

management

MARD

9.229.634

visitors received in 2023

68 MUSEUMS





TOP CULTURAL CENTERS





MADRID

Madrid Destino

Corporate entity with the Madrid City Council as sole partner







CULTURAL MANAGEMENT



TRAVEL TRADE

FILM OFFICE

Madrid DMO

CITY MARKETING

VISITOR EXPERIENCE

CONVENTION BUREAU



VISITOR EXPERIENCE

OUR GOALS

Adaptation to the specific demands of each tourist segment

Broadcast the diversity of Madrid, promoting the mutual enrichment between citizens and visitors

Promote a tourism model sustainable for our citizens Get better visitors knowledge Increase number of attended Visitors Increase visitors expenditure in the city Promote decentralization of tourism Promote social, environmental and

economic sustainability



HOW DO WE DO

DIGITIZED FACE-TO-FACE ASSISTANCE

DIGITAL CHANNELS

ACCESSIBILITY

SAFE TOURISM

PROFESIONAL COOPERATION





Digitized face-to-face assitance

11 tourist offices

Highly trained staff

Technologies



11 tourist offices





1.749.394 Visitors assisted in 2022



Highly trained staff

Diploma and/or thecnical qualification, with at least 3 languages

Monthly training, 5% of the working time dedicated to training

Internal and cross-center communication, both through daily briefings and the SAGIT system

Supervision and follow up, six-monthly plans of the workers activity through both, on-site visits and indicators derived from their activity at SAGIT

ISO 14.785 : 9,58 (2023)

Face-to-face technologies



DIGITAL CHANNELS

esmadrid.com

Matilda

KIDS

NINOS GRATIS

1 ADULTO -

Y HASTA 2 NIROS MAS AL SON

COMPRAN

of Strings, War 200 Junit



resource files updated

languages



DESCUBIE MACHED

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AGENDA

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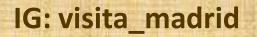
KIDS WEEK NINOS GRATIS DUCTION INCOMENTS CONTRACTOR



MANNA











videoatencion360.com



ACCESIBILITY



UNE 170001-2 Universal Accesibility Certification

Special equipment in the offices to serve people with functional diversity

Interpretation in **Sign language** provided by Information Agents

Specific protocol for the attention to the phisically impaired

Action Protocol for workers with special needs

MADRID Accessible to you MADRID

MADRID

3. Puerts dal Sol. 2. Edificio Telefonica 5. Editics Metripolis 4. Barren de Españo 5. Fuerte de Cibalai 6. Detatus de Calde 7. Biblioteca National 8. Parque del Antiro 9. Monumento Alfonso Ki 10. Palacia de Crimal 11.Palacie de Cibeles 12. Muses del Prade 13. Muset Thysian-Br 14. Piezz Meuro 15. Teatra Real 16. Palacin Real 17. Figura de España 18. Torre de Madrid

19. Edificio España



MADRID

Visitas guiadas accesibles

→ junio - septiembre 2023

B MADRID

SAFE TOURISM

Emergency Visitor Assistance Service (SATE)





PROFESIONAL COOPERATION

PROFESIONAL ASSOCIATIONS "EXPERT HOTEL FRONT DESKS" PROGRAM REPRESENTATIVES R



PROFESIONAL COOPERATION

XIV EDICIÓN DEL PREMO MADRIO ACOGE Jóvenes profesionales del turismo



Con mi trabajo de conserje de hotel busco inspirar a otros a deleitarse con la magia de la vida y a soñar despiertos, jy qué mejor lugar que Madrid para vivir la magia!"





"Quiero contribuir a trasladar la familiaridad madrileña a los que nos "Lo que más me apasiona de mi trabajo, es poder compartir con todos aquellos

RECOGNITIONS AND QUALITY AWARDS



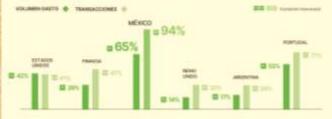
MARID

PROFESIONAL COOPERATION

TOURISM DATA



2022 vs. 2019



MADRID CITY CARD



MADRID

MADRID OFFICIAL STORE





Thank you!

Iván González Trigo Visitor Experience Director

MADRID

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