PARTNERS CATALOGUE

Madrid unique DESTINATION

Financiado por
la Unión Europea
NextGenerationEU

GOBIERNO
DE ESPAÑA

MINISTERIO
DE INDUSTRIA
Y TURISMO

Plan de Recuperación,
Transformación
y Resiliencia

Comunidad
de Madrid

MADRID

INTRODUCTION

Madrid Unique Destination is an invitation to discover the most authentic essence of the city, where warmth, craftsmanship, and excellence come together in unique experiences. This catalog brings together offerings that showcase Madrid's rich cultural, artistic, and gastronomic heritage, designed to connect with the soul of an exceptional destination. Be inspired by the creativity and tradition that make Madrid an unforgettable place for every visitor.

INDEX

RECEPTIVE TRAVEL AND HIGH-END INCENTIVE AGENCIES

ABERCROMBIE & KENT 08

BEST OF EUROPE TRAVEL 10

EXCLUSIVE SPAIN 12

FABOA 14

FOCUS ON WOMEN 16

KUONI TUMLARE MADRID – BESPOKE EXPERIENCES 18

MADE FOR SPAIN & PORTUGAL 20

MADRID & BEYOND 22

PRESSTOUR 24

SPAIN UNSPOILT 26

SPAINTOP DMC 28

TAILORED SPAIN 30

THE REAL THING 32

TRULY SPAIN EXPERIENTIAL TRAVEL 34

UNBOX SPAIN & PORTUGAL 36

VALESA CULTURAL SERVICES 38

ART, CULTURE AND PERFORMING ARTS

ASOCIACIÓN TABLAOS DE FLAMENCO 42

CARDAMOMO 44

LAS VENTAS TOUR 46

MUSEO NACIONAL CENTRO DE ARTE REINA SOFÍA 48

MUSEO NACIONAL THYSSEN-BORNEMISZA 50

PATRIMONIO NACIONAL 52

REAL ACADEMIA DE BELLAS ARTES DE SAN FERNANDO 54

REAL FÁBRICA DE TÁPICES 56

TEATRO FLAMENCO 58

TABLAO FLAMENCO 1911 60

ROYAL OPERA OF MADRID 62

STAGE ENTERTAINMENT 64

ENOGASTRONOMY

ASSOCIATION OF CENTENARY RESTAURANTS AND TAVERNS OF MADRID 68

MADRID ENOTURISMO 70

MUSEO CHICOTE 72

SHOPPING SPACES

BARRIO DE SALAMANCA MADRID 76

EL CORTE INGLÉS 78

GALERÍA CANALEJAS 80

LAS ROZAS VILLAGE 82

HOTELS

AEHM 86

BLESS HOTEL 88

BRACH MADRID 90

CURIO COLLECTION BY HILTON MONTERA 92

FOUR SEASONS HOTEL MADRID 94

GRAN HOTEL INGLÉS 96

GRAN MELIÁ PALACIO DE LOS DUQUES 98

HOSPES PUERTA DE ALCALÁ 100

HYATT CENTRIC GRAN VÍA 102

HYATT REGENCY HESPERIA MADRID 104

JW MARRIOT MADRID 106

MADRID EDITION 108

MANDARIN ORIENTAL RITZ 110

NH COLLECTION MADRID SUECIA 112

ROSEWOOD VILLA MAGNA 114

SANTO MAURO, A LUXURY COLLECTION HOTEL 116

THE PALACE HOTEL, MADRID 118

THOMPSON MADRID 120

UMUSIC HOTEL MADRID 122

URBAN HOTEL 124

URSO HOTEL 126

VILLA REAL HOTEL 128

VP PLAZA ESPAÑA DESIGN 130

WELLINGTON HOTEL & SPA MADRID 132

TRANSPORTATION

AENA 136

ALSA 138

GRAND CLASS 140

IBERIA 142

LIMOUXINE LUXURY VEHICLES 144

Madrid unique DESTINATION

RECEPTIVE TRAVEL AND HIGH-END INCENTIVE AGENCIES

©2025 Madrid Unique Destination





RECEPTIVE TRAVEL AND HIGH-END
INCENTIVE AGENCIES

ABERCROMBIE & KENT
SPAIN & PORTUGAL



We craft unique experiences with exclusive encounters and activities tailored to client preferences, curated by a multilingual team.

Abercrombie & Kent designs meticulously crafted itineraries that highlight the best of both Iberian countries.

Located in Madrid, Abercrombie & Kent Spain, designs personalized luxury experiences for discerning travelers. Spain's rich culture, exquisite cuisine, and diverse geography offer unforgettable moments. Our "Guardian Angels" - local experts with decades of experience - create unique memories. With over 60 years in pioneering travel, A&K delivers luxury in every detail, from custom tours to bespoke group itineraries. We craft unique experiences with exclusive encounters and activities tailored to client preferences, curated by a multilingual team. Personal audits and trusted suppliers guarantee journey safety, while exclusive access provides intimate connections with each destination.

ABERCROMBIE AND KENT

Contact information

Gloria Asensio - General Manager, DMC – Spain
gasensio@abercrombiekent.es

Patricia Martin - Sales & Product Manager
pmartin@abercrombiekent.es

www.abercrombiekent.com/dmc

Calle José Abascal, 44
28003 Madrid

EXPERIENCES

Madrid of the Habsburgs & Royal Palace

Explore Madrid's oldest district on a private walking tour with a local guide. Stroll through historic squares and charming streets, and if open, visit the vibrant San Miguel Market, a landmark for food lovers. Then, enjoy a guided visit to the Royal Palace, where you'll step into some of its most iconic rooms, admiring tapestries, classical paintings, decorative clocks and rare Stradivarius instruments. A journey into the grandeur of Spanish royalty.

Private Visit to the Reina Sofía Museum

Enter the Reina Sofía Museum before public opening hours and walk through its impressive modern art collection with a private guide. Discover masterpieces by Dalí, Miró, and Picasso, culminating with Guernica—an iconic anti-war piece and one of the most powerful works in modern art.

Private Flamenco Show in Madrid

Enjoy a traditional Spanish dinner followed by an intimate private flamenco show. From your front-row seat, feel every movement, hear the raw strength of the singers and witness the emotional rhythm of the dancers and guitarist. You'll even have the chance to talk with the artists, deepening your connection to this passionate art form.

Private Spanish Tapas Cooking Class

Visit a local market and join a professional chef in a hands-on cooking class. Learn to prepare eight classic tapas from different regions of Spain—such as tortilla, garlic shrimp and patatas bravas. This immersive culinary experience is perfect for food lovers looking to discover the heart and soul of Spanish cuisine.

Spain's rich culture, exquisite cuisine, and diverse geography offer unforgettable moments.



RECEPTIVE TRAVEL AND HIGH-END
INCENTIVE AGENCIES



At BEST of EUROPE TRAVEL, we stand out as a consultancy for travel agents, businesses, and premium tourists visiting Spain.

BEST of EUROPE TRAVEL attracts excellence tourism, boosting income, culture, sustainability, and infrastructure.

At BEST of EUROPE TRAVEL, we stand out as a consultancy for travel agents, businesses, and premium tourists visiting Spain.

We offer tailor-made experiences in our countries, combining the best destinations to make each visit an exceptional, interesting, and unique encounter with our culture, gastronomy, and exceptional offerings.

We focus on clients accustomed to traveling, with high expectations, who seek distinction and wish to be attended by professionals with over 20 years of experience in the luxury tourism sector, who understand their needs.

BEST of EUROPE TRAVEL

Contact information

Rosa Lara
rosalara@vipsinspain.com

www.bestofeuropetravel.com

Carretera de Boadilla, 52
28220 Majadahonda, Madrid

EXPERIENCES

Gastronomy in Spain
Exclusive program for gourmet clients offering unique experiences with top chefs, sommeliers, and culinary experts from our peninsula.

Experiences for Athletes
Specialized programs for athletes' performance enhancement, combined with activities for their accompanying family.

Weddings in Unique Locations
Event organization in dreamlike venues.

Nature and Culture

Horse Support and Transport
Accompaniment and transport of horses for participants in races and polo championships.



BEST of EUROPE TRAVEL caters to a clientele with a high cultural level and purchasing power, seeking excellence.



RECEPTIVE TRAVEL AND HIGH-END
INCENTIVE AGENCIES

exclusive Spain
TAILOR-MADE TRAVEL



Our passion: making clients fall in love with Spain, and travel agents loving our service. No B2C, only B2B.

Incoming agency for American clients at the highest level. We organize tailor-made trips with top, exclusive, off-the-road experiences.

Exclusive Spain is a creative and leading tailor-made travel company in Spain, with over 20 years of experience organizing customized itineraries. We cater to a sophisticated and discerning clientele, offering exclusive access to unique experiences available only through us. We design itineraries ranging from major cities to charming villages, tailored to each client's preferences.

We focus on serving travel agents only, no end clients directly. We are B2B only: FIT and also groups. Strong focus on Camino de Santiago trips.

EXCLUSIVE SPAIN

Contact information

bbunzl@exclusivespain.es

+34 639 001 567
+34 687 728 511

www.exclusivespain.es

Calle Cruz de la Atalaya, 7
28223, Madrid

EXPERIENCES

Private experience at an olive oil farm
Discover the magic of olive oil on a family farm with more than six generations of tradition. Walk among the olive trees, learn about their cultivation, and enjoy an oil tasting. Finish with a home-cooked lunch prepared by the mother of the family.

Private visit to a bull farm with the breeder
Discover the passion for bull breeding in the hands of a historic family. Visit the bulls in their natural habitat and enjoy a home-cooked lunch while learning about family traditions and anecdotes.

Lunch in a historic 13th century palace
Exclusive welcome by the marquis, including city tour led by the marquises and owners of the palace. Insight into Andalusian aristocracy and lifestyle of a noble Spanish family.

Private visit to winegrowers since 1497
Historic bodega with five centuries of family tradition: unique eco-focused winemaking experience.

Fine Arts Restoration Workshop
Step into the private restoration studio of two renowned artists behind historic landmarks in Seville and beyond. Observe their meticulous restoration techniques and try your hand at a small detail under expert guidance.

White Villages: behind the scenes
Exclusive visit to a private 11th century castle/ home, combining the grandeur of a historic fortress with the warmth of a lived-in family home. Enjoy the personal stories and anecdotes shared by the owner: a painter, art historian, and a charming, slightly eccentric host at the same time.

Catering to a sophisticated and discerning clientele, offering exclusive access to unique experiences available only through us.



RECEPTIVE TRAVEL AND HIGH-END
INCENTIVE AGENCIES

FABOA



Committed to excellent, sustainable, and high-value tourism, at FABOA we don't just design trips: we craft personal narratives that reveal the Madrid you live, feel, and remember.

FABOA combines handcrafted travel design with technology that streamlines every process, driving premium tourism in Madrid.

FABOA is a boutique travel agency specializing in creating tailor-made experiences for international travelers seeking a deeper, more distinctive way to discover Madrid. Each itinerary is handcrafted with absolute attention to detail and a genuine understanding of every traveler. This human-centered approach is complemented by our technology, which streamlines processes and enables an unparalleled level of personalization.

Through this hybrid model—expertly crafted experiences enhanced by smart tools—we attract premium visitors who value culture, creativity, and the energy of the city. We collaborate with local providers to deliver authentic journeys that strengthen Madrid's international positioning.

FABOA

Contact information

info@faboa.ai

www.faboa.ai

Calle Limonero, 22
28020 Madrid

EXPERIENCES

Madrid Like a Local
An immersion into the city's everyday rhythm: charming backstreets, lively markets, characterful cafés, and the small rituals that reveal Madrid's true essence. From rich chocolate con churros to slow conversations on sun-drenched terraces, it's a warm, delicious way to feel at home in the city.

Madrid's Artisanal Heritage
A curated journey through ateliers and independent boutiques where Madrid's creators craft distinctive pieces in leather, ceramics, textiles, and contemporary design. A celebration of local artistry and timeless savoir-faire.

Imperial Madrid
An elegant walk through the city's most emblematic royal settings and manicured gardens, each one echoing centuries of grandeur and tradition.

Flamenco's Soul
An intimate, powerful encounter with guitar, song, and dance—hosted in a handpicked space chosen for its authenticity, emotion, and artistic purity.

Flavours of Madrid: Tapas & Wine
A vibrant tasting route through iconic taverns and contemporary culinary hotspots. Classic bites, thoughtful wine pairings, and the inimitable spirit of Madrid at sunset.

The Essential Museums, Privately
Exclusive access to Madrid's great collections—Prado, Thyssen, Reina Sofía—guided by an expert storyteller who turns each masterpiece into a living narrative.

Among the Vineyards
A sensorial escape through rolling landscapes, centenary vines, and boutique wineries known for their character, craft, and quiet elegance.

FABOA designs tailor-made Madrid experiences, combining culture, gastronomy, creativity, and authentic local encounters for discerning travelers.



RECEPTIVE TRAVEL AND HIGH-END
INCENTIVE AGENCIES

FOCUS ON WOMEN SPAIN
INSPIRING TRAVELS



For over 15 years, we have been designing tailor-made experiences beyond typical tourist circuits, offering a deep dive into Spain's feminine culture through iconic women.

We specialize in luxury experiences that celebrate Madrid's feminine culture through luxury with iconic, inspiring women.

The first sustainable luxury DMC in Spain and Portugal focused on Women Travel. For over 15 years, we have been designing tailor-made experiences beyond typical tourist circuits, offering a deep dive into Spain's feminine culture through iconic women (writers, artists, entrepreneurs, intellectuals, etc.). A different way to travel, fostering networking with other inspiring women through journeys led by expert female guides, each with its own unique storytelling. We are a purpose-driven company that tracks our impact according to SDG 5 (Gender Equality) and SDG 13 (Climate Action). A Haute Couture travel agency revolutionizing and solidifying tourism as an ethical, sustainable business model that creates a positive impact on women and their communities.

FOCUS ON WOMEN

Contact information

dmc@focusonwomen.es
Tel: +34 683 190 000
+34 634 502 636
www.focusonwomen.es

Calle Fernando el Catolico, 3
28015 Madrid

EXPERIENCES

Brunch with a designer
Dive into the world of fashion with a unique experience led by a socially impactful designer. Enjoy an exclusive brunch at her atelier, where you'll learn about her creative process and how her designs reflect sustainability, inclusion, and women's empowerment. This intimate encounter reveals how she combines art with purpose, immersing you in haute couture with a social focus.

Private noble heritage tour
Embark on a rare historical journey with a descendant of a prominent noble family. This exclusive tour offers access to private estates and collections, unveiling the life and secrets of one of Spain's most influential noble houses. Hear tales of family intrigue and discover a personal side of history you won't find in books.

Private garden tour with an expert
Explore the hidden beauty of Madrid's most impressive private gardens with a botany and art expert. Discover green spaces that blend history, landscape design, and creativity, while learning about the plants and flowers that adorn them and the stories they tell.

Women's art tour
Explore the vibrant world of female art in Madrid, guided by an expert who will take you through galleries focused on women artists. This experience includes exclusive exhibitions and personal encounters with artists in their studios, where they'll share their stories, creative processes, and inspiration.

Musical tour with a singer
Delve into Madrid's music scene with a renowned jazz singer as your guide. Visit iconic venues, learn about women's impact on the genre, and enjoy the chance to witness an impromptu performance that will make this experience unforgettable.

Literary experience with a writer
Spend an afternoon with a writer who explores the lives of iconic yet overlooked women in Spain. Gain insight into her creative process and reflect on women's roles in history, literature, and society. Through her stories, you'll discover a world of strength, inspiration, and cultural depth.

The first sustainable luxury DMC in Spain and Portugal focused on Women Travel.



KUONI global destination management by JTB
TUMLARE



Kuoni Tumlare is a global leader in destination management, proudly connecting Madrid with the world through creative, tailor-made experiences.

Kuoni Tumlare is a global leader in destination management, with a strong presence in Madrid and a proven track record of connecting the city with key international markets.

Specialising in both MICE -Meetings, Incentives, Conferences & Exhibitions- and tailor-made leisure travel, their team excels in crafting bespoke experiences that blend creativity, flawless execution, and impeccable service.

With deep industry knowledge and a wide-reaching international network, they deliver innovative, client-centric solutions—whether for high-level corporate events, exclusive incentive trips, or carefully curated itineraries. Every detail is thoughtfully planned and executed to ensure each journey or event becomes a meaningful, memorable experience for travellers and partners alike.

In Madrid, Kuoni Tumlare adds value to the destination through their global perspective, unwavering commitment to quality, and ability to turn every project into a success story.

KUONI TUMLARE

Contact information

iberia@kuonitumlare.com

www.kuonitumlare.com

Calle Jacometrezo 15
28013 Madrid

EXPERIENCES

Private Access to Iconic Monuments & Curated Art Itineraries
Experience Madrid's most emblematic landmarks, such as the Prado Museum and the Royal Collections Gallery, before they open to the public or through exclusive areas not accessible in standard itineraries. Enjoy a peaceful, private guided tour led by expert art historians, combining cultural insights with hidden gems of the city.

Tapas & Traditions Walking Tour
Stroll through Madrid's old town with a local foodie guide. Discover family-run taverns, taste authentic tapas and local wines, and learn about the city's culinary heritage.

Cooking Class with Local Chefs
Join a hands-on workshop to prepare classic Spanish dishes, from tortilla and gazpacho to paella, paired with regional wines in a friendly, interactive setting.

Flamenco Masterclass at a Historic Tablao
Step into the rhythm of Andalusian passion with a private flamenco lesson led by professional dancers at one of Madrid's legendary tablaos.

Gourmet Chef Workshop
An exclusive culinary experience with a renowned Michellin starred chef. Discover innovative techniques, creative presentation, and exceptional flavors, followed by a tasting or gourmet meal.

Vintage Car City Tour
Discover Madrid from a different perspective aboard elegant vintage car. From the Gran Vía to Retiro Park, every stop reveals the charm of Spain's capital in timeless style.

These sample experiences, and many others, are fully customizable, ensuring that each client, whether leisure or incentive, enjoys Madrid in a personal, inspiring, and unforgettable way.

Delivering bespoke journeys and events where every detail is curated to ensure unforgettable moments for clients and partners alike.



RECEPTIVE TRAVEL AND HIGH-END
INCENTIVE AGENCIES

MADE for SPAIN & PORTUGAL



With Made for Spain & Portugal, our clients connect deeply with the destination, leaving a lasting impression both in their hearts and on the place itself.

Made for Spain & Portugal has been designing unique luxury trips for more than 25 years, offering personalized itineraries that showcase the authentic soul of Madrid.

We specialize in immersive, transformative, and sustainable experiences that emphasize culture, luxury, and conscious travel. With our exclusive local connections, we offer access to hidden gems, unique activities, and authentic encounters that only locals can provide. Our mission is to create unforgettable journeys that enrich travelers while positively impacting the communities they visit.

MADE FOR SPAIN & PORTUGAL

Contact information

virginia@madeforspainandportugal.com

www.madeforspainandportugal.com

Calle Castelló, 23
28001 Madrid

EXPERIENCES

Madrid Lifestyle Tour with Tapas Tasting
Ever wondered what it's like to live as a true Madrileño? Experience a typical day strolling through cobblestone streets, visiting authentic shops, artisanal boutiques, and markets like Mercado de la Paz or Mercado de San Miguel, with a local expert. Enjoy wine and delicious food at hidden tapas spots, featuring off-menu specialties only locals know.

Pedro Almodóvar's Madrid
Explore Madrid through the lens of Pedro Almodóvar, a director who has filmed nearly all of his movies in the city. Visit iconic locations featured in his films and dive into the heart of his cinematic world.

Gallery Tour with a Spanish Artist
Discover Madrid's vibrant contemporary art scene with a renowned Spanish artist. Visit the city's top galleries, meet established and emerging artists, and immerse yourself in Madrid's local art culture.

Exclusive Visit to the Royal Tapestry Factory
Experience Madrid's Royal Tapestry Factory, a historic site operating since 1721. Get an insider's look at traditional tapestry production and textile conservation in an exclusive, behind-the-scenes tour.

Gourmet Madrid
Madrid is a food lover's paradise. Explore the best gastronomic spots with a local guide, from specialty shops to hidden gourmet markets, and enjoy delicious local delicacies like Manchego cheese and Iberian ham.

Madrid for Families
Madrid is a family-friendly city with attractions for all ages. Enjoy guided tours of the Royal Palace, the Royal Armory, iconic squares, and an exclusive visit to Real Madrid's stadium, perfect for sports fans of all ages.

We specialize in immersive, transformative, and sustainable experiences that emphasize culture, luxury, and conscious travel.



RECEPTIVE TRAVEL AND HIGH-END
INCENTIVE AGENCIES

MADRID & BEYOND



At Madrid & Beyond, every journey revolves around people and their stories, ensuring truly unforgettable and unique experiences at every turn.

Madrid & Beyond, as its name suggests, has Madrid in its DNA, offering a vibrant gateway to Iberia's most exclusive experiences.

Madrid & Beyond, a leading inbound operator in Spain and Portugal for nearly 25 years, crafts bespoke luxury itineraries for those seeking authentic experiences. We design trips tailored to each client's tastes, interests, and budget, ensuring impeccable service in accommodation, transportation, and tours. We offer exclusive access to places, people, and unique experiences, allowing travelers to discover the true essence of the Iberian Peninsula. Our expert guides and hosts open doors to local gastronomy, wine, art, culture, and traditions, delivering experiences that go beyond clichés and capture the spirit of Spain, Portugal, and their islands. At Madrid & Beyond, every journey revolves around people and their stories, ensuring a truly unforgettable and unique experience at every turn.

MADRID & BEYOND

Contact information

info@madridandbeyond.com

www.madridandbeyond.com

Paseo de la Castellana, 40
28046 Madrid

EXPERIENCES

An Exclusive Immersion into the World of Design, Fashion, and Style in Madrid
Discover Madrid through an exclusive tour of its most vibrant neighborhoods. Guided by local experts in fashion, design, art, and gastronomy, you'll gain access to galleries, workshops, and hidden spaces tailored to your interests. Your host, with top-tier connections, will provide a personalized and unique experience. By the end, you'll feel like a true madrileño.

Exclusive Wine Tasting Evening in Madrid.
A blind tasting, sometimes with your eyes covered, will allow you to uncover the richness of Spanish wines. Led by a renowned expert and tasting champion, you'll explore an exceptional selection in a private and exclusive setting. This unique introduction to Spanish winemaking will be unforgettable.

Excursion to a Bull Ranch Near Madrid
Visit a prestigious bull ranch accompanied by a specialized writer, a retired matador, and the ranch owner. Discover the art of bull breeding and explore the ruins of a royal residence, all while enjoying an authentic countryside lunch and local wines, as an honored guest of a historic family.

Private Visit to the Prado Museum
Enjoy the Prado before it opens to the public, accompanied by an art expert who will guide you through masterpieces by Goya, Velázquez, and Rubens. This exclusive tour offers a deeper appreciation of artistic styles and evolution, creating an unforgettable cultural experience.

Private Picasso Workshop – Guernica Through the Eyes of a Local Artist
Explore Guernica at the Reina Sofía Museum with a local artist, analyzing its elements. Then, in a nearby studio, create your own version under expert guidance. This workshop blends art, history, and creativity into a truly unique experience.

We design luxury tailored trips, facilitating unique cultural connections that unveil the authentic soul of the Iberian Peninsula.



GRUPO PRESSTOUR



We are committed to promoting Madrid as a vibrant, globally connected city.

Excellence in Corporate Travel & Premium Experiences

At Presstour Viajes, we design and manage travel experiences with a distinctive focus on excellence, exclusivity, and personalization. We are specialists in incentive trips, corporate travel, event planning, and group programs, blending operational sophistication with strategic creativity.

Our commitment is to deliver comprehensive solutions that meet the highest standards of the corporate world, ensuring every detail is meticulously handled so that each experience reflects the prestige and identity of your organization.

Areas of Expertise:

Incentive Travel: Unique, tailor-made experiences designed to inspire, motivate, and reward—featuring exclusive destinations and curated programs.
Corporate Travel: Secure, efficient, and fully personalized management of business travel, optimizing time and resources without compromising on comfort or quality.
Group Travel: Custom-designed programs for institutions, associations, and groups, combining curated content with cultural depth and original experiences.
Meetings, Incentives, Conferences & Events (MICE): Precision planning and elegant execution of all types of corporate events—from executive board meetings to large-scale international conferences.

With a global network of top-tier partners and a team of seasoned professionals, Presstour Viajes turns every project into an exceptional experience, one that not only meets but exceeds expectations.

PRESSTOUR

Contact information

dmc@presstour.es

www.presstour.es

Calle Ayala, 83
28006 Madrid

EXPERIENCES

To make an event, congress, or incentive truly complete, it must include an authentic destination experience. That's why we customize tours and activities for each client, creating unforgettable moments for all participants.

Audiovisuals, Shows, and Entertainment
Our creative team designs any type of event, from meetings to award dinners or large-scale shows.

The Best Guides
We provide local, multilingual, and helpful staff. All our guides and assistants are certified polyglots, and we have years of experience working with them, ensuring their professionalism.

Transportation
We offer only high-quality vehicles with Wi-Fi, refrigerators, and leather seats. All vehicles are under 3 years old, and our drivers, always in uniform, are highly trained.

Pulso Flamenco – Music, Movement, and Duende
Feel the heartbeat of Spain through an intimate flamenco journey: live rehearsals, private access to a tablao, and authentic encounters with dancers and musicians. A soulful journey where rhythm becomes movement and tradition comes alive.

Holistic Reset – Spa and Sensory Tasting
Relax in a private spa with thermal circuits, immersive rituals, and next-generation treatments. Finish with an exclusive tasting of holistic choco chakras, designed to realign your energy through flavor.

Epicurean Journey – A Symphony of Spanish Flavors
Delight in an experience where every flavor tells a story: unique wines, artisanal cheeses, and selected delicacies awaken your senses and elevate your gastronomic journey. Every bite sparks sensations, and every sip celebrates the finest of Spanish culinary art.

Unimaginable Ideas
We design and produce bespoke events that captivate and inspire. From intimate gatherings to grand galas, every detail reflects your brand's essence and offers an immersive experience. Our expertise turns any space into a stage where innovation and elegance merge, creating moments that last far beyond the final applause.

Madrid Fashion & Heritage
Step inside Spain's most exclusive fashion ateliers, enjoy a private fitting, and explore historical runway archives. End the experience with a glass of wine at sunset on a boutique rooftop overlooking Madrid's skyline.

Presstour combines creativity, experience, and technology to design unique tourism and event experiences.



SPAIN UNSPOILT



Spain Unspoilt is a leading luxury travel company specializing in crafting bespoke journeys and unforgettable experiences in Spain.

Luxury agency that creates tailor-made trips offering authentic, immersive, and sustainable experiences.

We offer first-class services and personalized advice to create unique itineraries tailored to our clients' preferences. From family vacations and honeymoons to cultural or culinary tours, we design experiences that connect with the local culture. Our tailor-made trips include private excursions, exclusive visits, and VIP events that showcase the beauty of Spain. With expertise in family travel, we create multigenerational experiences with specialized guides that entertain everyone. For food lovers, we design tours that explore the rich culinary heritage, visiting markets, local producers, and Michelin-starred restaurants or renowned chefs. Every moment is designed to be luxurious and unforgettable.

SPAIN UNSPOILT

Contact information

elena@spainunspoilt.com

www.spainunspoilt.com

Carretera de Fuencarral, 44
28108 Alcobendas, Madrid

EXPERIENCES

Exclusive Guided Tour with an Internationally Recognized Art Expert

A guided tour led by an internationally recognized art expert, including exclusive visits to private collections, artists' studios, and art galleries in Madrid. Private access to the workshops of emerging young talents and established artists.

Guided Tour of Markets and Tapas Bars.

As the capital of Spain, Madrid brings together the best tapas from all over the country in its authentic hidden bars and taverns. Enjoy a private gastronomic tour of Madrid, discovering the city's history and cuisine while savoring a full dinner with the most famous dishes at the oldest family-run tapas bars. Learn to "tapeo" like a local while exploring the city center,

Guided Tour of Enlightenment Madrid.

A guided tour through the History of Science in Enlightenment Madrid. The 18th century was a period of scientific flourishing through a series of institutions and enlightened figures who fostered knowledge in fields such as botany, medicine, astronomy, navigation, archaeology, and proto-industry. We will visit historic landmarks along the Paseo del Prado and the Retiro Park.

For food lovers, we design tours that explore the rich culinary heritage, visiting markets, local producers, and Michelin-starred restaurants or renowned chefs.



RECEPTIVE TRAVEL AND HIGH-END
INCENTIVE AGENCIES

SPAIN TOP



Our mission is to exceed the traveler's expectations, who seek quality, elegance, exclusivity, and authenticity.

SpainTop DCM has been offering personalized travel services from Madrid for over two decades, with a focus on detail and exclusivity.

With over 2 decades of experience, SpainTop DCM is your trusted partner for crafting exclusive and unique journeys in the Iberian Peninsula and Morocco. We specialize in luxury and cultural travel, catering to individuals, small groups, and incentive programs. Our mission is to exceed the traveler's expectations, who seek quality, elegance, exclusivity, and authenticity. Our customized tour packages are a one-stop solution for all your needs. This includes accommodations, transportation, expert guides, and all you need to showcase the real soul of our destination. We craft memorable adventures.

SPAINTOP DMC

Contact information

CEO: Antonio Gómez Coronado
director@spaintop.com

www.spaintop.com

Calle Alcalá, 180
28028 Madrid

We specialize in luxury and cultural travel, catering to individuals, small groups, and incentive programs.

EXPERIENCES

Private Tour of the Palacio de Liria

Built in neoclassical style in the 17th century, the Palacio de Liria is one of the most important palaces in Spain.

Throughout its elegant halls, you can admire one of Spain's most outstanding art collections, thanks to the contributions from the House of Alba. Notable pieces include works by Goya, Velázquez, Zurbarán, El Greco, Murillo, Titian, and Rubens, among others.

Additionally, its library houses around 18,000 books, including wonders such as the first Bible in Spanish, letters from Christopher Columbus, and the first edition of Don Quixote.

All About Flamenco: Following the Trail of Passion

Recently recognized as Intangible Cultural Heritage by UNESCO, flamenco generates interest worldwide.

The evening is filled with surprises, including moments dedicated to tapas, drinks, and laughter.

The perfect ending features a full show at Madrid's flamenco temple, one of the best tablaos in all of Spain.

Gourmet Haute Cuisine Tour in Madrid

Spanish cuisine, recognized both nationally and internationally, is at its peak thanks to chefs who have promoted it with innovation and passion. In recent years, Madrid has become one of the world's most important culinary centers. Additionally, it is possible to meet a Michelin-starred chef and see their creations live.

TAILORED
SPAIN – PORTUGAL



Our itineraries include exclusive access to specialists in art, design, history, and gastronomy, such as chefs, winemakers, and artisans.

Tailored Spain & Portugal, we will promote the creation of unique products and experiences to further boost tourism in the city.

Tailored Spain & Portugal, based in Madrid, is a DMC specializing in bespoke luxury travel across Spain and Portugal. Experts in both countries, we design unique experiences with excellence, exclusivity, and attention to detail. With over 20 years of experience, our team ensures high-quality service tailored to the most discerning travelers. We work with carefully selected providers for their expertise and professionalism.

Our itineraries include exclusive access to specialists in art, design, history, and gastronomy, such as chefs, winemakers, and artisans. Enjoy unique experiences with expert guides who share the cultural richness and local life. Discover the depth of Spain and Portugal like a true insider.

TAILORED SPAIN & PORTUGAL

Contact information

info@tailoredspain.com
Tel: +34 911 440 580

www.tailoredspain.com

Avenida de Europa, 34D
Madrid 28023

EXPERIENCES

Craftsmanship Experience: Spanish Guitar and Fine Jewelry Workshops in Madrid
Visit a luthier's workshop where unique guitars have been crafted since 1887, renowned for their sound and quality, used by artists like Paco de Lucía. Then, discover the jewelry of a Canarian artisan, combining silver with materials such as porcelain and wood. Awarded the Gold Medal in 2015, her work reflects the magic of Madrid, London, and Florence.

Artistic Tour of Madrid with a Spanish Art Expert
Your host will guide you through institutions, galleries, studios, theaters, and fairs, blending cultural heritage with contemporary life. Meet collectors, gallery owners, and local artists, and visit key galleries with an expert providing a unique insight into the exhibited works.

Private Visit to the Prado Museum and Reina Sofía Museum
Enjoy an exclusive visit to the Prado Museum closed to the public, exploring its collection with an expert. Admire masterpieces such as Las Meninas by Velázquez and The Garden of Earthly Delights by Bosch. Then, at Reina Sofía, discover iconic works like Picasso's Guernica and pieces by Dalí, Miró, and Chillida, in a journey rich in history and reflection.

Tapas in Malasaña: Evening Wine and Tapas Tour Like a Local
In Madrid, to experience local life and enjoy great tapas, explore the city's lively neighborhoods. This tour gives you insider access to Malasaña, one of the most emblematic districts. Savor classic and modern dishes, taste regional Spanish wines, and stroll through historic streets and plazas while discovering the essence of authentic Madrid.

Walking Tour of Hidden Madrid (10:00 – 13:30)
Whether you love culture, monuments, history, nature, or Spanish cuisine, Madrid has it all. The capital is Europe's third-largest city after London and Berlin. With a local guide, stroll through ancient streets, visit food markets like Mercado de la Paz or San Miguel, and possibly a craft or architecture studio. Discover galleries, boutiques, hidden plazas, markets, and historic buildings while learning about Madrid's lifestyle and sampling local delicacies.

We work with carefully selected providers for their expertise and professionalism.



RECEPTIVE TRAVEL AND HIGH-END
INCENTIVE AGENCIES

THE REAL THING

ESPAÑA AND PORTUGAL



We discover breathtaking places and select experiences that connect you with the local soul, with the people, with their art and cuisine, with the land.

The Real Thing is the perfect partner to experience Madrid in excellence.

At The Real Thing, we design dream trips tailored to each traveler's interests. We connect our clients with the local soul, its people, art, cuisine, and traditions. They will enjoy unique gastronomy and wines, history and art at every step, and exclusive experiences filled with good taste and authenticity.

We offer access to monuments, museums, traditions, festivals, nature, wellness, sports, and more, always highlighting historical, artistic, and natural heritage with a contemporary approach. We promote quality, inclusive, and sustainable tourism.

Founded in 2013 by Glòria Pou and Marta Muñoz Recarte, both with solid backgrounds in the art world, The Real Thing is an ode to Spain and Portugal, designed for discerning travelers.

THE REAL THING

Contact information

info@therealthing.es

www.therealthing.es

instagram.com/therealthing.es

Plaza de España, 9
Madrid 28008

EXPERIENCES

Exclusive Art: artists, galleries, and more
THE REAL THING offers personalized routes through top galleries, private collections, or artist studios, with meetings and workshops, always guided by top industry professionals.

Museums and Monuments
We propose relaxed, essential visits to major museums and galleries, led by our guides and specialists, to truly experience Madrid's art. Family visits allow children and adults to enjoy key masterpieces.

Artisan Routes
Artisans reflect our heritage and culture, creating pieces that are both timeless and contemporary. They honor traditional origins through handcrafted techniques. Enjoy a personalized tour accompanied by an expert.

Shopping Experience
Madrid is perfect for those seeking a unique shopping adventure. Our experts provide personalized guidance and exclusive access to select locations. Whether it's fashion, unique objects, or traditional crafts, each purchase becomes a memorable experience.

Madrid Gastronomy
Madrid offers two irresistible culinary sides: the local charm of tapas bars, where every bite tells a story, and avant-garde restaurants blending creativity and tradition. Our guides reveal gastronomic secrets, and cooking classes teach local dishes.

Heritage
We love our city and its rich heritage, around which we design unique experiences. Spain and Madrid's location has made it a crossroads of cultures—Europe, Africa, East, and West—leaving historical traces that still inspire awe today.

In the best locations, in good company, with exclusivity and good taste.



Truly Spain & Portugal
EXPERIENTIAL TRAVEL



Madrid is a metropolis overflowing with life and countless delicious restaurants. It is a city full of culture, vibrant people, and incredible places. It boasts extraordinary museums such as the Prado and the Reina Sofía, ideal for lovers of both classic and contemporary art.

Madrid is the starting point to discover the Iberian Peninsula. Count on Truly Spain.

Madrid is much more than the capital of the Kingdom of Spain. It is a modern and vibrant city that represents European tradition and the future of a great country. It is also the best starting point to explore the Iberian Peninsula, a unique territory shared with Portugal through the continent's oldest and friendliest border. Great explorers and brave sailors, Spaniards and Portuguese have forged a common destiny that you can discover and admire. Would you like your clients to enjoy an unforgettable experience? Count on us. We are Truly Spain & Portugal, your team in Madrid. We specialize in designing personalized and exclusive journeys. Art and history, gastronomy and wine, fashion and elegance, local traditions and the culture of its towns. Now you know, the best starting point is Madrid.

TRULY SPAIN
EXPERIENTIAL TRAVEL

Contact information

Cristina Mochales
cristina@trulyspain.com

www.trulyspain.com

Avenida Ciudad de Barcelona 132
28007 Madrid

EXPERIENCES

Madrid and Its Secrets

Discover Madrid with us. Visit iconic landmarks such as the Royal Palace, the largest in Europe, and of course the Prado Museum, guardian of one of the world's most valuable art collections. Before finishing, we will visit a century-old pastry shop and a traditional workshop of Castilian capes.

Back to the Roots

Feel the essence of flamenco through rhythm, hand clapping, and footwork. Let yourself be carried away by the energy and spirit of this Spanish art form — a blend of gypsy passion and Andalusian popular culture.

Hidden Gardens

Discover Madrid's most secret gardens, filled with magic and charm. Enjoy El Capricho and its oaks and cedars, the Quinta del Duque built in 1717, the house of painter Sorolla, and the home of poet Lope de Vega, guided by an expert landscape designer.

A taste of Madrid

Enjoy the traditional bars in the heart of Madrid and taste Spanish wine paired with a few tapas. Legend has it that thanks to King Alfonso X, since the 13th century the good custom has been to accompany wine with a small bite.

Charming Flea Market

Discover El Rastro, a lively and popular open-air market in the La Latina neighborhood. Come and enjoy shopping for antiques, hunt for curiosities, and take home authentic souvenirs.

Unforgettable Madrid

Share Madrid with your family alongside a professional photographer who will capture your most special moments. Visit monuments, gardens, and unique places to treasure unforgettable memories. We especially recommend Puerta de Alcalá, Palacio de Cibeles, Almudena Cathedral, and the Crystal Palace in Retiro Park.

We are passionate about our work which goes beyond professional; it is more of a personal involvement.



UNBOX
SPAIN & PORTUGAL
A TRAVEL COLLECTION DMC



At Unbox Spain & Portugal, traveling is about discovering the unexpected. Every experience reveals the true essence of Spain, from its hidden corners to its most vibrant traditions.

At Unbox Spain & Portugal, we believe that travel is more than simply visiting a place.

At Unbox Spain, we believe travel is more than visiting a place... it's about peeling back layers, breaking free from expectations, and discovering Spain's soul. From vibrant cities to hidden corners, we craft experiences that reveal the country's authentic spirit in ways that inspire and connect. Whether stepping into artisan kitchens, exploring medieval streets, enjoying an exclusive flamenco show, or venturing into lesser-known landscapes, every journey is infused with discovery. We blend tradition with innovation, luxury with authenticity, and passion with expertise to create moments that linger.

UNBOX SPAIN & PORTUGAL

Contact information

info@unboxspainandportugal.com

www.unboxspainandportugal.com

Calle Jose Abascal 56, 2
28004 Madrid

Unbox Spain & Portugal transforms every trip into memorable moments, blending authenticity, passion, and discovery into every experience.

EXPERIENCES

From Roots to Rooftops

Madrid is best understood through its flavors. This experience invites guests to discover the city through its gastronomy, exploring its layers of history, contemporary creativity, and vibrant nightlife during an evening designed to be enjoyed at a relaxed pace. The night begins in an unexpected way: stepping behind the doors of a Michelin-starred kitchen. Surrounded by heat, technique, and creativity, guests immerse themselves in the pulse of Madrid's haute cuisine while enjoying a carefully curated aperitif paired with local wine—an exclusive first glimpse into the culinary talent shaping the city today. From there, the journey continues to one of Madrid's most beloved rituals: vermouth. In a historic vermouth bar, time seems to stand still among wooden counters, recipes passed down through generations, and traditional tapas full of character. A relaxed, authentic moment where Madrid reveals its most traditional soul.

The next stop brings the experience into the present with dinner at one of the city's most dynamic and contemporary restaurants. Inspired by Mediterranean cuisine, the menu combines high-quality ingredients, modern techniques, and subtle nods to tradition, reflecting Madrid's constantly evolving gastronomic scene. To conclude the evening, guests rise above the city. On a rooftop with privileged views, cocktails and an illuminated skyline provide the perfect finale. A relaxed yet sophisticated atmosphere that perfectly captures Madrid's spirit: elegant, creative, and always alive. A sensory journey through Madrid told through its flavors—from its roots to its most innovative side, from past to present—always accompanied by an exceptional selection of food and wine.



RECEPTIVE TRAVEL AND HIGH-END
INCENTIVE AGENCIES

VALESA CULTURAL
SPAIN · PORTUGAL · FRANCE · MOROCCO



We are dedicated to creating unique and fulfilling trips for each client including the best products and services that we personally inspect.

Valesa Cultural Services, founded in Madrid in 1968, organizes cultural trips for institutions, museums, and luxury clients.

Valesa Cultural Services – Spain & Portugal has been owned and operated by Americans for the past 55 years. Our background and long experience are your guarantee that we understand and meet the expectations of the most demanding clients.

We are dedicated to creating unique and fulfilling trips for each client including the best products and services that we personally inspect. Whether individuals or groups, we work collaboratively throughout our tailoring process to personalize each experience down to the last detail.

VALESA CULTURAL

Contact information

nuria@valesacultural.com

www.valesacultural.com

Plaza Puerta del Sol, 6
Madrid 28013

EXPERIENCES

Madrid Introduction Tour
Stroll through the Old Quarter, including Plaza Mayor, and choose one monument to visit. Learn about local tapas and wines as you explore three top tapas bars, with recommendations based on your tastes and regional specialties.

Traditional Shopping Tour
Visit iconic shops like Seseña, famous for authentic Spanish capes, Casa Diego for fans and shawls, and La Favorita for hats. End with a tapa at a landmark bar.

Retiro Park & Prado Museum
Explore the Prado Museum, home to masterpieces by Spanish artists like Velázquez, Goya, and Murillo. Then, stroll through Retiro Park, visiting the Crystal Palace and enjoying the greenery.

Spanish Wines Masterclass
Indulge in a guided tasting of 5 Spanish wines (cava, white, orange, rosé, and red) paired with 5 tapas, each introduced by a sommelier.

Winery & Cheese Producer Tour
Visit a vineyard village, tour a winery with a tasting of 5 wines, and explore the town's historic church and main square. End with a visit to a local cheese producer.

Cocktail Making Workshop
Learn to make 3 cocktails at one of Madrid's oldest luxury hotels. The hands-on workshop covers cocktail styles, premium ingredients, and techniques.

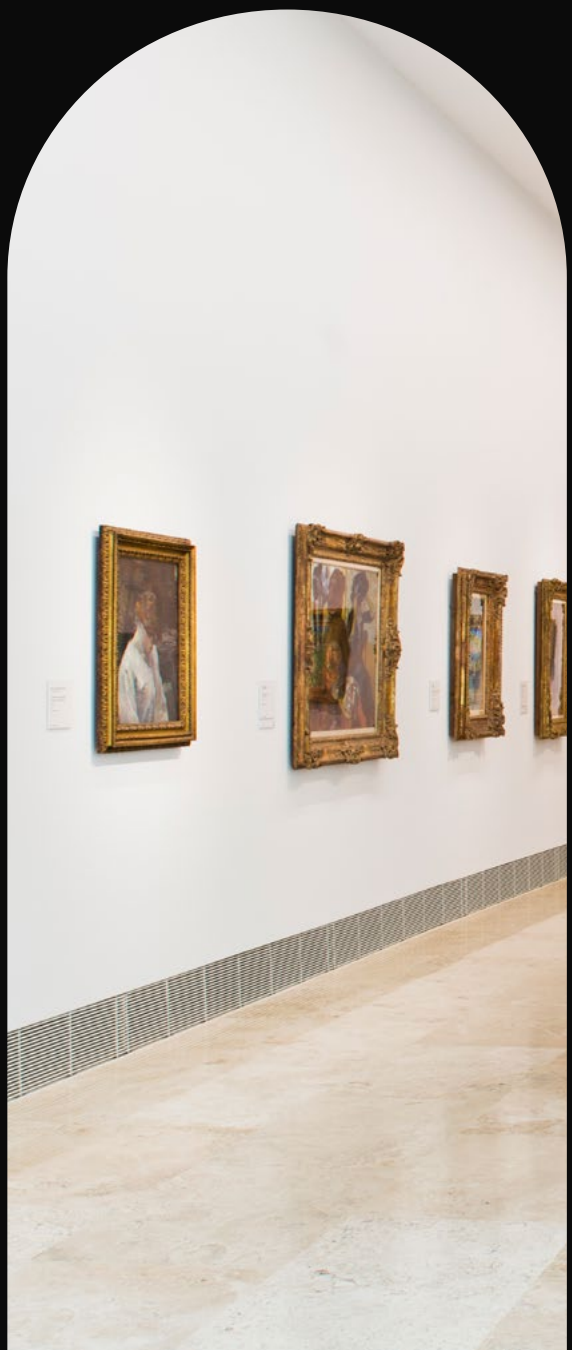
We have been organizing culturally enriching trips in collaboration with prestigious North American institutions, universities, and museums.



Madrid unique DESTINATION

ART, CULTURE, AND PERFORMING ARTS

©2025 Madrid Unique Destination





TABLAOS FLAMENCOS MADRID



Improve the image of Madrid's flamenco scene, and strengthen solidarity among its members.

The ATFM gathers the most renowned flamenco tablaos in Madrid, attracting cultural tourism with top flamenco performances.

The Madrid Flamenco Tablaos Association (ATFM) aims to position the city's flamenco tablaos as benchmarks of quality and prestige at the local, national, and international levels. It promotes the business, cultural, and tourism interests of the sector, consolidating Madrid as the "world capital of flamenco" and the preferred destination to enjoy top-tier flamenco performances.

The ATFM seeks to increase audience attendance, achieve price standards comparable to European shows, improve the image of Madrid's flamenco scene, and strengthen solidarity among its members. Additionally, it fosters collaboration with other organizations to exchange professional experiences and gain institutional support to promote flamenco as an essential part of Madrid's cultural offerings.

The association represents outstanding flamenco venues in the Spanish capital such as Corral de la Morería, Tablao Flamenco Las Tablas, Tablao Las Carboneras, Teatro Flamenco Madrid, Tablao La Quimera, Tablao Flamenco Torres Bermejas, Taberna Flamenca El Cortijo, Tablao Flamenco Café Ziryab, Centro Cultural Flamenco Madrid, Tablao Flamenco La Carmela, Tablao de la Villa, Flamenco de Leones, and Tablao Ópera Flamenca.

TABLAOS DE FLAMENCO ASSOCIATION

Contact information

Juanma del Rey
Tel: +34 609 408 650
+34 600 955 635

Plaza Puerta del Sol, 6
28013 Madrid

EXPERIENCES

The best flamenco shows in Madrid.
Madrid, known as the World Capital of Flamenco, has become the epicenter of this art form, recognized by UNESCO as Intangible Cultural Heritage.

The top flamenco artists, from singers and dancers to renowned musicians, deliver unique and exciting performances at the city's most prestigious tablaos.

These venues, represented by the ATFM (Madrid Flamenco Tablaos Association), are true temples for flamenco lovers and a must-visit for those wanting to experience the most authentic and passionate expression of this art.



Consolidating Madrid as the "world capital of flamenco" and the preferred destination to enjoy top-tier flamenco performances.



CARDAMOMO
FLAMENCO Madrid



In the heart of Madrid, Cardamomo offers a unique immersion into the most authentic flamenco, bringing together great masters of this universal art.

Authentic flamenco in the heart of Madrid, featuring some of the greatest living artists. The only tablao in Spain recommended by The New York Times.

Cardamomo is one of Spain's most prestigious flamenco venues and the only tablao officially recognized as Cultural Heritage by the City of Madrid. Located just steps from Puerta del Sol, it offers a vibrant and deeply authentic performance each day, showcasing top-level singers, dancers, and guitarists.

Praised by The New York Times as a must-see experience, Cardamomo delivers an unforgettable cultural immersion in the very center of Madrid. Its dedication to artistic excellence and authenticity makes it a preferred setting for international audiences, press visits, cultural events, and institutional groups.

A place where flamenco is felt up close — with soul, intensity, and truth.

CARDAMOMO

Contact information

marketing@cardamomo.com

www.cardamomo.es

Calle de Echegaray, 15,
28014 Madrid

EXPERIENCES

Cardamomo Flamenco Show

Discover the essence of flamenco in the heart of Madrid, where each night is filled with emotion, artistry, and authenticity. Cardamomo, the only tablao officially recognized as Cultural Heritage of the City of Madrid and recommended by The New York Times, offers a sensory experience that unites pure tradition with live intensity.

Each evening, top artists — singers, dancers, and guitarists — take the stage to deliver an unforgettable show full of passion and energy. At Cardamomo, flamenco isn't performed: it's lived. Every performance is unique, always maintaining a powerful connection with the audience.

The music is fully live, performed by skilled flamenco musicians. Guitars, singing, and hand clapping intertwine with the rhythm of footwork and the expressive power of dance. Traditional costumes — Manila shawls, flamenco dresses, combs, and fans — bring color and symbolism to each scene, enriching the experience.

The show is designed for both first-time visitors and flamenco lovers. Cardamomo seeks to move, connect, and leave a lasting impression, sharing the intensity of a living tradition.

Flamenco, Madrid, and Cardamomo: a vibrant combination to immerse yourself in the music, emotion, and magic of a universal culture.

An exclusive venue where every performance is unique, and flamenco is experienced up close with soul, passion, and artistic excellence.



lasventastour



Las Ventas Tour offers a privileged insight into one of Madrid's most iconic landmarks, blending history, identity, and experience.

A singular and iconic cultural experience in Madrid—one that attracts international travellers and brings exceptional value to the destination.

Las Ventas Tour offers privileged access to the world's most renowned bullring and one of Madrid's most emblematic landmarks. The visit takes guests through spaces normally closed to the public —from the arena and the stands to the inner corridors and the chapel— revealing the history, neo-Mudéjar architecture, and cultural heritage of this Madrid treasure.

What truly sets this experience apart is its ability to blend tradition, architecture, culture, and emotion into a deeply immersive journey. Through audiovisual elements and virtual-reality technology, visitors explore every corner of the monument before concluding in the newly renovated Madrid Bullfighting Museum. A remarkable way to understand Las Ventas as an international symbol and a living stage for historic and artistic milestones.

LAS VENTAS TOUR

Contact information

info@lasventastour.com

www.lasventastour.com

Plaza de Toros de Las Ventas,
Calle Álcala, 237
28028 Madrid

EXPERIENCES

Private VIP Visit: The Secrets of Las Ventas

Discover Madrid's legendary bullring in a way reserved for very few. The Private VIP Visit is the most exclusive Las Ventas Tour experience: a fully personalized, skip-the-line journey led by an expert guide who opens the doors of this world-renowned monument just for you. Picture yourself walking through historic corridors, entering restricted areas, and hearing stories, anecdotes, and secrets that are not shared on regular tours. All with impeccable service and exquisite attention from start to finish.

What makes this VIP experience unique is the exclusive access to emblematic spaces, iconic corners, and areas normally off-limits to the public. You will enjoy a private official guide, tailoring the pace, conversation, and content to your interests—history, architecture, bullfighting culture, and behind-the-scenes insights. With no lines and no waiting, the monument is yours, and the visit also includes access to the Bullfighting Museum, showcasing unique pieces, artworks, and legendary costumes. All of this combines to deliver a first-class cultural journey, an immersion into the tradition, artistry, and architecture of one of Madrid's most visited landmarks.

This experience is ideal for travellers seeking exclusivity, couples or families looking for a memorable moment, corporate groups and incentive trips, and lovers of Spanish culture wishing to go deeper. The Private VIP Visit is more than a tour: it is an intimate encounter with Spain's living heritage—feeling the magic of the arena from within and experiencing Las Ventas in a profoundly authentic and emotional way.

An immersive visit that connects heritage, innovation, and emotion to discover Madrid from a singular perspective.



MUSEO NACIONAL CENTRO DE ARTE REINA SOFIA



Its collections offer a broad perspective on the history of Spanish art from the late 19th century to the present day.

The Reina Sofía Museum is the leading art gallery dedicated to contemporary art in our country.

The Museo Nacional Centro de Arte Reina Sofía is the largest contemporary art museum in our country, forming part of the "Paseo del Arte" along with the Museo Nacional del Prado and the Museo Nacional Thyssen-Bornemisza, making it one of the main cultural and tourist hubs in Madrid. Its collections offer a broad perspective on the history of Spanish art from the late 19th century to the present day, with iconic works such as Picasso's Guernica and Ángeles Santos' Un mundo. However, its appeal goes beyond its collections: as a dynamic and ever-evolving museum, it offers an active agenda of temporary exhibitions and events, making it a key part of the capital's cultural life.

MUSEO NACIONAL CENTRO DE ARTE REINA SOFÍA

Contact information

Exclusive visits:
alquiler.espacios@museoreinasofia.es

Private preview of Guernica:
programa.fidelizacion@museoreinasofia.es

www.museoreinasofia.es

Calle Santa Isabel, 52
28012 Madrid

The Museo Nacional Centro de Arte Reina Sofía is the largest contemporary art museum in our country.

EXPERIENCES

Exclusive Private Visits at the Museo Reina Sofía

The Museo Reina Sofía offers a unique opportunity to explore its collections and temporary exhibitions with exclusive access for individuals, businesses, and organizations seeking a private and personalized experience. This initiative allows guests to wander through our galleries, including masterpieces such as Guernica, in an intimate and uninterrupted setting.

Each private visit can be customized and tailored to the specific interests of visitors, ensuring an enriching and memorable cultural experience. Additionally, visits can be complemented with exclusive hospitality services, including cocktail receptions, lunches, or dinners in select museum spaces, which are also available for corporate events, conferences, and business meetings. These services are thoughtfully designed to create exceptional gatherings, adding a distinctive touch to every occasion. The Museum also offers two distinct dining spaces that can serve as the perfect addition to private visits.

Exclusive Early Access to Picasso's Guernica (Fridays, Saturdays, Sundays) at the Museo Reina Sofía

This exclusive experience allows visitors—either in a single group or multiple groups (up to 30 people in total)—to explore the surrounding galleries of Guernica before the museum opens to the public. Enjoy a high-quality, crowd-free visit, immersing yourself in the early avant-garde movements and the artistic context that shaped these masterpieces, culminating in front of one of Spain's most iconic artworks.

The visit takes place from 9:00 to 10:00 AM and is available on Fridays, Saturdays, and Sundays. Please note that the tour does not include an official guide.





THYSSEN-BORNEMISZA
MUSEO NACIONAL



The Thyssen Museum attracts international tourists by offering premium experiential products that combine its exceptional collection with other Madrid attractions.

The Thyssen Museum houses a unique collection of international painting that spans from the Renaissance to the 20th century.

The Museo Nacional Thyssen-Bornemisza is part of Madrid's Paseo del Arte, a UNESCO World Heritage site. It houses one of the finest collections of Western painting, spanning from the Renaissance to the 20th century, with works by masters like Van Eyck, Titian, Caravaggio, Rubens, Rembrandt, Monet, Degas, Cézanne, Van Gogh, Picasso, Kandinsky, and Dalí.

The Museum attracts international tourists by offering premium experiential products that combine its exceptional collection with other Madrid attractions, creating a memorable cultural experience that includes art, gastronomy, shopping, flamenco, and wellness. This approach amplifies the museum's appeal and promotes the city's diverse cultural offerings.

MUSEO NACIONAL
THYSSEN-BORNEMISZA

Contact information

turismo@museothyssen.org

www.museothyssen.org

Paseo del Prado, 8
28014 Madrid

EXPERIENCES

Art & Taller de Restauración
The most intimate experience at Museo Thyssen: a private guided tour through the collection to discover the conservation techniques that preserve some of the most iconic works of art. The experience culminates in restoration workshop, a key space for caring for masterpieces.

Art & Wine
Art and wine go hand in hand in this unique experience in the heart of Madrid. Enjoy a private guided tour at The Awakening of the Museum to discover how wine has inspired art, followed by a private tasting at Mercado de San Miguel with an expert sumiller, exploring the history and culture of Spanish wine.

Art & Aroma
A complete sensory gift. Experience a private aromatic tour with ALQVIMIA at The Four Seasons, discovering the artworks through scent. Afterwards, enjoy a ritual at the SPA of JW Marriott, followed by an exclusive tasting of four cocktails at Qú, each inspired by a season. The experience is complemented by a musical selection designed to enhance every moment.

Art & Flamenco
Begin with a private guided tour at the restoration workshop exploring Picasso and the Avant-garde collection, followed by flamenco art and Spanish gastronomy at the picturesque Café Cantante Flamenco de Leones. Enjoy a "Tapas Journey through Spain" and a tasting of "Generous Andalusian Wines". combining music, culture, and cuisine in an immersive experience.

Art & Opera
Discover two of Madrid's most emblematic places in a premium "behind-the-scenes" experience. Private tour at The Awakening of the Museum, including restoration workshop, followed by a guided tour of Royal Opera of Madrid's backstage with an expert guide.

Art & Wellness
Immerse yourself in the therapeutic power of art with a private guided visit. After exploring the museum, attendees move to the Halmma spa for an exclusive purifying ritual, combining art, wellness, and relaxation in one holistic experience.

Art & Gourmet
A unique cultural and culinary journey. Start with The Awakening of the Museum at sunrise, exploring artworks inspired by gastronomy with an expert guide, understanding the evolution of food from sustenance to social ritual. The experience concludes with an exquisite tasting menu inspired by the artworks, served in El Patio of the Four Seasons Hotel Madrid, blending art and gastronomy in an elegant atmosphere.

This focus on experiential tourism contributes significantly to positioning Madrid as a benchmark in the international tourism sector and as a top-tier cultural destination.



PATRIMONIO NACIONAL



Located next to the Royal Palace of Madrid, the Gallery is already, after just one year, the fourth most visited museum in Madrid with 650,000 annual visitors.

Next to the Royal Palace of Madrid, the National Heritage has inaugurated the Royal Collections Gallery, the perfect place to learn about a great part of the history and art of Spain.

National Heritage is the institution that manages and preserves some of Spain's greatest historical and cultural treasures: the heritage of the Crown, which belongs to all Spaniards. With 21 palaces and museums open to visitors, more than 1,000 properties, 170,000 works of art and 18,000 hectares of green spaces, its mission is to conserve this legacy and make it accessible to the public.

The Royal Collections Gallery is the most ambitious museum project in Spain in decades. Located next to the Royal Palace, this museum offers a unique journey through five centuries of art and history in a modern building that harmoniously dialogues with its contents. The collection exhibits an astonishing diversity of pieces, from paintings and sculptures to tapestries, porcelain, armor and furniture, with works by masters such as El Greco, Caravaggio, Velázquez and Goya.

This new museum is unique in Europe and a must for those who wish to immerse themselves in the splendor of Spain's historical artistic heritage.

PATRIMONIO NACIONAL

Contact information

departamentomuseos@patrimonionacional.es
turismoprofesional@patrimonionacional.es

www.patrimonionacional.es

www.galeriadelascoleccionesreales.es

Palacio Real - Calle Bailén
28071 Madrid

EXCLUSIVE EXPERIENCES

The special visits to the Royal Palace of Madrid and the Royal Collections Gallery have been designed to offer exclusive and personalized experiences. The tour is conducted in private groups, selecting the schedule, without waiting, and includes areas usually closed to the general public. Participants are guided by experts of the National Heritage staff.

Private Visit to the Royal Palace of Madrid
Discover the splendor of the Royal Palace with an exclusive visit, designed to offer a personalized experience, without waiting and with access to areas usually restricted.

MODALITIES:
Closed Monument: Enjoy a visit in total privacy, with the Palace reserved only for your group.

Open Monument: Personalized tour during regular hours, with preferential attention and access to restricted areas.

Private Visit to the Gallery of the Royal Collections
A unique opportunity to get to know a great part of the history and art of Spain in an exclusive tour.

MODALITIES:
Closed Museum: Access the Gallery privately after hours, with the museum only for your group.

Open Museum: Explore the collection with preferential attention and access to restricted areas.

The Royal Collections Gallery, the most ambitious museum project in Spain in decades, has become an essential visit thanks to the splendid collections it exhibits.



Real Academia
de Bellas Artes
de San Fernando
rabasf.com



In the heart of Madrid, the Royal Academy of Fine Arts of San Fernando safeguards centuries of art and history, with one of Spain's most important collections and a living legacy that bridges the past and present of artistic creation.

Founded in 1752, the Real Academia de Bellas Artes de San Fernando is the most enduring and culturally significant artistic institution in Spain.

Its museum houses one of Spain's finest art collections, spanning five centuries and various European schools. The galleries offer a journey through art history from the Renaissance to contemporary 21st-century trends, featuring outstanding works by Spanish, Italian, and Flemish masters.

Francisco de Goya maintained a close relationship with the Academy, which preserves a remarkable set of paintings from his different creative periods and a unique global collection of his graphic works. The Francisco de Goya Room displays the original copper plates from his etching series —Los Caprichos, The Disasters of War, La Tauromaquia, and Los Disparates— many recently restored.

Beyond safeguarding this heritage, the Academy remains a vibrant cultural landmark in the heart of Madrid.

REAL ACADEMIA DE BELLAS ARTES DE SAN FERNANDO

Contact information

promocion.imagen@rabasf.com

www.realacademiabellasartessanfernando.com

Calle Alcalá, 13
Madrid

EXPERIENCES

From Paint to Engraving

An experience that blends culture, heritage, and gastronomy in a private tour of two emblematic spaces in Madrid. The Royal Academy of Fine Arts of San Fernando and Galería Canalejas offer exclusive access to the world of Spanish graphic art, revealing little-known treasures.

The visit begins behind closed doors at the Royal Academy, with a unique selection of masterpieces. The heart of the experience is the Francisco de Goya Cabinet, home to the 228 original copper plates from his celebrated series — Caprichos, The Disasters of War, Tauromaquia, and Disparates — jewels of Spain's artistic heritage. An expert in graphic art guides guests through Goya's creative process and the meaning behind his engravings.

The exclusivity continues with the opening of the vault that houses nearly 10,000 plates of the Calcografía Nacional, Spain's most important print archive. In the Engraving Workshop, a master engraver gives a live demonstration of the intaglio technique.

A highlight of the visit is receiving an original print by Joaquim Pi i Margall, based on designs by John Flaxman — a tangible keepsake of an artistic journey from Antiquity to the Renaissance.

The experience concludes with a guided visit to Galería Canalejas, a landmark project uniting seven historic buildings in the renewed heart of Madrid, where heritage meets modernity, followed by a tasting at Café Canalejas tailored to the group.

Private Museum Visit Behind Closed Doors

With more than 1,400 paintings, 600 sculptures, and 15,000 drawings, the Museum of the Royal Academy of Fine Arts of San Fernando is one of Spain's great art collections. Its holdings span five centuries, from the Renaissance to 21st-century art, with masterpieces from the Spanish, Italian, and Flemish schools.

Spread across three floors and 59 rooms, the museum offers a unique insight into the evolution of Western art. Alongside paintings and sculptures, it houses notable decorative arts — tapestries, clocks, silverware, ceramics, and furniture — enriching the visitor's experience.

A key attraction is the New Goya Cabinet, showcasing for the first time the complete collection of the master's original plates — a treasure of global artistic heritage.

We offer privileged access to a unique space where art, history, and heritage come together to experience Madrid at its most authentic.



REAL
FÁBRICA DE
TAPICES



The Royal Tapestry Factory is guided by outstanding values of sustainability, craftsmanship, exclusivity, and a commitment to quality, catering to all types of clients worldwide.

The Royal Tapestry Factory embodies Spain's textile tradition and preserves its heritage for future generations.

Royal Tapestry Manufacture, founded by Philip V in 1721, is a historic manufacturer dedicated to producing exclusive textiles such as tapestries, rugs, coat of arms production. It preserves centuries-old artisan techniques while integrating scientific and technological advancements in textile restoration, positioning itself as a global leader in conservation, certified with ISO 9001 and awarded the "Rey Balduino" prize. Committed to sustainability, quality, and craftsmanship, the Royal Manufacture works for international clients and projects itself as a living institution.

It shares its history, collections, and archive through activities at its iconic headquarters.

FUNDACIÓN REAL FÁBRICA DE TÁPICES

Contact information

informacion@realfabricadetapices.com

www.realfabricadetapices.com

Calle Fuenterrabía, 2
28014 Madrid

EXPERIENCES

Workshops

Discover a truly exclusive experience designed for curious travelers eager to dive into local craftsmanship.

Our workshops offer a unique opportunity to explore and learn about traditional trades firsthand. Available on demand.

Guided Tours

Special tours of the Royal Tapestry Factory headquarters allow visitors to learn about its history and current activities. Visitors explore the museum gallery, the traditional tapestry and carpet workshops, the dyeing garden, and the textile restoration department, which includes a dyeing room. The visit offers a unique experience to understand the textile creation processes.

Since its inception, it has also played a vital role in the preservation and restoration of heritage textiles.



TEATRO FLAMENCO MADRID



Teatro Flamenco Madrid elevates flamenco into an exclusive stage experience where tradition, emotion, and excellence come together.

The world's first flamenco theatre, blending authenticity, artistry, and exclusivity.

Located in the heart of the city, Teatro Flamenco Madrid offers authentic flamenco experiences in a premium setting, where every detail reflects elegance and comfort. With VIP areas and carefully designed spaces, each performance becomes an exclusive and memorable moment, combining the mastery of the artists with personalized attention that ensures a sophisticated and unique experience.

More than a theatre, it is a space that strengthens Madrid's position as a cultural destination of excellence, offering a distinctive and hard-to-replicate product. Artistic excellence and meticulous attention to detail establish Teatro Flamenco Madrid as a strategic partner within the city's tourism ecosystem and the high-impact product club, Madrid Unique Destination.

TEATRO FLAMENCO MADRID

Contact information

c.lopez@artesred.com

www.teatroflamencomadrid.com

Calle del Pez, 10
28004 MADRID

EXPERIENCES

Emotions

The heart of Andalusia beats in a very special corner of Madrid, the capital of flamenco. For the first time in a theatre, the spirit of Spain and the soul of Andalusia come alive. A unique, intimate, and welcoming space, capable of creating that special magic where emotions flow freely, connecting audience and artist. More than the world's first flamenco theatre, Teatro Flamenco Madrid is the place to experience the raw, powerful essence of pure flamenco—a true cultural hub and gathering point for all flamenco lovers and enthusiasts.

A distinctive cultural proposal that transforms flamenco into a refined and unforgettable experience in the heart of Madrid.



TABLAO FLAMENCO 1911



With over 100 years of history, Tablao Flamenco 1911 is a must-visit flamenco landmark in Madrid, where tradition and authenticity are experienced in every detail.

Since 1911, a living symbol of flamenco in Madrid. Located in Plaza de Santa Ana, it is the oldest flamenco tablao in the world still in operation.

In the cultural heart of Madrid, Tablao Flamenco 1911 stands as a symbol of over a century of flamenco history. Founded in the early 20th century, it has witnessed legendary artists and welcomed travelers from around the world.

After careful renovation, it now offers nightly top-level shows featuring renowned singers, dancers, and guitarists. Its intimate setting allows a direct connection with the passion of flamenco.

It preserves the essence of classic tablaos, with live music, traditional costumes, and lighting that create a warm and vibrant atmosphere.

Located in Plaza de Santa Ana, it is ideal for cultural experiences, institutional events, and international groups seeking an authentic flamenco encounter.

TABLAO FLAMENCO 1911

Contact information

marketing@cardamomo.com

www.tablaoflamenco1911.com

Plaza de Santa Ana, 15,
28012 Madrid

A place where passion and art intertwine, delivering a genuine flamenco experience in an intimate setting rich with history.

EXPERIENCES

Flamenco with a Century-Old Soul

Immerse yourself in an unforgettable flamenco experience at Tablao Flamenco 1911, the oldest flamenco venue in the world still in operation. Founded over a century ago and located in Madrid's iconic Plaza de Santa Ana, this legendary tablao is part of the city's cultural soul. Renowned flamenco legends have graced its stage, and today it remains a gathering place for acclaimed artists and rising talents in a daily celebration of the most passionate art form from the south.

Carefully restored to recover its original splendour while preserving its authentic spirit, Tablao Flamenco 1911 is a universal reference for flamenco lovers. Its intimate setting, early 20th-century décor and refined acoustics invite audiences to fully connect with this UNESCO-recognised art form.

Each evening, four live shows bring together tradition and contemporary flair through a rotating cast of top-tier singers, dancers and guitarists. The result is a powerful emotional journey across the full spectrum of flamenco—soleás, bulerías, tarantas—performed with technical mastery and raw expression. From precise footwork to the soulful gestures of the cante, every element pulses with flamenco's unmistakable rhythm.

Traditional costumes—ruffled skirts, batas de cola, embroidered shawls and ornate combs—add a striking visual dimension to each performance. Enhanced by theatrical lighting and the closeness of the performers, the show becomes a truly immersive sensory experience. Whether it's your first encounter with flamenco or a long-standing passion, Tablao Flamenco 1911 promises a performance that moves, inspires and leaves a lasting impression.

Often referred to as the "Cathedral of Flamenco" in Madrid, this venue is ideal for art lovers, MICE groups and cultural travellers in search of soulful, authentic experiences. A unique moment where time stands still, giving way to the force, passion and beauty of flamenco.



TEATRO REAL
ROYAL OPERA OF MADRID



It's a chance to discover firsthand the spaces and moments where the magical creation of an opera takes place.

The Royal Opera of Madrid is Spain's leading institution for performing arts, serving as the national opera house.

The Royal Opera of Madrid is centrally located in the heart of Madrid. Its vibrant activity and the diversity of its programs make it a key destination for locals and visitors alike, offering an unforgettable experience. For guests and travelers seeking a tailored experience at the Royal Opera of Madrid, there are various opportunities and services available, from tickets to unique performances to exclusive, behind-the-scenes tours. It's a chance to discover firsthand the spaces and moments where the magical creation of an opera takes place.

ROYAL OPERA OF MADRID

Contact information

mdiez@teatroreal.es

www.teatroreal.es

Plaza de Isabel II
28013 Madrid

EXPERIENCES

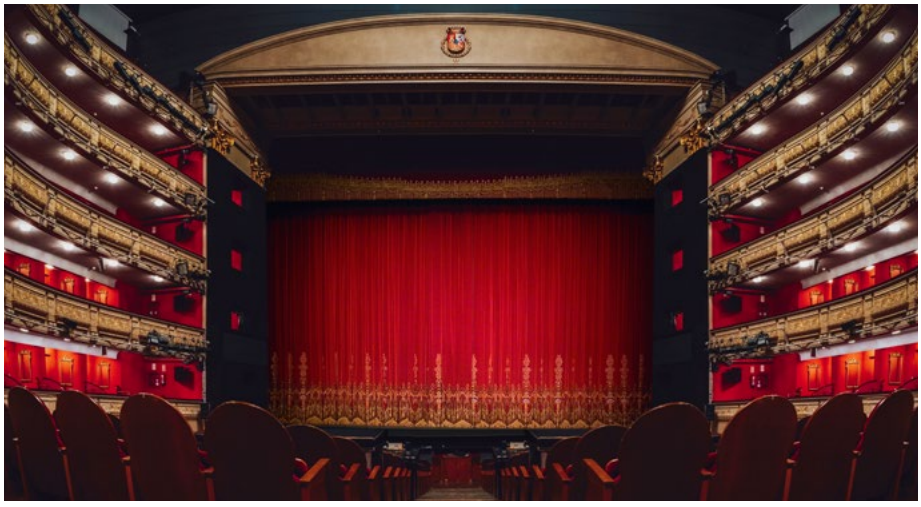
Royal Opera of Madrid Premium Experience
Private tour with a specialized guide for up to 6 people, visiting the main hall, backstage area, and artistic zone. The tour concludes with spectacular views from the Royal Opera of Madrid's cornice and an aperitif.

Attend a Rehearsal of the Royal Opera of Madrid's Choir
Experience the magic of a rehearsal by the Royal Opera of Madrid's Choir in their working space, where the spectacular choral parts of an opera are crafted. Includes an aperitif.

Attend a Rehearsal of the Royal Opera of Madrid's Orchestra
Guests can observe a rehearsal of the Royal Opera of Madrid's Orchestra in their spectacular sixth-floor room or in the main hall. Includes an aperitif.

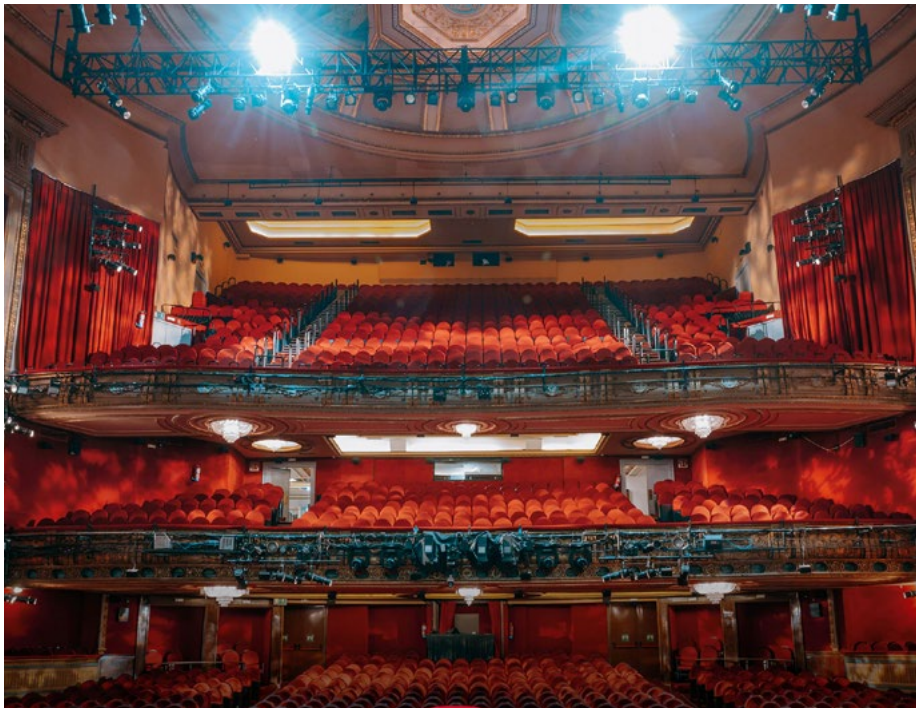
Attend an Opera Rehearsal Inside and Out
Witness the creation of an opera production from the inside, seeing how the technical and artistic teams work—both behind the scenes in the stage box and from a balcony with the hall empty. Includes an aperitif.

Tour the Stage Before the Performance
A unique experience of standing on the stage and feeling what the artists experience before the curtain rises. Afterwards, guests will be escorted to their seats to enjoy the opera. Includes tickets to the performance and an aperitif.





The Royal Opera of Madrid is centrally located in the heart of Madrid.



At Stage Entertainment, every production transforms Madrid into a stage of emotion, creativity, and memorable experiences.

Our offering goes beyond entertainment, providing exclusive experiences for groups.

Stage Entertainment plays a key role in positioning Madrid as a leading cultural and experiential destination. As Europe's leading musical theatre production company, we manage two iconic theatres in Madrid that host major international productions, attracting both national and international audiences while strengthening the city's global profile.

Beyond the shows themselves, we offer exclusive experiences for groups and the MICE segment, including private performances, creative workshops, and bespoke high-impact activities. Our theatres are also available as distinctive venues for corporate events, bringing unique value to every gathering.

STAGE ENTERTAINMENT

Contact information

lourdes.leon@stage-entertainment.com

www.stage.es

Fernando el Santo 15, Planta 3ª
28010, Madrid

EXPERIENCES

Make-Up Workshop
Discover the techniques and secrets behind The Lion King's iconic make-up, inspired by African tribal aesthetics. A workshop revealing the artistry and precision required to bring the musical's characters to life.

Puppetry Workshop
Explore the masks, moving sculptures, and animated figures that make The Lion King a unique theatrical spectacle. The puppetry team shares insights into their design, craftsmanship, and maintenance.

Costume Workshop
Step into the world of The Lion King's handcrafted costumes, designed to recreate more than 25 African savannah animals. The costume team reveals the creativity and craftsmanship behind this extraordinary visual universe.

Who's Who?
An exclusive encounter with members of the cast, offering insight into their journeys, auditions, training, and life behind the scenes of one of the world's most iconic musicals.

Behind the Scenes with the Dance Ensemble
Meet dancers from the production as they share their experiences, techniques, and backstage stories, revealing how movement and expression bring emotion to the stage.

Lighting Workshop
An introduction to theatrical lighting and its essential role in the visual storytelling of The Lion King. Discover how lighting transforms scenes and enhances the emotion of the performance.

Music & Percussion Workshop
Meet members of the orchestra and percussion team to explore the creative process behind one of musical theatre's most legendary soundtracks and the role rhythm plays in the live experience.

Dream Experience Seats
Enjoy Cinderella from the theatre's best seats with a VIP experience including backstage access, cocktail service, merchandising benefits, and exclusive pre- and post-show experiences.

Stage Entertainment transforms musical theatre into an exclusive experience that combines culture, emotion, and innovation in Madrid.



Madrid unique DESTINATION

ENOGASTRONOMY

©2025 Madrid Unique Destination




PARIENTE

RCM
RESTAURANTES
Y TABERNAS
CENTENARIOS
DE MADRID



Each with its own uniqueness, the members of this Association are part of the history of Spain's capital and contribute to the Heritage of the City of Madrid.

Madrid blends tradition and gastronomic innovation, combining centuries-old recipes with avant-garde techniques.

The Association of Centennial Restaurants and Taverns of Madrid (RCM) brings together 16 establishments with more than 100 years of history. These emblematic places have witnessed key chapters in the history of the city, combining tradition, quality, and good work of Madrid's cuisine. Their uniqueness makes them an essential tourist attraction for those who visit Madrid.

RCM spreads the cultural and gastronomic richness of its premises, from its traditional recipes to the historical figures that have passed through its tables. Among its members are Bodega de la Ardosa, Botín, Café Gijón, Casa Alberto, Casa Ciriaco, Casa Labra, Casa Pedro, Cervecería Alemana, La Casa del Abuelo, Las Cuevas de Luis Candelas, Pastelería La Mallorquina, La Tasca Suprema, Lhardy, Malacatín, Posada de la Villa and Taberna Antonio Sánchez. Each of them reflects the evolution of the city and the value of preserving memory through gastronomy.

In these houses, history and culture come together with the pleasure of a good meal, offering the diner a journey back in time, with flavors that evoke memories and perpetuate the rite of good food in the capital.

ASSOCIATION OF CENTENARY RESTAURANTS AND TAVERNS OF MADRID (RCM)

Contact information

info@restaurantescentenarios.es

www.restaurantescentenarios.es

Paseo de la Castellana, 117
28046 Madrid

EXPERIENCES

An encounter with the history of the Villa and Court of Madrid.

To enjoy Madrid's gastronomy, our establishments remain among the most sought-after places to experience a great meal, traditional cuisine adapted to modern times. When we crave cocido, callos, roast meats, oxtail stew, lamb trotters, prawns, a perfect Spanish tortilla, cod, or gallina en pepitoria...who do we think of?

Because of the years that have passed, our venues are a living example of the city's history, where, through the walls and the work of painters and illustrators, we can recall the evolution of culture, lifestyle, and social interactions in Madrid.

In these establishments, history and culture come together with the joy of a great meal.



madrid
ENOTURISMO



The routes offer visits to historic and modern wineries, guided tastings, vineyard walks, and experiences such as pairings and local cuisine.

Madrid Enoturismo is an association that offers a high-quality, sustainable wine product with significant economic impact.

Madrid Enoturismo combines tourism, culture, and winemaking tradition in the Community of Madrid. Through its wine routes, it connects visitors with wineries, vineyards, and unique experiences, generating wealth in both local towns and the capital. It promotes the knowledge of Madrid's cultural and gastronomic heritage, using wine as the guiding thread.

The routes offer visits to historic and modern wineries, guided tastings, vineyard walks, and experiences such as pairings and local cuisine. This model encourages rural economy, sustainability, and responsible tourism, showcasing the essence of Madrid through its wine.

MADRID ENOTURISMO

Contact information

info@madridrutasdelvino.es

www.madridenoturismo.org

Ronda de Atocha, 7
28012 Madrid

EXPERIENCES

Visit to a winery with commented tasting
Tour a vineyard and visit a winery to learn about the wine production process, from harvest to bottling. Taste three wines paired with local KM 0 products.

Tasting under the stars
Enjoy an enotourism experience while observing the night sky in nature, far from the city's light pollution.

During the stargazing, you'll enjoy a wine tasting, creating a complete experience for friends, family, or couples. A truly exciting and relaxing activity to disconnect from stress.

Horseback riding through vineyards
Experience an unforgettable enotourism adventure with a 50-minute horseback ride along a rural path near different vineyards, while observing the local vegetation. Visit the winery, explore its facilities, and learn about the wine production processes of wines from the D.O. Vinos de Madrid. At the end of the tour, taste several wines paired with local KM 0 products.

Coupage experience at a winery
Create your own wine. Visit a vineyard and winery, and discover how to make your own coupage with different grape varieties. The experience begins with a tour of the vineyard or winery and concludes with creating your coupage, which you can take home. End the experience with a commented tasting of the winery's wines.

Visit to an olive oil mill
Tour an olive grove, explore the olive oil mill, and observe the different stages of oil production until bottling. Enjoy a guided tasting of the oil.

Cultural heritage tour
Take a complete tour to learn about the cultural heritage of a town. Visit its winery, taste its wines, and pair them with local products.

This model encourages rural economy, sustainability, and responsible tourism, showcasing the essence of Madrid through its wine.





A historic landmark of mixology in Madrid, where tradition is combined with creativity and unique style.

Museo Chicote, Spain's first cocktail bar, has been an iconic landmark on Gran Vía and an essential cultural reference in Madrid since 1931.

Founded in 1931 by Perico Chicote in the heart of Gran Vía, Museo Chicote has become a symbol of the city thanks to its legendary bar and carefully preserved Art Deco décor, which has maintained its original essence throughout the decades. Throughout its history, it has been a gathering place for artists, writers, actors, and notable personalities both national and international, becoming an inseparable part of Madrid's cultural scene.

Today, Museo Chicote offers a menu that masterfully blends classic cocktails with signature creations, alongside culinary proposals designed for dinners and exclusive events. Its unique atmosphere and historic legacy make it an unmissable destination for those wishing to experience the authentic Madrid nightlife in a setting rich in history, elegance, and glamour.

MUSEO CHICOTE

Contact information

redesgrupomercadodelareina@gmail.com

www.museochicote.com

Calle Gran Vía 12,
28013 Madrid

EXPERIENCES

Brunch

Discover Madrid's most iconic brunch in a setting steeped in history and glamour. At Museo Chicote, every Saturday and Sunday becomes a celebration of refined taste, where classic cocktail traditions and Art Deco elegance meet a leisurely gastronomic experience. The brunch includes a welcome tower with a carefully curated selection of sweet and savory bites, a main course, specialty coffee, fresh juices, and, of course, the option to pair your meal with one of our classic or signature cocktails. An invitation to savor the most authentic Madrid from one of its most legendary corners.

Un espacio emblemático que permite vivir la esencia de la ciudad a través de su legado cultural y sus propuestas de coctelería.



Madrid unique DESTINATION

SHOPPING SPACES

©2025 Madrid Unique Destination


MISSONI



BARRIO SALAMANCA MADRID



In Madrid's Barrio de Salamanca, designer fashion, gourmet cuisine, and historic architecture come together to offer exclusive experiences in the city.

Madrid's Milla de Oro in the Barrio de Salamanca is the city's epicentre of luxury and sophistication, where fashion, fine dining and timeless architecture come together in perfect harmony.

Located in the heart of the Spanish capital, this iconic district brings together over one hundred prestigious Spanish and international brands across fashion, jewellery, watchmaking, beauty, hospitality and gastronomy.

Strolling its elegant streets is like exploring the world's most refined open-air shopping destination: a vibrant showcase of style, creativity and elevated living, complemented by an exceptional culinary offering that includes many of Madrid's top restaurants and terraces.

Through bespoke experiences such as private shopping routes with personal shoppers, private transfers, in-hotel delivery and instant tax-free refunds, guests enjoy a truly exclusive, intimate way to shop. We also curate gastronomic itineraries like "gourmet tapas at the finest bars", as well as guided visits to cultural landmarks throughout the area—where tradition and modernity meet in every detail.

Barrio de Salamanca is not just a place to visit: it's a way to live Madrid.

BARRIO DE SALAMANCA MADRID

Contact information

clanzarot@madridbarriodesalamanca.com

www.madridbarriodesalamanca.com

Marqués de Urquijo 30
28008, Madrid

A space where exclusivity, style, and unique experiences intertwine to experience Madrid to the fullest.

EXPERIENCES

A Private Tour in Barrio de Salamanca

Explore Barrio de Salamanca your way.
With our Private Tours, every walk becomes a memorable and unique experience among Neoclassical buildings, elegant avenues, hidden gardens, and open-air elegance under Madrid's sky.
Book your exclusive tour and experience Madrid from within — and in the open air.

Authentic Culture Experiences at the Heart of Barrio de Salamanca

Art and culture breathe in the open air throughout Barrio de Salamanca. From museums and galleries to urban sculptures and historic façades, every corner connects Madrid's classical soul with its modern spirit.
Immerse yourself in Madrid's most inspiring cultural side.

Immersive Experience with Spanish and International Fashion

The Golden Mile, bathed in Madrid's golden light, is more than a shopping destination — it's an open-air walk through the essence of Spanish design, craftsmanship, and elegance.La Milla de Oro de Madrid representa el máximo exponente del diseño y la artesanía española. Sus escaparates, bañados por la luz de la capital, invitan a disfrutar de un recorrido al aire libre por la moda más exclusiva.
Join us in this special experience surrounded by the true soul of Spain's luxury.

A Special Taste of Madrid´s Golden Mile

Culinary excellence at the heart of Madrid's Golden Mile. Let us take you on a journey through the finest gourmet tapas routes in the city's most renowned restaurants, as we exclusively save the most sought-after tables for your enjoyment —where every dish tells a story.

Experiences Beyond Your Stay

Spaces where Madrid´s luxury unfolds among urban gardens, rooftops with stunning views, and open-air experiences that invite you to linger. These hotels offer unique experiences beyond rest—places to be lived, not just slept in. Discover their most exceptional spaces, where mixology, gastronomy, wellness, rooftops, and terraces come together.

Discover the Authentic Beauty and Wellness Experiences in Madrid

Wellness in Barrio de Salamanca is felt in every breath. Beauty centers, spas, and serene spaces blend with luminous surroundings where luxury begins with feeling well.
Explore a world of beauty, design, and balance in the heart of Madrid.

Enjoy the best stores and galeries of art and design

Amid neoclassical façades and sunlit streets, Barrio de Salamanca becomes an open-air gallery. Art, design, and architecture coexist under the sky, inspiring new ways to see Madrid.
Immerse yourself in the art shaping contemporary Madrid.

Discover the best events of the capital

Barrio de Salamanca comes alive year-round with events celebrating the fusion of fashion, art, and lifestyle. Open-air experiences bring together a cosmopolitan community under Madrid's singular charm.
Experience the moments that make Madrid an international style destination.



El Corte Inglés
DEPARTMENT STORES
SPAIN & PORTUGAL



Discover a unique shopping destination where you can find the latest trends in fashion, accessories, beauty, fine jewelry and watches in a single space, as well as a series of unique services that aim to create an unforgettable shopping experience.

A symbol of Spanish fashion since 1940, El Corte Inglés is an essential destination for luxury shopping in Madrid, where gastronomy and exclusive services make it a must-visit for every discerning traveler.

El Corte Inglés stands as an icon of Spanish heritage. Its flagship stores on Castellana and Serrano 47 offer a curated selection of international brands, top Spanish designers, premium accessories, fine jewelry, watches, and beauty, making them an essential stop for any visitor.

Gastronomy takes center stage with the Club del Gourmet and Gourmet Experience. At Castellana, Michelin-starred chef Dabiz Muñoz's RavioXo restaurant elevates haute cuisine to an extraordinary level. El Corte Inglés captures the essence of Spanish hospitality through its unique spaces and bespoke services, ensuring that every guest feels truly special. A multilingual expert team, concierge service, private lounges, personal shoppers, hands-free shopping, bespoke tailoring, and the exclusive 10% Reward Card are just some of the thoughtfully designed benefits that define the experience. With pioneering facilities for Tax-Free shopping, El Corte Inglés also offers exclusive access to Global Blue's official refund lounges in Madrid, allowing customers to receive their tax refund easily and personally before heading to the airport.

El Corte Inglés is a reference of our cultural identity.

EL CORTE INGLÉS

Contact information

marco_chiriatti@elcorteingles.es

www.elcorteingles.com

Calle Hermosilla, 112
28009 Madrid

EXPERIENCES

Personal shopper

Our Personal Shopper team will help you find the best selection of fashion and accessories tailored to your style, analyzing your image and preferences with colorimetry and morphology studies. We create looks for your daily life or special events. This experience includes hotel pick-up, a welcome drink, and delivery of purchases to your hotel, as well as options like makeup or facial treatments. Duration: 90 minutes.

Priority tax refund in-store

El Corte Inglés offers non-EU customers early VAT refunds without the need to wait at the airport. The process is simple, managed by multilingual staff, and allows customers to group receipts into one form to maximize the refund. Customers can choose between a refund on a card, cash, or the exclusive Gold Card, which offers an additional 20% gift card for future purchases at our stores. This service also includes priority access to VIP lounges.

Artisanal tailoring

Our artisan workshop creates custom garments using traditional techniques. From fabric selection to final adjustments, each suit reflects elegance and craftsmanship. Tailors take precise measurements and shape the fabric to the client's body to create a unique piece. Ideal for daily wear or special events, this service offers expert advice at our Castellana and Serrano 47 locations.

Gourmet experience

Embark on a culinary journey with options like Las Nubes, RavioXO, or Street XO. Enjoy iconic views, international cuisine, and exclusive dishes in spaces designed for an exceptional dining experience. Discover local delights, fusion cuisine, and innovative offerings from chefs like Dabiz Muñoz. At Castellana and Serrano 47, every corner is a tribute to fine dining and culinary luxury.

10% Reward

The 10% Reward card allows you to earn 10% of your purchases in selected brands to use for future shopping. Available at Customer Service in Castellana and Serrano 47, this exclusive benefit for foreign clients makes your shopping experience unique and memorable.

Visiting El Corte Inglés is a journey through the heart of Spain.



GALERÍA CANALEJAS MADRID



An exquisite shopping destination adorned with the most prestigious brands in fashion, fine jewelry, beauty, and accessories in an historical landmark in the heart of Madrid.

Galería Canalejas offers a unique shopping experience with the world's top luxury brands in one of Madrid's most iconic buildings.

Discover Galería Canalejas, an exquisite shopping destination adorned with the most prestigious brands in fashion, fine jewelry, beauty, and accessories in an historical landmark in the heart of Madrid.

Cartier, Damiani, Dior, Giorgio Armani, Hermès, Jimmy Choo, Jil Sander, Louis Vuitton, Marc Cain, MR. AB, Omega, Panerai, Rolex, Saint Laurent, Stefano Ricci, Tom Ford, Tumi, Valentino Zegna, Beauty Gallery by Isolée.

Discover one of the most significant urban interventions in Europe in recent decades through its guided tours. Experience a journey through time that spans two centuries of history, culminating in the complex remodeling of seven historic buildings that have been fused together to create a new emblem in the revitalized heart of Madrid.

GALERÍA CANALEJAS MADRID

Contact information

Silvia Martínez de Tejada
Directora de Turismo
Tel: +34 669 60 89 03
+34 690 99 85 73

sdetejada@galeriacanalejas.com

www.galeriacanalejas.com

Plaza Canalejas, 1
28014 Madrid

EXPERIENCES

A walk through history

Explore the photographic archives of Galería Canalejas from 1887. Discover the transformation of its buildings, its impressive façade, and walk through the old vault to relive the history of this unique place.

Trazos – from painting to engraving

Private visit to the Francisco de Goya Cabinet and the National Engraving Workshop at the Royal Academy. Witness the creation of an original work of art, followed by an exclusive menu at Galería Canalejas Café.

Thematic tour: the evolution of fashion, jewels, and haute couture

A journey through the evolution of fashion, jewelry, and haute couture from the 14th century to today. Explore the Thyssen-Bornemisza Museum and the major brands of Galería Canalejas to uncover the history of the most iconic maisons.

One of the most significant urban interventions in Europe in recent decades through its guided tours.



Las Rozas Village
THE BICESTER COLLECTION



A premium outdoor shopping destination combining international brands, exclusive perks, and top-notch hospitality..

Las Rozas Village brings together over 100 luxury boutiques with discounts of up to 60% all year round.

Just 30 minutes from the heart of Madrid, Las Rozas Village offers an open-air shopping experience where national and international brands coexist with permanent discounts of up to 60%.

The Village is an especially inspiring setting to explore fashion, beauty, sports, and gourmet offerings across more than 100 boutiques. The experience is complemented by top-notch hospitality services, including personalized advice from the Personal Shoppers team, Hands-free Shopping, and Tax-free shopping for visitors from outside the European Union.

Your stroll is completed with a carefully curated dining selection that blends modern Mediterranean cuisine, contemporary cafés, and international flavors — this season with a festive touch. Bright spaces and open terraces invite you to enjoy the Village at any time of day.

LAS ROZAS VILLAGE

Contact information

conciergeservices@lasrozasvillage.com

www.thebicestercollection.com/
las-rozas-village/es

Calle Juan Ramón Jiménez, 3
28232 Las Rozas de Madrid, Madrid

EXPERIENCES

Las Rozas Village, a Unique Shopping Experience

Just 30 minutes from the heart of Madrid, Las Rozas Village is an open-air shopping destination bringing together more than 100 leading national and international brands with discounts of up to 60% all year round.

The experience is enhanced by five-star hospitality services, including Personal Shopper appointments, Hands-free Shopping, and Tax-free services for visitors from outside the European Union.

A carefully curated selection of restaurants and cafés completes the visit, offering Mediterranean-inspired cuisine, contemporary coffee concepts, and international flavours in bright open-air spaces and terraces.

Personal Shopper Experience

More than a styling service, the Personal Shopper experience at Las Rozas Village is tailored to each guest's personality, lifestyle, and preferences. Through personalised consultations and colour analysis, expert advisors curate recommendations that reflect individual style and needs.

Reserved for Private Clients, appointments take place in an exclusive setting designed to offer a discreet, personalised, and elevated shopping experience.

Madrid. En Vena.

Las Rozas Village celebrates Madrid's culture, traditions, and creative spirit through an immersive experience where shopping, gastronomy, and local identity come together.

Throughout the Village, visitors discover contemporary interpretations of iconic Madrid symbols, from handcrafted ceramics and traditional pastries to artistic installations inspired by the city's visual culture and heritage.

Madrid's flavours are also part of the experience. Guests can enjoy signature local bites, vermouth traditions, and curated culinary offerings across the Village's restaurants and terraces.

The experience is completed by a selection of Madrid-born brands such as Loewe, Bimani, Flabelus, Ecoalf, Aristocrazy, UNOde50, Scuffers, and El Ganso, alongside leading international names, creating a destination that celebrates the essence of Madrid through fashion, gastronomy, and culture.

The event will run until 15 August.

Fashion, style, and exclusive services just minutes from Madrid, in a setting designed to be savored at a leisurely pace.



Madrid unique DESTINATION

HOTELS

©2025 Madrid Unique Destination





Asociación Empresarial Hotelera de Madrid



Through collaboration with public and private institutions, AEHM helps establish Madrid as a leading tourist capital, generating employment and wealth for the region.

We represent the hotel sector of Madrid, key to tourism and a driving force of employment and wealth in the Community of Madrid.

The Madrid Hotel Business Association (AEHM) is the leading voice of the hotel industry in Madrid, committed to representing the sector's interests and addressing its challenges. Its mission is to promote legislative solutions for sustainable and competitive development, adapted to the needs of a constantly evolving market. AEHM works for the sustainability of the tourism sector, promoting responsible practices that preserve the environment and strengthen tourism's positive impact on the community. It is dedicated to promoting Madrid's image as a top-tier tourist destination, highlighting its cultural, gastronomic, and high-quality services. Through collaboration with public and private institutions, AEHM helps establish Madrid as a leading tourist capital, generating employment and wealth for the region.

AEHM Asociación Empresarial Hotelera de Madrid

Contact information

aehm@aehm.es

www.aehm.es

Calle Marques de Cubas, 25
Madrid 28014

EXPERIENCES

The Madrid Hotel Business Association (AEHM) has developed the project "**Royal District of Madrid**" to **highlight the city's historical and cultural heritage** through a unique itinerary that connects some of its most iconic landmarks, such as the Royal Palace, the Royal Collections Gallery, the Royal Theatre, Almudena Cathedral, and the Sabatini Gardens, among others. The guide also invites visitors to **discover nearby Royal Sites** such as Aranjuez, El Pardo, and San Lorenzo de El Escorial, and includes recommendations like watching the Changing of the Royal Guard or enjoying sunsets from the palace gardens. Available on AEHM's website, this publication aims to strengthen **Madrid's image as a premier cultural destination and encourage longer stays** among visitors to the city.

Activities encompassing culture, gastronomy, mixology, history, art, sports, wellness, music, literature, technology, and sustainability.



BLESS
HOTEL MADRID



A place to savor every bite of good food, disconnect through music, awaken the mind with art and culture, and live through all the senses.

BLESS Hotel Madrid 5* in the Golden Mile, member of Leading Hotels, Forbes 5-star rating for three consecutive years, a benchmark of luxury in Madrid.

BLESS Hotel Madrid: On Calle de Velázquez, in the Salamanca neighborhood, there is a place to savor every bite of good food, unwind through music, awaken the mind with art and culture, and live fully through all the senses. At BLESS Hotel Madrid, you will discover the true meaning of the best of living.

BLESS HOTEL MADRID

Contact information

malena.hohn@blesscollectionhotels.com
reservationscorporate@blesscollectionhotels.com

www.blesscollectionhotels.com

Calle Velazquez, 62
28001 Madrid

EXPERIENCES

Sips & Sounds

Experience a one-of-a-kind sensory journey with Sips & Sounds, a series of intimate gatherings designed to spark your curiosity and admiration. Every Thursday and Friday, from 8:00 PM to 10:00 PM, Pinzelada Lounge transforms into a vibrant stage where live music and creativity come together in perfect harmony.

Be surprised by an ever-changing lineup: new artists, diverse styles, and refreshed repertoires that make each edition a unique experience. Pair the moment with our signature cocktails and embrace the perfect ambiance to kick off the weekend.

Sips & Sounds is where rhythm, art, and flavor meet. Are you ready to feel the vibe?





At BLESS Hotel Madrid you will discover the true meaning of the best of living.



BRACH

UN STYLE DE VIE



An infinite number of surprising and mysterious objects, collected for their sentimental and therefore priceless value, are scattered around the hotel providing a wealth of surprises.

Brach Madrid, a luxury hotel designed by Philippe Starck, opened in Gran Via on December 2024, offering unique wellness and sophistication.

Entering Brach Madrid is like entering a private home. An infinite number of surprising and mysterious objects, collected for their sentimental and therefore priceless value, are scattered around the hotel providing a wealth of surprises. Never in the history of the hotel trade has there been a place so precisely poetic: every detail, every material, adds to the story of the longing of a man who has known beauty and love, and has dreamt of them ever since. So we keep coming back to Brach Madrid because the place demonstrates such affection everywhere." Philippe Starck The city's hustle and bustle, vibrant both by day and by night, is a perfect match for Brach's magnetic energy.

BRACH MADRID

Contact information

Barbara Ramallo
Hotel manager
bramallo@brachmadrid.com

www.brachmadrid.com

Gran Via, 20
28013 Madrid







Every detail, every material, adds to the story of the longing of a man who has known beauty and love, and has dreamt of them ever since.



HOTEL MONTERA MADRID | CURIO COLLECTION by Hilton™



In a world full of copies, versions, and followers who follow others for inspiration, it's incredibly hard to find something truly authentic.

Curio C. Hilton Montera blends authenticity, unique design by Lázaro Rosa Violán, and iconic rooftop views on Gran Vía.

Hotel Montera Madrid, located in a historic landmark building with a facade facing Gran Vía, is in the heart of the city. This exclusive concept, designed by Lázaro Rosa Violán, combines authenticity and unique style. It features 93 rooms, including 8 bright suites with exceptional views of Gran Vía and Calle Montera. On the 9th floor, La Braserí restaurant offers stunning views and a cocktail bar highlighted by its handcrafted mosaic, becoming a focal point for guests. On the rooftop, boasting the best views of the city, El Cielo de Montera takes the experience to new heights with a pool, Balinese beds, tapas, and a cocktail bar that won't leave you indifferent—young, fresh, bold, and authentic—designed by the masters behind Spain's first and most renowned cocktail bar.

HOTEL MONTERA MADRID,
CURIO COLLECTION BY HILTON

Contact information

nacho.delafuente@hotelmonteramadrid.com

www.hotelmonteramadrid.com

Calle de la Montera, 47
28013 Madrid

EXPERIENCES

The experience of choosing a unique setting
Hotel Montera Madrid, a five-star Hilton property, is located in a historic building with a facade facing Gran Vía and Montera Street. Designed by Lázaro Rosa Violán, it offers 93 rooms, including 8 suites with stunning views. A highlight is Miguel Caravaca's 25-meter mural on the elevator glass, which accompanies guests between floors 0 and 10.

The experience of having the best skyline in the capital On the 9th floor, the lobby provides access to three outdoor terraces: Terraza Burladero, Sol y Sombra, offering gourmet dishes and cocktails. The rooftop is crowned by El Cielo de Montera, where bold, authentic cocktails and panoramic views of Madrid await.

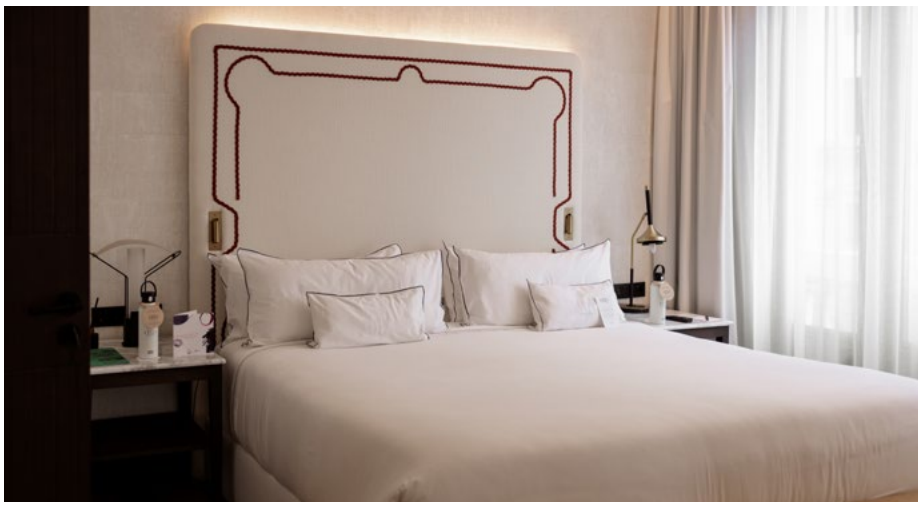
The experiencia of a hotel of art
Located at the corner of Montera and Gran Vía, the hotel celebrates Madrid's tradition with a design inspired by craftsmanship. This theme is reflected in artwork, room details, public areas, headboards, and uniforms. With 10 floors, 93 rooms, 8 suites, event spaces, and three terraces, it offers a unique experience.

The experience of rest in rooms with soul and magic.
Rooms evoke tranquility with Castilian-inspired design, featuring arches, wicker, neutral tones, and modern details, creating an elegant and timeless Spanish aesthetic. Noble materials and local techniques make these rooms a peaceful retreat in the heart of Gran Vía.

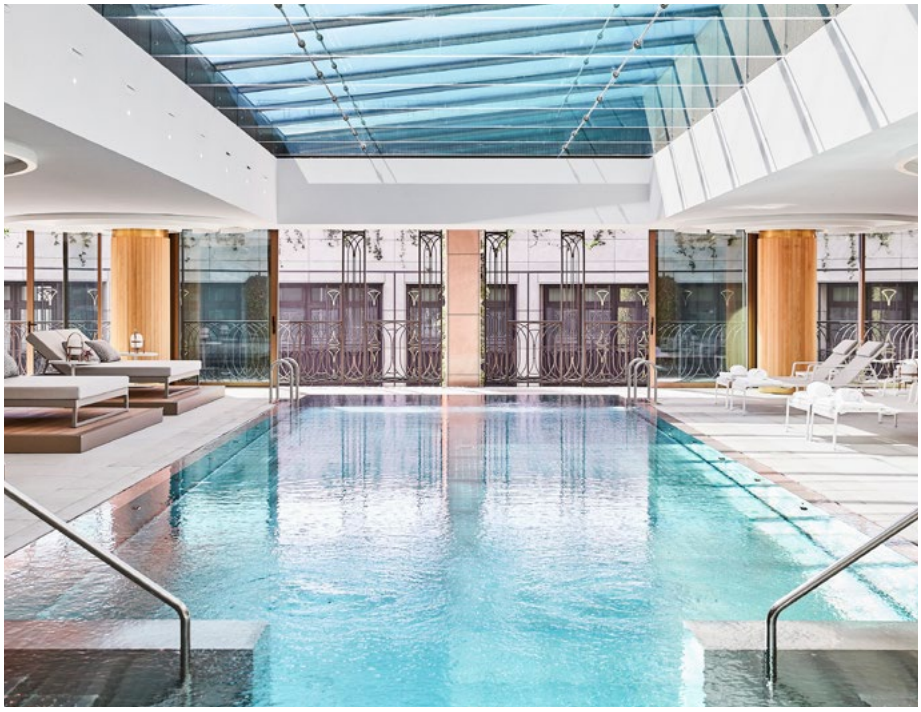
The experience of luxury and sophistication.
The mural "Érase una vez Madrid" by Miguel Caravaca, covering 43 meters of the main elevator, depicts iconic scenes from the city. It blends informalism and modern beauty, connecting Madrid's tradition with contemporary art and offering a unique aesthetic experience.

A gastronomic madrid experience with global flavors.
La Braserí on the 9th floor blends traditional Madrid cuisine with international flavors. Signature dishes include Montera-style squid sandwiches and red prawn tartare.

It features 93 rooms, including 8 bright suites with exceptional views of Gran Vía and Calle Montera.



FOUR SEASONS
HOTEL
MADRID



Four Seasons Hotel Madrid blends modern luxury with a rich historical legacy, occupying seven iconic buildings, the oldest dating back to 1887.

Four Seasons Hotel Madrid is transforming the city into a luxury destination, blending history and innovation.

Located in the heart of Madrid, Four Seasons Hotel Madrid blends modern luxury with a rich historical legacy, occupying seven iconic buildings, the oldest dating back to 1887. With 200 rooms in various categories, it offers everything from the elegant Superior Room to the Royal Suite, the most luxurious in Madrid. Its dining options include Dani Brasserie with stunning rooftop views, Isa Restaurant & Cocktail Bar, a fusion of Asian flavors and signature cocktails, and El Patio, perfect for tapas and exclusive vermouth.

The hotel houses Madrid's largest urban spa, spanning 1,450 m^2 dedicated to wellness, with innovative treatments, an indoor pool, and terraces with views. Additionally, its impressive art collection of 1,500 pieces, ranging from classical to contemporary, makes the hotel a unique cultural destination.

FOUR SEASONS HOTEL MADRID

Contact information

madrid@fourseasons.com

www.fourseasons.com/madrid

Calle de Sevilla, 3
28014 Madrid

EXPERIENCES

Gastronomic experience

Embark on a culinary journey that reflects the city's rich food scene. Savor exquisite dishes by renowned chef Dani García at our terrace restaurant, Dani Brasserie. Discover the flavors of Asia at Isa Restaurant & Cocktail Bar, featuring an elegant bar serving signature cocktails. Indulge in classic Spanish flavors at our Lobby Bar, El Patio, with our exclusive Tapas or Vermouth Experience, featuring traditional Sherry barrel vermouth made just for us.

The spa - wellness experience

Discover Madrid's largest urban spa, covering 1,450m^2 dedicated to our guests' well-being. In our 8 treatment rooms, find a space designed for relaxation, innovative treatments, or wellness experiences led by industry leaders. Enjoy our relaxation room, indoor pool, or keep up with your daily fitness routine in our gym, or opt for a yoga session on the spa terrace with panoramic views of Madrid.

Discover art

Legendary for its museums, Madrid now adds our collection of nearly 1,500 paintings, photographs, and sculptures as a must-see art destination. Curated by renowned art advisor Paloma Fernández-Iriondo, this inspiring collection creates a striking juxtaposition of the old and the new. The pieces, located in rooms and common areas, including restaurants and the Spa, balance historical classics with contemporary works by Spanish artists.

Four Seasons Hotel Madrid is a key player in the transformation and development currently shaping the city.



GRAN HOTEL INGLÉS



This exclusive five-star grand luxury boutique hotel, reopened in 2018 after a meticulous renovation by Hidden Hotels, combines Art Deco design with the latest in comfort and technology.

Since 1886, Gran Hotel Inglés has been synonymous with elegance, sophistication and glamour, being an icon of luxury in the heart of the Barrio de las Letras.

Gran Hotel Inglés, the oldest hotel in Madrid, is an icon of elegance and sophistication located in the heart of the Barrio de las Letras. This exclusive five-star grand luxury boutique hotel, reopened in 2018 after a meticulous renovation by Hidden Hotels, combines Art Deco design with the latest in comfort and technology. It features 48 luxurious rooms and suites, a renowned concierge service, an exceptional lobby bar and restaurant, as well as exclusive spaces for meetings and private events. The hotel has established itself as a benchmark for both locals and international visitors, standing out for its exquisite gastronomy and unwavering commitment to excellence. It has received numerous awards, including recognition in the Gold List 2025 as one of the 70 best hotels in the world, and is proudly part of the prestigious Leading Hotels of the World and Forbes Travel Guide collections.

GRAN HOTEL INGLÉS

Contact information

Marketing
marketing@hiddenhotels.com

Ventas
raul.lizon@hiddenhotels.com

Hotel
welcome@granhotelingles.com

www.granhotelingles.com

Calle Echegaray, 8
28014 Madrid

EXPERIENCES

LobByto

Our lobby bar, designed by Rockwell Group, is a city hotspot that transports you to another era. Enjoy traditional Madrid cuisine with modern twists, signature cocktails, and live music from Thursday to Sunday. Perfect for tapas, shared dishes, and innovative cocktails in a stylish setting.

Show Brunch

Experience a unique brunch at Gran Hotel Inglés, where gourmet dishes, live music, handcrafted cocktails, and champagne merge in a glamorous 1920s-inspired ambiance. A sensory journey of high-end cuisine and entertainment in the heart of Madrid.

Noches de Swing & Rock&Roll

Enjoy a vibrant evening with delicious tapas, signature cocktails, and live swing & rock & roll music. Relive classic hits in an atmosphere that transports you to another era, perfect for music and dining lovers in central Madrid.

Afternoon Tea

Indulge in a traditional Afternoon Tea experience with fine sandwiches, freshly baked scones, artisanal pastries, and premium teas. A relaxing break in the heart of Barrio de Las Letras, surrounded by the elegance of our iconic five-star hotel.

Sisley Spa Experience

Relax in an oasis of wellness at our Sisley Spa, where phyto cosmetology meets luxury treatments. Enjoy aromatic massages, body wraps, and personalized facials with Sisley products for rejuvenation of body and mind.

An icon of elegance and sophistication located in the heart of the Barrio de Las Letras.



PALACIO de los DUQUES
— A GRAN MELIÁ HOTEL —
MADRID



Set in a 19th-century palace, the hotel pays tribute to Spanish art, drawing inspiration from Velázquez's work for its refined rooms and spaces.

This 19th-century palace converted into a hotel is located in a building with an Isabeline façade in the heart of Madrid.

The Hotel Palacio de los Duques Gran Meliá, located in the heart of Madrid, is a luxury oasis that blends classic elegance with contemporary comfort. Set in a 19th-century palace, the hotel pays tribute to Spanish art, drawing inspiration from Velázquez's work for its refined rooms and spaces. The sumptuously decorated rooms offer a mix of sophistication and comfort. Exclusive amenities include a magnificent spa, a state-of-the-art gym, and a rooftop pool with panoramic views of the city. Additionally, its exquisite restaurants offer fine dining with an innovative touch. Just steps from the Royal Palace and the Royal Theatre, this hotel is the perfect retreat for those seeking an unforgettable experience in the vibrant Spanish capital.

PALACIO DE LOS DUQUES GRAN MELIÁ – THE LEADING HOTELS OF THE WORLD

Contact information

sales.gmpalacio@melia.com

www.melia.com/en/hotels/spain/madrid/palacio-de-los-duques-gran-melia

Cuesta de Santo Domingo, 5 y 7
28013 Madrid

EXPERIENCES

Relaxation at the Thai Room Wellness Spa
Immerse yourself in a true oasis of peace and well-being at the Thai Room Wellness Spa, where ancient Asian traditions blend with modern techniques to offer a unique experience. Every detail is designed to transport you to a state of absolute calm, from the relaxing scents to the soothing music accompanying each treatment. Enjoy Thai massages, holistic therapies, and personalized rituals that will renew your body, mind, and spirit. A perfect retreat to disconnect from the fast pace of the city.

Gourmet Dinner at the Restaurante Jardín de los Duques
Experience an exceptional culinary journey at the Restaurante Jardín de los Duques, an elegant space where innovation and tradition harmonize perfectly. Savor a menu crafted by expert chefs who combine fresh, seasonal ingredients with traditional techniques and contemporary ideas. Each dish is paired with a carefully selected range of national and international wines that enhance the flavors of every bite. Surrounded by a sophisticated and cozy atmosphere, this dinner will be a celebration for the senses.

Swimming with a View at the Rooftop Pool
Enjoy a unique experience at the exclusive rooftop pool, where luxury and panoramic views blend. With the Royal Palace and the Almudena Cathedral as a backdrop, this space offers an unparalleled setting to relax and take a dip under the Madrid sky. The sunbeds and relaxation areas complement the atmosphere, making this the perfect spot to sunbathe, enjoy a refreshing drink, or simply soak in the stunning views of the city.

This hotel is the perfect retreat for those seeking an unforgettable experience in the vibrant Spanish capital.



HOSPES

Puerta de Alcalá



With its red brick facade, typical of Madrid's architecture from that era, Hotel Hospes stands out next to the Puerta de Alcalá and across from Retiro Park.

Hospes Puerta de Alcalá, a 5* boutique hotel, blends luxury, history, and an iconic location by Puerta de Alcalá and Retiro Park.

Hospes Puerta de Alcalá, set in a 19th-century bourgeois building, offers 41 rooms with unique designs and privileged views of the Puerta de Alcalá and Retiro Park. It combines luxury, comfort, and gastronomy at Restaurant Malvar, which reinterprets local recipes in a modern setting. The Secret Garden of Alcalá is a peaceful retreat, perfect for enjoying a coffee or a drink. The Bodyna Spa, housed in a historic building, features fitness facilities, exclusive treatments, and soundproof relaxation areas. This boutique hotel stands out for its elegance, history, and unique experience in the heart of Madrid.

HOTEL HOSPES PUERTA DE ALCALÁ

Contact information

sm1.madrid@hospes.com

Tel: +34 914 322 911
+34 600 41 8 886

www.hospes.com/en/puerta-alcala/

Plaza de la Independencia, 3
28001 Madrid

EXPERIENCES

Rooms & Suites

Rest in bright rooms with personalized décor and iconic views. Designed to offer luxury and comfort, the exquisite luxury is reflected in individualized décor featuring shades of mauve, tangerine, or pearl gray, contemporary furniture, and restored architectural spaces.

Terrace Restaurant Malvar

Enjoy a menu that blends tradition and modernity, with views of the Puerta de Alcalá in a cozy atmosphere. This welcoming space offers locals and visitors the best of cuisine, led by our Chef, based on a refreshed approach to local ingredients and recipes. A selective and traditional menu where local dishes are combined with the latest culinary techniques.

BODYNA Natural Care

Accessed underground from the hotel but with a striking presence in the Chill-Out courtyard, the former stables now house the best wellness and relaxation services for guests. The Bodyna Spa is located in a charming three-story building, featuring modern treatment and massage rooms designed to provide guests with a level of relaxation and comfort that allows them to fully enjoy the Hospes experience.
The Bodyna Spa also includes a fully equipped fitness room for those who don't want to miss their daily workout.

The Secret Garden of Alcalá is a peaceful retreat, perfect for enjoying a coffee or a drink.



HYATT CENTRIC™
GRAN VIA MADRID



Located in the vibrant heart of Madrid, this five-star hotel offers immediate access to the best the city has to offer: award-winning restaurants, charming bars, exclusive boutiques, iconic museums, and historic landmarks. All just steps away, in a setting where culture, flavor, and style converge.

Hyatt Centric Gran Vía Madrid: Where Madrid is lived, savored, and rediscovered — history and style in the very heart of the city.

Right in the center of Madrid, Hyatt Centric Gran Vía Madrid opens the door to the true essence of the capital. Surrounded by top restaurants, bars, shops, museums, and monuments, the hotel sits at the epicenter of the action. Nestled on Gran Vía — Madrid's very own "Broadway" — and just minutes from iconic spots like Mercado de San Miguel, where local flavors and authentic atmosphere blend in every bite. The spacious, contemporary rooms and suites combine sophisticated design with eclectic touches that reflect the city's energy and culture. A stay designed to experience Madrid in style.

HYATT CENTRIC GRAN VÍA MADRID

Contact information

paloma.navarro@thompsonhotels.com

www.hyatt.com/hyatt-centric/madct-hyatt-centric-gran-via-madrid

Gran Vía, 31
28013 Madrid

EXPERIENCES

5 Senses Dinner at Hielo y Carbón Restaurant

A gastronomic experience designed to awaken all five senses, with the best views of the iconic Gran Vía. This culinary journey combines exquisite flavors, surprising textures, and enveloping aromas, paired with carefully selected beverages. Every detail is crafted to offer a sensory symphony that celebrates culinary excellence, turning each moment into an unforgettable experience.

Cocktail Workshop – Activity for 8 to 15 people / Duration: 60 minutes

An immersive experience where liquid creativity comes to life: the exclusive "Show of Flavors and Styles" blends art, technique, and entertainment in a unique mixology workshop. A master bartender guides participants through a sensory journey, preparing two stunning cocktails live, accompanied by a flair bartending show full of acrobatics and style. Then, attendees become the stars, recreating their favorite cocktails with full access to ingredients, tools, and garnishes. To finish, the bartender evaluates each creation, celebrating each participant's skill and precision. An experience to taste, share, and remember.

Tapas and Pintxos Workshop – Activity for 4 to 10 people / Duration: 90–120 minutes

Discover the art of small culinary delights in our Tapas and Pintxos Workshop, a journey that celebrates the diversity and richness of Spanish cuisine. Led by experts, this workshop invites participants to explore authentic flavors and irresistible presentations while uncovering the secrets that make these culinary gems unique. Tradition and innovation come together in an experience that reflects the joy of sharing, all within the vibrant and sophisticated setting of Hyatt Centric Gran Vía Madrid.

What makes this experience special is the opportunity to watch art come to life before your eyes, creating an immediate and authentic connection with the audience.



HYATT REGENCY
HESPERIA MADRID



Enjoy proximity to the capital's main attractions, such as the Salamanca District, the acclaimed Santiago Bernabéu Stadium, and the prestigious Prado and Thyssen-Bornemisza museums.

Luxury and comfort on Paseo de la Castellana, near the Golden Mile, museums, financial district, and Santiago Bernabéu.

Hyatt Regency Hesperia Madrid offers 169 meticulously designed rooms, including two Presidential Suites with private terraces and hot tubs, two Ambassador Suites with terraces and private bathtubs, and 28 Regency Suites with views of Paseo de la Castellana. Located on this prestigious avenue, it provides easy access to cultural, shopping, and business destinations.

Mery Bárbola Bar is a social hub, while Dani García's Leña restaurant redefines grilling with unique flavors. Smoked Room, with two Michelin stars, serves an exclusive 15-course menu for up to 14 guests.

The Regency Club offers complimentary breakfast, snacks, and drinks throughout the day in an exclusive space. Additional amenities include a gym, a la carte massages, and a Guest Experience team for unforgettable moments.

HYATT REGENCY HESPERIA MADRID

Contact information

madrid.regency@hyatt.com

Tel: +34 912 108 800

www.hyatt.com/hyatt-regency/en-US/madrm-hyatt-regency-hesperia-madrid

Paseo de la Castellana, 57
28046 Madrid

EXPERIENCES

Experiencias de lujo:

Ultimate Luxury Suite – Porsche Drive
Includes an exclusive menu for two at Dani García's Leña, two nights in a Regency Suite with breakfast, and Porsche rental during your stay, with parking included.

Elite Embassador Suite – Porsche Drive
Enjoy an exclusive menu for two at Dani García's award-winning Smoked Room (2 Michelin stars), two nights in an Ambassador Suite with breakfast, and the use of a Porsche with free parking.

Executive Excellence Suite – Porsche Drive
Experience the perfect blend of luxury with an exclusive menu at Smoked Room, two nights in the Presidential Suite with breakfast included, and a Porsche during your stay, with free parking.

Gastronomic Experiences:
Chispa Experience: Lunch at Dani García's Leña followed by a relaxing nap of up to 3 hours at Hyatt Regency Hesperia Madrid.

Tronco Experience Lunch or dinner at Leña and one night in a Regency Executive Suite.

Camarote Experience Enjoy a menu at Lobito de Mar (lunch or dinner) and one night at Hyatt Regency Hesperia Madrid.

Visita exclusiva a La Pajarita, Explore the history of Madrid's oldest chocolate shop, ending with a tasting of chocolates.

Experiencia cultural:
Museo Thyssen-Bornemisza, Experience an exclusive visit to the museum's restoration and conservation area or a private tour, "The Awakening of the Museum," before opening, showcasing permanent and temporary collections.

Experiencia Personal shopper:
Enjoy personalized styling at El Corte Inglés on Castellana. Fashion experts will assist in finding the perfect garments to make you look and feel incredible.

The hotel exclusively offers luxurious experiences ranging from dining at a two-Michelin-star restaurant to driving a Porsche, as well as personalized cultural and leisure activities.



JW MARRIOTT
MADRID



JW Marriott Madrid combines history, art, and modernity to offer an urban retreat designed with every detail of guest well-being and experience in mind.

JW Marriott Madrid redefines contemporary luxury through a thoughtful blend of wellbeing, gastronomy and genuine hospitality in the heart of the city.

Just steps from iconic landmarks such as Puerta del Sol, the Royal Palace and Plaza Mayor, this five-star luxury hotel offers 139 rooms and suites—many with private balconies—designed as serene, spacious retreats. The interior design reflects a sense of mindful elegance, honouring the building's 19th-century heritage with original wrought-iron columns subtly integrated into a warm, modern aesthetic.

Guests can unwind in the dedicated wellness area, enjoy state-of-the-art facilities, and experience attentive, purposeful service in every detail. The menu draws on Spanish culinary traditions, reinterpreting them with sensitivity and creativity.

At JW Marriott Madrid, luxury is experienced as something authentic, balanced and deeply personal.

JW MARRIOT MADRID

Contact information

esaez@jwmadrid.com

www.jwmarriottmadrid.com

Calle Sevilla 2
28014 Madrid

EXPERIENCES

JW Marriott Hotel Madrid Restaurant

The JW Marriott Hotel Madrid offers a culinary concept that subtly elevates and reinvents local flavours. The restaurant brings a contemporary and cosmopolitan twist to traditional Spanish cuisine using local produce and gourmet touches, offering an à la carte menu featuring individual dishes and dishes designed for sharing, served with refined and harmonious service.

Spa at JW Marriott Madrid

A private wellness retreat in the heart of the city. The Spa at JW Marriott Madrid is an exclusive space designed to help guests reconnect body and mind, available only to in-house guests.

A carefully curated selection of treatments, rituals and massages is offered to restore balance, soothe the senses and elevate the overall experience of rest. Every detail is crafted to provide a deeply immersive, sensorial escape in an atmosphere of complete serenity.

Advance reservation is required to ensure privacy and a fully personalised experience.

Wellness Workshops with Andrea Klimowitz

Embark on a journey to inner balance with Andrea Klimowitz, a certified psychologist and transpersonal coach specializing in meditation and alternative therapies. Designed exclusively for guests at the JW Marriott Hotel Madrid, her workshops blend sound meditation, breathwork, Yoga Nidra, and self-hypnosis, encouraging deep relaxation, self-awareness, and holistic well-being. Each session offers a chance to reconnect with yourself and enjoy a mindful pause amid the city's rhythm.

Art Through Aromatherapy

Discover a unique sensory experience that blends art, fragrance, and well-being. The JW Marriott Hotel Madrid, in collaboration with ALQVIMIA and the Museo Nacional Thyssen-Bornemisza, invites you on an exclusive journey inspired by the four seasons. The experience begins with a private museum visit, where nine masterpieces are paired with a curated olfactory journey of essential oils evoking the landscapes and emotions of each season. The journey concludes at the hotel with a personalized wellness ritual designed to extend the sensory connection between the artworks and their accompanying fragrances. A truly unique way to experience art with all your senses.

An environment that balances classic elegance and contemporary design, where each room becomes a personalized and memorable experience.



THE MADRID EDITION®



The Madrid EDITION is located near Puerta del Sol, in the heart of Madrid, one of the city's most famous landmarks, and just steps away from the Golden Triangle of Art, home to Madrid's three most important art museums.

Located just a few steps from the Golden Triangle of Art, the hotel reflects the spirit of the locals and the culture of the city.

Located in a quiet square in the heart of the Spanish capital and surrounded by historic buildings, The Madrid EDITION features 200 rooms, including 77 connecting rooms for family trips, 21 suites, and the two largest Penthouse suites in the city. Madrid's new luxury urban resort offers two exclusive restaurants, a speakeasy bar, a lobby bar, a rooftop terrace with a bar, an outdoor infinity pool, a state-of-the-art gym, and a spa.

THE MADRID EDITION

Contact information

info.mad@editionhotels.com

www.editionhotels.com/madrid

Plaza de Celenque, 2
28013 Madrid

EXPERIENCES

Oroya

Discover Oroya, the restaurant led by Peruvian chef Diego Muñoz, featuring award-winning cocktails and a rooftop terrace with city views. Sharing plates celebrate Peru's rich culinary heritage and global influences, from Spain and Africa to Italy, China and Japan, paired with signature pisco cocktails and bold drinks.

Punch Room

Punch is a celebration of community and global flavors. The speakeasy-style cocktail bar serves artful signature cocktails in an intimate, wood-paneled space. Named one of the Top 10 Hotel Bars in Europe by the 2024 Tales of the Cocktail Awards.

Lobby Bar

Warm, sociable, and intimate, Lobby Bar draws guests and locals alike with crafted cocktails, elevated snacks, and live DJs on select nights. Unique pieces, like Dalí's golden chair and a 15th-century tapestry, blend with warm lighting and custom furniture at the heart of the hotel.

Scarpetta

Scarpetta brings modern Italian charm and New York flair to Madrid. Freshly made pastas and locally sourced ingredients deliver bold, soulful dishes in a warm, elegant space made for long dinners and lingering conversation, best enjoyed with a signature cocktail or fine wine.

Infinity Pool

Madrid's largest luxury rooftop infinity pool sits on the 4th floor, framed by iconic architecture. Reserved for hotel guests, it's the ultimate urban escape with 25 sunbeds, 5 cabanas, fresh cocktails, and bites from sunrise to sunset.

The Spa

A five-sense wellness experience in the heart of Madrid. The Spa features a Finnish sauna, steam room, four treatment rooms, and a private suite for two. Treatments blend timeless rituals with Natura Bissé products, including the EDITION Signature Massage with custom black tea-scented oil by Le Labo.

With custom furniture, a copper bar, and warm lighting, the space blends luxury and intimacy, while live DJs on select nights enhance the experience.



MANDARIN ORIENTAL
RITZ MADRID



A new and modern leisure and wellness center provides customers with an escape from urban life. This spectacular property epitomizes luxury and excellence.

Mandarin Oriental Ritz, Madrid is a Belle Époque palace in the Art Triangle, embodying luxury in Madrid for 115 years.

Mandarin Oriental Ritz, Madrid was the first luxury hotel in the Spanish capital, located in the renowned Art Triangle and the UNESCO World Heritage Site, the "Paisaje de la Luz." For 115 years, it has symbolized luxury and style in Madrid. Its bars and restaurants are popular gathering spots for high society. With 100 rooms and 53 suites designed by Gilles & Boissier, the décor blends classic and contemporary styles. The hotel is a gastronomic destination with five restaurants, including Deessa, a two-Michelin-star restaurant by Quique Dacosta. A new wellness center provides guests an urban escape.

MANDARIN ORIENTAL RITZ MADRID

Contact information

mrmad-reservations@mohg.com

www.mandarinoriental.com/en/madrid/hotel-ritz

Plaza de la Lealtad, 5
28014 Madrid

EXPERIENCES

Masterclass of Paella

Embark on a culinary journey into the heart of Valencian paella with chef Quique Dacosta. Enjoy an appetizer of Iberian cheeses and cured meats paired with white wine, followed by classic Valencian paella and black rice with cuttlefish, squid, lobster, and aioli. End with a delicious dessert.

Gastronomic Market and Champagne

Experience Madrid's Mercado de la Paz, a historic market offering gourmet products and delicacies. Then, enjoy a tasting of exclusive items at Mantequerías Bravo, paired with the best local wines.

Atlético de Madrid Experience

Enjoy an unforgettable Atlético de Madrid match experience at Mandarin Oriental Ritz. Watch the match from a VIP area, enjoy pre-match access to the sidelines and locker room, and indulge in luxurious catering throughout.

Centuries-old Shops of Madrid

Discover Madrid's oldest shops, including the famous Chocolatería San Ginés for chocolate with churros, the artisanal Capas Seseña for traditional Spanish cloaks, and the historic Casa Botín, the oldest restaurant in the world.

Two Michelin Star Experience

At Deessa, Mandarin Oriental Ritz, Quique Dacosta offers a two-Michelin-star dining experience. Choose from the “Histórico” or “Contemporáneo” menus, complemented by a terrace view of the Ritz garden for a memorable culinary experience.

Famous Ritz Afternoon Tea

Indulge in the classic Afternoon Tea at Mandarin Oriental Ritz, Madrid, a city tradition. Enjoy a selection of teas, sandwiches, artisanal pastries, and the famous chocolate with churros alongside scones with clotted cream.

Its bars and restaurants are popular gathering spots for high society.



NH COLLECTION
MADRID • SUECIA



In the 1950s, it became famous as the residence of Ernest Hemingway during his stays in the capital.

Located near Las Letras, Chueca, and Fuencarral, surrounded by literary spots, boutiques, cuisine, music, art, and nightlife.

Located in the heart of Madrid's vibrant Las Cortes district, this 5-star hotel is ideal for exploring the city. Steps away from Chueca, Fuencarral, and Malasaña, it's surrounded by fashion boutiques, literary spots, dining, art, and nightlife. Close to Gran Vía, Calle Alcalá, and Plaza de Cibeles, the hotel has 123 rooms and suites. Designed by Mariano Garrigues Díaz-Cañabate and opened in 1956, it was once Ernest Hemingway's residence. Recently renovated by Lázaro Rosa-Violán, it features three meeting rooms and a rooftop terrace with stunning views of Madrid.

NH COLLECTION MADRID SUECIA

Contact information

nhcollectionsuecia@nh-hotels.com

www.nh-hotels.com/en/hotel/nh-collection-madrid-suecia

Calle de Marqués de Casa Riera, 4
28014 Madrid

EXPERIENCES

Exclusive Massage with Complimentary Cava

Relax and restore your well-being with our exclusive massage treatment, designed to release muscle tension and revitalize both body and mind. Our expert team uses high-quality therapeutic oils and adjusts the intensity and pressure to meet your personal needs, ensuring a unique and customized experience. To complete this moment of relaxation, enjoy a glass of sparkling cava and a selection of fresh fruit in a tranquil and sophisticated atmosphere.

Complimentary Cocktail at Casa Suecia Brunch

Start your weekends in style at our Bubble Brunch at the iconic Casa Suecia restaurant, designed by acclaimed Lázaro Rosa Violán. Located in the heart of Madrid, this cozy and elegant space is the perfect spot to enjoy a delicious selection of sweet and savory dishes, accompanied by the lively atmosphere created by our resident DJ. End your gastronomic experience with an exclusive complimentary cocktail and immerse yourself in the vibrant energy of Madrid's afternoon and night.

Designed by Mariano Garrigues Díaz-Cañabate and opened in 1956, it was once Ernest Hemingway's residence.



ROSEWOOD
VILLA MAGNA



Rosewood Villa Magna reinterprets the elegance of Madrid's palatial houses in the exclusive Salamanca neighborhood. Inspired by Madrid's hospitality and "art of hosting," it serves as a vibrant meeting point for both locals and visitors.

Rosewood Villa Magna is an inspiring destination for both international and local visitors, in an unbeatable location.

Rosewood Villa Magna reinterprets the elegance of Madrid's palatial houses in the exclusive Salamanca neighborhood. Inspired by Madrid's hospitality and "art of hosting," it serves as a vibrant meeting point for both locals and visitors. With four unique dining spaces, highlights include the Amós Restaurant, led by chef Jesús Sánchez, and Tarde.O, a bar where mixology, music, and a relaxed atmosphere come together.

The hotel offers unique cultural experiences with rotating contemporary art pieces. Its 154 rooms, including two exclusive penthouse suites with private terraces and panoramic views, combine elegance and warmth. Additionally, Sense, A Rosewood Spa, offers wellness with a hammam, jacuzzi, and personalized treatments.

ROSEWOOD VILLA MAGNA

Contact information

ruth.larraz@rosewoodhotels.com

www.rosewoodhotels.com/en/villa-magna

Paseo de la Castellana, 22
28046 Madrid

EXPERIENCES

TapeAmos at the Bar of Jesús Sánchez
Enjoy the finest Cantabrian tapas by chef Jesús Sánchez at Amós, recommended by the Michelin and Repsol guides. Every Saturday and Sunday, the chef's creations showcase the best of northern Spain's cuisine, blending tradition with contemporary flavors.

Sundays Brunch
Indulge in a vibrant Sunday brunch at Las Brasas de Castellana, featuring live music and diverse cuisines: Asian, Italian, seafood, Iberian ham, and more. Relax in a welcoming atmosphere with views of the garden and a live kitchen.

Afternoon Tea
Flor y Nata Patisserie offers exquisite sweet treats, and light bites for the perfect Afternoon tea in the city. Choose from savory snacks, delicious sandwiches, warm breads, and tempting patisserie as well as cakes, cookies, and specialties of the season.

Golf Escape
Experience a luxury golf getaway at LaFinca Golf with private transfers, unlimited green fees, and top-tier facilities. Includes accommodations, à la carte breakfast, and buggy service.

Football
Enjoy an unparalleled experience in the city and watch Madrid's best football matches from exclusive central seats at Santiago Bernabéu Stadium. VIP tickets (located in the First Tier, East Stand) with annexed hospitality area, transfers, and VIP amenities are included for our House guests.

Hair Wellth Spa
Sense, A Rosewood Spa offers a rejuvenating wellness experience with traditional hammam, jacuzzi, and personalized treatments. The "Hair Wellth Spa" combines luxury spa culture and advanced technology for healthy hair and deep relaxation.

INNER BALANCE CURE: A holistic treatment that restores balance to body, mind, and scalp.

REVEAL: Beyond Vitality Cure: An invigorating experience focused on revitalizing the scalp and hair.

With four unique dining spaces, highlights include the Amós Restaurant, led by chef Jesús Sánchez, and Tarde.O, a bar where mixology, music, and a relaxed atmosphere come together.



HOTEL SANTO MAURO



Santo Mauro offers a historic retreat where every corner reflects the splendor of the past and attention to detail in an elegant and distinctive setting.

Santo Mauro, a Luxury Collection Hotel, offers exquisite service and attention to detail in its rooms, dining, and events, where luxury is experienced with elegance and authenticity in the most sophisticated Madrid neighbourhood.

Santo Mauro invites you on a journey to the 19th century, housed in the former residence of the influential Duke of Santo Mauro. With French-inspired architecture, the hotel spans three historic buildings surrounded by a private garden with centennial chestnut trees, fountains, and terraces that evoke the splendor of another era.

Its 49 rooms and suites, full of character, pay homage to the past with refined design and unique historical references. Each space offers a distinct atmosphere: from The Red Room, clearly inspired by French style, to The Chinese Lounge, decorated with pieces brought from the duke's travels.

The culinary offerings include the Gin Bar, featuring wines and reinterpretations of traditional dishes, and the duke's former Library, now the main restaurant, serving palace-style cuisine with a contemporary touch. Fresh flowers, live music, craftsmanship, and a dedicated "house staff" complete the experience of staying in an authentic Madrid palace.

SANTO MAURO, A LUXURY COLLECTION HOTEL

Información de contacto

esaez@santomaurohotel.com

www.hotelsantomauro.com

Calle Zurbano 36
28010 Madrid

EXPERIENCIAS

La Biblioteca

Housed in the Duke of Santo Mauro's former library, this restaurant blends aristocratic charm with contemporary finesse. Under chef Rafa Peña, its subtle, precise cuisine reinterprets Spanish tradition with seasonal products and flawless technique. The warm, stately atmosphere invites pause and conversation, and in warmer months the experience moves to the private garden, among centuries-old chestnut trees and terraces.

Gresca Wine Bar

In a palatial setting reimagined with freshness, Gresca offers honest, creative cuisine, with signature dishes like king crab and caviar Russian salad or the Iberian pork "bikini." A selection of natural and exclusive wines complements a menu designed for relaxed sharing, whether in its historic salons or the garden's summer terrace.

La Coctelería del Santo

Here, mixology is a living art: the bartender crafts each cocktail in front of guests, explaining the inspiration and balance of flavours. Creations like Campari with passion fruit or lemon with jasmine, topped with champagne foam, deliver a unique sensory experience in an elegant, vibrant setting.

Brunch

Every weekend, Santo Mauro's brunch brings together guests and visitors for a moment of indulgence and relaxation. Served in the garden or the library, it combines fine gastronomy, impeccable service, and a historic setting for an unhurried experience.

An Exclusive Palace

Santo Mauro offers the unique opportunity to transform its iconic palace into a private setting for truly exceptional events. Through its Exclusive Buyout option, the hotel becomes an entirely private residence, perfect for intimate celebrations, one-of-a-kind weddings, film shoots, or high-level corporate gatherings. Guests enjoy complete privacy across 49 rooms and suites, historic salons, century-old gardens, and gourmet spaces, with a dedicated team crafting every detail to measure. An unparalleled experience for those seeking to experience Madrid with elegance, history, and the utmost personalization.

Un espacio donde la historia y la sofisticación se encuentran, ofreciendo una experiencia íntima y elegante en cada detalle.



THE PALACE HOTEL
MADRID



Since its opening, it has served as a gathering place for notable figures like Dalí and Picasso, Hollywood stars, or scientists such as Einstein and Mme. Curie.

The Palace Hotel, Madrid a luxury hotel known for its historical legacy, exceptional service and prime location in the heart of the city, the triangle of art.

A luxury hotel in the heart of the Golden Triangle of Art, close to Madrid's top cultural and historical attractions. Its building is an architectural gem from the early 20th century, one of the Properties of Cultural Interest of the Landscape of Light, a UNESCO World Heritage Site. The hotel features 470 rooms, including 50 suites, elegant meeting rooms, a fitness center, and an exquisite gastronomic offer. Fully renovated in 2025, it is now part of The Luxury Collection by Marriott. Since its opening, it has served as a gathering place for notable figures like Dalí and Picasso, Hollywood stars, or scientists such as Einstein and Mme. Curie.

THE PALACE HOTEL, MADRID

Contact information

paloma.garcia@thepalacemadrid.com

www.thepalacemadridluxurycollection.com

Plaza de las Cortes, 7
28014 Madrid

EXPERIENCES

Stay in a Neptuno Suite

Enjoy an unforgettable stay in the Neptuno Suite, offering stunning views of the iconic Fountain of Neptune and other major attractions of the city. This luxurious suite blends contemporary design with historical elements, showcasing artisanal excellence in every detail. Notable features include a custom-made tapestry inspired by ancient Flemish textiles and the Retiro Park, paying tribute to the hotel's rich history.

The exclusive furniture and carefully designed lighting incorporate decorative motifs that connect with the hotel's legacy. With spacious rooms and luxurious finishes, the suite ensures an unparalleled comfort experience. Immerse yourself in an environment of elegance and tradition, where every corner tells a story, and enjoy personalized services that make your stay truly unique and memorable.



From its inception, it was envisioned not merely as a hotel, but as a gathering place and a focal point of Madrid's social life.



THOMPSON™
MADRID



Whether for leisure or business, experiencing Madrid from Thompson Madrid means beginning your journey from a place of authenticity and sophistication. Here, art and culture intertwine to create an inspiring atmosphere that reflects the city's vibrant soul.

Where art, design, and sophistication meet: this is how Madrid is lived at Thompson Madrid.

Thompson Madrid invites you to experience the city with unmatched intensity, right from the beating heart of the capital. Located in an iconic ten-story building on Calle de la Montera, this five-star hotel reimagines modern luxury by merging the timeless charm of Spanish tradition with sophisticated, contemporary design. Crafted for curious and discerning travelers, it offers exclusive suites where every detail has been thoughtfully selected to deliver comfort, style, and authenticity. With privileged views and direct access to Madrid's most emblematic spots, Thompson Madrid — a Hyatt brand — becomes the ideal starting point to explore, unwind, and be inspired by one of Europe's most vibrant cities, whether on a leisure getaway or a business trip.

THOMPSON MADRID

Contact information

paloma.navarro@thompsonhotels.com

www.hyatt.com/thompson-hotels/ma-drp-thompson-madrid

Plaza del Carmen
28013 Madrid

EXPERIENCES

Art Tour

The Thompson Madrid Art Tour offers a unique immersion into the city's vibrant cultural scene. Conceived as a sensory experience, this guided journey unveils works by renowned contemporary artists who capture the creative essence of Madrid. Through carefully curated spaces within the hotel, the tour reveals how art is an integral part of Thompson Madrid's philosophy. More than a visit, it's an invitation to contemplate, engage, and be inspired — in an environment where culture is lived with authenticity. The experience is complimentary and open to anyone wishing to connect with the artistic soul of the capital.

Discovering Madrid's Vermouth

This experience is designed to delve into one of the great icons of Madrid's culinary culture. This exclusive masterclass invites guests to explore the history of vermouth and its local roots, while discovering essential botanicals through a sensory game that awakens the senses. The guided tasting includes three carefully selected styles: Vermut Rojo Barrica, Vermut Bocamanga Rosado or Rojo, and Vermut Bocamanga Blanco.

To close the experience, participants craft a classic cocktail of their choice — Negroni, Manhattan, or Dry Martini — putting their new knowledge into practice in a relaxed and sophisticated setting. The tasting is paired with light bites such as gildas, potato chips, and fresh fruit, designed to enhance the flavors and turn the experience into a memorable moment. A celebration of flavor, tradition, and Madrid's creative spirit.

Wellbeing Session

An outdoor wellness session that blends the calm of yoga with the energy of dynamic stretching, framed by breathtaking views of Madrid's skyline. Guided by a specialist, this practice offers physical and mental balance in an inspiring setting. The hotel provides everything needed to enjoy the experience worry-free.

Set within a ten-story landmark building on Calle de la Montera, Thompson Madrid redefines the hotel experience with meticulously curated spaces that blend authenticity and elegance. Overlooking Plaza del Carmen, this five-star hotel invites guests to discover Madrid from a perspective that is both traditional and contemporary — where art, culture, and style are seamlessly woven into every corner.



UMUSIC HOTEL®
MADRID



Located in the historic Teatro Albéniz, this five-star hotel blends exclusive accommodations with live musical and artistic events, creating an immersive and innovative environment for guests.

Creating exclusive experiences that enhance high-end tourism in Madrid, strategically showcasing its value.

UMusic Hotel Madrid offers a unique, multisensory stay in the heart of the city, where culture and entertainment converge. Located in the historic Teatro Albéniz, this five-star hotel blends exclusive accommodations with live musical and artistic events, creating an immersive and innovative environment for guests. Each stay is an opportunity to connect with Madrid's vibrant cultural scene, enjoying modern amenities such as a rooftop terrace, pool, local cuisine restaurants, and event spaces.

Fosters high-end tourism by attracting travelers seeking unique, sustainable, and premium cultural experiences, reinforcing Madrid's status as a global leader in experiential hospitality and entertainment.

UMUSIC HOTEL MADRID

Contact information

info.madrid@umusic-hotels.com

www.umusic-hotels.com/umusic-hotel-madrid/

Calle de la Paz, 11
28012 Madrid

EXPERIENCES

Discover the Teatro Albéniz

Explore the history behind the iconic Teatro Albéniz (recognized as a historic building of cultural interest by the Community of Madrid). Enjoy a tour of the hotel and theater, uncovering its past, present, and future. Currently, the theater's program includes the musical Cabaret.

Chords with History: Guitar Workshop

Discover the art of luthiery at Guitarras Manuel Rodríguez, right in the heart of UMusic Hotel Madrid. Get a close look at the handcrafted process of creating a guitar and learn about the legacy of this legendary brand, which has brought its music to over 120 countries. A unique experience where every chord has soul.

6 Hallways, 6 Stories: Urban Art Tour

Stroll through the hotel's corridors and immerse yourself in six musical worlds: jazz, pop, flamenco, classical, the Club of 27 and more. Artists such as Suso33 and Belin have transformed each floor into a living artwork blending rhythm, color and history.

UMusic Piano Bar

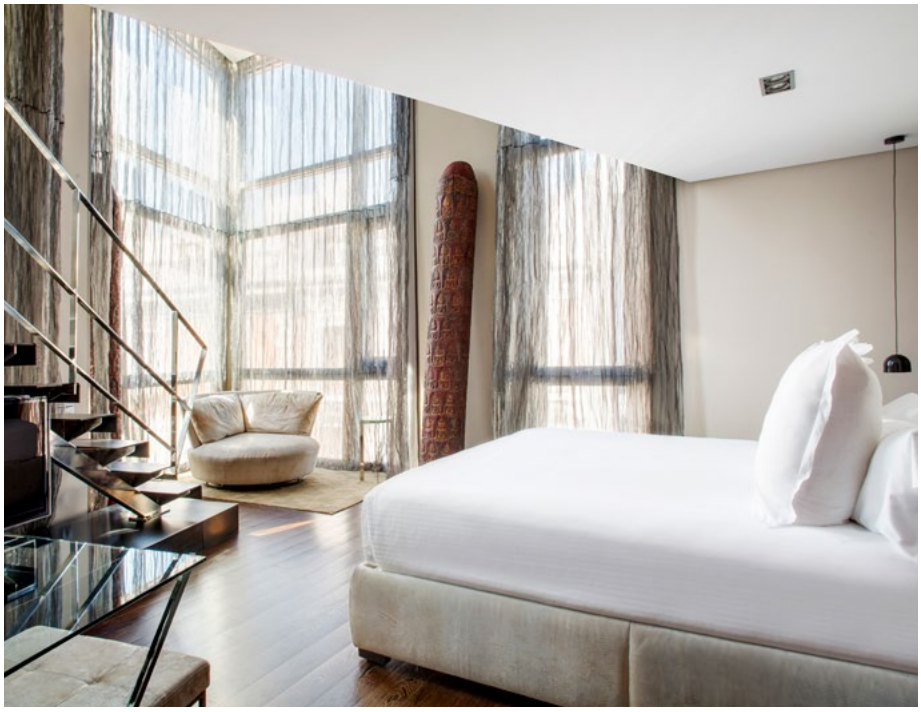
Inside the hotel, UMusic Piano Bar awaits, a space that combines gastronomy, cocktails, and live music to make your stay an even more special and exclusive experience.
During the day, it becomes an intimate restaurant where music accompanies every dish, creating the perfect atmosphere for a relaxed meal. As night falls, the space transforms into a piano bar, with live performances, exquisite cuisine, and a carefully curated cocktail menu designed to enjoy and share.
UMusic Piano Bar: a stage, a cocktail, a connection.

UMusic Hotel Madrid offers a unique, multisensory stay in the heart of the city, where culture and entertainment converge.



URBAN

5*GL HOTEL



This exclusive 21st-century boutique hotel blends urban essence with sophistication.

Hotel Urban 5*GL combines luxury, ethnic art, and fine dining, making it a cultural landmark in the heart of Madrid.

Hotel Urban 5*GL stands out as a leading example of luxury and cutting-edge design in the heart of Madrid. This exclusive 21st-century boutique hotel blends urban essence with sophistication. Its prime location, just minutes from Puerta del Sol and the historic Madrid de los Austrias, provides easy access to major cultural and tourist attractions like the Prado Museum, the Thyssen-Bornemisza Museum, and the Reina Sofía Foundation.

The hotel offers exceptional dining, including the Michelin-starred CEBO Restaurant (2024) and the Glass Bar, renowned for its signature cocktails. The Urban Terrace, featuring an outdoor pool, provides stunning views of the Madrid skyline. Additionally, the hotel has event spaces.

With personalized attention and first-class services, Hotel Urban 5GL ensures a memorable experience.

HOTEL URBAN 5*GL

Contact information

Andres Hervas
ahervas@derbyhotels.com
urban@derbyhotels.com

Tel: +34 917 877 770

www.hotelurban.com

Carrera de San Jerónimo, 34
28014 Madrid

EXPERIENCES

Producto Esencia

The CEBO Restaurant, awarded a Michelin star in 2024, offers an exceptional culinary experience that celebrates natural, unadulterated cuisine. Led by chefs Javier Sanz and Juan Sahuquillo, each dish emphasizes the simplicity and purity of ingredients, evoking memories and emotions with every bite. CEBO guarantees an intimate atmosphere where aesthetics blend with exceptional service. It is a unique gastronomic experience, where haute cuisine becomes a sensory art that captivates all the senses.

Cocktails that Move You

Since its inception, the Glass Bar has been a landmark in Madrid, a space deeply connected to mixology, now revitalized with a cocktail menu created by Simone Caporale and Marc Álvarez of Sips Barcelona. Style, innovation, and quality ingredients come together to welcome guests to the Glass Bar, a space designed for the delight of the senses.

Hotel Urban 5*GL stands out as a leading example of luxury and cutting-edge design in the heart of Madrid.



HOTEL & SPA
URSO
MADRID



Nestled between Chamberí, Tribunal, and Chueca, in the heart of Las Salesas, the hotel is surrounded by exclusive restaurants, artisan boutiques, art galleries, and local markets, creating a unique atmosphere for international visitors.

Urso Hotel & Spa embodies Madrid's charm, offering refined luxury and genuine, sophisticated service.

URSO Hotel & Spa blends luxury, tradition, modernity, and sustainability in Madrid's trendiest neighborhood. Set in a Historic and Cultural Heritage building, it combines neoclassical elegance with modern comfort to capture the city's authentic essence.

Nestled between Chamberí, Tribunal, and Chueca, in the heart of Las Salesas, the hotel is surrounded by exclusive restaurants, artisan boutiques, art galleries, and local markets, creating a unique atmosphere for international visitors. Just a 10-minute walk from Gran Vía and near the art triangle with museums like the Prado, Thyssen, and Reina Sofía, URSO offers an unparalleled experience for those seeking to discover Madrid's soul.

HOTEL URSO

Contact information

Víctor Vacas
Director General
vvacas@hotelurso.com

Sandra Martínez
Directora de Ventas y Márketing
smartinez@hotelurso.com

Información General
info@hotelurso.com

www.hotelurso.com

Calle de Mejía Lequerica, 8
28004 Madrid

EXPERIENCES

Brunch and Harp

Enjoy a brunch in the Invernadero accompanied by live harp music. The menu features eggs to order, eggs Benedict, veggie sandwiches, a pastry basket, cold cuts, fresh fruit, and a choice of coffee, tea, or fresh juice. Available on Saturdays, Sundays, and holidays from 12:00 p.m. to 3:00 p.m.

Urso Afternoon Tea

Inspired by British High Tea, these afternoons offer artisanal pastries from Las Salesas, made with natural ingredients, Belgian chocolate, and fresh fruit. Served with exclusive teas, mini sandwiches, and sweets, it's a perfect afternoon delight, available from 3:00 p.m. to 7:00 p.m. at the Lobby Bar.

Hot Chocolate with Churros

URSO Hotel & Spa partners with Chocolatería San Ginés to offer hot chocolate with churros in an elegant setting. Winter options include chocolate infused with cinnamon, orange, or rum. Available daily from 12:00 p.m. to 7:00 p.m. at the Lobby Bar.

Evenings with Piano

Each evening, live piano music fills URSO's lobby, creating a sophisticated ambiance. Enjoy the melodies with a glass of champagne, signature cocktails, or casual dining. Available Monday to Sunday from 7:00 p.m. to 10:00 p.m.

Star Treatment

Discover the Diamond treatment by Natura Bissé, a 60-minute technique that rejuvenates the skin and enhances well-being. It includes a deep facial cleansing and a massage at key points to achieve radiant skin and complete physical and emotional wellness.

URSO Hotel & Spa blends luxury, tradition, modernity, and sustainability in Madrid's trendiest neighborhood.



VILLA REAL

5* HOTEL



The hotel also hosts East, a modern bar offering a vibrant, cosmopolitan ambiance, perfect for enjoying drinks in an elegant setting.

Hotel Villa Real 5* combines luxury and culture, offering a five-star experience in a warm and sophisticated setting.

Hotel Villa Real 5* is located in a charming building in the heart of Madrid, offering a warm and discreet atmosphere with five-star service. Situated in the famous Art Triangle, it blends seamlessly with the architectural style of Madrid's Austrias and Barrio de las Letras districts.

Designed by architect Fernando Chueca Goitia, the hotel features a unique art and archaeology collection, including restored Roman mosaics and over 100 pieces of ancient art, displayed throughout the hotel.

The hotel also hosts East, a modern bar offering a vibrant, cosmopolitan ambiance, perfect for enjoying drinks in an elegant setting.

HOTEL VILLA REAL 5*

Contact information

Andres Hervas
ahervas@derbyhotels.com
villareal@derbyhotels.com

Tel: +34 914 203 767

www.hotelvillareal.com

Plaza de las Cortes, 10
28014 Madrid

EXPERIENCES

Art and Culture

One of the largest collections of art and archaeology in the heart of Madrid. At Hotel Villa Real 5*, every corner tells a story. Designed by architect Fernando Chueca Goitia, this hotel has been transformed into a small museum that blends art and elegance.

Its fascinating collection includes perfectly restored Roman and Syrian mosaics from the 2nd to 6th centuries AD, along with over 100 pieces of ancient art displayed throughout the hotel's lounges, hallways, and rooms. Admire sculptures from the 1st and 2nd centuries and Apulian vases from Magna Grecia. Contemporary works by Joan Guinovart, Antoni Tàpies, and Andy Warhol can also be enjoyed.

Family Connection

An unforgettable family stay at Hotel Villa Real 5*, where family rooms are designed to accommodate up to four people. With a carefully crafted innovative design, the family experience is enhanced with all the necessary services, including access to the rooftop terrace, where the pool invites moments of fun and relaxation. The perfect getaway for families in the heart of Madrid.



Offering a warm and discreet atmosphere with five-star service.



VP | PLAZA ESPAÑA
DESIGN * * * * *



On the 12th floor, Ginkgo Restaurante & Sky Bar offers a cosmopolitan atmosphere with signature cocktails and exquisite cuisine.

VP Plaza España Design 5* is a 100% Madrid-born hotel where luxury, sustainability, and art blend seamlessly with excellence.

Located in one of Madrid's most iconic squares, VP Plaza España Design 5* is more than a hotel; it's a destination where luxury, art, and design come together for an unforgettable experience. With 214 rooms across 17 floors, the hotel offers elegance and comfort, featuring spacious rooms with stunning views of Plaza de España and the Royal Palace. The contemporary decor, luxury finishes, and advanced technology create a unique, personalized stay. Holding a "LEED Gold" certification, the hotel combines sustainability with luxury. On the 12th floor, Ginkgo Restaurante & Sky Bar offers a cosmopolitan atmosphere with signature cocktails and exquisite cuisine.

VP PLAZA ESPAÑA DESIGN 5*

Contact information

vp-plaza@vphoteles.com

www.plazaespana-hotel.com

Plaza de España, 5
28008 Madrid

EXPERIENCES

Rooms that captivate

Enjoy a luxurious stay in the heart of Madrid, in exclusive, spacious rooms with stunning views of Plaza de España and the Royal Palace. Large windows fill each room with natural light, while ensuring complete soundproofing. State-of-the-art technology with Bang & Olufsen, Chromecast, and advanced home automation. Elegant bathrooms feature a rain shower, standalone bathtub, and L'Occitane amenities for an unparalleled luxury experience.

Gastronomy, live shows, sunset rituals... and more

On the 12th floor of the hotel, you'll find Ginkgo Restaurant & Sky Bar, a spectacular terrace with 360º views of Plaza de España and the Royal Palace. Immerse yourself in a cosmopolitan, bold atmosphere with signature cocktails and live shows while enjoying an exquisite fusion of Mediterranean and Asian cuisine. An exclusive space to experience unforgettable dining and entertainment in the heart of the city.

Wellness with Style

Escape the fast pace of life and unwind in an oasis of serenity designed for total relaxation. From the thermal circuit, with panoramic views of the majestic Plaza de España, you can witness the vibrant pulse of the city while soaking in a refuge of absolute tranquility. Every detail is designed to offer a unique sensory experience where luxury and peace combine in perfect harmony.

VP Plaza España Design 5* opens the doors to the Gallery of the Royal Collections

Immerse yourself in a one-of-a-kind experience by staying in our exclusive Premium, Junior Suite, Suite, or Presidential Suite, and enjoy privileged access to the Royal Collections Gallery. With your own access key, step into this fascinating National Heritage museum and admire the masterpieces that have shaped history. A journey where art, design, and excellence come together to surround you in luxury and culture, all in one place. This exclusive experience will be available until December 31, 2025.

VIP Wellness Day: A One-of-a-Kind Wellbeing Experience

Indulge in the ultimate self-care experience in the heart of Madrid. Start your day with a select buffet breakfast, followed by your choice of a rejuvenating facial treatment or a deep massage with essential oils. Then, unwind in our thermal circuit and sauna before refreshing yourself with an energizing contrast shower. To end this perfect day, enjoy an exquisite tasting menu at Ginkgo Restaurante & Sky Bar, one of the most iconic rooftops in the city. A day designed for you to feel completely renewed, in perfect harmony between wellness and sophistication.

With 214 rooms across 17 floors, the hotel offers elegance and comfort, featuring spacious rooms with stunning views of Plaza de España and the Royal Palace.



Wellington Hotel & Spa
MADRID
EST.1952



Offers luxury service in a unique atmosphere, providing everything you need for an unforgettable stay.

Wellington Hotel & Spa Madrid offering 5-star service since 1952, combining classic style with modern touches in a prime location.

Wellington Hotel & Spa Madrid, a benchmark in hospitality in the capital, offers luxury service in a unique atmosphere, providing everything you need for an unforgettable stay.

Its 237 rooms are characterized by an elegant style. Additionally, you can enjoy excellent cuisine at its Ricardo Sanz restaurant, awarded with a Michelin star. The pool, open during the summer season, is an oasis for those hot days in Madrid. And to top it off, relax at its Wellness center, where you can enjoy a spa with top-notch facilities and treatments from prestigious brands.

WELLINGTON HOTEL & SPA MADRID

Contact information

wellington@hotel-wellington.com

www.hotel-wellington.com

Calle Velázquez, 8
28001 Madrid

EXPERIENCES

The Wellington Picnic

Enjoy a stylish picnic in Madrid's most iconic park. Wellington Hotel & Spa Madrid offers three exclusive picnic options: Spanish, Healthy, or Deluxe, the latter including a private waiter. A unique and relaxed way to savor our finest cuisine in the open air.

Five-Star Winery Experience

A unique journey to a vineyard in Madrid's exclusive Salamanca district. Reserve and indulge in gourmet tapas or dishes paired with fine wines, creating a culinary and vinous experience that will delight your senses.

Rooftop Sunrise Yoga

Discover peace and serenity in the heart of Madrid.

Experience a unique session on our spectacular rooftop, offering the best views of the city. Join us for a revitalizing yoga class led by our instructor, tailored for all levels, allowing you to relax, stretch, and find your inner balance. After the class, enjoy healthy snacks while taking in the stunning landscape overlooking Madrid's iconic buildings and Retiro Park.



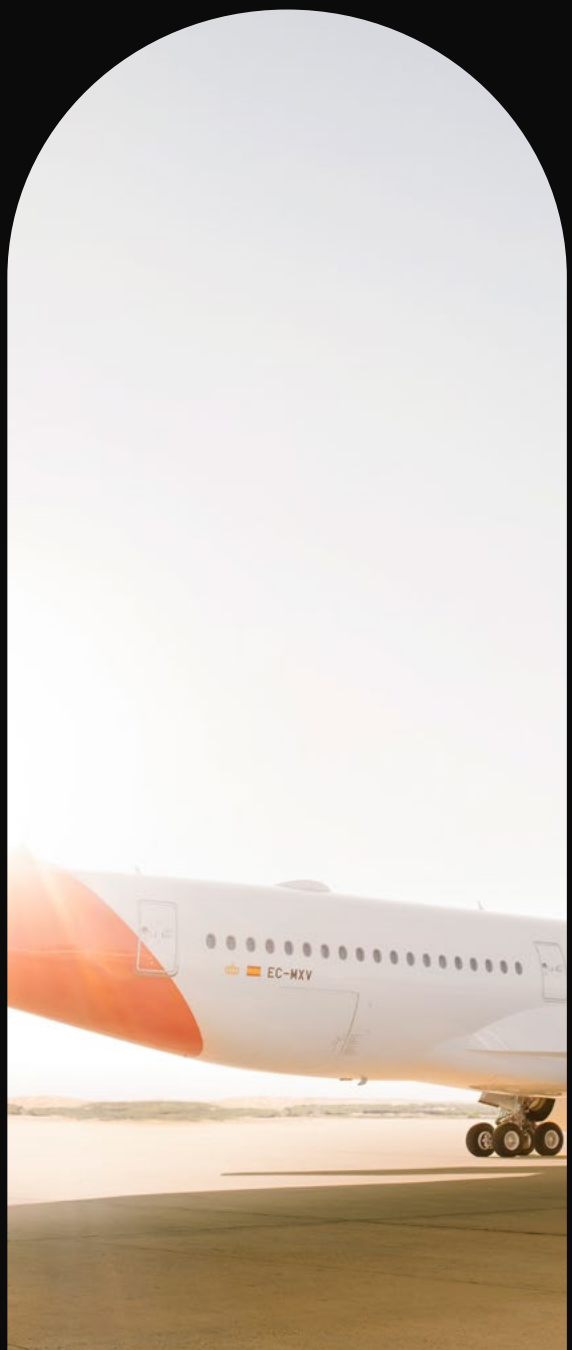
A unique journey to a vineyard in Madrid's exclusive Salamanca district.



Madrid unique DESTINATION

TRANSPORTATION

©2025 Madrid Unique Destination


EC-MXV


IBERIA

aena airports for you



A benchmark in airport services, Aena transforms each journey into a memorable experience, combining innovation, sustainability, and exclusive offerings.

More than an airport: experiences that inspire.

Adolfo Suárez Madrid-Barajas Airport transforms every arrival or departure into a unique experience. Aena, the world's leading airport operator by passenger numbers, makes this international hub much more than an infrastructure: it is the first and last impression of Madrid and Spain for visitors. With a curated selection of shops and restaurants, VIP services, car rental, VIP parking, and exclusive offerings, Barajas provides a welcome and farewell worthy of a global capital. Each journey becomes an opportunity to enjoy Madrid from the very first moment, in an environment designed for comfort, innovation, and sustainability. Aena connects millions of passengers every year, delivering professionalism, authenticity, and excellence.

AENA

Contact information

marketingcomercial@aena.es

www.aena.es

Calle Peonías, 12.
28042, Madrid

EXPERIENCES

Premium Service

Located on the arrivals floor of Terminal T4, the Premium Lounge provides exclusive attention via a separate circuit for departures and arrivals, with dedicated parking, security, transfers, check-in support, document control, luggage handling, and all VIP lounge amenities including work and meeting areas, showers, catering, international press, and WiFi.

Meet & Assist

This service provides personalized attention for departures, arrivals, and transits, including assistance with check-in, immigration, priority security, VIP lounge access, luggage collection, and flight connection info. Available only to passengers with valid travel documents and must be booked at least 72 hours in advance.

Fast Track

Provides priority access at security checkpoints in Terminals T1, T2, and T4 for a faster, smoother journey.

Fast Lane

Fast Lane offers priority access through security checkpoints, reducing wait times and streamlining airport transit. Available in Terminal T4.

VIP Lounges

The VIP Lounges at Madrid Airport offer passengers an exclusive and comfortable waiting experience, designed as a tranquil refuge from the bustling terminals. They feature cozy seating, complimentary refreshments and a curated selection of alcoholic beverages, catering options for all diets, restrooms and showers, relaxation areas, WiFi, press, TV, and personalized assistance. Family-friendly spaces and other VIP services ensure a pleasant stay. Access can be booked through Aena's official channels, with lounges available in Terminals T1, T2, T3, T4, and T4S.

Aerotel

In Terminal T4, 21 rooms cater to overnight stays, short day-use periods (3–6 hours), or 30-minute shower services, plus a meeting room and 24-hour reception. Amenities include press, minibar, dining service, internet/WiFi, wake-up service, safe, and repro facilities.

Sleeping Boxes

32 capsules over two levels offer Superior Suite, Double, or Single options, minimum 3-hour bookings. Facilities include restrooms, showers, coworking space with WiFi, universal plugs, and a Coffee Corner.

From the first step, Aena airports offer travelers a seamless combination of comfort, culture, and memorable experiences.





With over a century of experience and a constant drive for innovation, it is part of the Mobico group, an international public transport operator specializing in buses, coaches, and railways.

Alsa, with 100+ years of expertise, leads in sustainable transport, connecting Madrid to the world innovatively.

At Alsa, the little details make us great. We specialize in chauffeur-driven vehicle rental services, transportation organization for large events, trips, tours, excursions, and transfers. We have a fleet equipped to ensure a safe, efficient, and high-quality mobility experience. Our mission is to create long-term value for our customers and society. We aim to build customer loyalty with exceptional service in safety, frequency, and comfort.

ALSA

Contact information

nmartin@alsa.es

www.alsa.com

Calle de Josefa Valcárcel, 20
28027 San Blas-Canillejas, Madrid

EXPERIENCES

Private Transfers

We move with you, wherever you are. Our private transfer service is fully tailored to your schedule and preferences, with a premium fleet of top-brand vehicles designed to offer maximum comfort, privacy, and punctuality.

Whether you need a one-off journey, airport pickup, or city transport, we'll make sure each ride becomes part of the experience. Because every detail matters, we take care of everything — from the first minute to the last.

Shopping Tour

Shopping in Madrid can be so much more than just visiting stores — it can become a true experience. We'll take you on a curated tour of the city's most exclusive addresses, where every boutique and concept store has something special to offer.

We know the hidden gems and iconic spots, and we'll design the itinerary around your style and preferences. Your private driver will wait at each stop, keep your purchases safe, and take you smoothly to the next destination. No rush, no hassle — just pure pleasure, with all the style you deserve.

Guided Tours

Madrid is best explored when someone who loves it tells you its story. That's why we work with expert guides who don't just know the city's history — they know the anecdotes, hidden corners, and unique charm that make Madrid unforgettable.

We create panoramic tours that follow suggested routes from our team or are fully personalized to your interests. Whether it's your first time in the city or you're looking to rediscover it with fresh eyes, we'll take you at your own pace — always in the comfort of our cars, minibuses or coaches, designed to turn every route into an experience of its own.

We specialize in chauffeur-driven vehicle rental services, transportation organization for large events, trips, tours, excursions, and transfers.



GRAND CLASS
EXCLUSIVITY IN MOTION



We offer personalized travel experiences tailored to the individual needs of each user, with a focus on excellence and exclusivity.

Grand Class connects Madrid with excellence, offering exclusive transportation that enhances high-end mobility and tourism.

We specialize in premium transportation services with an exclusive fleet of luxury vehicles designed to meet the needs of the most discerning clients. We offer personalized travel experiences tailored to the individual needs of each user, with a focus on excellence and exclusivity.

Our services include personalized airport reception, ensuring seamless transfers from the very beginning. Our vehicles are equipped with state-of-the-art technology to guarantee comfort, safety, and sophistication on every journey.
Our team of highly trained professional chauffeurs ensures impeccable, discreet, and attentive service, perfect for corporate events, VIP transfers, celebrations, or leisure travel. Every detail of our services reflects the highest quality standards, offering an unmatched transportation experience.

GRAND CLASS,
EXCLUSIVITY IN MOTION

Contact information

reservas@grandclass.es

www.grandclass.es

Calle Westinghouse, 4
28906 Getafe, Madrid

EXPERIENCES

Exclusive VIP Transfers

Experience GRAND CLASS: an exclusive transfer in luxury vehicles from the airport to your hotel. Enjoy a safe, discreet, and elegant journey with professional chauffeurs and cutting-edge technology. More than just a transfer, it's a service that elevates every moment to an exceptional level.

Vintage Car Sightseeing Tours

Explore the city in a vintage car with GRAND CLASS. Enjoy an exclusive tour while discovering iconic spots in style. Accompanied by a professional chauffeur, this experience combines history, luxury, and sophistication at every kilometer.

Long-Distance Travel

Transform long trips into luxury experiences with GRAND CLASS. Relax in exclusive vehicles designed for maximum comfort. Our chauffeurs ensure a safe and discreet journey, elevating the concept of mobility.

Corporate Transfers

Perfect for meetings and events, GRAND CLASS offers luxury transportation for executives. High-end vehicles guarantee comfort and privacy, reflecting professionalism and distinction.

VIP Pickup from the Plane

Our professional chauffeur will meet you right at the plane with personalized attention and escort you to your luxury vehicle, ensuring a unique experience of comfort and style from the very first moment.

Our vehicles are equipped with state-of-the-art technology to guarantee comfort, safety, and sophistication on every journey.





Iberia is the leading airline between Europe and Latin America, and was one of the founding members of oneworld.

Iberia transports over 25 million passengers annually, connecting Spain and Europe with Latin America.

Iberia has been flying from Spain for 97 years with the goal of generating prosperity by connecting people to the world. It is part of the IAG airline group, the first in the world to commit to achieving net-zero emissions by 2050 and operating with 10% sustainable aviation fuel by 2030. Iberia is the leading airline between Europe and Latin America, and was one of the founding members of oneworld. Along with Iberia Express and Iberia Regional Air Nostrum, it offers flights to nearly 50 countries from Madrid airport, where it has developed its hub. In addition to its airline business, Iberia is also involved in cargo transport, aircraft maintenance, and airport services.

IBERIA, LÍNEAS AÉREAS DE ESPAÑA

Contact information

dir.comunicación@iberia.es

www.iberia.com

Calle Martínez Villergas, 49
28027 Madrid

EXPERIENCES

Business Class for Long-Haul Flights

Discover a new level of comfort and exclusivity on Iberia's long-haul flights. With modern aircraft like the A-350-900, A330-300, and A330-200, this class combines business efficiency with relaxation. Enjoy fully reclining beds, menus crafted by renowned chefs, state-of-the-art entertainment screens, and impeccable service that transforms each flight into an unforgettable experience.

Premium Economy

For those seeking more comfort and exclusive services at a competitive price, Premium Economy is the ideal option. With more legroom, adjustable headrests, priority boarding, and personalized service, this class offers a superior flying experience. Enjoy enhanced privacy and comfort that takes your travel to the next level.

Stopover Hola Madrid

If your final destination is in Europe, make Madrid an unforgettable stop with the Stopover Hola Madrid program. Iberia lets you explore the vibrant Spanish capital at no additional cost to your flight ticket. Take advantage of promotions and discounts on cultural, gastronomic, and leisure experiences that will help you discover the best of Madrid before continuing your journey.

Winter Destinations

This winter, fly with Iberia to the most sought-after destinations of the season: Rovaniemi, home of Santa Claus; Tromso, the city of the Northern Lights; and the charming Alpine cities of Innsbruck and Salzburg. Iberia takes you where the magic of winter comes alive, with convenient and reliable connections for an unforgettable holiday experience.

With the goal of generating prosperity by connecting people to the world.



LIMOUXINE

LUXURY CARS WITH DRIVERS



From compact cars to spacious minibuses, we have vehicles suited to any need and group. Choose the ideal one for your next trip!

Limouxine is a luxury transport leader with 20+ years of experience, offering exclusive city tours and services to top Madrid hotels.

The little details make us GREAT. At Limouxine, the client is our main value. We strive to offer an excellent experience with every journey.

No Delays.
We guarantee punctual transfers with our chauffeur service, ensuring you arrive at your destination on time with confidence.

24/7 Support.
Our customer service is available 24/7 to provide full support at any time during your journey.

High End.
Travel in elegance with our fleet of high-end vehicles, designed to ensure comfort and satisfaction with every transfer.

Variety of Options. From compact cars to spacious minibuses, we have vehicles suited to any need and group. Choose the ideal one for your next trip!

LIMOUXINE LUXURY VEHICLES

Contact information

Carlos Cámara
Business Development Manager
carloscamara@limouxine.com

Bookings
booking@limouxine.com

www.limouxine.com

Avenida San Pablo, 28
28823 Coslada, Madrid

EXPERIENCES

Airport Transfers / Meet&Greet
Madrid Airport

Limouxine offers all types of airport, train station, and point-to-point transfers. Our private chauffeur car rental and transfer service is highly rated by luxury tourist destinations in several capitals. This is why we select and train our drivers to provide a luxury service

Business Availability

Most companies undertake business trips, and for such occasions, it is highly recommended to have a chauffeur-driven car service like the one we offer at Limouxine. Our team will make your business trip more comfortable and elegant, allowing you to focus on your work while we take care of your transfers, parking, and directions to your appointments.

Shopping Tours

Turn your shopping day into a relaxing experience without having to worry about transportation, thanks to our professional drivers who will find the fastest routes and guide you to the best boutiques in the city. With us, it's all about looking, trying, comparing, and making the best purchase.

Tailored Journeys

Limouxine organizes bespoke luxury trips. We accompany our passengers and introduce them to the most special corners of each destination. We know the national and European road networks inside out.

Exclusive Personalized Experiences

Limouxine Experiences offers excursions and experiences for discerning travelers seeking to discover the true heart and soul of the Iberian Peninsula. Our high standards focus on immersive and transformative tours, sustainable luxury, and top-notch service, all aimed at providing travelers with a meaningful, enriching journey and memories that last a lifetime.

At Limouxine, the client is our main value. We strive to offer an excellent experience with every journey.




Madrid
unique
DESTINATION


Madrid
unique
DESTINATION