MADRID

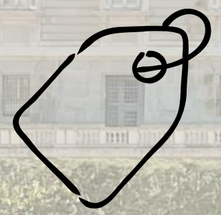
TOURISM, SHOPPING AND RETAIL

LAURA NAVARRETE
MARKETING DIRECTOR AT MADRID CITY COUNCIL

MADRID

TOURISM, SHOPPING & RETAIL

Visitors do not experience tourism in isolated sectors.





They experience destinations through **emotions**, **places** and **moments**.

SHOPPING FIGURES IN MADRID



#2 expenditure
after gastronomy



#3 motivation
after heritage and culture

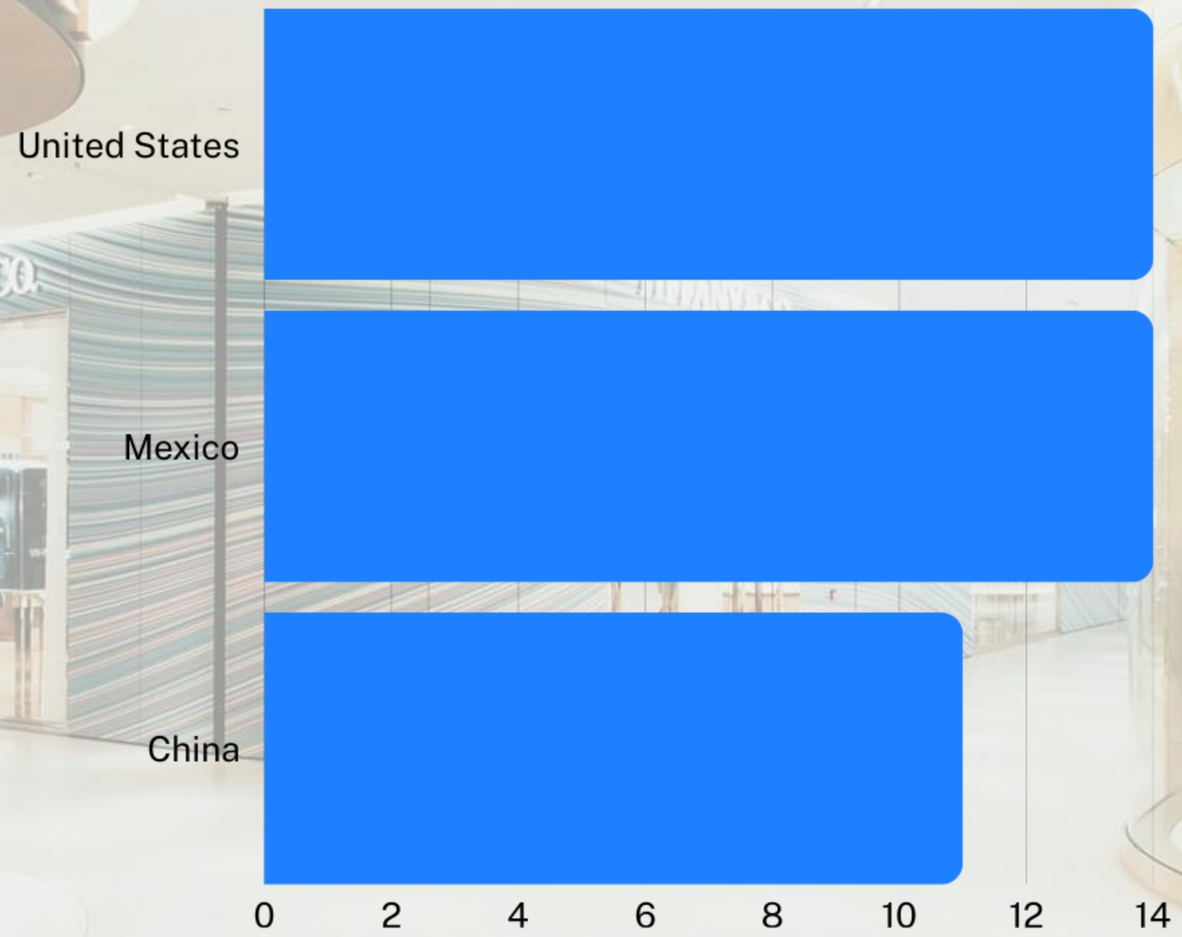


Highest growth
Madrid 13,9%
Paris 9,3 %
Milan 9,1 %

DATA SOURCE: INTELLIGENCE CENTER AT MADRID CITY COUNCIL AND GLOBAL BLUE

SHOPPING FIGURES IN MADRID

TAX-FREE SHOPPING SALES



TOURISM, SHOPPING & RETAIL: ONE SHARED ECOSYSTEM







Shopping and retail enhance the **visitor experience**.

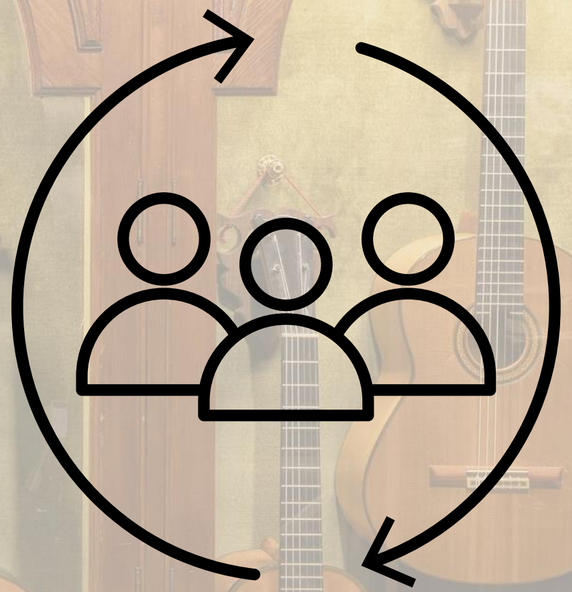
Increase on tourist **spending** and **lenght of stay**

Retail expresses the **city's identity.**

MADRID

WHY IT MATTERS:
ECONOMIC IMPACT AND VALUE CREATION

- Shopping represents a significant **share of tourist expenditure**.
- Strong impact on **employment** and local businesses.
- Contributes to **urban vitality**.
- Strengthens Madrid’s international **competitiveness.**

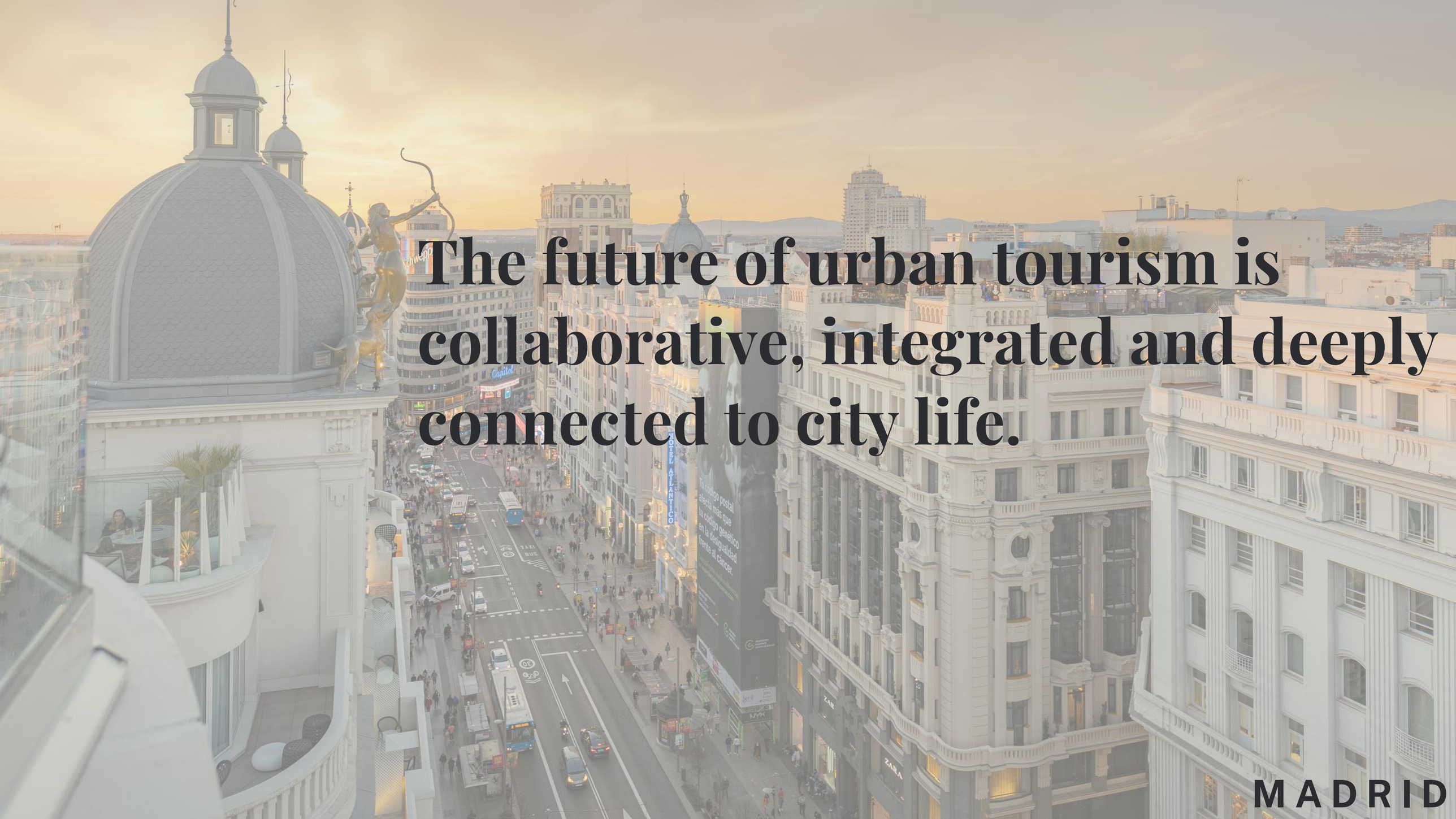


COLLABORATION IN ACTION: MADRID UNIQUE DESTINATION

- Creating **Shared Value**.
- Retail **integrated** into major city events.
- **Joint promotion** with cultural and gastronomic initiatives.
- **Experiences** combining culture, gastronomy and shopping.

Madrid unique DESTINATION





The future of urban tourism is collaborative, integrated and deeply connected to city life.

MADRID

Thank you

MADRID UNIQUE DESTINATION

MADRID