STRATEGIES AND KEYS TO THE TOURISM IMPACT OF THE WORLDPRIDE

¡MADRID!

aegal

FELGTB
felgtb.org

COGAM
Colectivo de Lesbianas, Gays Transexuales y Bisexuales de Madrid
www.cogam.es

InterPride
International Association of Pride Organizers

EPOA
EUROPEAN PRIDE

Comunidad de Madrid

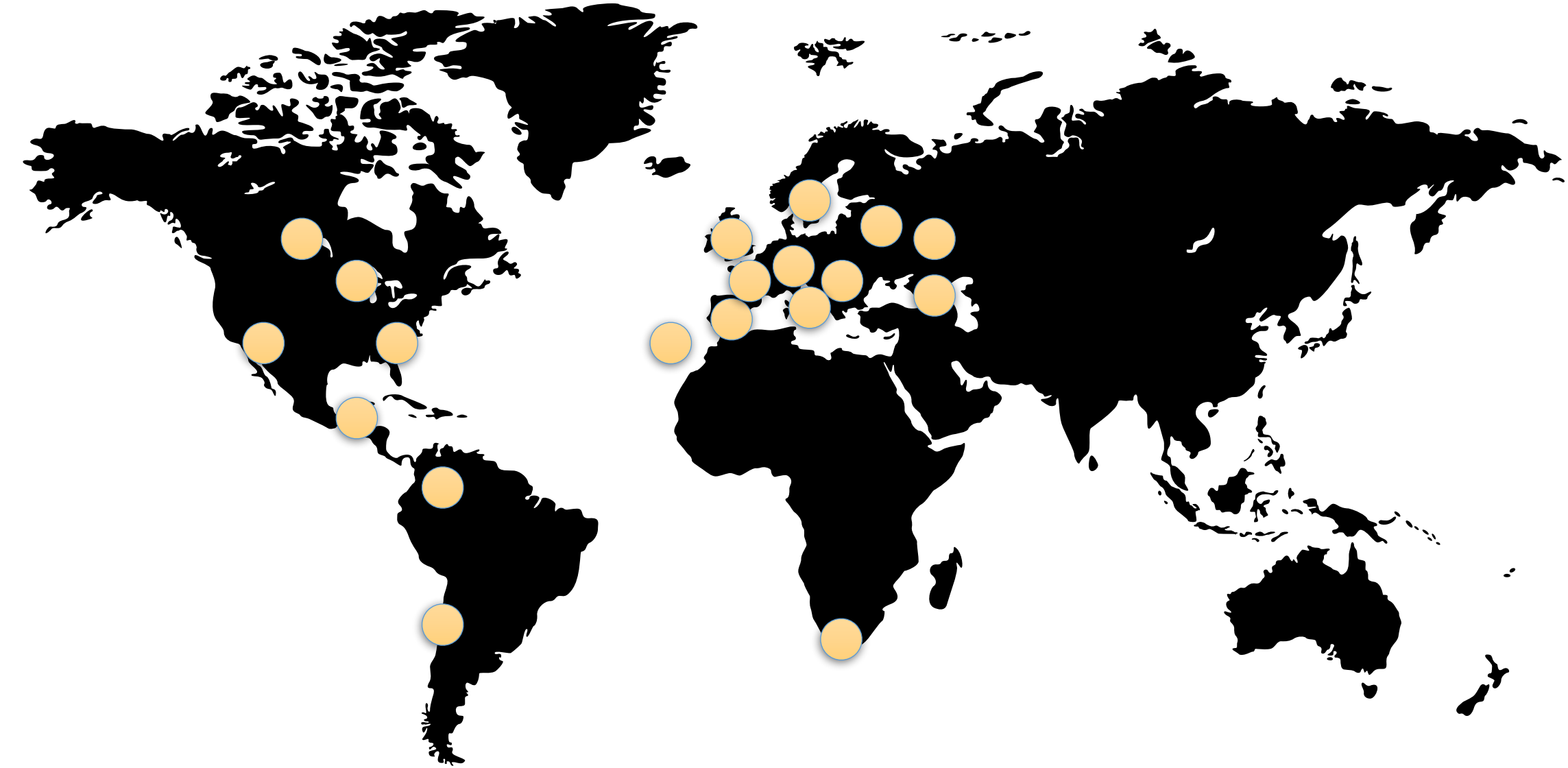
MADRID

BACKGROUND

- InterPride (International Association of Pride Organizers), owns the WorldPride event whose celebration has taken place before in the cities of Rome, Jerusalem, London and Toronto.
- AEGAL (the LGBT Businessmen and Professionals Association of the Community of Madrid) is a member of InterPride and is the organization that submitted the application and obtained the license, getting 100% of the votes in favor of the entire of InterPride Assembly, and therefore signed the contract for the celebration of the WorldPride Madrid 2017.
- Given that InterPride and EPOA (European Organization of Pride Organizers) own the WorldPride and EuroPride events (which was included for the first time within the WorldPride celebration), both organizations granted only to AEGAL the license to hold the two events in the city of Madrid, in 2017.

Zurich Bruselas San Francisco (USA) Houston (USA) Washington (USA) Londres MarsellaBoston Provincetown (USA) Viena Berlin Vilnius Montreal Oslo Toronto Riga Pittsburgh Las Vegas San José Costa Rica Montpellier Amsterdam Knysna (South Africa) Cape Town (South Africa) New York Sofia (Bulgaria) Tegucigalpa (Honduras) Ciudad de México Buenos Aires Bogotá Estocolmo Gothenburg (Sweden) Amberes (Belgica) Chicago Roma Paris Los Angeles (USA) St. Petesburgh (Florida, USA) Malta Copenhaguen Dublin Cardiff (Wales, UK) Bergen (Norway) Tel Aviv (Israel) Hamburgo Barcelona Valencia Benidorm Maspalomas MADRID Indianápolis (USA)

PROMOTIONAL TOUR



InterPride WORLD Pride
MADRID
2017
¡MADRID!

GENERAL PURPOSE & MEETING SPECIFIC OBJECTIVES

- The celebration in Madrid of the WorldPride & EuroPride in 2017 helped to promote the image of the city, and its national and international projection, as well on the positioning of Madrid as a destination for LGTBI tourism, reinforcing the values and assets of its image as a sensitive and demanding city when it comes to advocate the rights of the LGTBI community..

The following specific objectives were conceived (and attained):

- National and international promotion of the WorldPride Madrid 2017 event, as well as the EuroPride Madrid 2017 event.
- Promotion of the city of Madrid as a world-class tourist, leisure and culture destination for the LGBTI community.
- Promotion of Madrid as a city committed to diversity, plurality and the visibility of the LGTBI collective.
- Establishment of communicative milestones during the WorldPride Madrid 2017 year, that have reinforced the visibility of the event itself and Madrid´s as well.

It is worth mentioning the implementation of a specific plan designed to boost the sustainability of World Pride Madrid. This has been an unprecedented challenge that has made it possible to calibrate the performance capacity of the organization itself, as well as the degree of involvement of the suppliers and participants in the event.

This goal was achieved. The response of the public and its commitment to responsible, civic and sustainable behavior habits was clearly remarkable. This added value of sustainability has also contributed to promoting Madrid internationally as an ecological and environmental self-conscious city.

MADRID WORLDPRIDE 2017 CELEBRATION, ON DATA

The WorldPride held in Madrid has been one of the most important events of recent years for the city. It exceeded all expectations, thus, it was an outstanding positioning image-boost for our town.

This was proven by a study conducted by Nestpick.com (involving members of the LGTIBI community from more than 80 countries): after the celebration of the WorldPride, Madrid climbed to top position as year 2017 “best LGBTI world city”.

Nestpick

Ranking Ciudades

#	Ciudad	País	Confraternización	Vida Nocturna LGBT	Apertura de la ciudadanía	Seguridad	Derechos LGTB	Total (de 25)
1	Madrid	España	4.63	4.87	4.87	4.19	5	23.56
2	Ámsterdam	Holanda	4.81	4.66	4.72	4.07	5	23.26
3	Toronto	Canadá	4.60	4.57	4.78	3.74	5	22.69
4	Tel Aviv	Israel	4.72	4.81	4.81	4.23	4	22.57
5	Londres	Reino Unido	4.94	4.97	4.94	2.61	5	22.46
6	Berlín	Alemania	4.97	5.00	4.97	3.95	3	21.89
7	Brighton	Reino Unido	4.15	4.45	4.66	3.54	5	21.80
8	Barcelona	España	4.84	4.78	4.75	2.41	5	21.78
9	Nueva York	Estados Unidos	5.00	4.94	4.91	2.85	4	21.70
10	San Francisco	Estados Unidos	4.75	4.84	5.00	3.02	4	21.61

MADRID WORLDPRIDE 2017 CELEBRATION, ON DATA

A report carried out by the Madrid City Council revealed that the WorldPride celebration brought together a total of 2.2 million people (from Wednesday, June 28th to Sunday, July 2nd). This, of course, generated an excellent tourist impact for the city and the region. National and international number of visitors increased compared to former “MADrid Orgullos” (MADO by its acronym in Spanish, as orgullo stands for “pride” in Spanish). In this last edition we hosted 1.5 million attendees more.

InterPride

WORLDPRIDE MADRID 2017

REPORT

MORE THAN 2,2 MILLION ATTENDEES
WORLDPRIDE MADRID 2017

GREAT**INSTITUTIONAL**SUPPORT

INSTITUTIONALSUPPORT

All the public administrations (City of Madrid, Community of Madrid, Government of Spain) have supported and participated actively in WorldPride.

MADRID

Comunidad de Madrid

GOBIERNO DE ESPAÑA

¡MADRID!

COLLABORATIONS AND SUPPORT

Countless private and public organizations, associations and institutions did their best to grant Madrid WordPride success.

- **Madrid Destino** in collaboration with **Asociación Turismo Madrid, Turespaña** and **AEGAL** coordinated an international press tour of more than 30 journalists to promote the events and the city of Madrid at an international level.
- Throughout this ***WorldPride***, the organization has hosted more than 100 international delegations of Pride organizers. They in turn acted as true advocates and informants of the event -and of Madrid- contributing to give a highly positive image of the city in their respective countries and the attendees of their own Prides.

WORLDPRIDEPARADE

MORE THAN 1,5 MILLION PARTICIPANTS
WORLDPRIDE MADRID 2017

WORLD PRIDE PARADE

InterPride
WORLDPRIDE
XEGA

PRIDE FESTIVAL

Outdoor concerts on six different stages

MORE THAN 250 PERFORMANCES

CULTURAL FESTIVAL

MORE THAN 500 CULTURAL EVENTS

CULTURAL FESTIVAL

At WorldPride Madrid 2017 we took culture out to the streets in its different genres. Music, dance, theater, poetry, fine arts, puppetry and others. We believe in a live, demonstrative, plural and free culture, our culture that filled the streets and squares of the city center allowing residents and visitors to enjoy the freedom and diversity that Madrid has to offer.

The cultural programme of WorldPride Madrid was disaggregated into three cultural festivals across the year: La Culta, la Oculta and Muestra-T.

MUSEUMSSUPPORT

¡MADRID! CENTRO
CIBELES DE CULTURA Y CIUDADANÍA

MUSEO THYSSEN-BORNEMISZA

MUSEO NACIONAL DEL PRADO

MUSEO NACIONAL CENTRO DE ARTE REINA SOFIA

MUSEO DE AMERICA

22.06
02.07

DAN NICOLETTA

EXHIBITION

SALA MERCADAL
COAM

22.06.2017 - 02.07.2017
COAM - Sala Mercadal
Calle de Hortaleza, 63 - MADRID

LEVI'S

la milk. guillermo vázquez.

Entrada
+ audioguía
16€
También venta online

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UN PASEO POR LA HISTORIA DEL ARTE

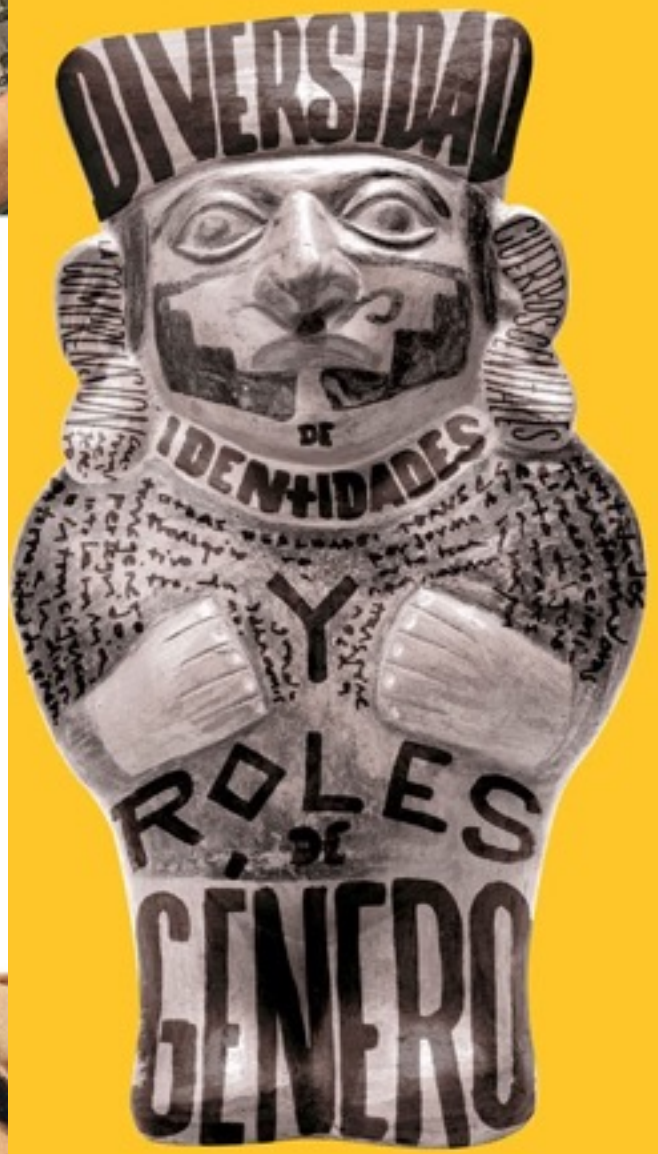
World Pride Madrid 2017.
Amor Diverso

Descubre la Colección a través
del nuevo recorrido LGTBI.

25 AÑOS MUSEO THYSSEN-BORNEMISZA MADRID

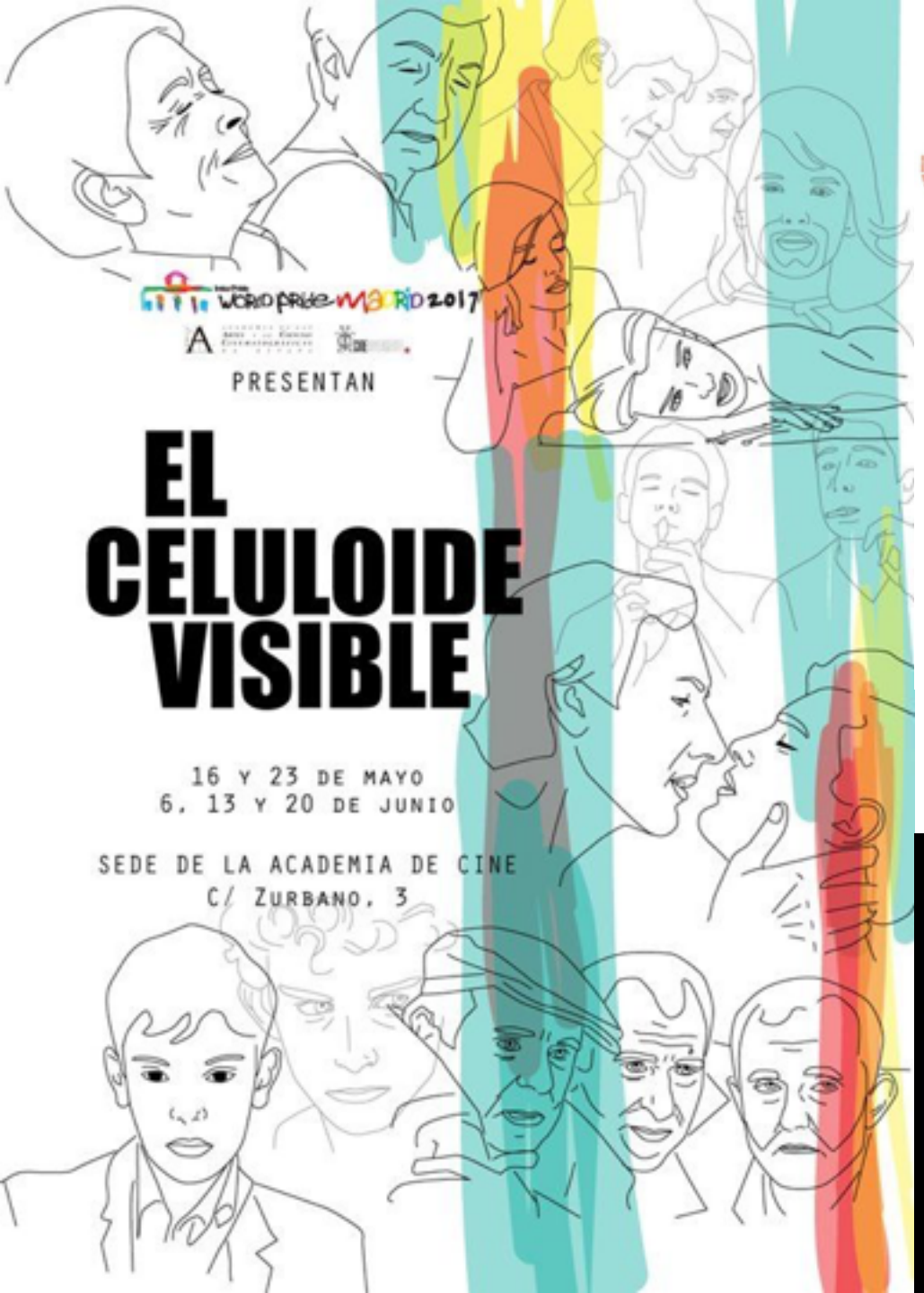
Paseo del Prado, 8. Madrid
(+34) 917 911 370
www.museothyssen.org

Giambattista Tiepolo *La muerte de Jacinto* (detalle), c. 1752-1753 © Museo Thyssen-Bornemisza, Madrid



TRANS*

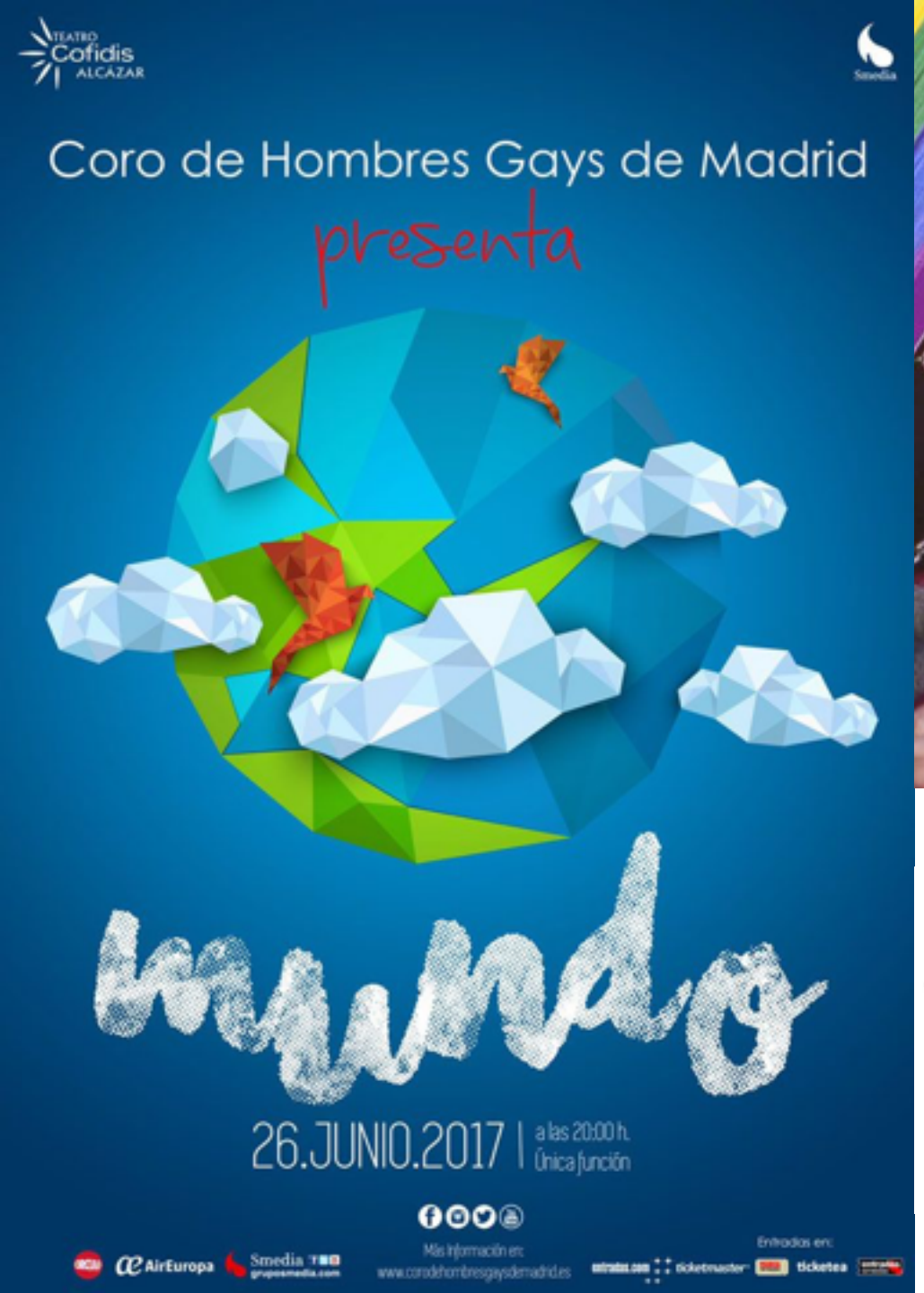
DAVID TRULLO
QUEER CABINET
EL MUSEO REVISITADO EN CLAVE HOMOERÓTICA
@MNAD_MADRID / JUNIO 2017


WORLD PRIDE MADRID 2017
PRESENTAN
EL CELULOIDE VISIBLE
16 Y 23 DE MAYO
6, 13 Y 20 DE JUNIO
SEDE DE LA ACADEMIA DE CINE
C/ ZURBANO, 3

CINE
Legaynés
VIERNES 9
SÁBADO 10
18:00 H
"Siempre fui Alex"
Temática LGTB
"Manolita, la Chen de Arcos"
Temática LGTB
19:30 H
"Los objetos amorosos"
Temática LGTB
18:00 H
"Mi reflejo"
Temática LGTB
19:30 H
"Mario, Kike y David"
Temática LGTB
"People you may know"
Temática LGTB
Leganés AYUNTAMIENTO
Concejalía de Deportes, Igualdad y Juventud
Área de Igualdad
Junta de Distrito de San Nicasio, Centro Cívico José Saramago (primera planta).
Avenida del Mediterráneo 24. Leganés . Metro San Nicasio

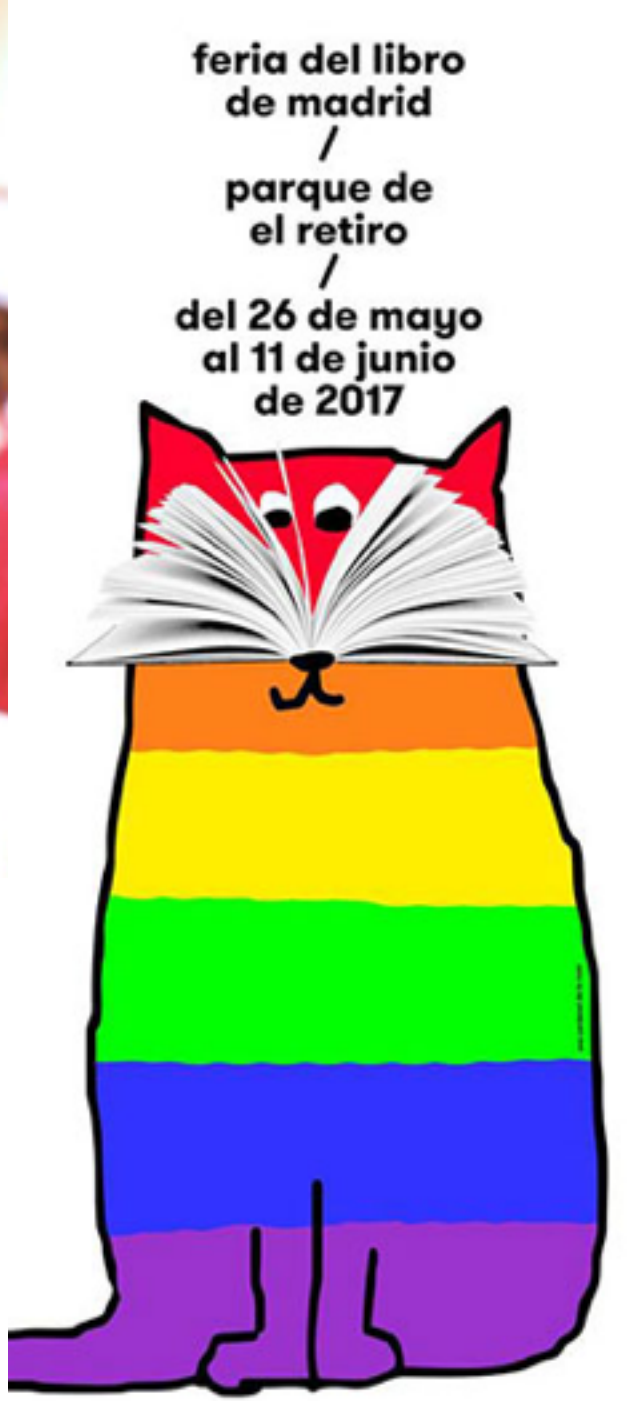
MULA FEST
Custom Edition
30 JUN - 1 - 2 JUL 2017
FERIA DE MADRID
MULAFEST.COM

FFF PRID
ID FASHION FILM FEST
JNIO, 2017
MADRIDF
ORGANIZA:
EM
ENRIMÚR


Teatro Cofidis Alcázar
Smedia
Coro de Hombres Gays de Madrid
presenta
mundo
26.JUNIO.2017 | a las 20:00 h. Única función
Más información en: www.corodehombresgaysdemadrid.es
Entradas en:
AirEuropa
Smedia
entradas.com
ticketmaster
ticketea

Und wir tanzen alle den Wahnsinn der Menschheit.
Todos bailamos la locura de la condición humana.
Miloš Forman

POETRY SLAM
MADRID
ESPECIAL FILM-WORLD PRIDE


feria del libro
de madrid
/
parque de
el retiro
/
del 26 de mayo
al 11 de junio
de 2017

SUBVERSIVAS

40 AÑOS DE ACTIVISMO LGTB EN ESPAÑA

SUBVERSIVES

InterPride WORLDPRIDE MADRID 2017

- For centuries, anybody who had displayed a non-normative sexuality or gender expression would be persecuted, burnt at the stake, jailed, stigmatized or vilified. In the 19th century, science coined the terms “homosexual” and “heterosexual” and included that form of dissent in the field of medical deviations.

- During the first decades of the 20th century, the sexual liberation movement started to flourish, particularly in Germany. In Spain, poets and writers like García Lorca, Cernuda or Sánchez Saornil dared to write, with certain caution, about “the love that dare not speak its name”. Fascism put an end to this shy visibility and the Franco regime persecuted these acts under the laws of Vagrancy and Social Danger.

- The Subversives exhibition project was held CentroCentro, inside the Palace of Cibeles, Madrid’s City Hall, together with various interactive exhibits and historic pride parade banners with their respective tag lines will be shown. The exhibition was a historic journey through nine themes with more than 200 pieces, both originals and reproductions.

SPORTS

SPORTS

Sports competitions filled Madrid with color, diversity and tolerance. Badminton, basketball, swimming, tennis, volleyball and rugby were some of the disciplines that combined international rivalry and friendship.

- **MADRID TENNIS OPEN**
- LAT41º TOURNAMENT
- RUGBY UNION CUP
- PRIDE GAMES
- DIVERSITY RACE
- WOMEN'S SOCCER COMPETITION

WORLDPRIDE PARK

WORLDPRIDE MADRID 2017

WORLDPRIDE**PARK**

MADRID RIO (PUENTE DEL REY)

A specially designed location called "WorldPride Park" was set to hold vendors, LGBT and human rights worldwide associations. WorldPride Park gave them the opportunity to connect with a diverse crowd from around the world. A community space open to everyone.

We had a whole program of activities for children, families, neighbors and visitors. A celebration of diversity for the whole family.

SÁBADO 1 DE JULIO MANIFESTACIÓN
MUNDIAL DEL ORGULLO LGTBQI+
WORLDPRIDE MADRID 2017
WORLDPRIDEMADRID2017.COM
#worldpride2017
MADRID
Viva la vida
DKISS

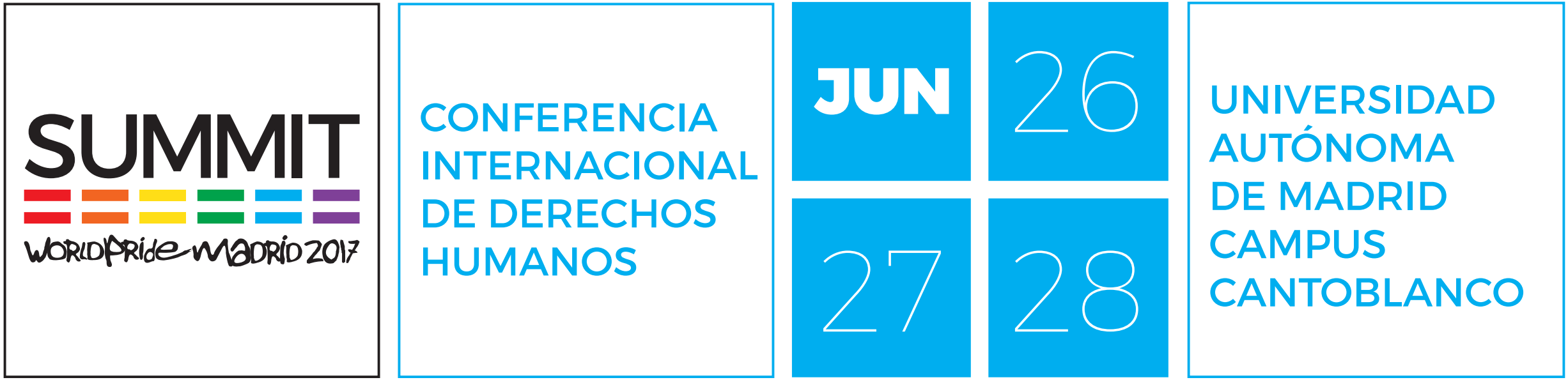
MADRID SUMMIT

SUMMIT
WORLDPRIDE MADRID 2017
SUMMIT
SUMMIT
SUMMIT

MADRIDSUMMIT

Cooperation with many embassies and international organizations has been very close as well, including the European Parliament, which joined willingly the WorldPride supporting different events, specifically the Madrid Summit held at the Autonomous University of Madrid from June 26th to 28th.

Our Summit was the biggest LGBTIQA+ Human Rights conference ever linked to a WorldPride. Madrid Summit gathered more than 170 speakers from across the world and more than 1000 attendees.



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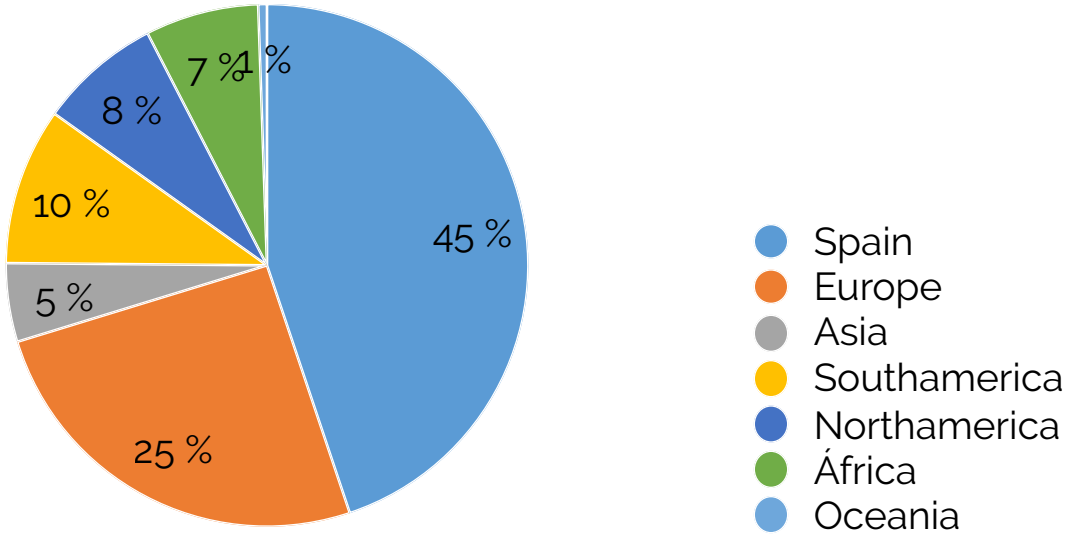
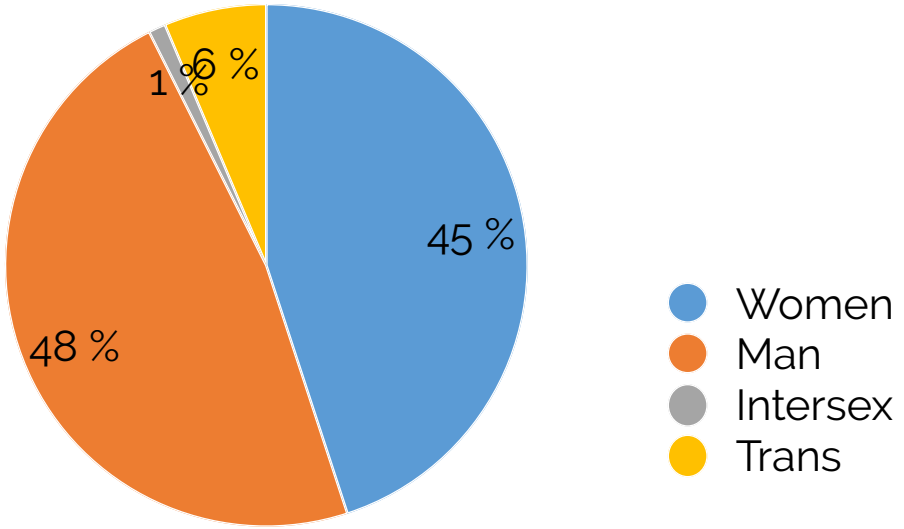
InterPride
EPOA

MADRIDSUMMIT STATISTICS

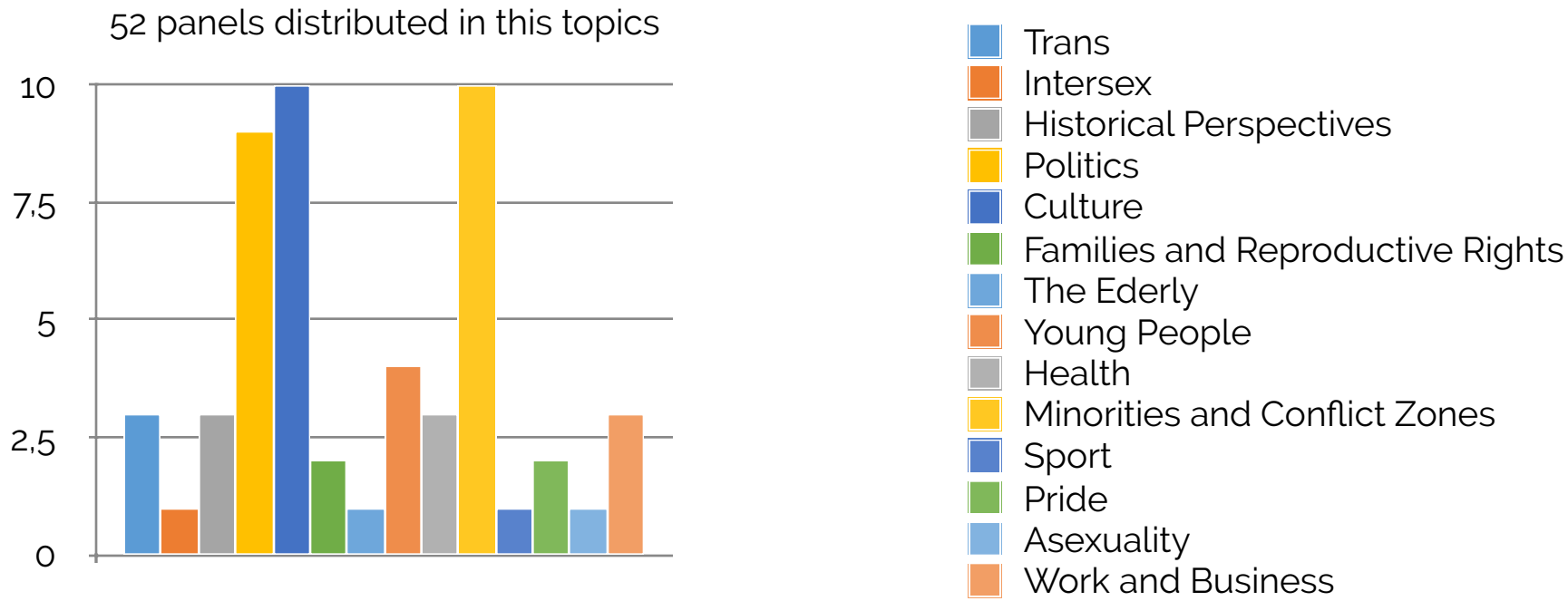
Speakers by region



By Gender

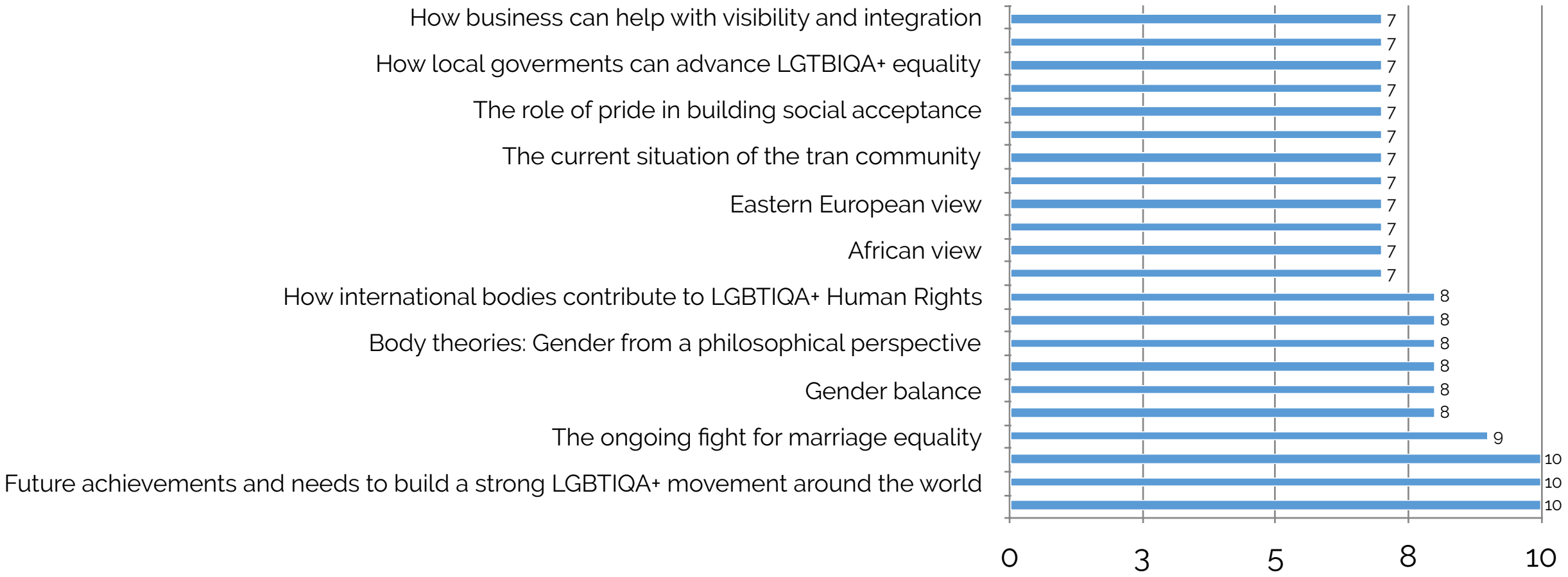


MADRIDSUMMIT STATISTICS



MADRIDSUMMIT STATISTICS

Ranking most popular panels



MADRIDSUMMIT DECLARATION

The Declaration of the Madrid Summit is a forward-looking tool that contains a series of statements that were gathered by participants during the Summit as a basis for the treatment of International Human Rights and specific requests on the LGTBIQA + reality such as the holding of an international convention of Human Rights in the coming years.

INTERPARLIAMENTARYSESSION

After the Summit, and with the Declaration of the Madrid Summit as a link, a group of 37 parliamentarians from around the world met in the Senate to discuss how to implement it for real life in the first LGBTIQA+ inter-parliamentary session in history. Currently this group, that advocates for the defence of Human Rights, is active and working for the next year.

SPONSORS & PARTNERS

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SUMMITSPONSORS

SUMMIT COLLABORATING ORGANIZATIONS & SUPPORTERS

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WORLPRIDE STATISTICS

According to the "Impact in the media" survey, from May 1st to July 15th 2017, WorldPride generated an advertising impact for the city of Madrid (being "WorldPride" the most repeated word in different press impacts) equal to 124,482,402€ in a virtual advertising budget invested in Press, TV, Radio and Internet (with a total of 20.959 impacts in those media), 6,186,791€ of which were related to international press impacts.

Also, the total audience impacts would be 7,250,214,700. The WorldPride has contributed especially to position internationally the "Madrid Brand", as it is a city event.

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Nyheter | Bilder & Videor | Kontaktpersoner

True Colours uppmärksammas på toppkonferens under World Pride i Madrid

Madrid pide prestada a París la etiqueta de 'ciudad del amor'

Los madrileños aseguran que "será un auténtico orgullo" recibir millones de visitantes de todo el mundo

Martes, 5 Septiembre, 2017

Diario16

Diario16 NÚMERO 15 Ya en tu kiosco

INICIO ACTUALIDAD OPINIÓN ECONOMÍA SOCIEDAD OCIO Y CULTURA DEPORTES

Sociedad

'Madrid Summit', la conferencia internacional de Derechos Humanos más grande por el Orgullo Gay

El encuentro tendrá lugar entre el 23 de junio y el 2 de julio en la Universidad Autónoma de Madrid

EL INDEPENDIENTE Suscríbete Mi perfil Buscar Menú

POLÍTICA ECONOMÍA OPINIÓN CIENCIA VIDA SANA TENDENCIAS

TENDENCIAS

La agenda más social del World Pride

WATCH LIVE: RADAR TRACKING HURRICANE IRMA GET ALERTS

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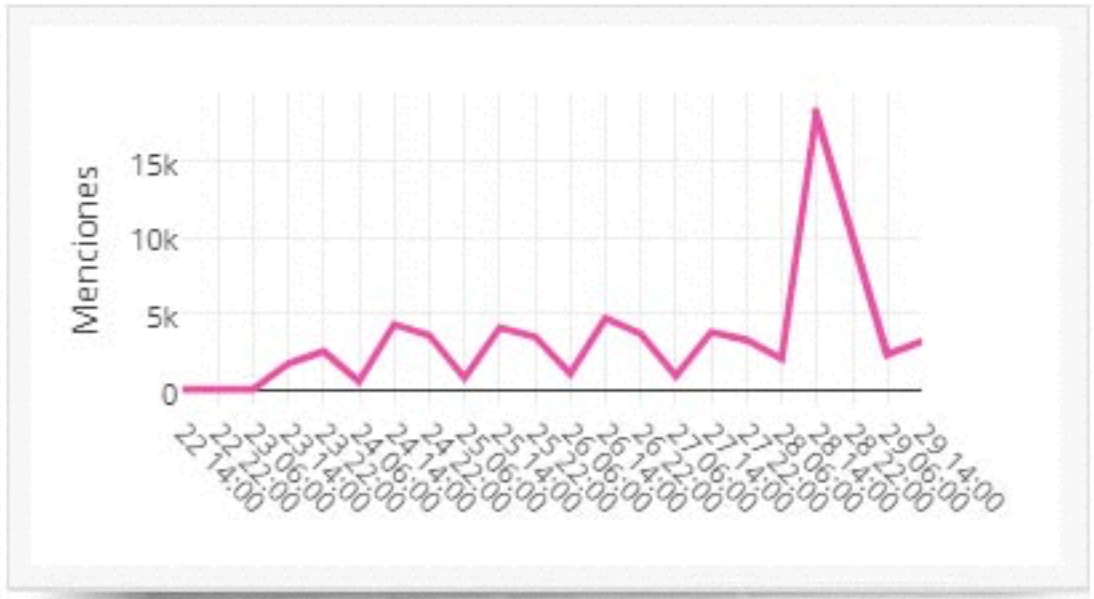
JUN 23 2017, 5:00 PM ET

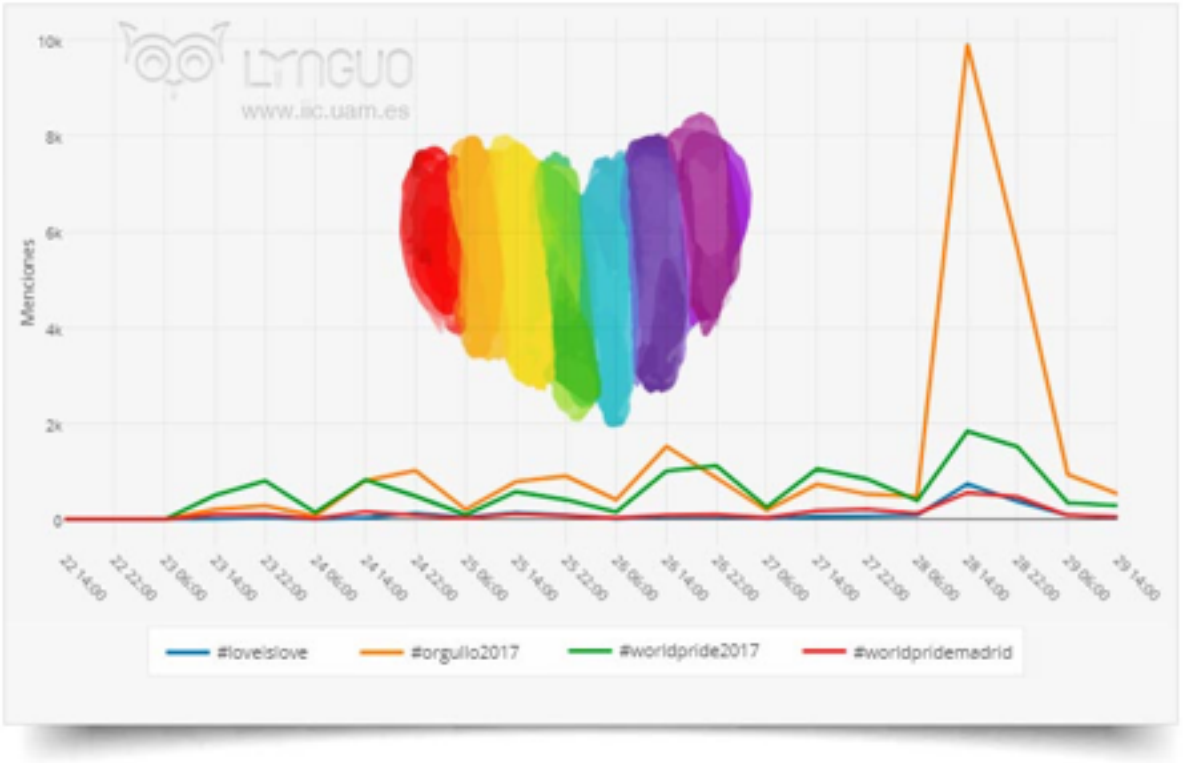
Madrid's Already Massive Pride Parade Goes Global for WorldPride

by DAN ALLEN

WORLPRIDE STATISTICS

- **Twitter Mentions**





WORLPRIDE STATISTICS

WORLPRIDE STATISTICS

WORLPRIDE STATISTICS

The event was a great economic injection: participants spent directly around 115 million € during those 5 days, reaching a direct expenditure of 390 million € throughout the whole event (from June 23th to July 2nd), all according to the data collected by BBVA & Data Analytics, based on transactions made with a bank card... That excludes the expenditure made in cash, so it must be added to those figures.