



FROM WED. 16th TO SUN. 20th MAY, 2018

**Fascination of International Sport Management:
Discover, Practice and Experience!**



9th EASM Summer School **MADRID KICKOFF**

Visit us on:
WWW.EVENTSGB.COM/EASM-SUMMER-SCHOOL

Feel free to contact us:
easmsummerschool@events.gb.com / info@events.gb.com

Events GB Calle Pintor Juan Gris, 3 1ºB Derecho 29020, Madrid Spain +34 915 563 806 www.events.gb.com

Host University:



Welcome to the EASM Summer School 2018

“The EASM School is a great opportunity for students and practitioners to enrich their degree with new insights in the field of International Sport Management and Marketing. Participants have the chance to build up their own international network within the sport business and to make new friends from all over the world. With the EASM Summer School 2018 being in Madrid the students will have a wonderful chance to experience a hotspot for Sport Management with two huge football brands in town and a great opportunity to enjoy academic and social highlights.”



Prof. Dr. Herbert Woratschek
Head of the EASM Summer School
Committee, Professor at the University
of Bayreuth, Germany

Welcome to Universidad Europea de Madrid

“I’m very proud that the EASM Summer School 2018 will be at the Universidad Europea de Madrid. That’s a fantastic opportunity for our Sports Management Degree students for knowing international students who have the same vocation. Our School of Sports Science is the only in Spain which has a Degree in Sports Management and this event is very important for improving our relationship with other Universities and other students in this area. I’m sure that it will be an amazing experience for everyone.”



Dr. Francisco López Varas

Dean of the School of Sports Science,
Universidad Europea de Madrid

Welcome to the EASM Summer School 2018



Prof. Markus Buser

Academic Coordinator of the
EASM Summer School,
Professor at the University of
Bayreuth, Germany

"EASM Summer School builds a platform for students, practitioners and researchers to get together and discuss various perspectives of international sport management. Lectures not only cover latest state of the art research but also practitioners' insights in the field of sport management. High class academic and social program will contribute to the great success of EASM Summer School 2018 in Madrid."

Welcome to Events GB

“The 9th EASM Summer School is a great opportunity for University students to broaden their knowledge in Sports Event Management as well as to increase their international networking while exploring and enjoying sports events in one of the vibrant cities of Europe.

I`m enthusiastic to present the 9th edition of EASM Summer School and to provide one more time an unforgettable experience to the participants during their career.”



Gerardo Bielons
Events GB Director

Academic Host

As a leader in the private higher education sector in Spain, Universidad Europea is a highly regarded academic institution committed to innovation, with over 16,000 students. Its mission is to offer its students a holistic education, training leaders and professionals that are equipped to respond to the needs of a global world, adding value to their professions and contributing to social progress through the application of an entrepreneurial spirit and a commitment to ethics.



**Universidad
Europea**

LAUREATE INTERNATIONAL UNIVERSITIES



**Escuela Universitaria
Real Madrid**
Universidad Europea



Module overview

Title	Fascination of International Sport Management: Discover, practice and experience
Responsible Organizer	Gerardo Bielons (under supervision of the EASM Board)
Learning Outcome	Overview of international sport management in the field of brands, marketing and sport events.
Content	<p>Introduction International Sport Management</p> <p>Sport Marketing & Consumer Behavior</p> <p>Sponsoring vs. Ambush Marketing</p> <p>Brand Management in Sport</p> <p>The Sport Value Framework & Innovations in Sport Management</p> <p>Sport Business Intelligence</p> <p>Sport fans & Fan Relationship Management</p> <p>The Special Features of Sports Clubs as Small and Medium –Sized Enterprises</p> <p>Broadcasting rights of football clubs and financial operations.</p> <p>UEFA financial fair play</p>
Teaching Methods	Distance learning (for preparation), lectures, group work, student presentations
Student Eligibility	Bachelor student, minimum second year or master student
Teaching Materials	Reading materials to prepare for the course (distance learning), presentations, case studies
Examination	Written exam (1 hour) at the last day of the EASM Summer School
Workload	<p>Preparation 140 h.</p> <p>Lectures 40 h.</p> <p>Total 180 h.</p>
ECTS	6

Time	Wednesday, 16th	Thursday, 17th	Friday, 18th	Saturday, 19th	Sunday, 20th
07:00 - 8:00	Individual and Groups Arrivals	Breakfast	Breakfast	Breakfast	Breakfast
8:00 - 8:15		Shuttle to Universidad Europea de Madrid	Metro to Goya Station	Shuttle to Universidad Europea de Madrid	Shuttle to Hotel Senator Barajas
8:15 - 8:30					
8:30 - 8:45		Lecture IV: Pedro Miguel Díaz Ridao	Excursion Sport Innovation: Microsoft Global Sports Innovation Center	Lecture VIII: Aila Ahonen	Time to study for the exam
8:45 - 9:00					
9:00 - 9:15		Coffee Break (Building C)	Shuttle to Caja Mágica	Coffee Break (Building A)	Final Exam
9:15 - 9:30					
9:30 - 9:45		Lecture V:Markus Buser	Excursion Sport Venue: Caja Mágica	Lecture IX: Risto Rasku	Metro to WiZink Centre
9:45 - 10:00					
10:00 - 10:15		Networking Lunch Time (Building A)	Networking Lunch Time	Networking Lunch Time (Building A)	
10:15 - 10:30					
10:30 - 10:45		Case Study Introduction and Time to work in Groups	Shuttle to Wanda Metropolitano Stadium	Time for Case Study Preparation	Basketball Match La Liga Endesa: Movistar Estudiantes vs. Herbalife Gran Canaria
10:45 - 11:00					
11:00 - 11:15		Shuttle to Escuela Universitaria Real Madrid	Tour Wanda Metropolitano Stadium	Coffee Break (Building A)	
11:15 - 11:30		EASM Summer School Presentation: Gerardo Bielons & Welcome UEM Dean Francisco López Varas			
11:30 - 11:45		Lecture I: Guido Schafmeister	Lecture VI: Risto Rasku	Presentation Case Study Poster Presentation- Self evaluation	Leisure time in Madrid (Recommended to visit Madrid de los Austrias)
11:45 - 12:00	Break time				
12:00 - 12:15	Break time	Shuttle to Santiago Bernabeu Stadium			
12:15 - 12:30					Coffee Break (Building C)
12:30 - 12:45	Lecture II: Diego Martinez	Lecture VII: David Ritpath	Shuttle to Hotel Senator		
12:45 - 13:00					
13:00 - 13:15	Shuttle to Hotel Senator Castellana	Tour Santiago Bernabeu Stadium			
13:15 - 13:30					
13:30 - 13:45	Leisure time opportunities in Madrid	Time for Case Study Preparation	Discover Madrid at Night		
13:45 - 14:00					
14:00 - 14:15	Typical Spanish Dinner: Museo del Jamón			Farewell Dinner at RealCafé Bernabeu	
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21:30 - 21:45					
21:45 - 22:00					

Lecturers



**Pedro Díaz
Ridao**

Senior lecturer at
Universidad
Europea

*“Leadership in
Sport
Management”*



Markus Buser

Senior lecturer at
University of
Bayreuth

*“Sport Sponsoring
vs. Ambush
Marketing”*



Risto Rasku

Senior lecturer at
JAMK
University

*“From Customer
Relationship
Management to
Fan Relationship
Management”*



Aila Ahonen

Senior Lecturer at
JAMK University

*“City Branding
and Sports”*



**Guido
Schafmeister**

Senior lecturer at
Sport
Management
Academy Bayreuth

*“Fascination of
International Sport
Management:
Digital
Transformation
and Sport
Business”*



David Ridpath

Senior lecturer at
Ohio University
Sport and Society
Initiative

*“Does the Live
Sports Experience
Matter?”
Battling
Technology and
Comfort to get
Butts in the Seats!*



Diego Martinez

Economic Control
Department at La
Liga

*“La Liga economic
control and
financial fair play
regulation”*



Pablo Burillo

Senior Lecturer at
Universidad
Europea

*“Mutua
Madrid Open:
Insight of
Economic and
Social Impact”*



Wednesday, 16th

7:00 – 13:30

Individual and Group Arrivals at Madrid Adolfo Suárez Barajas International Airport and Check in at 3* Hotel Senator Castellana



Address: Calle de Julián Besteiro, 37 28020 Madrid España

How to get to Hotel Senator Castellana from the Airport

Taxi: can be taken directly at the exit of the terminal and it has a fixed costs of 30€.

Bus: can be also taken directly at the exit of the airport.

At Terminal 1, 2 & 4, you can take bus line 203 will take you to Atocha train station.

1. Once arrived in Atocha train station, take Metro Atocha, go to Line 1 to Pinar de Chamartín.
2. Get off at Tribunal and transfer to Line 10, direction to Tres Olivos.
3. Get off at Cuzco and take the exit: impares
4. To go to the Hotel Senator from here : follow the map on the next slide.

Wednesday, 16th

Map from Metro Station Cuzco to Hotel Senator



DOWNLOAD PDFMETRO
MAP AT:

www.metromadrid.es

OFFICIAL APP of Metro:
Android & Apple

DOWNLOAD: "Metro de
Madrid Oficial"

How to get to Hotel Senator Castellana from the Airport

Metro: From Terminal 1, 2, 3 & 4 to Cuzco Metro
(nearest Metro station to hotel)

- 1) Take the Metro exit at the Airport T1, T2 or T3 then take Line 8, direction to Nuevos Ministerios.
- 2) Get off at Nuevos Ministerios and transfer to Line 10, direction to Tres Olivos.
- 3) Destination arrival: Cuzco and take the exit: impares.
- 4) To go to the Hotel Senator , follow the map shown.

Suggestion:

Buy a metro tourist card for 5 days, it costs 26,80€. You can buy it on the ticket machines at the entrance of any Metro station or directly from the Airport.

Wednesday ,16th

Lectures

13.30 – 14.00	Shuttle to Escuela Universitaria Real Madrid
14.00 – 14.15	Opening EASM SUMMER SCHOOL 2018: Gerardo Bielons



**Escuela Universitaria
Real Madrid**
Universidad Europea

Adress: Av. de Fernando Alonso, 8, 28108 Alcobendas, Madrid



Wednesday, 16th



Escuela Universitaria
Real Madrid
Universidad Europea

Adress: Av. de Fernando Alonso, 8, 28108
Alcobendas, Madrid

Lectures

14.15 – 14.30

Welcome speech by UEM Dean:
Francisco López Varas

14.30 – 15.45

Lecture I: Guido Schafmeister
"Fascination of International Sport Management"

15.45 – 16.15

Break time

Wednesday, 16th

Lectures

16.15 – 17.15

Lecture II: Diego Martinez

“La Liga economic control and financial fair play regulation”

17. 15 – 18.00

Lecture III: Pablo Burillo

“ Mutua Madrid Open: Insight of Economic and Social Impact ”



Diego Martinez



Pablo Burillo



18.15- 18.45

Shuttle to Hotel Senator Castellana

18.45 – 20.30

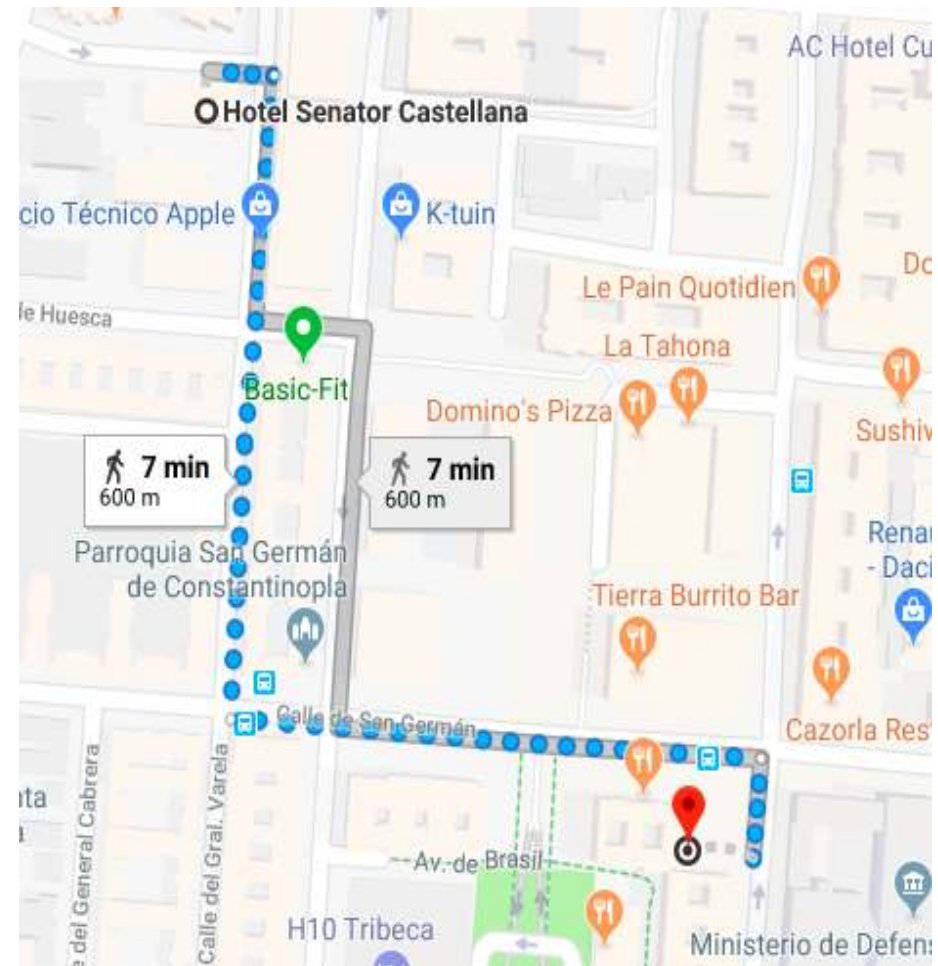
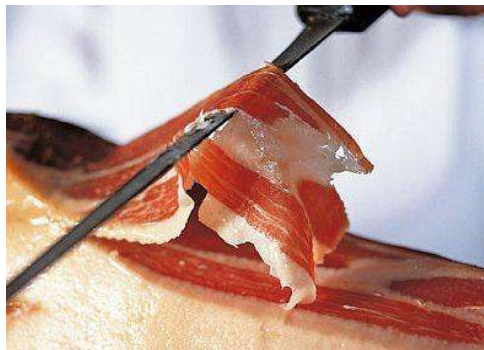
Leisure time

20.30 – 22.00

Typical Spanish Dinner: “Museo del Jamón”

How to arrive to Museo de Jamón from Hotel Senator Castellana

Address: Calle del poeta Joan Maragall, 15



Thursday, 17th

Lectures

7.00 – 8.15	Breakfast at Hotel Senator Castellana
8.15 – 9.00	Shuttle to Universidad Europea de Madrid
9.00 – 10.15	Lecture IV: Pedro Miguel Diaz Ridao <i>"Leadership in Sport Management"</i>
10.15 – 11.00	Coffee Break (Building C)



Universidad Europea de Madrid



Thursday, 17th



Lectures

11.00 – 12.15

Lecture V: Markus Buser
“Sport Sponsoring vs. Ambush Marketing”

12.15 – 13.30

Networking lunch time

13.30 – 15.15

Case Study Introduction and
Time to work in groups

15.15 – 15.30

Break time

15.30 – 16.30

Lecture VI: Risto Rasku
*“From Customer Relationship Management
to Fan Relationship Management”*



Thursday, 17th

16.30 – 16.45	Coffee Break (Building C)
16.45 – 17.45	Lecture VII: David Ritpath <i>"Fascination of International Sport Management: Digital Transformation and Sport Business"</i>
18.00 – 18.45	Shuttle to Hotel Senator Castellana
18.45 – 22.00	Leisure time



**Universidad
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Friday, 18th

Events

7.00 – 8.15	Breakfast at Hotel Senator Castellana
8.15 – 9.00	Metro to Microsoft Global Sports Innovation Center
9.00 – 9.45	Microsoft Global Sports Innovation Center (1st group)
9:45 – 10.30	Microsoft Global Sports Innovation Center (2nd group)



Microsoft Global Sports Innovation Center

How to get from Hotel to Goya Metro station

1. Take Cuzco Metro station, go to Line 10, direction to Puerta del Sur.
2. Get off at Alonso Martínez and transfer to Line 4, direction to Pinar de Chamartín.
3. Get off at Goya and take the exit : Conde de Peñalver, pares.

How to get from Metro Goya to Microsoft Global Sports Innovation Center

(Map on the right)

1. Head north to Narváez street to Goya street (20 meters)
2. Turn to the right towards Goya Street (350 meters)



Calle Goya 90, 28009 Madrid



La Caja Mágica



Wanda Metropolitano Stadium



Santiago Bernabéu Stadium

Events	
10.30 – 11.00	Shuttle to La Caja Mágica
11.00 – 12.30	Sport Venue: La Caja Mágica
12.30 – 13.30	Networking lunch time
13.30 – 14.30	Shuttle to Wanda Metropolitano Stadium

Events	
14.30 – 15.45	Tour Wanda Metropolitano
15.45 – 17.00	Shuttle to Santiago Bernabéu
17.00 – 18.30	Tour Bernabéu
18.30 – 22.00	Time for Case Study Preparation

Saturday, 19th

Events

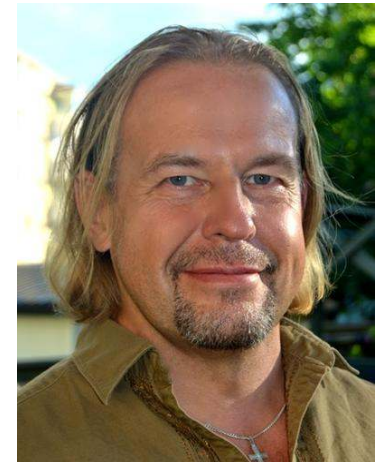
7.00 – 8.15	Breakfast at Hotel Senator Castellana
8.15 – 9.00	Shuttle to Universidad Europea
9.00 – 10.30	Lecture VIII: Aila Ahonen <i>"City Branding and Sports"</i>
10.30 – 11.15	Coffee Break (Building A)
11.15 – 12.30	Lecture IX: Risto Rasku <i>"Sports Business Intelligence"</i>



Universidad Europea Spaces



Aila Ahonen



Risto Rasku

Saturday ,19th



Events	
12.30 – 13.30	Networking Lunch Time (Building A)
13.30 – 14.45	Time for Case Study Preparation
14.45 – 15.00	Coffee Break (Building A)
15.00 – 17.00	Presentation Case Study Poster Presentation Self evaluation

Saturday, 19th



Events

17.15 – 17.45	Shuttle to Hotel Senator Castellana
17.45 – 22.00	Discover Madrid at Night

Sunday, 20th

Events	
7.00 – 8.30	Breakfast at Hotel Senator Castellana
8.30 – 9.00	Shuttle to Hotel Senator Barajas
9.00 – 10.00	Time to study for the exam
10.00 – 11.00	Final Exam
11.30 – 12.30	Metro Alameda de Osuna to Wizink Centre



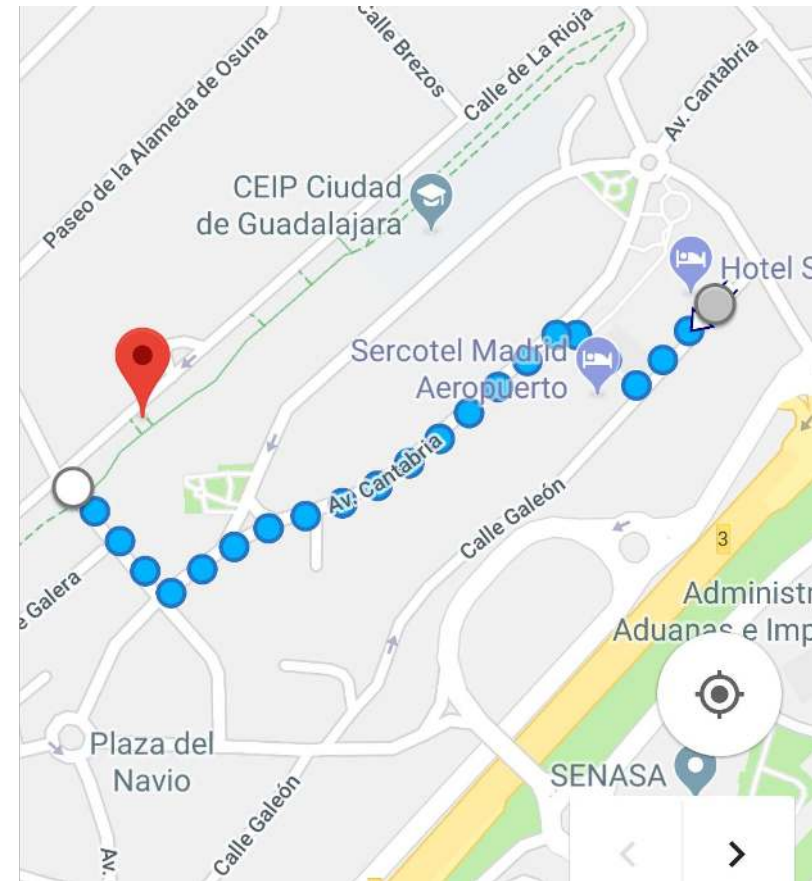
Nearest Metro from the Hotel
Senator Barajas

How to arrive to Wizink Centre from Hotel Senator Barajas

1. Take Metro Alameda de Osuna (line 5) direction to Casa Campo.
2. Get off at Las Ventas and change to Line 2 direction to Cuatro Caminos.
3. Get off at Goya and take the exit: Conde de Peñalver, pares.

How to get from Metro Goya to Wizink Centre

1. Head north to Narváez street to Goya street (20 meters)
2. Turn to the right towards Goya Street (350 meters)



From Hotel Senator Barajas to metro Alameda de Osuna (line 5)

wizink Center



Movistar Estudiantes

Kick Off - 12:30
VS



Herbalife Gran Canaria

Basketball match at WiZink Center
LA LIGA ENDESA:
Movistar Estudiantes vs Herbalife Gran Canaria

Sunday, 20th



Madrid de los Austrias



Real Café Bernabéu

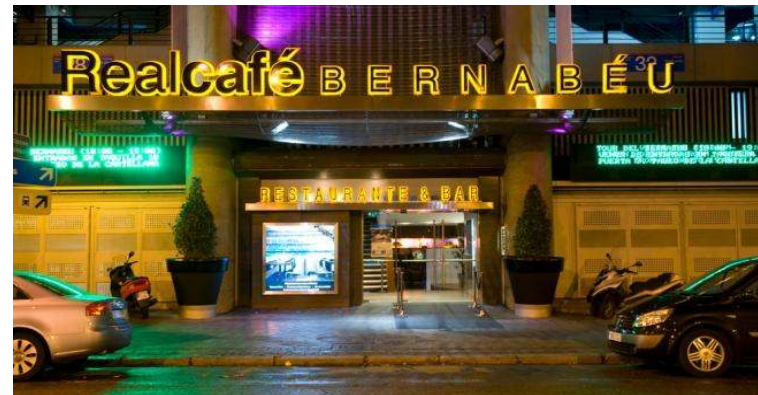
Events

15.00 – 19.30	Leisure time
19.30 – 22.00	Farewell Dinner at Real Café Bernabéu

How to arrive to RealCafé Bernabeu

Address: Avenida de Concha Espina nº 1

Metro: Santiago Bernabeú



Monday, 21st

Shuttle Bus from Hotel Senator Barajas to the Airport Terminals

Shuttle buses of the Hotel is FREE OF CHARGE

Exact schedule of shuttle buses : TO BE CONFIRMED



WELCOME

“Madrid is one of Europe's great cultural capitals. It's also a fun, friendly, caring, diverse, vibrant city, packed full of things to do for all audiences. It's one of those places where it's easy to feel part of the scene, to fit in with everyday life and adopt the customs and habits of the local residents. There's room for everyone here, so everyone's welcome.”



“No city on earth is more alive than Madrid, a beguiling place whose sheer energy carries a simple message: this city really knows how to live.” - Lonely Planet

Must - see attractions

Gran Via: The most famous street of Madrid and has an exciting atmosphere 24/7. Commonly known as the “Spanish Broadway” and shopping centre where you can find many theatres, cinemas and shops.

Its most outstanding landmarks include the **Metrópolis, Telefónica and Carrión buildings**.

Puerta del Sol square: Look for the ‘**Kilometre 0**’ plaque on the ground, which is the centre of the Peninsula then take a photo with the **Bear and Tree Strawberry** monument and the statue of Charles III. The clock at **Casa de Correos** always rings in the New Year.

Plaza Mayor: One the largest squares in Europe and hosts some of greatest bars and restaurants in Madrid. The Plazas vibrant atmosphere and its traditional architecture is a must see! Also you must eat a “**bocadillo de calamares**” around the square.



Must - see attractions

Royal Palace: Home to the Kings of Spain from Charles III to Alfonso XIII, Madrid's Royal Palace takes us on a journey through the history of Spain. Though it is no longer the royal family's home, it continues to be their official residence.

Temple of Debod: Egyptian temple dating back to the 2nd century BC, transported to Madrid's Cuartel de la Montaña Park. The temple was donated to Spain by the Egyptian government to save it from floods following the construction of the great Aswan Dam.

Cibeles Fountain: Created in 1782 and situated in its current location since 1895. It has also become a symbol of the capital. The Fountain depicts the Roman goddess of the same name (Cybele in English), symbol of the Earth, agriculture, and fertility, atop a chariot drawn by lions.



Must - see attractions

La Puerta de Alcalá: The "Alcalá Gate" several meters away from the main entrance to the Buen Retiro Park. The Gate was a real door to enter in the city and was erected as a triumphal arch to celebrate the arrival of the King Charles III in Madrid.



Buen Retiro Park : A trip to Madrid is not complete without a walk through Retiro Park, the green lungs of the city. Madrid`s largest parks and features cultural, leisure, and sport activities to all people. Rowing a boat on the lake is a must!



El Rastro: is a market held every Sunday in Madrid between 9am and 2pm. A great chance to explore a market from hundreds of different sellers with many Spanish specialties.



Golden Triangle of Art : Museums

Prado Museum: One of the most famous art galleries in the world, boasting the finest collection of Spanish paintings by **Goya**, **Velazquez** and **El Greco**.

The collection currently comprises around 7,600 paintings and thousands of other works of art and historic documents, prints and sculptures.

Reina Sofía Museum: **Picasso's Guernica** is the jewel in the crown of this museum specialising in contemporary art, where Spanish artists take pride of place. This is a chance to see works of art from the late 19th century to the present day (don't miss the works by Dalí and Miró).

Museo Thyssen – Bornemisza: A journey through the last seven centuries of European art, from the early 13th to the late 20th century. **Dürer**, **Frans Hals**, **Gauguin**, **Van Gogh** and **Kirchner** are just some of the great masters on display in the Villahermosa Palace.



Gastronomy

Chocolate con Churros: Cylindrical doughnuts made of deep-fried flour, are typically eaten dipped in hot chocolate. You'll find them at street stalls and cafés, and they also make a great late after - noon snack.

San Ginés : Pasadizo de San Ginés, 5

Jamón Serrano: Since antiquity Spaniards have produced dry-cured hams. You can eat it alone, with tomato and a toast with melon (typical dish), with eggs and fries.

**Museo del Jamón : Carrera de S. Jerónimo, 6
Calle Mayor, 7**

**Plaza Mayor, 18
Calle Gran Vía, 72**

Bocadillo de Calamares: Consists of a fresh bread roll filled with squid rings that have been coated in flour and deep-fried in olive oil. Madrileños usually wash down their *bocadillo de calamares* with a small beer.

El Brillante : Plaza del Emperador Carlos V, 8

Cocido Madrileño: A culinary symbol of Madrid. It's a two-for-one: the first course is a noodle soup and the second is stewed meat, bacon, chickpeas and other ingredients that vary depending on individual preference, such as carrots, turnips, cabbage, potatoes, morcilla (blood sausage) and chorizo sausage.

Cruz Blanca Vallecas: Martín Álvarez, 58



Gastronomy



Plaza San Miguel, s/n 28005

San Miguel Market opened in May 1916 as a food market and became Madrid's first gastronomy market in May 2009.

Market is the city's gastronomic temple, the contemporary essence of all the corners of Spanish cuisine. From the best Iberian ham, fresh seafood brought from Galicia to Mediterranean rice and cheese from Castile, Asturias or the Basque Country. The finest products and wine from 30 permanent stands.

SPANISH TAPAS that are worth a try



Tortilla de Patatas



Croquetas



Patatas Bravas



Embutidos & Queso

Nightlife

(AROUND CITY CENTRE)



La Vía Lactea (Pub)

Calle de Velarde nº 18, 28004



Tupperware (Pub)

Calle Corredera Alta de
San Pablo, 26 28004



Coconut Bar (Cocktail Bar):

Calle San Roque, 14
28004



El Penta (Pub)

Calle La Palma 4,
28015



BarCo (Live Band Bar)

Calle Barco, 34
28004



Ojalá (Cocktail Bar)

Calle de San Andrés, 1
28004

Nightlife



GYMAGE Lounge – Rooftop Bar
Calle de la Luna 2,
28004



**Las Cuevas de Sandó
(Cocktail Bar – Galaxy)**
Calle Plaza Santo Domingo 13,
28013



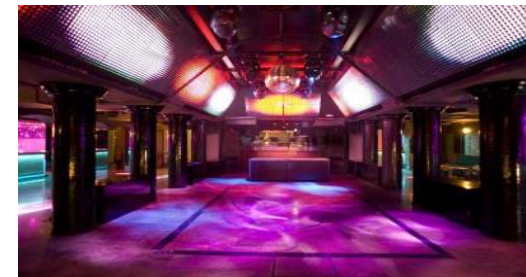
**Muana Loa
(Cocktail Bar - Hawaiian)**
Plaza Sta. Ana, 13, 28012



Kapital (Disco Club)
Calle de Atocha, 125, 28012



Joy Eslava (Disco Club)
Calle del Arenal, 11, 28013



MoonDance (Disco Club)
Calle Aduana 21, 28012

PANORAMIC VIEWS

Circulo Bellas Artes



Price: 4 euros **Mon. to Fri. (09.00 – 22.30)**
Sat. to Sun. (11.00 – 22.30)
Calle de Alcalá, 42, 28014

Cibeles Rooftop



Price: 2 euros
Tues. to Sun. (10:00 a 20:00 h)
Plaza Cibeles, 1, 28014

Faro de Moncloa



Price: 3 euros
Mon. to Sun. (10.00 – 20.00)
Avenida Arco de la Victoria , 2 28040

Gourmet El Corte Inglés Callao



Price: FREE!
Mon. to Sun. (10:00 a 1:00 am)
Plaza del Callao, 2 28013

FLAMENCO SHOWS



- 1 Corral de la Morería**
 Morería, 17
 ÓPERA
 91 365 84 46
www.corraldelamoreria.com



- 2 Torres Bermejas**
 Mesonero Romanos, 11
 CALLAO / GRAN VÍA
 91 532 33 22
www.torresbermejas.com



- 3 Café de Chinitas**
 Torija, 7
 SANTO DOMINGO / ÓPERA
 91 547 15 02
www.chinitas.com



- 4 Las Carboneras**
 Conde de Miranda, 1
 ÓPERA / SOL SOL
 91 542 86 77
www.tablaolascarboneras.com



- 5 Las Tablas**
 Plaza de España, 9
 PLAZA DE ESPAÑA
 91 542 05 20
www.lastablasmadrid.com

More info:

SOCIAL EVENTS

Meninas Madrid Gallery



Art arrives to the streets of Madrid! The masterpiece of Velasquez “Las Meninas” figures are distributed throughout the city. It is a chance for you to take pictures with them.

Are you a fan of Spanish cuisine? Trying Rabo de toro (oxtail stew) is a thing you shouldn't miss. May is the month of rabo de toro and 20 restaurants in Madrid participate in the festival.

A special menu of 30€ consists of a starter, oxtail stew, a drink and a dessert or coffee.

For more info: <https://www.esmadrid.com/en/whats-on/oxtail-stew-month>

Oxtail Stew Month



More info:



MADRID`S CLIMATE

In spring, [Madrid](#)'s parks, gardens and green spaces are bursting with flowers. From the month of May, the weather becomes almost summery, with average temperatures reaching 21°C (70°F).

SCHEDULE OF PUBLIC TRANSPORT

METRO

Open daily from 6:00 a.m. to 1:30 a.m., although some stations have limited opening times.

Service frequency depends on the line, time and day of the week, between 2 to 5 minutes in peak hour and 15 minutes on evenings.

MADRID CITY BUSES: EMT

Operate daily from 6:00 a.m. to 11:45 p.m. Service frequency depends on the time of the day and the bus route, between 5 and 8 minutes.

From 11:45 p.m. through the whole night, a network of 25 night bus lines comes into operation during the night of all days of the week while the underground system is closed.

More info:

How to get to the nearest Hospital

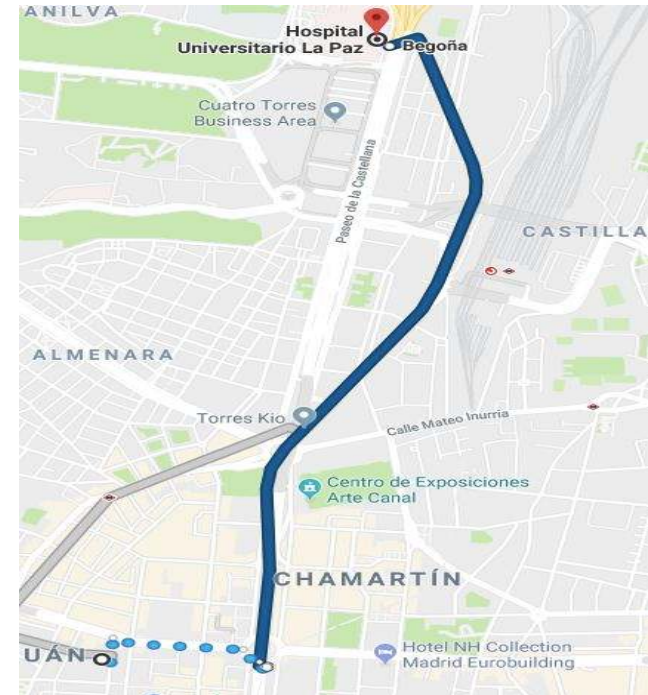
HOSPITAL UNIVERSITARIO LA PAZ

METRO

1. Take Metro Cuzco, go to line 10 direction to Tres Olivos.
2. Get off at Begoña station.
3. Follow the signs for Ciudad Sanitaria La Paz and you have to walk 80 meters.



Paseo de la Castellana, 261, 28046



More info:

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HAVE A SAFE FLIGHT BACK HOME AND
SEE YOU NEXT YEAR!

