



## NOTA DE PRENSA

Ana Botella presents the rehabilitation project which will soon reopen the Faro de Moncloa. The tower will offer guided visits to the observation deck and house a new tourist information point

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### Faro de Moncloa Observation Tower, a new tourist attraction

- Reopening at the end of March
- Visitors and Madrileños alike will be able to enjoy the spectacular views from a height of 92 metres from where they can admire the Madrid skyline.
- The aim is to turn this symbol of Madrid architecture into one of Madrid's tourist icons and to promote the cultural venues and institutions in its immediate vicinity.
- The information point will be open 365 days a year, from 9.30am until 8.30pm, offering information about the capital's tourist attractions and services.
- The guided visit to the observation deck will be conducted by a professional guide in Spanish or English and will cost 3 euros for a general ticket.

#### **Madrid, 23-Feb-2015**

"Today we can truly use the expression 'From Madrid to Heaven!' thanks the Faro de Moncloa that rises up over the city and from where you can admire the city's skyline, its unique historical buildings, its parks and of course its spectacular sky". The mayor of Madrid, Ana Botella, today presented the Faro de Moncloa rehabilitation project. Expected to reopen at the end of March, the transmission tower which was built in 1992 to commemorate the election of Madrid as a European Capital of Culture will once more become one of the city's most impressive viewpoints.

Botella described it as an "exceptional observation deck that will once again be included in the tourist route of Madrid's top viewpoints to boost our city's appeal." Visitors and

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locals will be able to enjoy fantastic panoramic views from 92 metres above the ground, encompassing everything from the Air Force General Headquarters to the Royal Palace, La Almudena Cathedral, the Telefónica Building, the Cuatro Torres skyscrapers and even the Guadarrama mountain range to the north. "This restored Faro de Moncloa will undoubtedly become a key tourist attraction for the capital...another experience to make your stay in our city unforgettable," said the mayor.

Following the reopening, the tower will offer guided tours to the observation deck and a new information point for visitors at the foot of the tower. The aim is to turn this symbol of Madrid architecture into one of the Spanish capital's tourist icons and to promote the nearby cultural venues and institutions, such as the Museum of America and the Garment Museum, which are not included in the traditional tourist routes but are an important addition to Madrid's cultural offering.

The mayor of Madrid is sure that "this renewed tourist service will become one of the most popular attractions for domestic and foreign visitors, who, as we know, have reached a record 8.3 million, turning Madrid into the most visited city destination in Spain."

Today, in fact, a new record for tourists visiting Madrid was announced: 608,941 in January, representing a year-on-year rise of 9.5% and setting a new record in the history of tourism in the capital. "This is the first time January figures have surpassed 600,000," said the mayor. These figures are accompanied by the number of overnight stays, which last month rose by almost 15% to 1.2 million.

### **Sky-high Guided Tour**

Access to the tower will include a guided visit to the observation deck in groups of up to 10 people. They will be conducted by a professional guide in either Spanish or English, and during the brief 15-minute tour, visitors will learn interesting facts about the city and about the most visible sights. Afterwards, they will be allowed another 15 minutes to enjoy the magnificent views, take photos and read the information panels on the observation deck.

The standard entry ticket to the tower and guided tour will cost 3 euros (1.50 euros for children aged 7 to 14, the unemployed, senior citizens and people with disabilities; and free for children under 7). Tickets will be on sale at the tower itself and at the Tourist Information Centre in Casa de la Panadería on Plaza Mayor. The tower will open from 10am until 8pm.

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### **New Tourist Information Point**

The new tourist information point at the foot of the tower will join the other 10 information centres and points already available across the city: Plaza Mayor, Colón, CentroCentro, Cibeles, Paseo del Arte, Adolfo Suárez Madrid-Barajas Airport (T2 and T4 -halls 10 and 11-), mobile unit and SATE.

It will open 365 days a year, from 9.30am to 8.30pm and will provide general information about Madrid and the city's events calendar, as well as about nearby sights: Museum of America, the Garment Museum and the Alfonso XIII Royal Botanic Gardens. Tourists and Madrileños will also be able to find out more about other products and services offered by the municipal company Madrid Destino such as the Official Guided Tours, the Madrid Card tourist pass and the Madrid City Tour sightseeing bus./

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