tours Programme and the Madrid City Tour bus, offering various alternatives to travellers to enable them to discover and enjoy Madrid’s tourist attractions. With the aim of ensuring tourists’ satisfaction and their loyalty to the destination of Madrid, it recently launched the *Vuelve a Madrid* loyalty programme.

Leading MICE tourism destination

The destination of Madrid is also a finalist in the “Europe’s Leading Meetings & Conference Destination” category. Important European cities such as Amsterdam, Athens, Barcelona, Berlin, Copenhagen, Frankfurt, Istanbul, London, Milan, Paris and Vienna are competing in the category.

The city of Madrid is in the top ten of the prestigious global ranking published by the ICCA, which compiles data on over 1,600 destinations, and it is also a member of the *Best Cities* global cities alliance. In 2017, for the second year in a row, Madrid won “Best MICE Destination” at the Iberian Business Travel Association (IBTA) Awards.

You can cast your vote for Madrid in this category at the following link:

<http://www.worldtravelawards.com/vote-for-madrid-destino-europes-leading-meetings-and-conference-destination-2018>

World Travel Awards

The World Travel Awards, considered the “Oscars” of the tourism industry, celebrate their 25th anniversary in 2018. The competition was created in 1993 to recognise and give out awards to all of the tourism industry’s sectors. Today the World Travel Awards are recognised around the world as the hallmark of excellence in the industry./

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