



Madrid, Where Business Comes to Life — Toronto

EVENT DETAILS

Date: Thursday, April 16, 2026

Venue: The Boulevard Club, Toronto ([Click here for Map](#))

Start: 3:30 pm | **End:** 7:30 pm

Dress Code: Smart casual

RSVP & More Information: alegria.narvaez@tourspain.es

EVENT PROGRAM

- Reception and welcome
- Interactive workshop with immersive experiences showcasing Madrid
- Cocktail reception with Spanish food and drinks

PARTICIPATING COMPANIES & PARTNERS

- **5-Star Hotels:** The Palace Madrid · Fénix Gran Meliá · InterContinental Madrid
- **4-Star Hotels:** Madrid Marriott Princesa Plaza · RIU Plaza España · Novotel Madrid Campo de las Naciones
- **DMCs:** W2M DMC · MTZ DMC · Parafina Comunicación
- **Special Venues:** Teatro Flamenco Madrid · WAH
- **Destination:** Greater Madrid

See following pages for company and partner details.



**MADRID
CONVENTION
BUREAU**



5-STAR HOTEL

THE PALACE MADRID



THE PALACE HOTEL

M A D R I D

“A living legend since 1912, The Palace, a Luxury Collection Hotel, Madrid, is now shining brighter than ever. Perfectly located in the heart of the city, the hotel is situated within the UNESCO-accredited Landscape of Light, walking distance to the city's most enriching museums and landmarks, making it the ideal place to indulge in unparalleled luxury in Madrid.

Honoring heritage and modern living, 470 handsomely elegant guestrooms and suites, fully renovated (2025), reflect the fascinating history of the property's bygone century.

Esteemed within Madrid's high society, The Palace Hotel is a destination of choice for elegant gatherings, where discerning guests enjoy fine cuisine and crafted cocktails.

With a long-standing reputation for exceptional events, it continues to host milestones across generations, orchestrating style and meaningful moments in a palatial setting, always with a warm, gracious welcome.”

CONTACT

Iván Lombardero

Sales Manager, MICE Americas & Asia + Sports & Entertainment Industry

The Palace, A Luxury Collection Hotel, Madrid

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5-STAR HOTEL

FÉNIX GRAN MELIÁ

HOTEL FÉNIX — A GRAN MELIÁ HOTEL — MADRID

Luxury and Spanish character define this hotel exceptional location, set between Paseo de la Castellana and Calle Serrano, in the heart of Madrid's most exclusive district.

A flagship of Madrid's hospitality scene, Hotel Fénix Gran Meliá enjoys a privileged setting close to the city's most renowned cultural attractions. Blending tradition, haute cuisine and outstanding wellness facilities, the hotel offers an authentic and refined experience in the Spanish capital.

This unique combination of elegance, heritage and location has earned it recognition as a member of "The Leading Hotels of the World".

CONTACT

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5-STAR HOTEL

HOTEL INTERCONTINENTAL MADRID



INTERCONTINENTAL.
MADRID

With a long-standing tradition of excellence, the emblematic five-star InterContinental Madrid reflects the elegance of classic Continental European style while offering the standards of comfort and service expected by today's international traveller—particularly the discerning North American guest. The hotel has consistently demonstrated its strong commitment to business tourism and the MICE segment, receiving multiple recognitions at the World Travel Awards, including Spain's Best MICE Hotel in 2016, 2018 and 2024, along with nominations in 2022 and 2025.

A true icon of the city, InterContinental Madrid was designed by renowned architect Luis Feduchi and opened in 1953 on the historic site of the 19th-century Palace of Aliaga, blending heritage, sophistication and modern functionality.

The hotel offers 302 elegant rooms, 16 meeting spaces filled with natural daylight, the exclusive InterContinental Club, and the distinguished El Jardín restaurant—creating an authentic yet refined Madrid experience in the heart of the capital.

Continued on next page

HOTEL INTERCONTINENTAL MADRID cont.

Whether hosting an executive board meeting or an international congress, InterContinental Madrid provides the ideal setting for successful events. Its versatile venues accommodate everything from intimate gatherings to large-scale functions of up to 600 guests. Supported by extensive expertise and a dedicated professional team, every detail is carefully curated to ensure a seamless, memorable and distinctly European experience for global attendees.

Guests can also enjoy the hotel's renowned gastronomy, including one of Madrid's most celebrated Sunday Brunch experiences, served for more than a decade and featuring over 200 culinary specialties that have become a benchmark of Spanish dining.

CONTACT

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4-STAR HOTEL

MARRIOTT MADRID PRINCESA PLAZA



MARRIOTT
MADRID
PRINCESA PLAZA

Madrid Marriott Hotel Princesa Plaza, lands in the city as the new brand property for Marriott's portfolio. Ideally located and walking distance from the main landmarks of the city such as Plaza de España, Royal Palace and Gran Vía.

Hotel features the perfect combination between design and quality, with 414 bedrooms, 12 meeting rooms with events capacity for up to 350 pax, 2 restaurants, a cocktail bar, fitness centre and 2 outdoor terraces.

Leisure, MICE and Individual travellers will find in the new Madrid Marriott Princesa Plaza, the place to be in Madrid.

CONTACT

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4-STAR HOTEL

RIU PLAZA DE ESPAÑA

RIU PLAZA

The Riu Plaza España Hotel, an iconic building right in the heart of Madrid, is the flagship of RIU in the Spanish capital. The hotel's convention centre offers a wide range of event and conference rooms. Its 5000 m2 floor space provides enormous flexibility for different meeting set-ups and a maximum capacity of up to 1,500 people. The rooms feature the latest technologies and spectacular views of the city as well as a large operational team with experience in all types of events, ensuring that your event will be a sure-fire success.

This hotel has 582 comfortable rooms to meet the needs of all guests. At the very top of the building, and enjoying panoramic views of the city is the 360º Rooftop, Sky Bar and "Eden" Gastrobar. At the outdoor swimming pool, you can immerse yourself in a pleasant, chilled-out atmosphere and enjoy sophisticated cocktails.

CONTACT

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4-STAR HOTEL

NOVOTEL MADRID CAMPO DE LAS NACIONES



As a premier MICE destination, our hotel offers 426 rooms, 16 versatile meeting rooms, and two vibrant social hubs, two pools and a private restaurant. With the capacity to host up to 650 guests with a dedicated MICE area of over 1,000 sqm, we connect people through experiences that engage every sense. We deliver distinctive, high-quality services where Food & Beverage is the main character, combining creativity, flexibility, and flawless execution.

Elevating our commitment to excellence, we are proud to announce the launch of the world's first Novotel Deluxe Tower, following a stunning renovation of one of our towers, guests can now enjoy a “best of the best” experience while still fitting the 4-star category—a new benchmark for premium hospitality in the MICE segment.

CONTACT

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DMC

W2M DMC



W2M DMC Cities are specialists in MICE & Sports events, ensure that every moment of pleasure and relaxation is perfect, both for clients and colleagues.

Core aspects to ensure the success of the event, from initial planning to execution and follow-up, including registration process management, logistics, venue selection, keynote speaker management and all aspects of communication with participants.

CONTACT

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DMC

MTZ DMC



MTZ is an award-winning, boutique Destination Management Company dedicated exclusively to Incentive and Conference Travel throughout Spain and Lisbon. Owner-managed and based in Madrid, MTZ offers a highly personalized approach, delivering seamless programs across multiple destinations through one trusted point of contact.

With decades of hands-on industry experience, we combine deep destination knowledge, long-standing supplier relationships, and creative vision to design programs that go beyond logistics—creating memorable, emotionally engaging experiences. From iconic cities to hidden gems, every MTZ program is crafted with originality, precision, and a strong focus on the ‘wow factor.’

Recognized internationally for excellence, including a SITE ICE Award-winning program, MTZ is known for reliability, flexibility, and cost-conscious creativity. We work as an extension of our clients’ teams, aligning with their goals, budgets, and expectations to deliver incentive travel experiences that inspire, reward, and motivate.

CONTACT

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DMC

PARAFINA COMUNICACIÓN



At Parafina, we are experts in shaping unique experiences, turning ideas into memorable realities. Our creative, flexible, and tailored approach allows us to design events that not only entertain but also create emotional connections with attendees and strengthen brand loyalty.

We understand the importance of conveying the essence of each project, paying attention to every detail—from concept to execution.

Our highly experienced team specializes in producing both corporate and private events, combining innovation, visual storytelling, and flawless logistics.

CONTACT

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SPECIAL VENUE

TEATRO FLAMENCO



Teatro Flamenco Madrid, based in the Alfil Theatre, is a unique space available for the celebration of all kinds of events, conferences and meetings, with or without catering.

We have an exclusive and professional event organization service at your disposal.

Teatro Flamenco Madrid is not only a flamenco show. We have become a cultural meeting center for all people who love flamenco like an art and a way of life.

CONTACT

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Chief Commercial Officer

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WAH



WAH is a show that combines a great musical and visual experience in the best Las Vegas and Broadway style, added to a high-level gourmet gastronomic experience that is unique in Europe for audiences of all ages and companies from all sectors.

No other proposal in the market can offer a turnkey product to develop an unforgettable and differential brand experience. At WAH we offer the most adapted solution to the needs of each company, with an artistic and technical staff of more than 50 people dedicated to the customization of the event.

CONTACT

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DESTINATION

GREATER MADRID



Greater Madrid is the territory that surrounds the capital of Spain, Madrid. In this small region, visitors are offered a wide range of tourist resources, which are added to the vibrant offer of the city of Madrid, one of the most active and attractive in the world, making it one of the largest cultural destinations in the world for its six World Heritage Sites (UNESCO), its Villages of Madrid, small towns that are witnesses of our history (castles, fortresses, monasteries from the 14th and 15th centuries).

Also noteworthy are Madrid's musical and operatic offerings, its more than 100 museums, exhibition halls, and art galleries that present the trends of the European artistic avant-garde. In the Region of Madrid you can also enjoy the best lifestyle in the world in its golf courses less than 45 minutes from the city center, also the best flamenco in the world, and the healthiest, safest and most fun nightlife of the planet. Not to be missed either, our beautiful wineries that can be visited very close to the city and a gastronomic offer that leaves no one indifferent.

CONTACT

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