

# YOUR UNIQUE INCENTIVE IN MADRID


MADRID  
CONVENTION  
BUREAU



Foto: Nikolay Dimitrov

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 MORE THAN 3,000 HOURS  
OF SUNSHINE A YEAR



### CULTURAL CAPITAL:

CONCERTS, EXHIBITIONS, GASTRONOMIC  
FESTIVALS, THE SPANISH BROADWAY

### HISTORIC-ARTISTIC COMPLEX

ROYAL PALACE, RETIRO GARDENS, BOTANICAL  
GARDENS, PRADO MUSEUM

### 'PAISAJE DE LA LUZ',

'LANDSCAPE OF LIGHT', COMBINING NATURE  
AND THE BEST MUSEUMS IN THE WORLD

UNESCO WORLD  
HERITAGE SITE



### CAPITAL OF SPORTS

MADRID TENNIS OPEN, HORSE WEEK, MARATHON,  
LALIGA, REAL MADRID AND ATLÉTICO STADIUMS



### TEATRO REAL

INTERNATIONAL OPERA AWARD 2021  
FOR BEST OPERA HOUSE

### NEW EUROPEAN CAPITAL OF LUXURY

MANDARIN ORIENTAL, FOUR  
SEASONS, ROSEWOOD HOTEL



### A CITY ON A HUMAN SCALE:

WALKING SPACES, LANDSCAPED SURFACES,  
WIDE PAVEMENTS



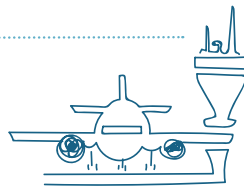
### THE BEST MUSEUMS

#### IN THE WORLD:

PRADO, REINA SOFÍA, THYSSEN-BORNEMISZA,  
SOROLLA, CAIXAFORUM, CASA DE AMÉRICA, MUSEO  
ARQUEOLÓGICO, MUSEO DE CIENCIAS NATURALES,  
MUSEO DEL TRAJE, MUSEO NAVAL...



### CAPITAL OF FLAMENCO



### BEST AIRPORT IN SOUTHERN EUROPE

(SKYTRAX WORLD AIRPORT AWARDS 2020)

### 2<sup>ND</sup> BEST EUROPEAN SHOPPING DESTINATION (OSTELEA)

### THE BEST FOOD

THE BEST RESTAURANT IN THE WORLD  
22 MICHELIN STARS



### A CITY THAT NEVER STOPS

THE BEST NIGHTLIFE, UNIQUE CULTURAL AGENDA  
(MUSICALS, THEATRES, MUSIC)

### ONU WORLD TREE CITY 2020



### 7 WORLD HERITAGE SITES

1 HOUR AWAY

### MELTING-POT

SUCH AN OPEN CITY THAT WHOEVER HAS FOUR  
GRANDPARENTS FROM MADRID HAS A NAME OF THEIR  
OWN, "GATO"



"IF LIFE WERE A CITY, IT WOULD BE MADRID"

# MADRID, CITY OF EVENTS

## A world-class destination – and here is proof!

We can say Madrid is a fantastic travel destination... but it's even better if other people recognise it. And they do: in recent years, Madrid's quality has been recognised by multiple awards, making it arguably the most acclaimed MICE destination in the world.

- **World Travel Awards:** Europe's Leading Meeting and Conference Destination, five years in a row (2018-2022).
- **World Travel Awards:** World Travel Awards: World's Leading Meeting and Conference Destination, four years in a row (2019-2022).
- **World MICE Awards:** World MICE Awards: Europe's Leading MICE Destination, three years in a row (2020-2022).
- **Smart Stars Award:** Best Overseas Convention Bureau (outside the United States) in the Smart Meetings publication awards, four years in a row (2019-2022).

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## A destination committed to sustainability and legacy

### PLUS: helping you make your events more responsible

The world has changed and today's event organiser or promoter seeks to meet event objectives while reducing its environmental negative impact and optimising its positive impact on the destination. This includes sharing knowledge, stimulating investment, attracting talent, prompting research, generation of business relationships, supporting disadvantaged local communities and improving the destination's natural environment. Welcome to the era of legacy.

To help organisers achieve this, the Madrid Convention Bureau (MCB) has developed PLUS - Platform for Legacy with US, a digital platform to help organisers effectively manage the sustainability and legacy of their events. It can be used free of charge by the organiser of any confirmed meeting in the city with an expected attendance of at least 100 participants and a minimum duration of two days (one night). PLUS helps them meet the 17 Sustainable Development Goals (SDGs) of the UN Agenda 2030 by offering:

- Sustainability reports: with proposed remedial actions organised according to the SDGs and passed on to suppliers to minimise the impact of their services.
- Legacy Lab: PLUS facilitates contact with local players (NGOs, associations, foundations...) to ensure implementation of actions with a positive impact, socially, environmentally and culturally.
- CO2 calculator. You can calculate the carbon footprint of the event (before, during, after) and obtain data that can be used to help define mitigating action. It also allows you to send suppliers a template for the collection of data related CO2 generation.
- Eco-resources. PLUS offers a database of services and products of sustainability-minded Madrid suppliers, which have a low environmental impact and offer responsible resources for events.

Your incentive in Madrid: more responsible than ever!



### The Madrid Challenge: bringing about change

The impact of the event has to go beyond the four walls of the convention centre and the hotel room nights, and awareness of the power of the event to improve the destination has to be as complete as possible. The MCB launched an initiative to encourage other cities to work to maximise the impact of the events they host. It was launched at the meeting of the BestCities Global Alliance in December 2021, which brought together 11 destinations and 25 international associations in Madrid. There, the "Madrid Challenge" was signed, an initiative to encourage the introduction of legacy in all bidding processes for congresses.

The idea is to enable associations to add value to their meetings by facilitating environmental, social and economic sustainability, and to make congresses generate positive and lasting benefits for society. The "Madrid Challenge" is a letter of commitment signed by the 11 members of the alliance and the associations attending the Global Forum 2021, with the aim of contributing to the creation of projects with a positive impact. This charter will be part of the BestCities standards and there will be an annual audit of the alliance members. The Madrid Challenge is launched with an aspiration to become a global movement, with the idea that more and more associations join this movement.



## DMCs and agencies: your local partner

They are the ally of your event in Madrid: the Madrid Convention Bureau offers you top-level destination management companies (DMC) and event agencies. And even if this guide will inspire you and make you understand the variety of experiences you can have here, the incoming agency will be the essential player to make it happen smoothly and ensure that your whole experience in Madrid is unbeatable.

They provide you a series of essential services:

- **Creativity** using the resources of the destination: how will you apply your creative concept in the best way in Madrid?
- **Logistical coordination**, in all transfers, travel, accommodation management...
- **Search and management of quality suppliers** to ensure the success of your event.
- **Negotiation and clarity of contracts.** An event involves the contracting of many services; your local partner ensures that contracts are clear, optimal for you.
- **Contingency management.** Every event comes with unforeseen, last-minute challenges. The DMC or agency is the one who manages these creations of Murphy, and allows you to get ahead.
- **And simply ... the wow!** Incoming agencies know the city inside out, have hosted dozens of groups and know how to bring out the best in the city, how and where to surprise your group and make the event memorable.
- **Understanding your needs, culture...** The receptive agency is specialised in managing groups from other countries, from other cultures, with their own needs and language. An important asset when it comes to conceiving and delivering memorable experiences.



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### DMC members of the Madrid Convention Bureau

<https://www.esmadrid.com/mcb/sedes-y-servicios/organizadores/dmc/>

### Event agencies members of the Madrid Convention Bureau

[https://www.esmadrid.com/mcb/sedes-y-servicios/organizadores/empresas\\_de\\_eventos/](https://www.esmadrid.com/mcb/sedes-y-servicios/organizadores/empresas_de_eventos/)

And, of course, the entire **Madrid Convention Bureau** team is at your service to help you, answer your questions, or connect you with the best professionals for your incentive.

Contact : <https://www.esmadrid.com/mcb/> - [info.mcb@esmadrid.com](mailto:info.mcb@esmadrid.com)

# CULTURE TURNS INTO EXPERIENCES

## Museums and other spaces

The impressive cultural heritage created over centuries in Spain is reflected in first class museums, starting with the “golden triangle” of the **Paseo del Arte** (Museo del Prado, Reina Sofía, Thyssen-Bornemisza), now a UNESCO World Heritage Site. Here, culture blends with nature and architectural history but the city’s range goes way beyond this, extending to 44 museums dedicated to all facets of human creativity. This will inspire your guests... even more so if they can be immersed in it, in a surprising, personalised way; if pieces of art come to life for them.

### Restoration workshops, the heart of art live

Paintings are alive, and one type of craftsman understands them, analyses their authenticity, and recovers them: restorers. In Madrid, they open their doors to small, exclusive groups. Enter the Thyssen’s restoration department, where experts explain how cutting-edge technology meets complex traditional conservation processes to process some of the world’s famous art pieces. Organise a private visit to the Prado’s restoration workshop, where you will see an artist at work, enjoying insights from a true art expert. Or visit the looms at the Royal Tapestry Factory (Fábrica Real de Tapices), where manufacturers and restorers work on legendary carpets and tapestries.

### Private visits of the finest museums

Madrid’s museums can be booked for exclusive activities, whether a cocktail party or a private tour. Imagine the NATO heads of state dining in the Cloister of the Hieronymites in the Prado or their companions in the Muses Hall, a beautiful oval room with marble statues.

You can organise a private tour of the collections in all the capital’s museums but why not a concert in the Prado or a themed visit in which you can learn the symbols hidden in the exhibits, as organised by Madrid Experience? This will give your group insight into paintings that few are able to see today. You can also visit the world’s best collection of engravings at the Royal Academy of Fine Arts of San Fernando. And there is much more...





**Private visits or exclusive dinner at the Opera House**

The beautiful **Teatro Real** (Royal Theatre) was declared the World's Best Opera House at the International Opera Awards 2021. Watch performances from VIP boxes, see rehearsals or enjoy a technical tour backstage – a peep behind the scenes. To top it off, you can visit the new Papagena restaurant on the sixth floor with cuisine by chef Ramón Freixa (two Michelin stars). Your guests can finish in the Falla lounge for a nightcap overlooking the Palacio Real. Or for a real treat, have dinner on the opera house stage, organised by DMC Ovation.

**A meal with a soprano duet at the Teatro Real**

If your guests are stars, put them on the stage! The DMC Ovation organises a private tour of the Teatro Real, seeking out hidden corners and finishing in the concert hall, where a soprano and tenor accompanied by the Teatro Real orchestra welcome guests. Participants then enjoy dinner on stage, prepared by a Michelin-starred caterer. The climax is a performance of arias from Carmen from the auditorium, reversing the roles of spectator and performer.



**Art blends with gastronomy**

Combine gastronomy and art, the city's two great assets and vital components of a successful incentive. Gastronomy and art can be mixed, to offer memorable experiences.

DMC Dynamic and Partners proposes pairing paintings with the food inspired by them. Several museums, such as the Prado or the Royal Academy of Fine Arts Museum, offer experiences where paintings turn into tasty creations, for instance turning a still life dishes on the menu with an explanation of the art and meal. Exclusive Spain Tours & Events also unites painting and meals: a private visit to the Reina Sofia Museum, specifically the Picasso collection, including Guernica, and

then a menu related to the artist and his work, explained by the chef. Guests guess what they are tasting and how it relates to the painter and the work.





### Historic palaces

Madrid has a unique collection of palaces and historic spaces that are increasingly available for events but check with your DMC because they have certain restrictions – opening hours, available spaces, possible activities.

In the famous Cibeles Square, the 6th floor of the **Palacio de Cibeles** building (also home to the City Hall) features a restaurant by Grupo Adolfo including several terraces. It can be booked for events or cocktails, in which guests can enjoy breath-taking views of the Madrid skyline.

Hold your event in the **Palacio de Liria**, owned by the Duke of Alba, a beautiful 18th century building, which offers tours for groups once the doors are closed to the public, revealing the fourteen main rooms, before enjoying a cocktail party or private dinner.

The Palacio de Linares, now **Casa de América**, was built at the end of the 19th century and is one of the most unusual buildings in Madrid. It is located on the Prado-Recoletos axis and covers more than 9,000sq.m with distinctive spaces that reflect the evocative 19th century style of Flemish designer Adolf Ombrecht, who was undertook most of the interior decoration and the picturesque gardener's house.



### Mythical palaces in and close to Madrid

Among Madrid's huge historical heritage, two great buildings host impressive artistic collections and are UNESCO World Heritage Sites.

Palacio Real-Aranjuez, part of the Aranjuez Cultural Landscape. It is surrounded by 111 hectares of gardens, houses which are national heritage collections and works of art by painters such as Velázquez, Bucero, Titian and Zuccaro.

Monasterio de El Escorial. Only 50km from Madrid, UNESCO World Heritage Site San Lorenzo de El Escorial, where guests can enjoy a guided tour of the town and the monastery.



Palacio Real de Madrid, the largest in Western Europe. Its 135,000sq.m and 3,418 rooms have witnessed centuries of Spanish history. It is one of the few official residences of heads of state that is open to the public, with unique artworks and treasures.

## Musicals and shows in the “spanish Broadway”

There has been a remarkable cultural evolution in Madrid in recent years: the city, and especially the Gran Vía, has become a capital of musicals, currently no fewer than 44 of them! These are offered as exclusive activities for groups, giving them the “Spanish Broadway” experience.

Some of Madrid’s theatres also host private groups, from the famous ‘Rey León’ to Spanish productions such as SOM, and popular ones like **Mamma Mia**. These theatres offer a “Butaca Oro” (Golden Seat) product with preferential seating, a welcome cocktail, gift and a visit backstage. Musicals can also include gastronomic activities; for example, **Malinche**, themed on Mexico, comes complete with experiences before and after the performance: air-conditioned gardens, street food, fusion gastronomy combining cocktails with music, post-show karaoke... Check the programme or talk to your inbound agency.

**WAH Madrid**, at IFEMA, combines a ground-breaking musical show with delicious food. It features a powerful set: 232sq.m of LED screens, more than 100 robotic lights, special effects, a 200sq.m stage, capacity for more than 1,000 people and the option to book the whole space for your group. The programme is full of surprises, party and music, a fusion of genres from Puccini to Paco de Lucía, Guns & Roses, Guetta or Lady Gaga, including an international food hall with Iberian cured meats, gourmet hamburgers, Asian, vegan... or customised menus.



## The best flamenco... and your guests can dance on the stage!

“An extract of fire and poison, that’s flamenco”, said dancer Antonio Gades, a colourful expression that sums up this extraordinary art. Flamenco encapsulates Spain, an overwhelming mixture of dry music, masterful guitar playing, beautiful dresses, improvisation, dance, and pure emotion. And although flamenco is Andalusian, Madrid is the city with the most quality *tablaos* – flamenco venues – in the world. Offer your group the best flamenco, moments of amazement and magic.

**Teatro Flamenco Madrid** is the largest flamenco venue in the Spanish capital. With two shows a day of the purest and most modern flamenco, it also offers tailor-made flamenco shows for all kinds of national and international events.

**Corral de la Morería** is the world’s only Michelin-starred tablao, where authentic flamenco is offered with a delicious meal prepared by chef David García. Or go to Las Tablas, especially if you want your group to try flamenco in a dynamic atmosphere in which participants start with a series of technical and rhythm exercises and end up creating their own choreography.



Opposite the Puerta de Alcalá is **Flamenco de Leones**, a new gastronomic venue that has recovered the essence of the typical singing cafés of Madrid. In a 70-seat tablao, the show is directed by Jonatan Miró and ranges from modern to traditional dance with well-known artists. And the space has wonderful murals by Sergio Mora and a gastronomic menu that reflects Andalusian flavours.



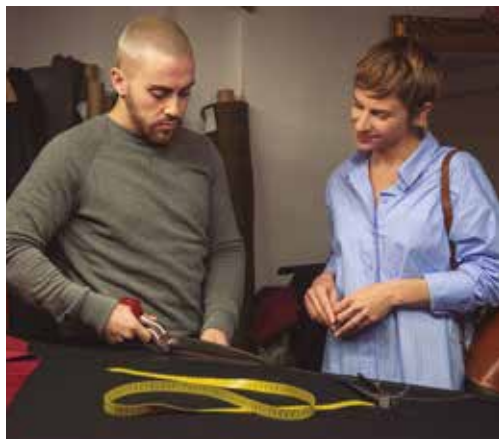


And what about getting on stage? For something to write home about, Insider's Travel suggests a flamenco masterclass. Start in a tablao where guests learn about the roots and rhythms of flamenco during a performance. Then, they can see how flamenco guitars are made before moving on to a flamenco shoe shop to see this expertise. Then, the practicalities begin, and they sit on the soundboard of the "cajón" – a drum you sit on and play – for a percussion lesson involving a team effort and at the end of the class, they put together what they have learned to create a percussion sequence.

**Flamenco culture can be turned into more complete experiences.** DMC Liberty Spain's cultural and gastronomic gymkhana combines flamenco with other events. Divided into groups, guests visit traditional establishments and experience activities typical of the capital. Experience a sangria and castanets workshop in a flamenco tablao; understand the language of fans and their production techniques; learn the correct way to cut ham and taste Iberian products, tapas and vermouth; sip hot chocolate in the mythical cafeteria San Ginés, and a drink at sunset on the terrace of the famous Círculo de Bellas Artes.



**Exclusivity and flamenco.** This activity suggested by Exclusive Spain, starts with breakfast in a restaurant with a professional flamenco dancer. Then the group visits a flamenco dress atelier and enjoys a fashion show, and visit one of the few tailors who makes costumes for bullfighters, before stopping at a Spanish guitar maker and ending with a private show in a tablao with traditional Spanish food.



**The Plaza de Toros de Las Ventas** is the largest bullring in Spain and the third largest in the world. It is one of the architectural jewels of Madrid, where spectacular events have taken place, for example for Red Bull. The arena has a massive 1,200sqm transparent tent that can be adapted to various types of setups and accommodate more than 2,000 people in a cocktail setting.



# YOUR INCENTIVE, TASTIER IN MADRID

The capital has become the perfect place to feed your group's foodie spirit: traditional, fusion, international, haute cuisine, avant-garde, Michelin-starred or charming neighbourhood restaurants, including creations from the world's best chef, Dabiz Muñoz. And gastronomy can be fused with sport, shopping, culture, music and entertainment; enjoy tennis at the Madrid Open fuelled by some of the world's best cuisines. And gastronomic events to show off this creativity such as Madrid Fusión (international gastronomy summit) or Gastrofestival.

## Michelin-starred restaurants

The 2023 edition of the Michelin Guide to Spain and Portugal puts 24 starred restaurants in the Region of Madrid, either as independent entities or within the luxury hotels that are increasingly becoming first class sensory and gastronomic environments that host activities, workshops, tastings and more.

### The oldest restaurant in the world

The gastronomic culture of Madrid is well established. **Casa Botín**, founded in 1725, is the oldest restaurant in the world, according to the Guinness Book of Records, and one of the benchmarks of traditional cuisine. Forbes magazine ranked it third among the world's top 10 classic restaurants and it counts royalty, politicians, writers and Hollywood stars among its guests. In the Botín experience, you can learn the history of the restaurant through a visit to the medieval cellar, see the original oven from 1725, before eating a selection of its celebrated dishes, and each visitor leaves with a ceramic gift.

### Gastronomic experience in Galería Canalejas Food Hall

The Food Hall of Galería Canalejas offers a culinary journey into Spanish and international gastronomy and is a foodie hotspot, with more than 4,000sq.m and 13 restaurants such as Michelin-starred **Monchis by Julián Mármol**; **The Eight stands** out for Binchotan sandwiches and hamburgers impregnated with charcoal from Japan; and **Mad Gourmets** has 20 stalls with food from around the world, in a space designed for music and shows.



## Workshops and cooking classes

The food you can enjoy in Madrid can be created by your group. The city hosts a range of experiences from cooking as theatre to workshops on gastronomies from all over the world – although Spanish cuisine is better, of course! Here are some examples but ask your agency for options tailor-made to your group and objectives.



**A Punto** is a cooking school, event space and gastronomic bookshop in the heart of the Chueca neighbourhood that has comprehensive facilities for groups of up to 25 people in a space with natural light. A Punto has been creating activities for companies for more than 15 years, ranging from traditional cuisine to Master Chef-style competition games, all in several languages.

### Rice and paella workshop / teambuilding in a palace

Madrid Experience offers team activities to discover who is the best chef. This can be organised in the gardens or in the covered courtyard of a palace taken over for the occasion. After a paella workshop, the group will eat their delicious creation. Or teach guests how to prepare an icon of Madrid's gastronomy, **cocido madrileño by Alambique**, a chickpea-based stew.

From tradition to futurism: **Kitchen Club** runs molecular cuisine workshops, using techniques to prepare innovative recipes; a lesson in new technology and processes.

**Luxury Spanish cooking classes: paella, tapas, wines, olive oils.** This Insider's Travel activity can be done in the kitchen-studio of a prestigious chef near the Royal Palace, where the group will learn how to cook traditional Spanish dishes and hear about the cultural role and history of produce and gastronomy in Spain.



Your group can also experience gastronomic creativity in one of the many cocktail bars that offer classes from a mixologist in how to make cocktails. At the Museo Chicote, for example – a classic of Madrid's nightlife – Stop Incentive Trips & Corporate Events organises cocktail workshops with bartenders to each group how to prepare the best drinks.

### Vermouth Route

Vermouth time in Spain is a weekend custom, and in Madrid, it is served with ever more care and variety. Immerse your group in this tradition through Stop Incentive Trips & Corporate Events' route in bars in Chamberí or Malasaña (centre of Madrid) or in outskirts such as Rivas-Vaciamadrid or Alcalá de Henares.



## Outside the city, visits to the D.O. Wines of Madrid

You might be surprised to learn (nothing better than to surprise your group!) that Madrid has wines and even its own appellation of origin. The vineyards of Vinos de Madrid make an attractive day trip, where guests can learn about the production processes, taste signature wines and gain a fascinating insight into the region's culinary heritage. You can select from three prestigious wineries in the area.

Alternatively, in **Aranjuez, El Regajal** winery hosts guided tours that explain growing techniques, with a tasting in the winery and group lunches in the gardens and terraces. **Carlos III Winery** in Aranjuez, was the official supplier of wine and oil to the royal household for two centuries and is a Historic-Artistic Monument. This neoclassical building half an hour from Madrid has been refurbished for events, with rooms, an underground gallery and a French-style garden. It offers oenological team-building activities such as "Create your own wine" and "Wine Casino", among others, where all the senses are tested. Another example is **Pablo Morate Winery and its wine museum**, constructed at the end of the 15th century and reflecting Spain's great wine and architectural traditions. The winery runs guided tours, wine tasting courses, cocktails, Spanish wines and catering in the museum.

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Dynamic & Partners proposes tasting local wines in vineyards near the town of Arganda, with an explanation of their history and, depending on the time of year, the opportunity to pick grapes and make wine. The group continues to one of the most beautiful villages in the region, Chinchón, where they can enjoy delicacies such as traditional roast lamb or suckling pig in one of the restaurants with beautiful cellars.



Bodega Carlos III

### Reinventing the art of slicing ham

The man known as Ham Samurai offers a stunning gastronomic show, starting with a two-knife carving. This starts a "perfuming" of the hands with gin or a distillate to eliminate odours and purify the hands. Then, he explains the cutting style and the more than 30 flavours and nuances he extracts from the selected slices, as if it were a gastronomic melody. The show becomes a sensory immersion through audio-visual.



# FASHION AND SHOPPING



Is your incentive looking for sophistication, lifestyle, treating your guests like the stylish creatures they are? Then Madrid is the answer. One of the key moments of the year is the Mercedes Benz Fashion Week Madrid, which brings together the big designer brands for fashion shows and a host of events around the city. From the traditional premium shopping street, Calle Serrano, to the new Galería Canalejas, the city offers many lifestyle experiences.



**Galería Canalejas** is the new international icon of luxury and fine dining in the heart of Madrid. It is part of the Centro Canalejas Madrid, an ambitious project promoted by OHL and Mohari Hospitality, which has combined seven historic buildings in the city centre, designed by Estudio Lamela. The building also houses the first **Four Seasons** hotel in Spain, with 22 exclusive residences.

The centre relocates the “golden mile” of luxury to the heart of the city in more than 15,000sq.m over three floors with the most prestigious fashion, jewellery and gastronomy brands.

Thanks to its location, architecture, history and distinctive mix of brands, leisure facilities and gastronomy, Galería Canalejas has become Europe’s leading luxury shopping and foodie destination.

Madrid offers as many experiential ways as there are styles: chic, bohemian, alternative, vintage... One is in the heart of the city centre – Gran Vía, Puerta del Sol – where traditional shops mix with innovative outlets and department stores. A vibrant offer can also be seen in the **Barrio de Las Letras, Madrid de Los Austrias, Lavapiés, La Latina, Chueca, Malasaña, Conde Duque**, with shops that are steeped in the city’s history.

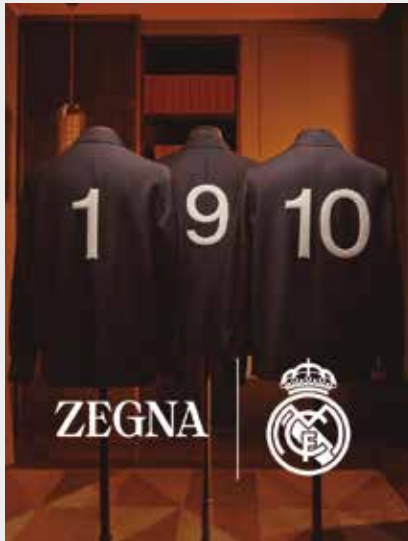
Madrid’s chic route par excellence is known as the Golden Mile, which concentrates major fashion brands and designers in streets such as Serrano and Ortega y Gasset. The Azca-Castellana area includes **El Corte Inglés’** most specialised luxury shops and personal shopper services. Beyond the traditional circuit is **Calle Fuencarral** and the **Chueca** neighbourhood, with avant-garde shops and cafés, or **Malasaña**, epicentre of the mythical *movida* of the 80s, the energetic cultural rebirth post Franco. Complete your incentive with a personal shopper, perfume tastings, beauty treatments, and at the lower floor of the Hotel RIU Plaza de España enjoy the worlds’ largest Zara – all designed to make your group feel pampered.

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## Loewe Experience

Loewe is a luxury fashion house owned by LVMH and known for its leather goods, fashion, accessories and lifestyle products. Its art collection encompasses paintings, sculpture and photography and this is displayed at Casa Loewe on Madrid’s Milla de Oro, one of the chicest areas of the capital. Visiting Casa Loewe is like entering the home of a private collector. Participants are greeted by the manager with mimosas and pastries before the shop opens, when they are given a guided tour of the art collection and enjoy a stroll through its three floors with a catalogue of antiques and art. After the visit, they go to the shop where an exquisite flower arrangement awaits, and they will learn how to create this at home. To end this luxury experience, a Loewe leather craftsman demonstrates and explains the delicate making of a handbag. And then, shopping at Loewe!



#### Zegna at Galería Canalejas

Zegna brings luxury, fashion and sport together to offer a private visit to the **Santiago Bernabeu Stadium and its museum**, where guests can see trophies and enjoy a panoramic view of the stadium, followed by a visit to the Galería Canalejas, accompanied by concierge staff. Afterwards, Zegna, Real Madrid's Official luxury travel wear, shows off the team's new kit and personalisation of the garments. A glass of champagne in the private room of the Galería Canalejas concludes the tour, co-created with Spain is Excellence.



#### Exhibition, fashion show, and gala dinner to present the new Cartier jewellery

Cartier presented its new jewellery collection "Beautés du Monde" in Spain, bringing together clients, friends, press, influencers and international celebrities in locations across the capital: the former British Embassy building, the Palacio de Liria, the Plaza de las Ventas, the Casino... At each site, there were events, some of which were open to clients, such as a jewellery exhibition in the former British Embassy. The agency was SOMOS Experiences.

The presentation took place at Palacio de Liria, where guests enjoyed typical Cartier designs, accompanied by haute couture in the gardens. Two Michelin star chef Diego Guerrero provided the food and the event was accompanied projections, dance and music on the façade of the Palace, created by choreographer and brand ambassador Blanca Li. Last but not least, there was a flamenco show and performances by artists such as Rita Ora and the Black Eyed Peas.



#### Glamour and luxury at the Dior night party

For the launch of its new perfume J'adore Parfum d'Eau, Dior organised a night of glamour that dressed the capital's Golden Mile in white and gold (agency: 109 Events & Experiences by Newlink). The spirit of Dior was transferred to a space where the Gold & White dress code followed the design line of the perfume. A large 3D photocall with the J'adore flower in evidence welcomed influencers, artists and celebrities and the highlight of the evening was a performance by two dancers at the foot of the Jardins de la Découverte monument with a DJ set by Pascal Moscheni.



# 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.

# 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.



### 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

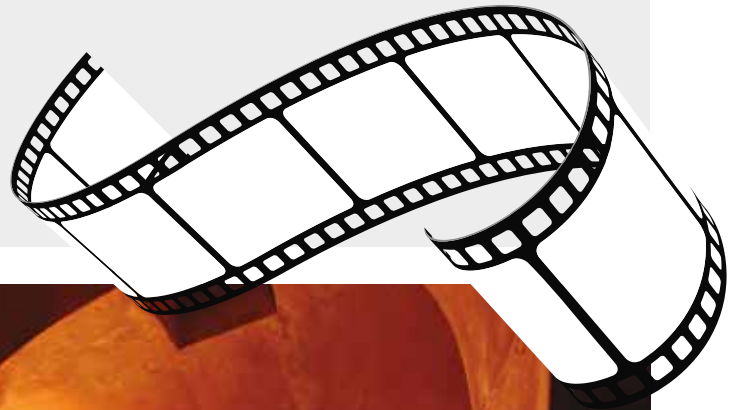
Many of the capital's fashionable hotels and historic buildings have rooftops which host special activities, ranging from a sacred DJ to a harpist, a mixologist workshop to a percussion session. RIU Plaza España, VP Plaza de España, Círculo de Bellas Artes, Hard Rock Hotel Madrid, Palacio de Cibeles... 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.

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**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.



# CRAFTSMANSHIP AND TRADITION

It is one of the strongest trends of the moment in incentives: living local traditions, a logical aspiration in a hyper globalized world. Here too, Madrid is your perfect destination, for its vibrant traditions, its crafts, its shops from another era. Going into the back room of a traditional craftsman and seeing him work and explaining his art has become a memorable experience, a way of experiencing the essence of the city and its history.

## Discover Madrid's traditions via its antique shops

Madrid Experience suggests VIP tours of antique shops with the owner of a renowned interior design studio in neighbourhoods such as El Rastro and La Paloma. The group will have access to the back rooms and basements of antique dealers, meet the people who keep Madrid's artisan tradition alive (from the guitar maker to the charcoal burner) and enjoy a snack en route.

## Madrid Crafts Tour

Insider's Travel proposes a tour of the smaller streets to visit local craftsmen and women, and watch them at work. Among others, this includes Luis, who runs his family's leather shop and will explain his technique, and Rubén, who will let you into the secret of how to create the professional sound of handmade guitars – an authentic experience.



## Turning tradition into the most chic experience

**The Rastro** area (craft and second-hand shops) is one of the most charming parts of the city, where guests can have a vintage fashion experience with a guided tour and an insight into the world of interior design by the owner, with a glass of cava or a cocktail created for the occasion. The experience ends with lunch or dinner in a clandestine space (hidden behind the entrance to a garage), where guests will be treated to anecdotes about these historical streets; they might even be welcomed by people in vintage costumes.

# HIGH-END HOTELS

The city has been comprehensively renovated in recent years but the revolution has arguably been the greatest in the capital's hotels, especially at the luxury end. Madrid has numerous 5-star properties, with the recent addition of brands such as Four Seasons and Mandarin. The MCB counts among its partners, 71 4- and 5-star hotels, and they offer great variety.

Like a heritage of the Belle Epoque, the renovated **Mandarin Oriental Ritz Madrid** is located in the "Art Triangle", opposite the Museo del Prado and El Parque del Retiro. The hotel's new suites have views of the Prado or Plaza de la Lealtad, as does the Royal Salon for up to 250 people. The Salón Felipe IV and the Salón Real Academia complete its events spaces, while its food is supervised by **Quique Dacosta** (3 Michelin stars) and can be enjoyed indoor, or in the hotel's beautiful gardens.

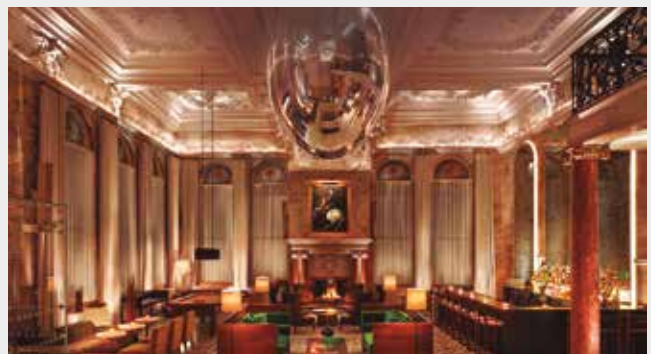


The **Four Seasons** comprises seven buildings in the heart of the city centre and for this renovation, 3,700 historical pieces were also restored and are distributed throughout the hotel. Next to the Puerta del Sol, the hotel's first floor comprises 1,700sq.m divided into nine rooms. Chef **Dani García** presents a new gastronomic concept on the hotel's rooftop terrace with views of the whole city. And to pamper your guests, the hotel is home to the largest spa in the city with 1,400sq.m.



**Rosewood Villa Magna**, in the heart of Paseo de la Castellana, has six spaces for up to 670 guests, four terraces with views of the city centre, plus a garden with capacity for 400. Two of its signature rooms also have terraces and views of the city. A brasserie, traditional cuisine from the north of Spain, patisserie and cocktails contribute to the culinary kaleidoscope.

The tapestry from the Real Fábrica de Tapices in the lobby of **The Madrid EDITION**, sets the scene for the property's design statement. Located next to Puerta del Sol, it has 21 suites and two Penthouse suites with views of the Royal Palace, a rooftop infinity pool, three bars and two restaurants – one Mexican and one Peruvian – run by chefs **Enrique Olvera** and **Diego Muñoz**. And events are well catered for with a two-storey lounge, three studios with dividing panels, a conference room and an anteroom area.



### More 5-star hotels

A quick review of the high-end hotels in Madrid: **VP Plaza España Design** has 750sq.m of lounges but on the 12th floor, the lifestyle **Ginkgo Restaurant & Sky Bar** stands out, with terraces and 360° views. The **Gran Hotel Inglés**, Madrid's oldest luxury hotel (1886) maintains its classic style in the **Casa Lobo Restaurant** and the lobby cocktail bar. **Urso Hotel & Spa**, between the bourgeois district of Chamberí and Chueca, has an outstanding spa and wellness centre, and in the heart of Castellana, the **InterContinental Madrid** has an impressive garden terrace, with more than 22,000sq.m for events. The **Hotel Villa Real** is in the museum triangle of the Prado, Reina Sofía and Thyssen Bornemisza. Built under the direction of King Alfonso XIII, **Westin Palace Madrid** is an icon of the city and has undergone a recent renovation. A modern option in Madrid's new northern extension is the **Eurostars Madrid Tower**. The world's largest urban vegetable garden is on the rooftop of **The Wellington Club**, which has 13 naturally lit lounges and the Michelin-starred **Kabuki restaurant**. Rock, jazz, pop and flamenco merge in the **Barceló Imagine** themed hotel.

Minutes from Gran Vía and Plaza Mayor, the restored **Meliá Madrid Princesa** has 21 event rooms. The **Hotel Gran Meliá Fénix** welcomes you from the Plaza de Colón with its **Dry Martini** by Javier de las Muelas and Tea Time, for tea lovers. The **Heritage Hotel** is housed in a building dating from the early 20th century and has special architectural details, as well as four meeting rooms. Close to the museum triangle of the Prado, Reina Sofía and Thyssen Bornemisza, the **Hotel Urban** has a notable art collection.

On the Castellana, the **Hyatt Regency Hesperia Madrid** provides haute cuisine in **Santceloni** (two Michelin stars), **Smoked Room and Leña**, run by Dani García. Otherwise, the **Thompson Madrid** offers an exceptional culinary and leisure experience: a rooftop **Wellness Oasis** in the heart of the city with a hammock area for relaxing and enjoying panoramic views of Madrid. To complete the picture, guests can enjoy three innovative gastronomic options, created by restaurant group **La Ancha**. In a late 19th century building, the hotel **Hospes Puerta de Alcalá** features the "Terraza Malvar", with local cuisine and views of the city; and renowned for its spa, the **Eurostars Suites Mirasierra** hotel also has 17 event spaces. The **Barceló Emperatriz** reinterprets the palatial aesthetics of 19th century Madrid, and the **Barceló Torre de Madrid** is located in one of the capital's most emblematic buildings.



### ... and surprising ones



The **BLESS Hotel Madrid** hides a two-lane bowling alley, decorated in speakeasy style, ideal for an informal meeting or an unusual product presentation.

The new **UMusic Hotel Madrid** is in the same building as the historic Teatro Albéniz, with an 898-seat auditorium.



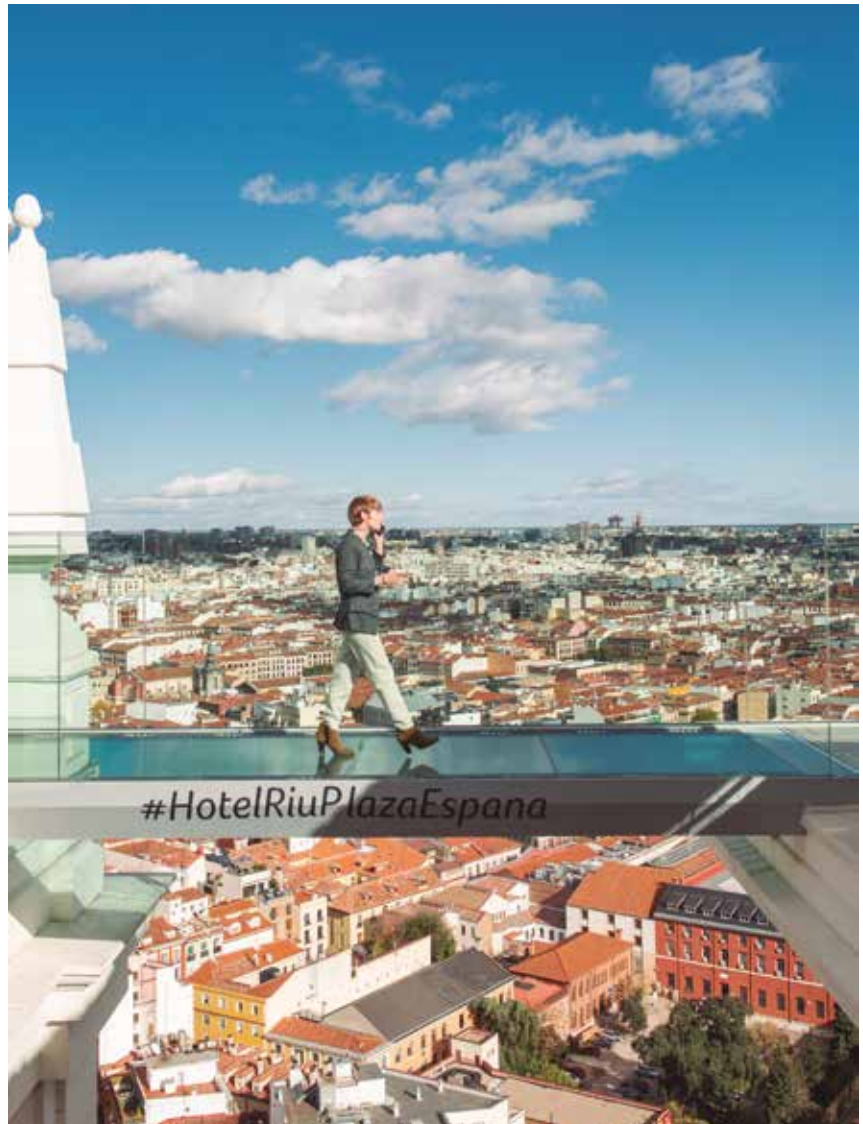
In **Hyatt Centric Gran Vía Madrid**, micro-theatre plays take place in its Fénix Suite, before guests enjoy a gastronomic experience in restaurant **Hielo y Carbón**.



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**Hotel Puerta América** has brought together 19 designers to create a different sensory concept on each floor, with a variety of materials, colours and shapes.

In addition to 17 rooms for events and meetings, **Riu Plaza de España** has a **Rooftop Bar** on the 27th floor, one of the best terraces in Madrid with 360° views. And for the brave, the glass walkway and the transparent balcony on the terrace will take your breath away with its panoramic view of the Casa de Campo and the Royal Palace.





# SEE YOU IN MADRID!

**The team of the Madrid Convention Bureau is at your service to answer your questions, clarify your doubts, or connect you with the best professionals for your incentive.**

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