

THE THRILL OF SPORT, YOUR BEST PARTNER

Spain's excellence in the beautiful game is beyond doubt, but Spain is also a top-level international player in sports of all kinds, and Madrid allows you to experience a little of each... whether as a spectator or as an actor who puts on pilot's overalls or goal scorer's boots. How do you bring out guests' most competitive spirit in your incentive?

Experience the adrenaline of motor racing...

The Jarama Circuit offers an adrenaline kick. Your group can drive a Ferrari or a Lamborghini on the main track... and **The Royal Experience** allows you to get behind the wheel of the Crazy Carts XL mini electric cars or genuine Westfields, authentic racing cars with almost 200hp, with which you can drive on its professional-level track.

... or from madrid to the sky: here you can fly!

The expression "from Madrid to heaven" has several possible explanations, but the most credible comes from the verses of poet Luis Quiñones de Benavente, who shouted his love for the city: "Well, winter and summer. In Madrid they are only good. From the cradle to Madrid. And from Madrid to heaven". In an incentive, participants can explore the skies over Madrid to discover the region or to watch spectacular aerobatics.



You can take helicopter tours of the city and/or the Guadarrama mountain range or propose hot-air balloon rides to float over the capital or other areas such as Aranjuez. And **Madrid Fly** is a wind tunnel that allows your group to experience the adrenaline of flying without having to leave the ground.

Take to the air for a high-flying incentive

Fly in tandem – just you and the pilot – and you can even take control for a few moments, as you look down on areas like El Escorial or Valderrama. The agency Win2Win, which offers these activities, can also organise ground-based activities such as simulators or even escapes.

In these activities, you can embrace every element of flying – preparation, stress management, self-improvement, teamwork, resilience – with a memorable motivational moment presented by a pilot, who draws a parallel between flying and professional life, plus an aerial acrobatics display, complete with company colours, and a party in a themed hangar, a drone show, and more.



Golf, surfing, skiing... and the most varied sports

Play golf with the advice of a professional or experience a fitting service, or take your group to the largest park in Madrid, Casa de Campo, which has a number of sports areas, including golf.

Golf Olivar de la Hinojosa is one of the few golf courses located in the city itself; the **Las Encinas de Boadilla** golf club is located in an impressive holm oak grove; and the **Herrería Club de Golf** allows you to play in the Bosque de la Herrería.

Madrid may not have a beach but that won't stop you putting your guests on the slopes or surfboards. Try **Citywave** for surfing or get down some indoor ski slopes with **Madrid SnowZone**.



A day at the races

Groups can discover the buzz of racing at the Hipódromo de La Zarzuela, a jewel in Madrid's crown. The former carriage area of the racecourse has been transformed into a vaulted hall at the foot of the track and the central grandstand is divided into several spaces. The racecourse, with its green areas, is one of the lungs of the capital.

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The stadiums that fascinate the planet, all for your event

With 14 Champions League trophies (twice as many as the next best club, Milan), Real Madrid is the best football club in history... even if it has a strong competitor in Atlético de Madrid; and LaLiga competition is a strong contender to be the best in the world. Spanish clubs raise passions worldwide, and you can capture a moment of this magic, excellence and values in your incentive. Moreover, the stadiums of these two clubs have just been renovated (**Metropolitano**) or are in the process (**Bernabéu**), with the prospect of offering truly amazing facilities for events.

Real Madrid's 14 European trophies and the new Bernabéu stadium

The Santiago Bernabéu Stadium and its museum are the third pole of attraction for tourists in Madrid. It proposes the immersive **Real Madrid Experience**, which will consist of a museum about the history of the club and football; a tour; immersive spaces and Sky Experience – a total of 16,000sq.m in which Real Madrid fans and tourists will be able to get to know the club from every angle.



Civitas Metropolitano (Atlético de Madrid)

The Civitas Metropolitano offers private boxes with the best views over the pitch, private parking, show cooking and buffet designed by top chefs, closed circuit full HD TV to follow the details of the match, and spaces for events from fairs and cocktail parties to concerts.