



# MADRID

visitor experience  
management

# MADRID

# 9.229.634

visitors received in 2023





68

MUSEUMS

MADRID





# 14 TOP CULTURAL CENTERS

MADRID





**1486**

**MADRID**

**MONUMENTS**

# Madrid Destino

Corporate entity with the Madrid City Council as sole partner

MUNICIPAL VENUES FOR  
EVENTS



MADRID DESTINATION  
MANAGEMENT OFFICE

CULTURAL MANAGEMENT

**MADRID**



**TRAVEL TRADE**

**FILM OFFICE**

**Madrid DMO**

**CITY MARKETING**

**VISITOR EXPERIENCE**

**CONVENTION BUREAU**

**MADRID**

# 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

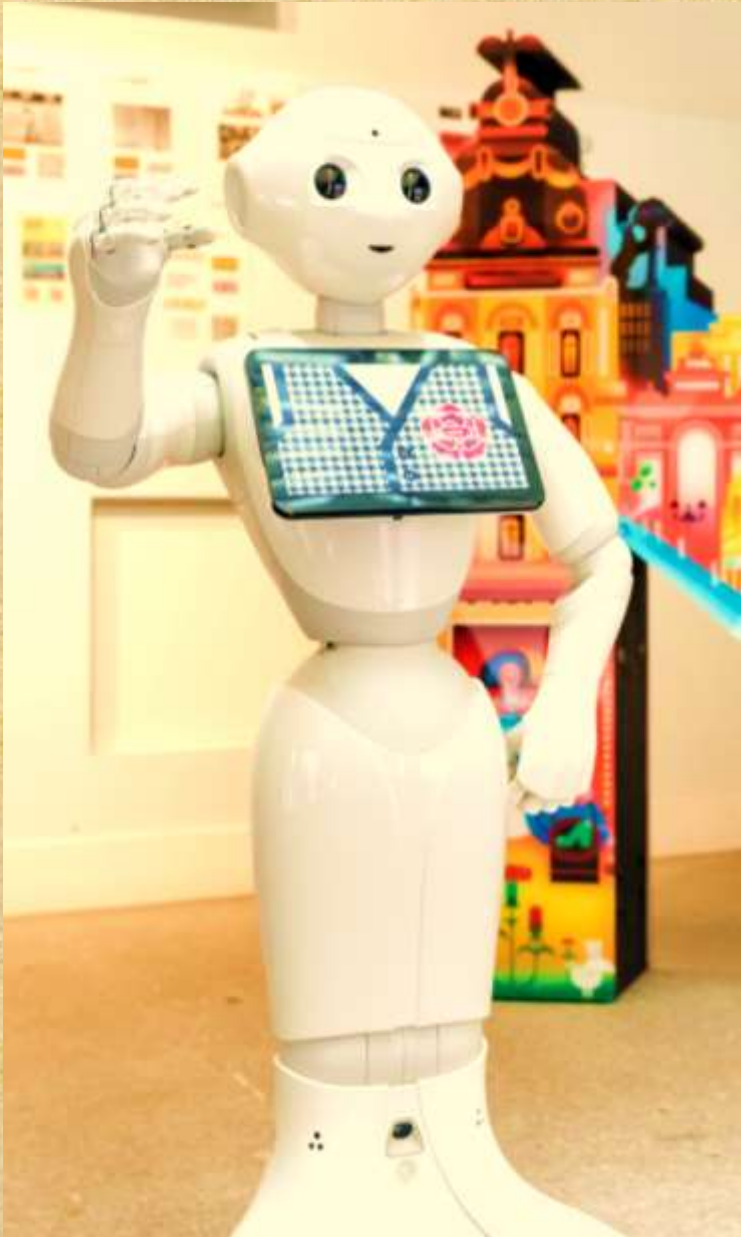
DIGITIZED FACE-TO-FACE ASSISTANCE

DIGITAL CHANNELS

ACCESSIBILITY

SAFE TOURISM

PROFESIONAL  
COOPERATION



**Digitized face-to-face  
assistance**

**11 tourist offices**

**Highly trained staff**

**Technologies**

**MADRID**



# 11 tourist offices



**1.749.394**

**Visitors assisted in 2022**

**MADRID**

# Highly trained staff



**Diploma and/or technical qualification, with at least 3 languages**

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

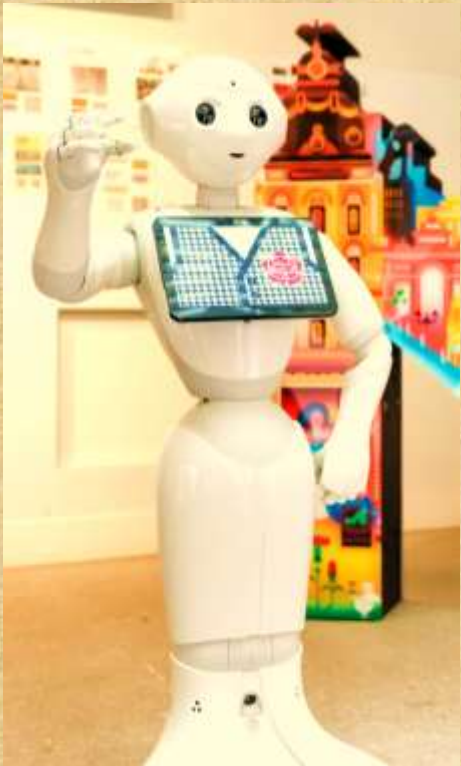
**Internal and cross-center communication, both through daily briefings and the SAGIT system**

**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



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# DIGITAL CHANNELS

## esmadrid.com

6000

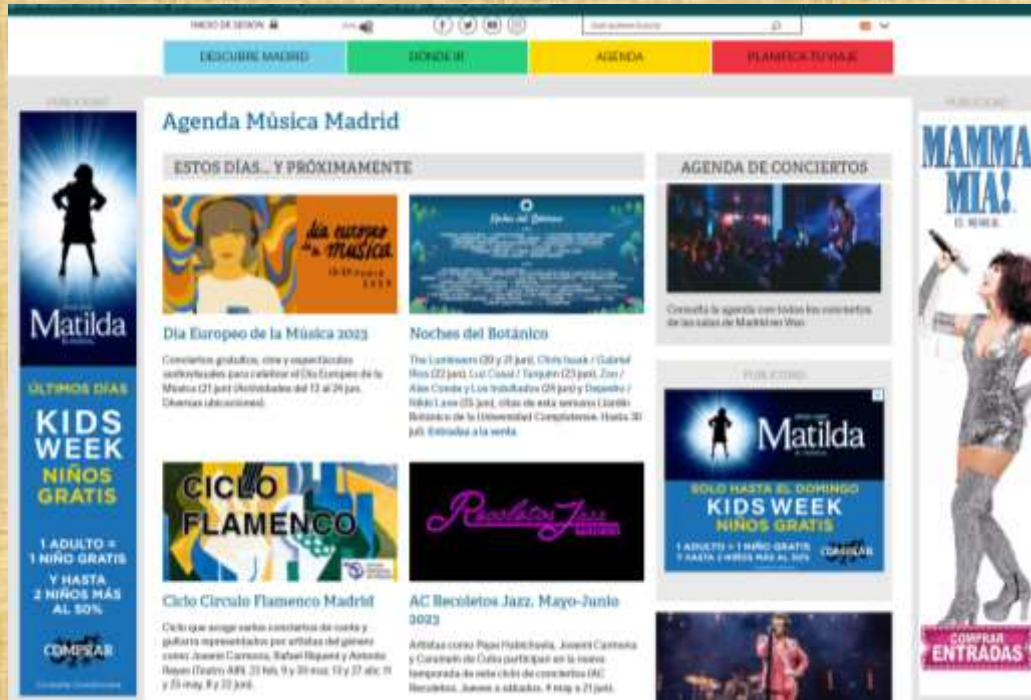
events/year in  
our calendar

4500

tourist  
resource files  
updated

9

languages



IG: visita\_madrid



videoatencion360.com





# ACCESSIBILITY



## UNE 170001-2 Universal Accessibility 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 physically impaired**

Action Protocol for **workers with special needs**



# SAFE TOURISM

Emergency  
Visitor  
Assistance  
Service  
(SATE)





# PROFESIONAL COOPERATION

PROFESIONAL ASSOCIATIONS  
REPRESENTATIVES



“EXPERT HOTEL FRONT DESKS” PROGRAM



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# PROFESIONAL COOPERATION

## RECOGNITIONS AND QUALITY AWARDS


XIV EDICIÓN DEL  
**PREMIO MADRID 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, ¡y qué mejor lugar que Madrid para vivir la magia!”*  
Laura Píbara Sanga



*“Quiero contribuir a trasladar la familiaridad madrileña a los que nos visitan.”*



*“Lo que más me apasiona de mi trabajo, es poder compartir con todos aquellos que visitan Madrid.”*

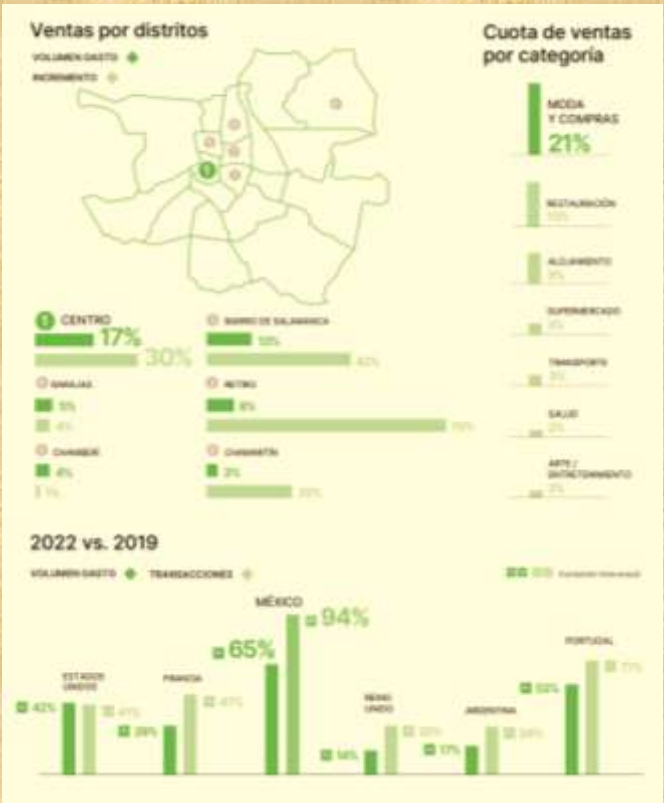


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# PROFESIONAL COOPERATION

TOURISM DATA



MADRID CITY CARD



MADRID OFFICIAL STORE



MADRID





# MADRID

Thank you!

Iván González Trigo  
Visitor Experience Director