

Beat: Travel

## Madrid trusts the US to reactivate international tourism in the region

### FITUR 2021

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**USPA NEWS** - Madrid relies on the United States to reactivate international tourism in the region. As stated this Thursday in an interview with the Spanish news agency EFE, the general director of Tourism of Madrid, Eduardo Dehesa, the progress of the vaccination process in developed countries, especially in the United States, which "is the number one market" for Madrid, due to the number of visitors it receives and the per capita income it generates, "allows us to be optimistic about the reactivation of the tourism sector" in the Madrid region.

According to Eduardo Dehesa, the United States is a country with a "very high" level of vaccination and where people have a "desire to travel." In response to this demand, Madrid is established as a "luxury destination" for American tourists, with "unique resources" of "the highest quality," said the general director of Tourism of Madrid in the aforementioned interview with the EFE news agency. In this sense, the Madrid region is presented this year at FITUR as an "international tourist region" with four enclaves recognized as World Heritage Sites: the monastery and the Royal Site of San Lorenzo de El Escorial, the University and the historic center of Alcalá de Henares (birthplace of the writer Miguel de Cervantes, author of 'El Quijote'), the cultural landscape of Aranjuez and the Hayedo de Montejo, a natural setting in the north of the region, of great beauty and extraordinary natural value.

In addition to its natural and architectural resources, Madrid is offering this year at FITUR the 'Destination Weddings' project, which proposes the celebration of the perfect wedding in the Madrid region and targets the American market to attract groups with high purchasing power and who they enjoy events lasting between seven and nine days.

The United States has become the main objective of Spanish tour operators, who trust that, after the massive vaccination of North Americans and the opening of European borders to all vaccinated non-EU citizens, the arrival of American tourists to Spain will accelerate. Most of them will arrive in Madrid and the region intends to take advantage of this with an attractive offer of accommodation, transport, gastronomy and culture. Other regions offer the possibility of enjoying beaches with crystal clear water and plenty of Sun.

#### Article online:

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