



El Alcalde de Madrid

Madrid, 22nd October 2020

Dear member of the UNWTO Affiliate Assembly:

As Mayor of the City Madrid, I would like to welcome you to the 42nd Plenary Session of UNWTO Affiliate Members that will take place on November 5 and 6, 2020 at the Four Seasons Hotel.

In these moments of great concern that we are all going through, being able to receive you in our city will be a real pleasure. Especially considering the symbolic load that the celebration of this important meeting will mean for us.

Madrid is a wonderful capital, that has a heritage and a historical past, and it is also a cosmopolitan, modern and welcoming city. Madrid is a place to share and for this reason, from the City Council we are continuing intensive efforts for tourism recover its pulse and returns with the maximum possible dynamism.

I can assure you that the Madrid tourism industry has been conscientiously prepared to limit the risk of contagion as much as possible in this pandemic and to guarantee safe meetings. The city of Madrid has been a pioneer in the adoption of security protocols in its tourist facilities and, likewise, is advising the different sectors involved in Madrid tourism in its reactivation and return to commercial or business activity.

Madrid continues to be, and will be, an open and welcoming city in which no one feels strange. I want to invite you to discover Madrid during your visit to our city through its incomparable gastronomy, culture, and lifestyle.

A handwritten signature in blue ink, consisting of several fluid, connected strokes.

José Luis Martínez-Almeida Navasqués