

EXPERIENCE AND VISIT THE CITY IN A DIFFERENT WAY

Madrid can be explored in a thousand ways and in such a green city, walking is a pleasurable luxury. Madrid has given parts of the city back to pedestrians and has renovated and converted several areas to walking spaces, landscaped areas and wide pavements. Recent projects include the widening of the pavements of the Gran Vía, the pedestrianisation of Plaza de Canalejas and the remodelling of Plaza de España. Another fabulous area for walking is the Landscape of light (Paisaje de la Luz), a UNESCO World Heritage Site that links the city's major museums with the beautiful botanical garden.

Choose your vehicle and surprise your guests

For your incentive, you can also use memorable vehicles and **Grand Class** offers tours in handcrafted and ecological vintage cars. Alternatively, visitors can drive a supercar or be pampered in a limousine – go shopping in a chauffeur-driven Bentley or enjoy unique excursions to Toledo, Segovia, Aranjuez, Sierra Norte de Madrid. Or for a more adrenaline-fuelled experience, enjoy Madrid on a Harley Davidson – let those engines roar!



Tapas Tour Rally. Insider's Travel turns guests into Madrileños through a Spanish tradition, the "Tapas Tour", which they can enjoy at lunch or dinner time. They visit a selection of tapas bars, where a culinary guide explains the wines and food. Groups can be split up, follow different routes and meet at locations throughout the city, or there is a premium version. There is a premium version with gastro-nomic offers more exclusive.



19

A tuk tuk to the Mandarin Garden

A route around the main attractions of the capital using a tuk tuk was a creative way to show off Madrid as an incentive for Brazilian clients of Spanish Heritage DMC. The group enjoyed lots of photo opportunities such as La Fuente de Neptuno, Palacio de Cibeles and Puerta de Alcalá and the tuk-tuks stopped at the **San Miguel Market**, where participants enjoyed typical Spanish dishes and the lively local market. The urban adventure culminated with drinks in the wonderful gardens of the historic **Mandarin Oriental Ritz Madrid Hotel**.



Groups can also experience Madrid aboard the legendary Mustang with **Mustang Road**, beginning at a secret location, where drivers are briefed as though for a Le Mans race. Once in their car, they form a convoy led by a guide, who transmits to participants tourist information and driving instructions. Once they arrive at their destination – El Escorial, Segovia, Toledo, Avila – they have a private tour of the city, ending with a gastronomic experience. Full throttle ahead!



Your event on the best rooftops

Many of the capital's fashionable hotels and historic buildings have rooftops which host special activities, ranging from a sacred DJ to a harpist, a mixologist workshop to a percussion session. RIU Plaza España, VP Plaza de España, Círculo de Bellas Artes, Hard Rock Hotel Madrid, Palacio de Cibeles... are just some of the hotels and spaces that take guests closer to the sky and wonderful views over the city.

The Madrid of Almodóvar or Ava Gardner

Madrid is a city of cinema and is the setting for many films; this can be mined for a rich seam of movies-themed events. Almodóvar has shot most of his films in the capital, turning some of its corners into icons of his universe. The Madrid Film Office has conceived a route through the locations used by Almodóvar. And it has done the same for stars such as Ava Gardner or Alex de la Iglesia, inspiration for an incentive themed on the great world of cinema.

20

Hamam Al Ándalus offers tours of thermal baths, steam rooms, a menu of massages and special experiences to connect guests with their spiritual side, and the sensations change with the seasons.

