IBCW23

MADRID CITY GUIDE

2023 IBC WOMEN'S CONFERENCE

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DAY TRIP SCHEDULE

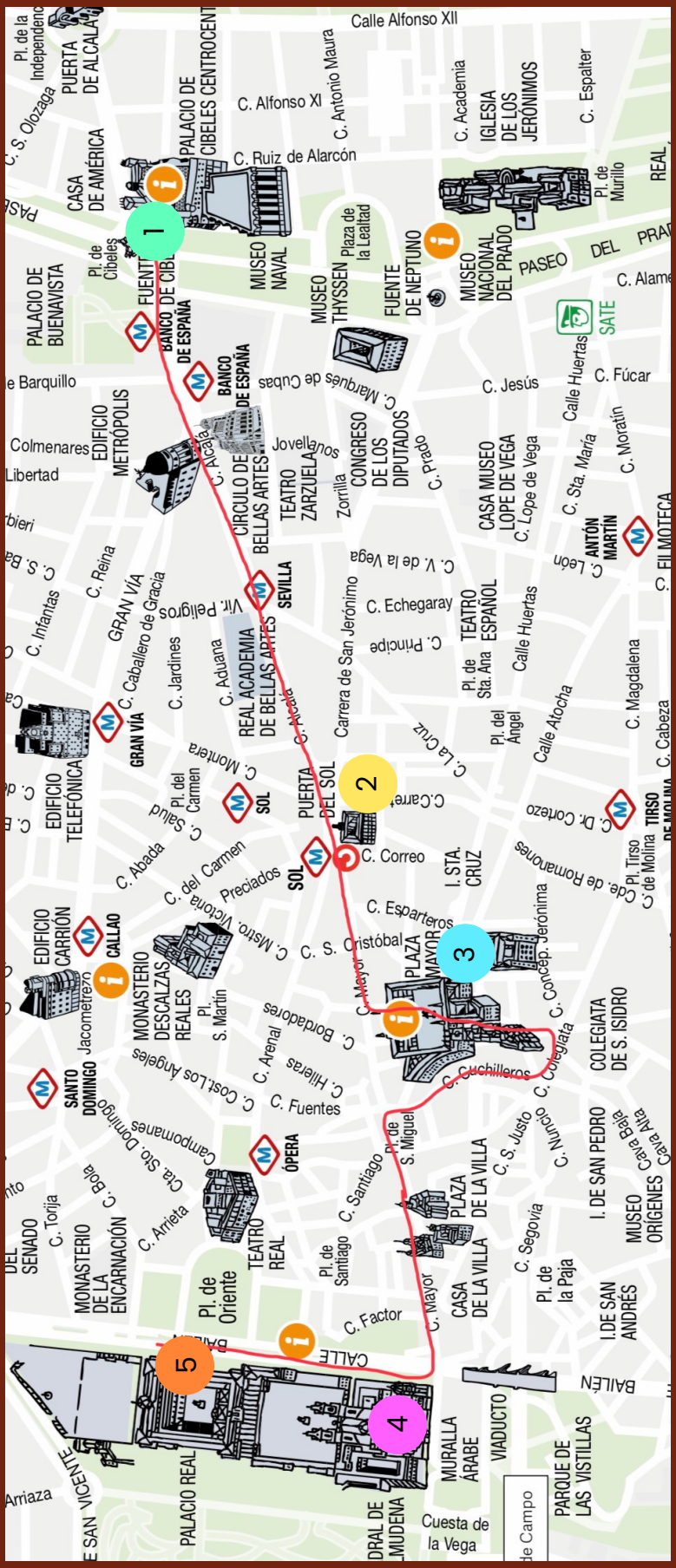
PLEASE ARRIVE A FEW MINUTES BEFORE EACH LEAVE TIME

11:30	Bus leaves from hotel

ENJOY THE DAY IN MADRID

4:45	Bus leaves from drop off point
6:00	Dinner at hotel

MAPS



TAKE NOTE OF THE TOUR ROUTE AND A FEW MAIN STOPS IN MADRID

4 Catedral de la Almudena

5 Royal Palace

1 Bus drop off and pick up point

2 Puerta del Sol

3 Plaza Mayor

Self Guided Tour Route

SELF GUIDED TOUR

STARTING AT THE BUS DROP OFF POINT, HERE ARE SOME HIGHLIGHTS OF CENTRAL MADRID

CIBELES FOUNTAIN

The fountain you see in the middle of the traffic circle is an emblematic sight in Madrid and an iconic spot for soccer fans. Standing here since 1782, the sculptures depict a Roman goddess being pulled in a chariot by two lions. This is the spot where the soccer team Real Madrid comes to celebrate big victories! The team captain traditionally wraps a team flag or scarf around the goddess and this plaza fills with excited fans.

WHERE TO NEXT?

Cross to the other side of the traffic circle and follow the map down C. de Alcala to our next stop!

EL OSO Y EL MADROÑO

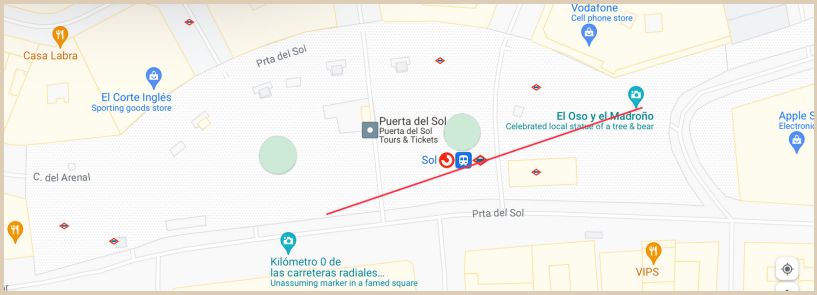
Just before you enter Puerta del Sol you will find this bronze statue called “The Bear and the Strawberry Tree” by Antonio Navarro. This is the symbol of the city of Madrid. There are multiple theories as to its orgins but a popular explanation is that Madrid is thought to have previously been called “Ursa” which translates to “bear” from Latin. Madrid used to have many bears in nearby forests which also had a tree which bears fruit similar to a strawberry.

WHERE TO NEXT?

Enter into the plaza!

PUERTA DEL SOL

Welcome to one of the most famous squares in central Madrid. Puerta del Sol means “The Sun’s Gate”. Notice the half circle shape of the area and the streets that come out from it which are reminiscent of the sun coming over the horizon and its rays. In the 15th century this was one of the gates to the city wall- so the name is very fitting!



WHERE TO NEXT?

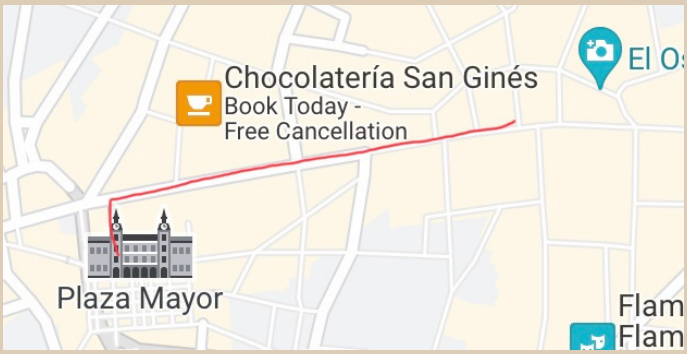
Head across the square to the front of the large building with the clock on top.

PRESIDENCIA DE LA COMUNIDAD DE MADRID AND KILOMETER 0

This building is where the president of Madird works. Look up and find the clock at the top of the tower. On New Years Eve, thousands fill Puerta del Sol and watch for this clock to strike midnight. The Spanish tradition is to eat 12 grapes at the 12 chimes of the clock for good luck for each of the 12 months ahead.
Now, look down and find a plaque on the ground that says kilometer 0. Due to construction, it may be just the skeleton of the plaque...but its still there! This is the center of Spain and the place from where the main roads begin and where all roads in Spain are measured from. There is also a legend that if you place one foot on kilometer 0, you are destined to return to Madrid one day.

KING CHARLES III STATUE AND TIO PEPE

Near the middle of the square you see a large statue of a man on horseback. This is King Charles III of Spain who reigned from 1759-1788. Though he was king, his policies earned him the nickname “The Best Mayor of Madrid”. He is remembered for having cleaned up the city in noteable ways like forbidding the people to throw their waste out their windows onto the street. Next, look up and meet Tio Pepe. This sign for a famous brand of Sherry has moved around over the years but now finds it home overlooking Puerta del Sol.

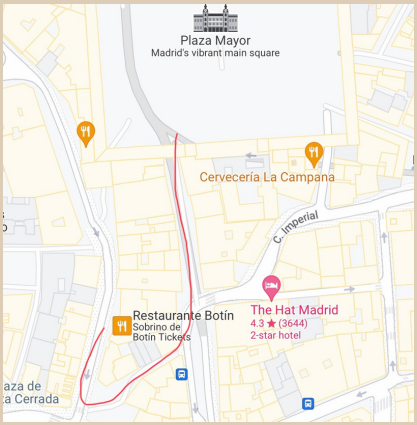


WHERE TO NEXT?

When standing on kilometer 0, facing Tio Pepe, turn left and follow the street straight on the left. Turn on your third left and walk through the archway into Plaza Mayor.

PLAZA MAYOR

Step into history here in 400 year old Plaza Mayor! Take a look at the Baroque style architecture and 237 balconies. The four lampposts tell the history of the plaza with the engravings found on them. The lampposts depict bullfights, beheadings, fires, and festivals. Starting in the 1600s, Plaza Mayor was famously used as a bull fighting ring. For over 200 years, until 1822, public trials and executions were held here. The plaza has also burned down 3 times, each time being rebuilt in wood until they finally used other materials after the last fire. Plaza Mayor has held bustling markets and lavish festivals including well known masked festivals in the 17th and 18th century. The center statue is of King Felipe III. During the early years of the Franco dictatorship in Spain, locals started to notice a funny smell in Plaza Mayor with no explanation. Many royal statues were then being destroyed during the conflict and when someone threw an explosive, the head of the horse fell off revealing that hundreds of birds had flown into the statue, gotten stuck and died inside. As thousands of bones of city sparrows spilled out, it earned the nickname- La Piñata! The statue was reinstated later with the mouth fixed closed. The decorated building with flags and two spires in a visitor center and also a government building. It is a popular spot to have a civil wedding, but the wait list is currently over 2 years! The side of the square opposite from where you walked in is a hotel owned by superstar soccer player, Cristiano Ronaldo.



WHERE TO NEXT?

Exit the plaza through the southwest gate onto C. De Toledo. Take your first right to loop around to C.de Cuchilleros. Find Restaurant Botin on the right

OLDEST RESTAURANT IN THE WORLD

Follow in the footsteps of Ernest Hemingway to Restaurant Botin. The author frequented this establishment and even wrote about their speciality, roast suckling pig, in one of his novels. Take a look in the window to see the Guiness World Records recognition that this really is the oldest restaurant in the world. Founded in 1725, the oven inside has famously been burning for almost 300 years as it is never put out over night so it's hot and ready for cooking each morning. Just a couple doors to the left you'll also find the oldest barber shop in Europe. Notice the plaque on the floor. You may have already seen others like it. These are placed outside businesses where the same type of business has been running at this location for at least 100 years. This building, for instance, may have had different owners over the years but it has been a barber shop for well over 100 years.

WHERE TO NEXT?

Continue straight up the street until you find Mercado de San Miguel on the left side

MERCADO DE SAN MIGUEL

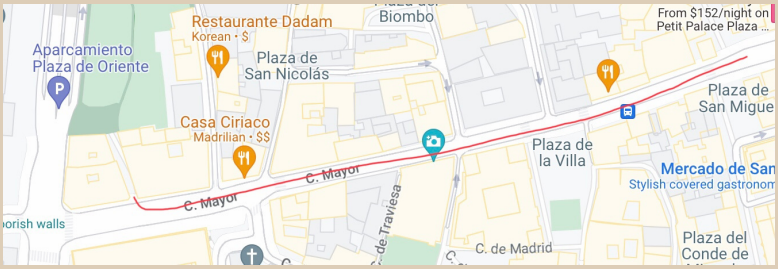
Getting hungry? Mercado de San Miguel is one of many well known markets in Madrid. A tourist favorite, Mercado de San Miguel is centrally located and is a covered market known for being full of over 30 vendors selling gourmet tapas! Cakes, olives, ham, fish, empanadas, wine, oysters, you name it, you can find it here! The market opened in 1916 and was renovated in 2009.

WHERE TO NEXT?

Continue forward and then turn left onto C. Mayor. Walk about one block and find Antigua Farmacia de la Reina Madre on the left

OLDEST SHOP IN MADRID

If you haven't already noticed, Madrid is full of history and many old buildings. But this shop takes the cake! This pharmacy is the oldest shop in Madrid having been founded in 1578! Though it is a working pharmacy today with modern medicine, stepping inside you'll find old apothecary jars, beautiful mahogany shelves and beams and historic ceramic tiles. The pharmacy was often used by the royal family who grew to distrust their own doctors for fear of poisoning and had a secret tunnel that connected the palace to the pharmacy where so they could get medicine they needed from someone they trusted.

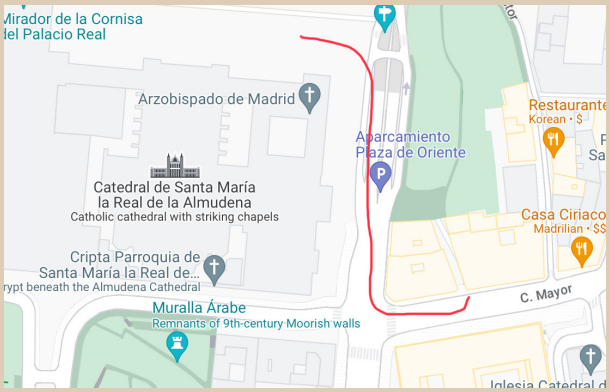


WHERE TO NEXT?

Continue down C. Mayor on the right side of the street. Turn on the fifth street on the right and you'll see large glass window allowing you to look underground

THE CURIOUS NEIGHBOR

Under the glass are the ruins of Almudena Church. This is a site which has been a church, a temple and a mosque. The city noticed that nobody was paying any attention to these historic ruins and installed this statue of a man looking at them to draw others to do the same. There is a tradition to touch the statue for good luck. Perhaps you'll notice a color change where on the statue people tend to touch. It is also said that this statue, the curious neighbor, knows all the secrets of Madrid as people come and share their secrets with him since he is such a good listener!



WHERE TO NEXT?

Continue on C. Mayor and turn right. Cross the street and you'll be in front of the cathedral.

CATHEDRAL DE LA ALMUDENA

This Catholic cathedral is the seat of the Roman Catholic Archdiocese of Madrid and is actually one of the most modern buildings we have seen today. The foundation was laid in 1883 but due to a pause during civil war it was not completed until 1993. It was then concentrated by Pope John Paul II making it the first cathedral outside of Rome to receive this honor. It hosted a royal wedding on May 22, 2004 when now King Felipe VI married Letizia Ortiz Rocasolano, now Queen Leticia of Spain.

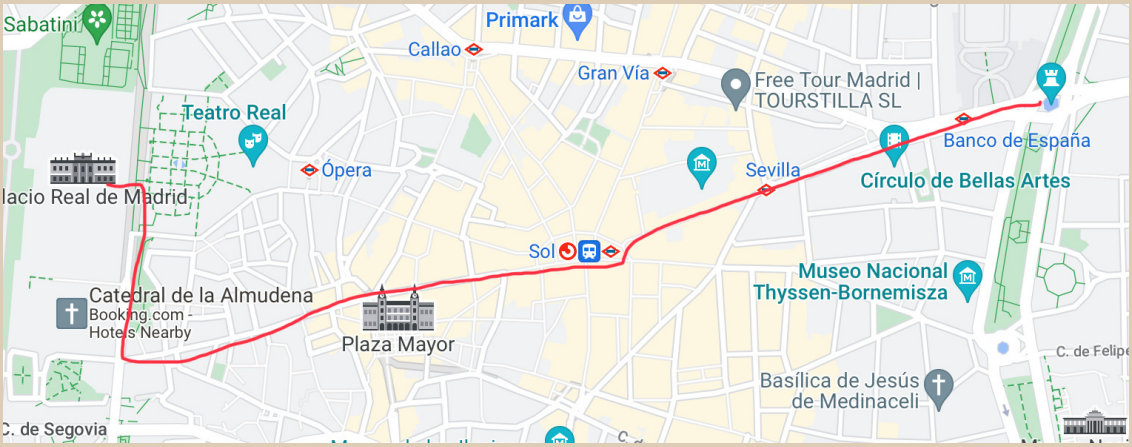
WHERE TO NEXT?

Turn around and you'll be facing the Royal Palace!

ROYAL PALACE OF MADRID

Speaking of the King and Queen, their official residence is here at the Royal Palace of Madrid. Though they and their children actually live in a smaller palace outside the city, they certainly could find enough room here in the Royal Palace. The palace contains 3,418 room making it the largest palace in Europe. It is open to the public but the tour route will only take you to a selection of rooms. The route regularly changes, however, so if you've been before you may see a different collection of rooms today.

It is said that Philip V found the old palace ugly. He moved most of his artwork out and a few days later the palace burned down. This one was then built. You can draw your own conclusions.



THIS CONCLUDES YOUR SELF GUIDED TOUR

Now that you've learned a little bit about Madrid, enjoy the rest of your afternoon in the city. The map above shows the simplest way back to the bus, but feel free to explore anywhere else you'd like. If you want to use your phone's GPS to get back to the bus, type in Cibeles Fountain to find your way back to the bus. The bus will be at the same location it dropped you off at. Don't forget to take some photos for the photo challenge!

Audios!

LUNCH RECOMMENDATIONS

1 LOWER COST OPTIONS

El MINI BAR
C/ del Mesón de Paños, 1, 28013

EL PATRÓN -TAQUERÍA
C. de Bordadores, 2, 28013
*Opens at 14:00

2 LOCAL FAVORITES

MUSEO DEL JAMÓN
C. Mayor, 7, 28012
**Try the Calamari Sandwich*

MAJADERITOS CAFE
Calle de Cádiz, Prta del Sol, 9
**Try the Spanish Ham*

CHOCOLATERÍA SAN GINÉS
Pasadizo de San Ginés, 5, 28013
*Try the Churros with Chocolate

3 NICER SIT DOWN OPTIONS

ESTAURANTE GLORIA BENDITA MADRID
Celle de Santiago, 3, 28013

360 ROOFTOP BAR AT HOTEL RIU
C/ Gran Vía, 84, 28013 Madrid, Spain
*Beauiful 360 views of the city of Madird, glass bridges, and a full restaurant. Reservations not required but recommended. It does cost money to go up.

SALVADOR BACHILLER RESTAURANTS
C/ Gran Vía, 65, Bajo, 28013
C. de Alberto Aguilera, 54, 28015
C/ Montera 37, 28013

OTHER RECOMMENDATIONS

1 SHOPPING

GENERAL SHOPPING
When you arrive at Puerta del Sol via the self-guided tour route, you will find that many streets branch out of the plaza, all of which have many shopping opportunities. Calle Montera, the next street on the right after entering Puerta del Sol is a street that is recommended for shopping.

SOUVENIRS
There are also souvenir shops along these same streets. Prices on these streets will likely be better than the shops in Puerta del Sol and Plaza Mayor. However, there are many shops in Puerta del Sol and around Plaza Mayor which are convenient if you are shorter on time.

2 BANKS AND ATMS

ATM Santander Targobank
C. de la Montera, 47
(the same street reccommended above for shopping)

EURONOT ATM
Prta del Sol, 8, 28013
(on the far end of Puerta del Sol from where you enter)

3 PHARMACY

FARMACIA SOL
Puerta del Sol, 14
(There are many others but this one is conveniently in Puerta del Sol should you need to find one)

PHOTO CHALLENGE

Take the Photo Challenge! Every photo must include at least one lady from the conference. The more the better! You get one point for every photo. Extra points are awarded for creativity.

Post your photos to Facebook or Instagram with #ibcw23 or text to +49 157 3833 4423 on WhatsApp or SMS. Please include the number of which challenge you are completing with each photo you post or text.

Take a picture with:

1. The flag of Spain
2. The symbol of Madrid
3. A lady from another church
4. Your lunch
5. A sign in Spanish
6. A statue- with you making the same pose as the statue
7. Something you discover in Madrid
8. A clock
9. A lady from the conference at least 10 years older or younger than you
10. A building you find beautiful
11. Something yellow
12. A souvenir
13. Flowers
14. A fountain
15. Something that starts with the same letter as your first name