

MADRID GUIDE

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2025



INTRODUCTION



With over 60 years of experience in designing and setting up spaces, we've created this **guide with all the essential information for exhibitors at IFEMA Madrid**

In this document, you'll find:

- **How to get to IFEMA:** Transportation options from the airport, train station, and other key locations.
- **What to see in Madrid:** A tour of the city's most iconic spots to make the most of your stay.
- **Where to eat:** Recommendations to enjoy local cuisine, from traditional tapas to gourmet experiences.
- **Sunday plans in Madrid:** Ideas to explore and enjoy the city in your free time.

IF YOU'VE ARRIVED BY TRAIN

HOW TO GET THERE

If you've arrived in Madrid to attend an event at IFEMA, you have several transportation options from key points in the city. Below, we'll guide you through the **best routes to get there from Atocha train station.**

1

Public Transportation (Cercanías + Underground)

If you're looking for a fast and affordable route, this is your best option:

1. Take the C7 or C10 Cercanías Renfe line toward Nuevos Ministerios.
2. At Nuevos Ministerios, transfer to Metro Line 8 (pink line) toward Feria de Madrid.
3. Get off at Feria de Madrid station, located right next to the exhibition center.

Total travel time: Approximately 31 minutes.

Tip: Avoid peak hours (8:00 – 9:30 AM and 6:00 – 7:30 PM) if you're traveling with bulky luggage.

2

Taxi

If you prefer comfort or are traveling with a lot of luggage, taking a taxi is a great alternative.

Taxi stands at Atocha:

- AVE exit – Plaza del Emperador Carlos V.
- Paseo de la Infanta Isabel – next to the station.
- If you will take a cabify, the stand is in "Parking de las Bóvedas" (Parking Saba)

Estimated travel time: 15-25 minutes, depending on traffic.

Approximate cost: €20-30.

Apps to book a taxi: FreeNow, PideTaxi, Uber, Cabify, Bolt.



IF YOU'VE ARRIVED BY PLANE

HOW TO GET THERE

You've landed at **Adolfo Suárez Madrid-Barajas Airport**, Spain's largest airport with direct international connections. From here, you have several options to reach **IFEMA Madrid**, depending on whether you prioritize speed, comfort, or cost savings.

1

Public Transport (Underground)

If you're looking for a fast and direct option:

1. Take Metro Line 8 (pink line) from the airport station (there are stops in all terminals).
2. Get off at Feria de Madrid station, located right next to the exhibition center.

Total travel time: 10 minutes.

Ticket from the airport: €5 (includes airport surcharge).

Tip: If you need to work during the journey, the metro has mobile data coverage in most stations.

2

Taxi

If you're carrying heavy luggage or prefer a direct ride, a taxi will drop you off right at the entrance of IFEMA Madrid or even inside, near the pavilion.

Estimated travel time: 10-15 minutes, depending on traffic.

Fixed fare from the airport: €30.

Apps to book a taxi: FREENOW, PideTaxi, Uber, Cabify, Bolt.



IF YOU'VE ARRIVED BY CAR

HOW TO GET THERE

If you're driving to **IFEMA Madrid**, you've probably used an app like Google Maps to get there. **The real challenge is finding parking.** The good news is that the venue has its own parking facilities, but Madrid has regulated zones and traffic restrictions, so planning ahead is essential.

1

Parking de IFEMA

The venue has its own parking facilities inside the premises, with direct access to the exhibition halls.

- Hourly rate: €2.95 (VAT included).
- Prepaid rate: €15 per day if purchased within the first hour of parking.
- Maximum daily rate: €21.

Hours: 7:00 AM - 10:00 PM, Monday to Friday (open on weekends and holidays during events).

Tip: Book in advance if you expect high attendance from exhibitors and visitors.

([Check here the official website for more details](#))

2

Nearby Private Parking Options

There are several parking options near IFEMA Madrid where you can book a spot online. Some recommended options:

- Parclick (parclick.es)
- Parkimeter (parkimeter.com)

3

Street Parking

There are some regulated parking spots (blue and green zones), but they tend to be expensive and have time limits. It's not the best option if you plan to spend the whole day at the fair.

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What to see in Madrid

Madrid is a city full of history, culture, and vibrant life. If you have some free time during your stay at the fair, we recommend visiting some of its most iconic spots. Here are our top suggestions:



Palacio Real

Hours: 10:00 AM - 6:00 PM (winter) /
10:00 AM - 7:00 PM (summer)
Ticket price: From €12
[Get your ticket here](#)



Museo del Prado

Horario: 10:00 - 20:00
Entrada: 15 € (gratis de 18:00 a
20:00)
[Get your ticket here](#)



Parque del Retiro

It's Madrid's green oasis,
perfect for unwinding after a
busy day at the fair.



Plaza Mayor

Plaza Mayor is the heart of historic Madrid, surrounded by charming arcades. The bars in Plaza Mayor tend to have slightly higher prices compared to other areas of the city.



Mercado de San Miguel

Just a few steps from Plaza Mayor, Mercado de San Miguel is the perfect place to enjoy gourmet tapas in a stunning setting.



Gran Vía

Madrid's most iconic avenue,
packed with shops, theaters, and
restaurants.

At night, Gran Vía lights up,
offering a stunning view—perfect
for an evening stroll after the fair.

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Qué ver en Madrid



Civitas Metropolitano

The Atlético de Madrid Stadium is one of the most modern in Europe. The tour takes you through the locker rooms, press room, players' tunnel, and the club's interactive museum.

Hours: 11:00 AM - 6:00 PM

Ticket price: From €19

[Get your ticket here](#)



Santiago Bernabeu

If you're a football fan, you can't miss the new home of Real Madrid. The tour takes you through the locker rooms, presidential box, and the club's museum.

Hours: 9:30 AM - 7:00 PM

Ticket price: From €25

[Get your ticket here](#)



Paseo de la Castellana

Paseo de la Castellana blends history and modernity. From Plaza de Colón to the Cuatro Torres, you'll find landmarks like the Santiago Bernabéu Stadium, the KIO Towers, and the Natural Science Museum.



Círculo de Bellas Artes

One of the best spots to admire Madrid's skyline from above. Observation deck ticket: From €5
[More info here](#)



Puerta del Sol

One of Madrid's most iconic spots and a popular meeting point for locals and visitors alike. Here, you'll find Kilómetro Cero, the statue of the Bear and the Strawberry Tree, and the Casa de Correos, where the traditional New Year's Eve countdown takes place.



Puerta de Alcalá

One of Madrid's most iconic monuments, located in Plaza de la Independencia, next to the main entrance of El Retiro Park. It was once one of the city's main gates and stands out for its neoclassical architecture.



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MADRID: A FOOD LOVER'S PARADISE

Madrid's cuisine is a perfect blend of tradition and modernity, reflecting the richness of Castilian cooking and its cosmopolitan spirit. Signature dishes include **callos a la madrileña**, **huevos rotos**, and the famous **calamari sandwich**—classic bites that combine top-quality ingredients with traditional recipes.

If you're visiting Madrid in winter, **cocido madrileño** is a must-try: a hearty three-course stew that embodies the essence of local cuisine.

For those with a sweet tooth, Madrid offers iconic treats like **churros with chocolate** from the legendary Chocolatería San Ginés, a true staple of the city's pastry scene.

Beyond local specialties, Madrid is also a great place to enjoy traditional dishes from all over Spain, such as **paella**, **jamón serrano**, and **a wide variety of cured meats and cheeses**—essentials for any food tour around the city.



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TAPAS & MADRILEÑO CUISINE

Madrid offers a wide range of options to enjoy traditional cuisine and tapas. From historic taverns to modern bars, the city is the perfect place to try iconic dishes like huevos rotos, calamari sandwiches, marinated pork ear, classic homemade croquettes, and the uniquely Madrileño gallinejas and entresijos.

[Madrid Secreto – The Best Traditional Food in Madrid](#)



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BEST RESTAURANTS

Madrid is a benchmark for haute cuisine, offering a wide selection of restaurants that blend innovation and tradition. If you're looking for unique dining experiences, from tasting menus to Michelin-starred restaurants, these resources will be helpful:

Discover the city's best restaurants, curated by Time Out:

[Time Out Madrid - Best restaurants in Madrid](#)

Michelin Guide -starred restaurants in Madrid:

[Madrid Secreto - Restaurantes de Madrid con estrella michelin](#)



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FOOD MARKETS

Madrid has several gastronomic markets where you can find fresh products and enjoy tapas and traditional dishes in a lively atmosphere. If you want to explore the city's best markets, here are some useful resources:

Explore Madrid's most iconic gastronomic markets:

[Madrid Secreto - Best Food Markets](#)

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WHAT TO DO ON A SUNDAY

If you have a free Sunday in Madrid, there are plenty of ways to make the most of it—from exploring the city and its food scene to unwinding in its green spaces. Keep in mind that most shops, supermarkets, and malls will be closed, and public transport runs less frequently. If you're planning to visit a museum, it's best to book your tickets in advance.

MORNING CHILL WALK

Start your day by exploring El Rastro, Madrid's most famous open-air market. Then, take a stroll through La Latina, a charming neighborhood with narrow streets and lively terraces—perfect for enjoying a coffee and soaking up the local atmosphere.

NOON CULTURE

Take advantage of Sunday to visit a free-entry museum, such as the Prado Museum or the Reina Sofía Museum, which offer free admission in the afternoon. Another great option is to wander through the Barrio de las Letras, the historic neighborhood where some of Spain's greatest Golden Age writers once lived.

[Free museums in Madrid](#)

AFTERNOON VISIT EL RETIRO

After lunch, a stroll through El Retiro Park is the perfect way to unwind. Explore its beautiful gardens, visit the Crystal Palace, or rent a boat on the lake. Another great option is Madrid Río, a scenic riverside park ideal for a relaxing walk.

NIGHT DINNER & SHOW

Termina el día en Malasaña o Chueca, barrios con una gran oferta gastronómica y ambiente animado. Para una experiencia única, asiste a un espectáculo de flamenco en un tablao tradicional.

GOOD LUCK IN YOUR TRADE SHOW

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