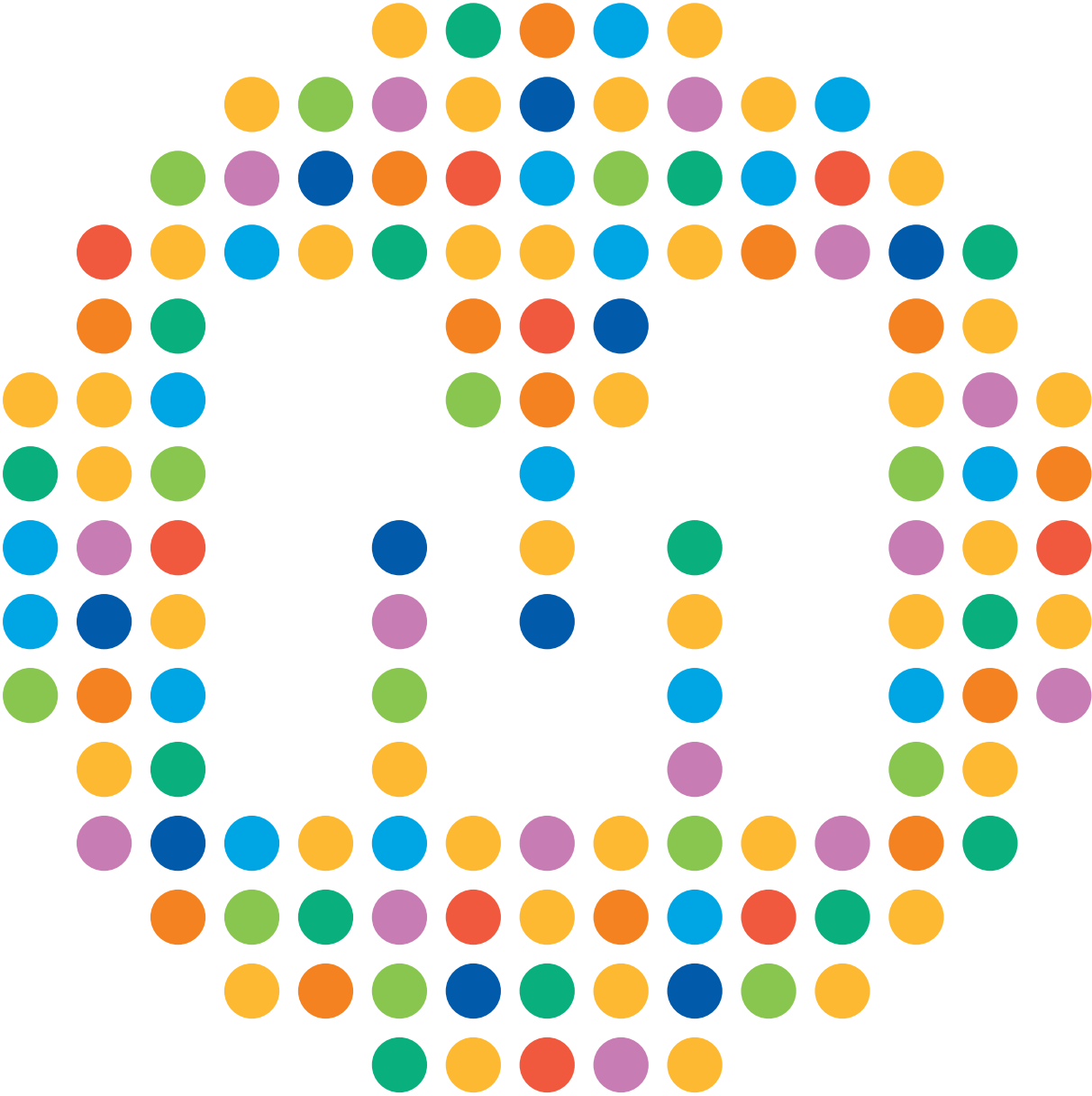


Madrid Global Ranking Report

2025



Madrid Global Ranking Report

2025

General Coordination of the Mayor's Office
General Directorate for Institutional Relations and Strategic Projects
Strategic Projects and Business Participation Office
Madrid City Council

Legal Deposit No: M-13219-2020

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RANKINGS PUBLISHED IN 2024

 | MADRID

2025 edition

38
rankings analyzed



7
thematic chapters

● ● ● ● ● ● ●

31
Global rankings

⊕

7
European rankings

⊖

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Madrid in the World: the city that is conquering the future

Madrid continues to shine brightly on the international stage. In its fifth edition, Madrid in the World establishes itself as a key tool for understanding how our city ranks among the world's major capitals. This year, the report analyses 38 international rankings published in 2024–31 Global and 7 European—that highlight Madrid's prestige, dynamism, and international profile.

Why do rankings matter? Because they not only measure a city's performance but also impact its reputation, influence key decisions, and strengthen its ability to attract talent, investment, companies, and visitors.

Madrid once again reaffirms its position as a major global capital. This year, it ranked among the top 10 in the Mori ranking for its ability to attract people, capital, and businesses. It is the third most influential city in Europe, behind only London and Paris (Kearney); the seventh-best city in the world to live, visit, and work (Resonance); and its brand ranks among the 20 most valued on the planet (Brand Finance).

Madrid inspires admiration and is widely considered to have one of the best lifestyles in Europe. It's the EU region with the highest life expectancy at birth (Eurostat), the world's second most livable city (Mori), Europe's third-best city for lifestyle (Financial Times), fifth-best for quality of life worldwide (Monocle), and the seventh-best city for expats (Internations).

But Madrid doesn't just offer an outstanding quality of life: it has also become a leader in digital government, ranking number one again in the UN Local Online Service Index (LOSI) and topping the list of emerging startup ecosystems according to Startup Genome. Furthermore, its prestigious business schools and its reputation as one of the world's most student-friendly cities make Madrid a magnet for students and professionals from around the world.

Economically, Madrid stands out as a safe, reliable,

dynamic city brimming with opportunities. It's the second most attractive European city for real estate investment (PwC), the third most favored by investors (CBRE), and ranks third for human capital (Financial Times) and fifth for ease of doing business (Financial Times). All this in a city with soul, history, and ambition.

Cosmopolitan, open, and vibrant, Madrid is the fifth most sporting city in the world (Burson), the second most desired global destination (Euromonitor), and one of the most highly rated cultural capitals (Mori). Madrid has long been recognized as the world's leading destination for meetings and conference tourism and ranks as the eighth city in the world for hosting international meetings and conferences, according to ICCA.

Madrid never stops. It's a global and dynamic city that stands out not only for its gastronomy, culture, and heritage, its excellent connectivity, and its friendly and welcoming people, but also for spearheading one of the most ambitious urban transformations, with projects such as Madrid Nuevo Norte, the installation of Europe's most advanced waste management plant, and a firm commitment to open innovation and public-private collaboration.

Madrid is thriving. It's a city with vision, drive, and ambition. International rankings not only confirm its growth but also applaud its model. Madrid is an inspiration for other cities around the world and an example of how a commitment to excellence, sustainability, and innovation builds a better future.

José Luis Martínez - Almeida
Mayor of Madrid

Top 10 Madrid

Madrid's perception in the international rankings highlights its high quality of life, its commitment to its residents, and its ability to offer a vibrant and diverse experience that combines the modern and the traditional. Its cosmopolitan atmosphere and most appreciated lifestyle contribute to its global recognition as a highly attractive destination both for living and visiting.

Madrid in the World's Top 10

● GLOBAL CAPITAL

7th

World's best city

–
Resonance, World's Best Cities Report 2025

10th

Most magnetic city in the world

–
Mori Memorial Foundation, Global Power City Index 2024

● CITY WITH QUALITY OF LIFE

5th

World's city with the highest quality of life

–
Monocle, Quality of Life Survey 2024

5th

World's sports city

–
Burson Ranking of Sports Cities 2024

7th

World's best city for expats

–
InterNations, Expat City Ranking 2024

● INNOVATIVE CITY

1st

World's top city for digital public services

–
UN, E-Government Survey 2024

1st

World's emerging startup ecosystem

–
Startup Genome, Emerging Ecosystems Ranking, GSER 2024

● VIBRANT CITY

1st

World's Leading Meetings & Conference Destination 2024

–
World Travel Awards, World's Leading Meeting & Conference Destination 2024

2nd

World's top city destination

–
Euromonitor Internacional, Top 100 City Destinations Index 2024

8th

World's most popular destination for international meetings

–
ICCA, Business Analytics 2023¹

9th

World's most-visited museum (Museo Nacional del Prado)

–
TEA & AECOM, Theme Index and Museum Index 2023

Madrid in the European Top 10

GLOBAL CAPITAL

3rd
 Europe's most influential city
 –
 Kearney, *Global City Index (GCI), Global Cities Report 2024*

4th
 Europe's best city
 –
 Resonance, *World's Best Cities Report 2025²*

5th
 Europe's most magnetic city
 –
 Mori Memorial Foundation, *Global Power City Index 2024*

8th
 Europe's top city brand
 –
 Brand Finance *Global City Index 2024*

CITY WITH QUALITY OF LIFE

1st
 European region with the highest life expectancy
 –
 Eurostat, *Life expectancy at birth 2024 (data 2022)*

3rd
 Major European city with the best human capital and lifestyle
 –
 fDi Intelligence, *European Cities and Regions of the Future 2024*

3rd
 Europe's sports city
 –
 Burson Ranking of *Sports Cities 2024*

4th
 Europe's best city for expats
 –
 InterNations, *Expatriate City Ranking 2024*

5th
 Europe's city with the highest quality of life
 –
 Monocle, *Quality of Life Survey 2024*

INNOVATIVE CITY

1st
 Europe's top city for digital public Services³
 –
 UN E-Government Survey 2024

3rd
 Europe's emerging ecosystem with four or more unicorns in the last 10 years
 –
 Startup Genome *Global Startup Ecosystem Report 2024 (GSER)*

8th
 Europe's innovation ecosystem
 –
 Mind the Bridge, *Startup Ecosystem Stars Report 2024*

10th
 Europe's startup ecosystem
 –
 StartupBlink Global, *Startup Ecosystem Index 2024*

CONNECTED AND SUSTAINABLE CITY

3rd
 Best airport in Southern Europe
 –
 Skytrax, *World Airport Awards 2024*

4th
 Europe's busiest airport
 –
 ACI *World Airport Traffic Dataset 2023*

VIBRANT CITY

1st
 Europe's Leading Meetings & Conference Destination
 –
 World Travel Awards, *Europe's Leading Meeting & Conference Destination 2024*

2nd
 Europe's top city destination
 –
 Euromonitor *Top 100 City Destination Index 2024*

6th
 Europe's most attractive city for retailers
 –
 MODAES *Hot Retail Cities 2024*

7th
 Europe's most popular destination for international meetings
 –
 ICCA³, *Business Analytics 2023*

7th
 Europe's best museum (Museo Nacional del Prado)
 –
 TEA & AECOM⁴, *Theme Index and Museum Index 2023*

8th
 European city with the most overnight stays (bednights)
 –
 City Destinations Alliance³, *City Travel Report 2023-2024*

CITY THAT ATTRACTS BUSINESS

2nd
 most attractive European city for real estate investment
 –
 PWC³, *Emerging Trends in Real Estate Europe 2025*

3rd
 most attractive European city for cross-border investment
 –
 CBRE, *Europe Investor Intentions Survey 2024*

4th
 European city with the best FDI strategy
 –
 fDi Intelligence, *European Cities and Regions of the Future 2024 (Major cities)*

5th
 most business-friendly city in Europe
 –
 fDi Intelligence, *European Cities and Regions of the Future 2024 (Major cities)*

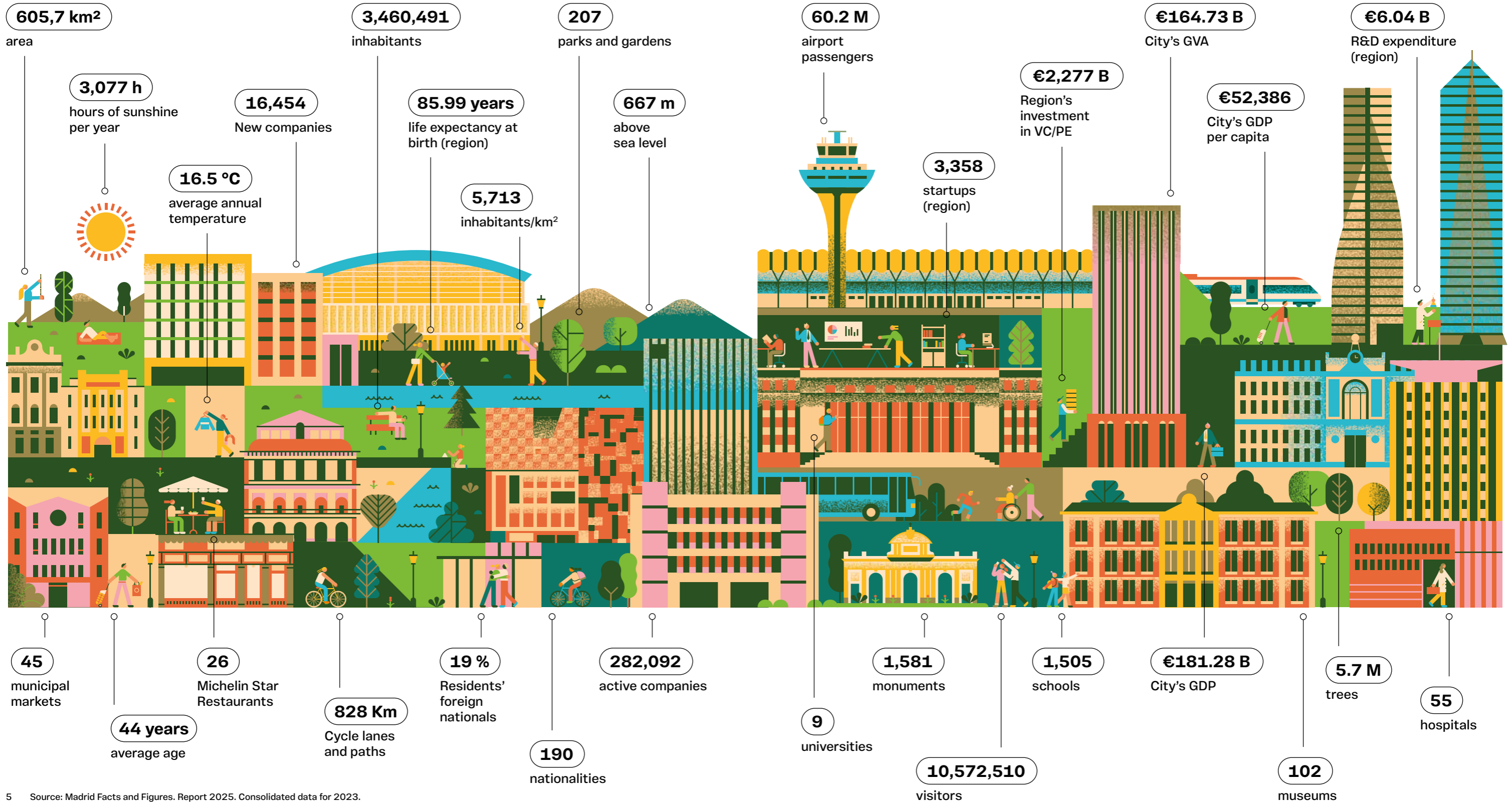
7th
 Europe's most attractive city for foreign investment
 –
 fDi Intelligence, *European Cities and Regions of the Future 2024 (Major cities)*

² Ranking published in 2024

³ Tied with Tallinn

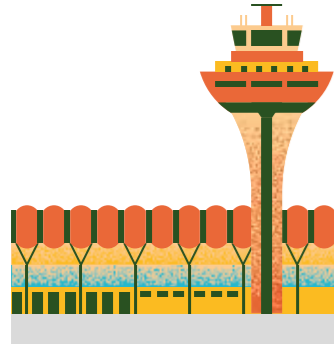
⁴ Ranking published in 2024

30 interesting facts about Madrid⁵



5 Source: Madrid Facts and Figures. Report 2025. Consolidated data for 2023.

Madrid's Top city projects in the rankings



● **The EU' largest Airport**

The City's Adolfo Suárez Madrid-Barajas Airport will become the EU's largest Airport

— *Resonance, World's Best Cities 2025*



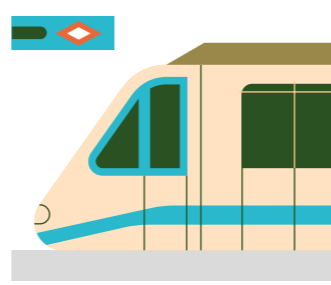
● **The Metropolitan Forest of Madrid**

Madrid's green city wall — *Resonance, World's Best Cities 2025*



● **Pilot sensor-equipped containers**

Madrid has the most advanced smart waste management infrastructure in Europe — *IESE, Cities in Motion 2024*



● **Automated Metro Lines**

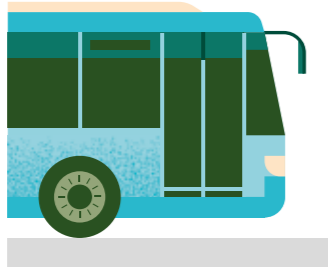
Madrid is a leading city in Europe in autonomous transport — *Oliver Wyman Forum, Urban Mobility Readiness Index 2024*



● **Madrid Nuevo Norte**

The largest urban regeneration project in Europe

— *Resonance, World's Best Cities 2025*



● **Europe's largest electric bus charging station**

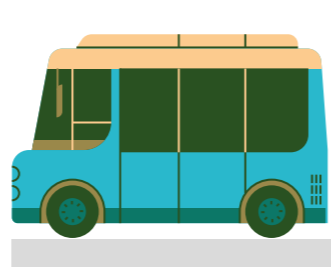
Madrid supports clean air initiatives

— *Oliver Wyman Forum, Urban Mobility Readiness Index 2024*



● **Madrid's Cultural Landscape**

— *Resonance, World's Best Cities 2025*



● **Electric bus Network**

In Madrid EV charging stations and bike lanes are everywhere

— *Oliver Wyman Forum, Urban Mobility Readiness Index 2024*



Pioneering the future: major city projects that will transform Madrid

● Foro for Madrid

Public-Private Partnership program of the Madrid City Council

– wemadrid.es/en/colaboramos/

● Green Walk of the SouthWest

The urban regeneration project in southwest Madrid

– madrid360.es/

● Volunteers for Madrid

City of Madrid Solidarity Corps

– wemadrid.es/en/comprometida-confiable/

● Town Hall 5.0

Madrid City Council Digitalization project

– wemadrid.es/attractiva-innovadora/

● From waste to energy

Biomethanization complex at the Valdemingómez Technology Park

– wemadrid.es/en/we-give-life-to-waste/

● Illustrated Cultural Maps

An initiative to promote Madrid's cultural and tourist attractions

– madrid-destino.com/mapas-culturales-ilustrados/

● Madrid Audiovisual

Madrid City Council Audiovisual Support program

– wemadrid.es/madrid-audiovisual

● Calle 30 Natura

Project to cover the side walls of the Madrid M30 ring road with vertical gardens

– wemadrid.es/en/madrid-mas-verde/

● Madrid Talent

Madrid City Talent Attraction Program

– wemadrid.es/en/attractiva-innovadora/

● La Nave Madrid

Madrid City Council Innovation Center

– lanavemadrid.com

● Mobility hubs

Spaces for driving forward the urban mobility

– wemadrid.es/en/attractiva-innovadora/

● Everything is in Madrid

A Georeferenced digital guide to commerce, hospitality, and services in Madrid

– todoestaenmadrid.com/

● Wemadrid

Official Website of the City of Madrid for international promotion

– wemadrid.es

● Parque Ventas

A new green space that will transform Madrid in 2027

– wemadrid.es/en/madrid-mas-verde/

● Madrid Emprende

Madrid City Council Entrepreneurship Program

– madridemprende.es

● Madrid In Game

Initiative to promote the video game industry and gamification in Madrid

– madridingame.es

● We move with 0 Emissions

100% clean electric fleet

– wemadrid.es/0-emisiones

● We Are 21 Districts

Program to bring culture closer to neighborhoods

– 21distritos.es

● Metropolitan Forest

A large forest ring that will surround the city

– bosquemetropolitano.madrid.es

● Restoration of the Puerta de Alcalá

Europe Nostra 2025 Prize award

– restauracionpuertadealcala.es

● Invest in Madrid

Free support to companies planning to set up in Madrid

– madridinvestmentattraction.com

● Madrid Innovation

Program to promote technological innovation in Madrid

– madridinnovation.es

● Waste for mobility

Biomethane from Valdemingómez to power EMT buses

– wemadrid.es/en/we-give-life-to-waste/

● Madrid Nuevo Norte

The major urban regeneration project in the North of Madrid

– wemadrid.es/madrid-nuevo-norte

● SAMUR – Civil Protection

The Municipal Assistance and Rescue Emergency Service

– wemadrid.es/en/comprometida-confiable/

● Madrid Cybersecurity Centre

Information Protection and Cybersecurity Center

– wemadrid.es/attractiva-innovadora/

● Madrid SandBox

The city as a testing ground for innovative projects

– wemadrid.es/attractiva-innovadora/

● Landscape of Light

World Heritage designation for Paseo del Prado and Buen Retiro. Landscape of Arts and Sciences

– paisajedelaluz.es

1 Global Capital

RANKINGS ANALYZED

01 *Global Power* – Mori Global Power City Index 2024 | 02 *Global Influence* – Kearney Global Cities Report 2024 | 03 *Best Cities* – Resonance World's Best Cities Report 2025 | 04 *Smart Cities* – IESE Cities in Motion 2024 | 05 *Smart Cities (perception)* – IMD Smart City Index 2024 | 06 *City Brand* – Brand Finance Global City Index 2024



01. Global power

Madrid is the world's 10th most magnetic city in the world. The Spanish capital has climbed 4 spots and re-entered the Top 10 in the ranking published by the Japanese Mori Memorial Foundation's Institute for Urban Strategies, that ranks 48 major cities of the world according to their "magnetism" or their comprehensive power to attract people, capital and enterprises from around the world.

AREAS **6** INDICATORS **70** YEAR **2024** RANKINGS ANALYZED **– Mori Global Power City Index**

CITIES ANALYZED **48**

MADRID'S OVERALL SCORE

10th
most magnetic city in the world
↑ 4 vs 2023

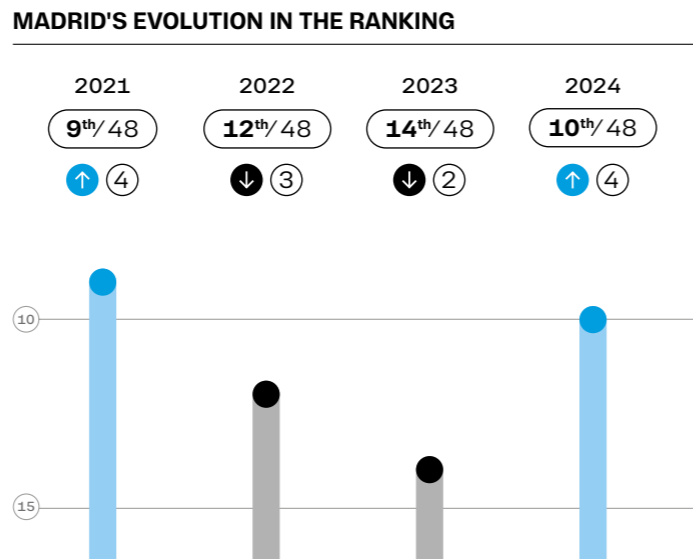
5th
most magnetic city in Europe

TOP 5 GLOBAL CITIES

- ① London
- ② New York
- ③ Tokyo
- ④ Paris
- ⑤ Singapore

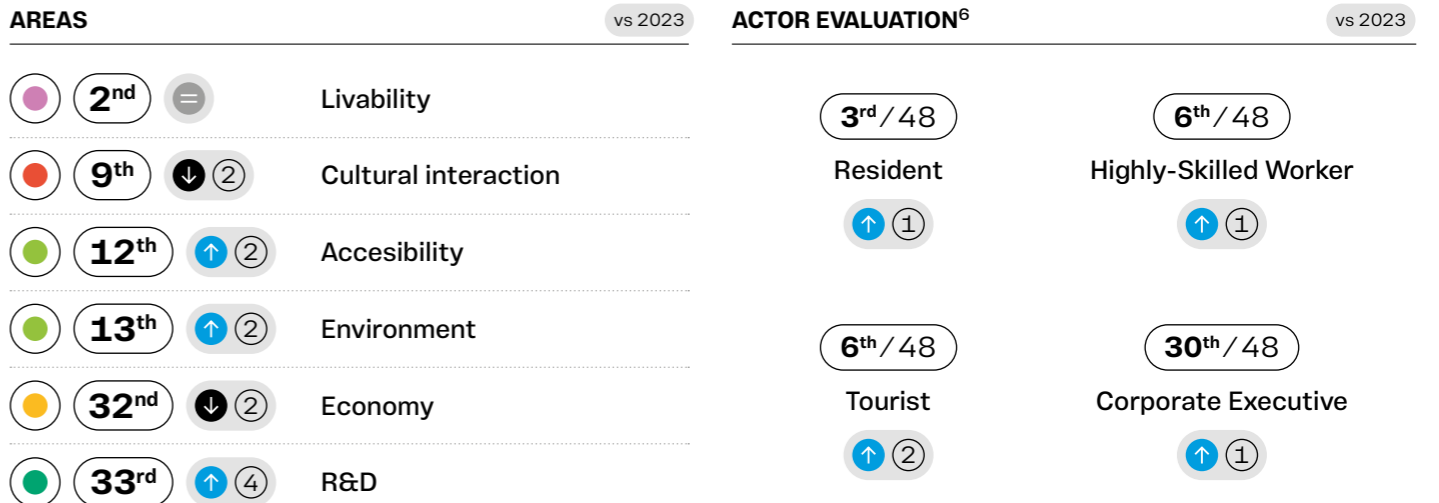
TOP 5 EUROPEAN CITIES

- ① London
- ② Paris
- ③ Amsterdam
- ④ Berlin
- ⑤ **Madrid**

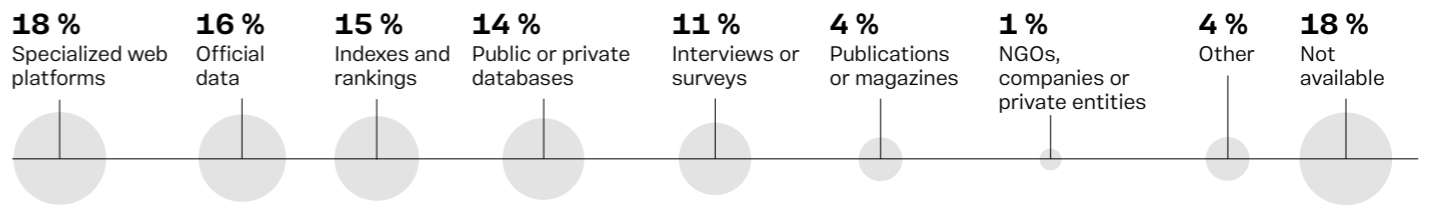


WHAT DOES THE REPORT SAY ABOUT MADRID?

"Madrid receives stable evaluations across all Livability indicators, demonstrating its capacity to offer an excellent living environment."



DATA SOURCES



6 In addition to a function-specific analysis, the GPCI also carries out an evaluation of major cities from the perspectives of people managing businesses, working, touring, and living in those cities.

02. Global influence

Madrid is the 3rd most influential city in Europe and the 13th in the world, according to the ranking published by American consultancy Kearney that ranks both the cities with today's greatest global influence and tomorrow's greatest potential in the world through the Global Cities Index (GCI) and the Global Cities Outlook (GCO).

Global Cities Index (GCI)

AREAS **5** INDICATORS **31** YEAR **2024**

RANKINGS ANALYZED
– Kearney, Global Cities Report

CITIES ANALYZED
156

MADRID'S OVERALL SCORE

13th

most influential city in the world

↓ ① vs. 2023

3rd

most influential city in Europe

↑ ① vs. 2023

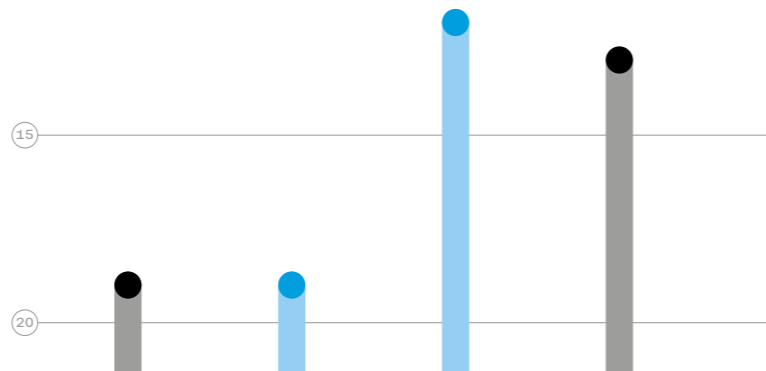
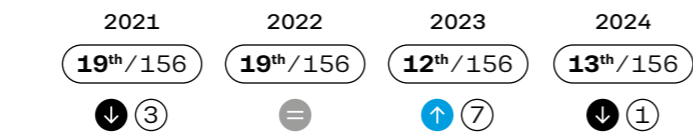
TOP 5 GLOBAL CITIES

- ① New York
- ② London
- ③ Paris
- ④ Tokyo
- ⑤ Singapore

TOP 5 EUROPEAN CITIES

- ① London
- ② Paris
- ③ **Madrid**
- ④ Brussels
- ⑤ Berlin

MADRID'S RANKING EVOLUTION



AREAS vs 2023

- 8th** ↑ ③ Cultural experience
- 12th** ↓ ① Business Activity
- 17th** ↓ ① Human Capital
- 20th** ↓ ① Information Exchange
- 21st** ↓ ① Political Engagement

Global Cities Outlook (GCO)

AREAS **4** INDICATORS **13** YEAR **2024**

CITIES ANALYZED
156

MADRID'S OVERALL SCORE

40th

City with the greatest growth potential in the World

↓ ⑤ vs. 2023

19th

City with the greatest growth potential in Europe

↑ ① vs. 2023

TOP 5 GLOBAL CITIES

- ① San Francisco
- ② Munich
- ③ Copenhagen
- ④ Luxembourg
- ⑤ Seoul

AREAS vs 2023

- 12th** ↑ ⑦ Personal well-being
- 32nd** ↓ ② Economy
- 45th** ↓ ②③ Governance
- 100th** ↓ ⑥ Innovation

03. Best cities

Madrid is the 7th best city in the World and the 4th best city in Europe according to the 2025 World's Best Cities report, a global study published by Canadian consultancy Resonance that evaluates 100 Global cities based on their livability, lovability, and prosperity. Madrid stands out in the areas of livability and friendliness in this analysis, which also highlights the major urban projects transforming the city.

AREAS **3** INDICATORS **31** YEAR **2025⁷** RANKINGS ANALYZED – Resonance, World's Best Cities Report

CITIES ANALYZED

100

MADRID'S OVERALL SCORE

7th

best city in the world

↑ ⑥ vs. 2024

4th

best city in Europe

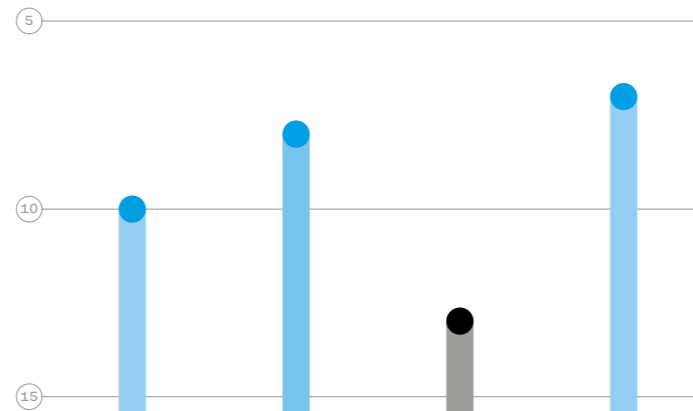
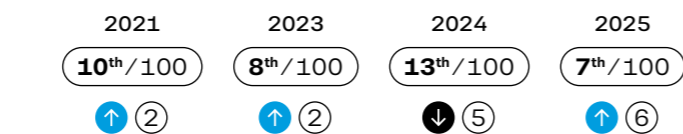
TOP 5 GLOBAL CITIES

- ① London
- ② New York
- ③ Paris
- ④ Tokyo
- ⑤ Singapore

TOP 5 EUROPEAN CITIES

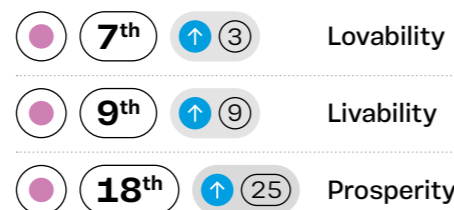
- ① London
- ② Paris
- ③ Rome
- ④ **Madrid**
- ⑤ Barcelona

MADRID'S RANKING EVOLUTION



AREAS

vs 2024



WHAT DOES THE REPORT SAY ABOUT MADRID?

AIRPORT

"The city's Adolfo Suárez Madrid-Barajas Airport has earmarked almost US\$1.8 billion to become the EU's largest airport."

METROPOLITAN FOREST

"A 75-kilometer urban forest network with more than 1.5 million trees will connect the city's existing forests masses and reuse derelict sites between roads and buildings. This "green wall" to help absorb more than 840,000 tons of carbon dioxide annually and mitigate the city's worsening urban heat."

MADRID NUEVO NORTE

"This is the largest urban regeneration project in Europe with more than 544 hectares dedicated to the Madrid of the future. The ambitious project attempts to activate an area choked by the existing railway tracks and restart it as a residential and business destination serviced by an integrated public transport hub."

CULTURAL LANDSCAPE

"The city is also going all-in on its already formidable Culture-scape (ranked #13), from newly opened local indie cinemas like Cines Embajadores to the mind-blowing unveiling of the Royal Collections Gallery, considered the country's most significant museum in decades. Museums)."

04. Smart cities

Madrid climbs 7 spots and enters the top 20 of the world's smartest cities in the ranking published by the Spanish business school IESE which ranks the world's smartest cities based on two factors: their sustainability and their residents' quality of life. Madrid stands out in the top 10 for mobility and transport and for international profile.

AREAS **9** INDICATORS **104** YEAR **2024** RANKINGS ANALYZED **– IESE, Cities in Motion**

CITIES ANALYZED **183**

MADRID'S OVERALL SCORE

20th

smartest city in the world

↑ 7 vs. 2022

11th

smartest city in Europe

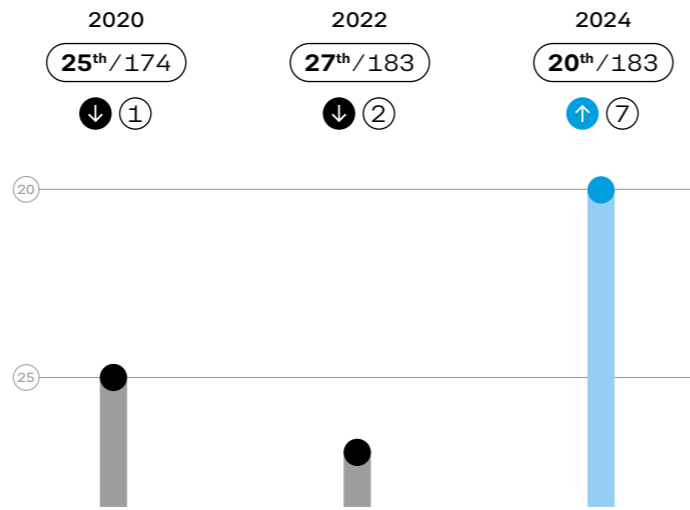
TOP 5 GLOBAL CITIES

- 1 London
- 2 New York
- 3 Paris
- 4 Tokyo
- 5 Berlin

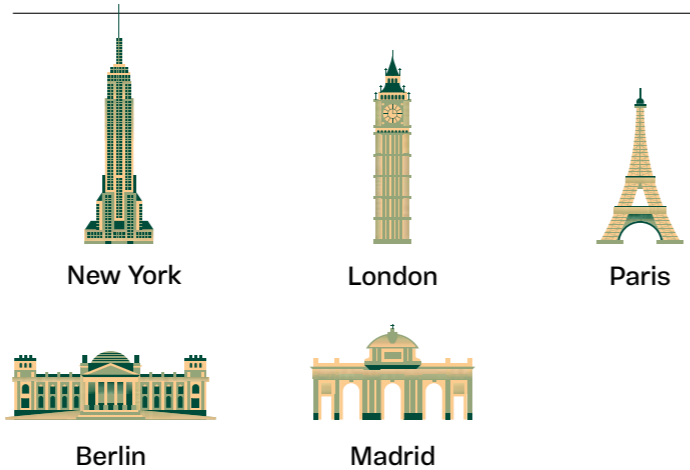
TOP 5 EUROPEAN CITIES

- 1 London
- 2 Paris
- 3 Berlin
- 4 Oslo
- 5 Amsterdam

MADRID'S RANKING EVOLUTION



CITIES WITH EXEMPLARY TRANSPORTATION SYSTEMS

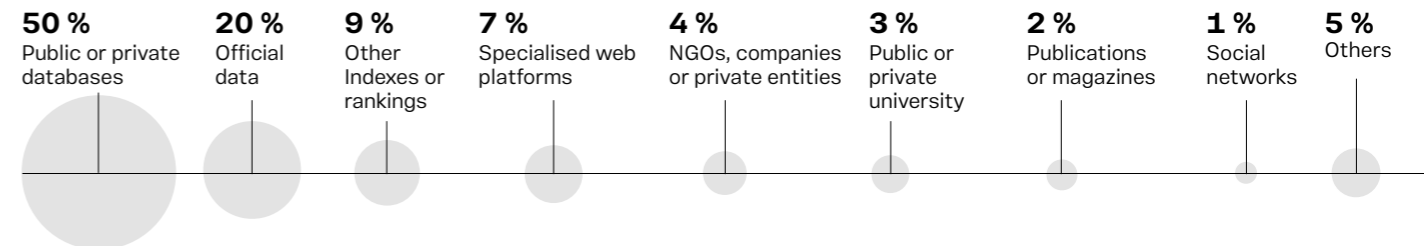


AREAS

vs 2022

- 8th ↓ 2 Mobility and Transportation
- 10th ↑ 7 International Profile
- 32nd ↓ 7 Governance
- 32nd ↑ 8 Technology
- 44th ↑ 2 Urban Planning
- 47th ↓ 11 Social Cohesion
- 49th ↑ 2 Human Capital
- 50th ↑ 30 Economy
- 70th ↓ 2 Environment

DATA SOURCES



WHAT DOES THE REPORT SAY ABOUT MADRID?

"As part of its continuing effort to be a global leader in urban development, Madrid is about to embark on another flagship project that will further cement its status as a smart city: the installation of the most advanced smart waste management infrastructure in Europe."

"This unprecedented initiative will equip more than 12,000 containers used to collect light packaging, textiles, glass, organics, and other waste with advanced sensors that will feed information into an advanced waste management software platform, which will also help optimize collection routes."

"In addition to being recognized as one of the most efficient platforms on the market, this robust cloud solution enables users to configure, monitor, and organize day-to-day waste management operations."

"Innovative features of the system include visualization of containers on a digital map and integration with street-level images. The installation of pilot sensor-equipped containers began in 2023, marking a milestone in Madrid's strategy to become a world leading smart city."

05. Smart Cities (perception)

Madrid ranks 35th out of 142 cities worldwide in the ranking published by the IMD World Competitiveness Center in partnership with the World Smart Sustainable Cities Organization (WeGO). This ranking evaluates the perceptions of urban residents regarding their cities' infrastructure and technological solutions and how they integrate technology to tackle challenges in health, mobility, governance, and environmental sustainability.

AREAS **5** INDICATORS **39** YEAR **2024** RANKINGS ANALYZED **– IMD, Smart City Index**

CITIES ANALYZED **142**

MADRID'S OVERALL SCORE

35th
world's highest-rated smart city by its citizens

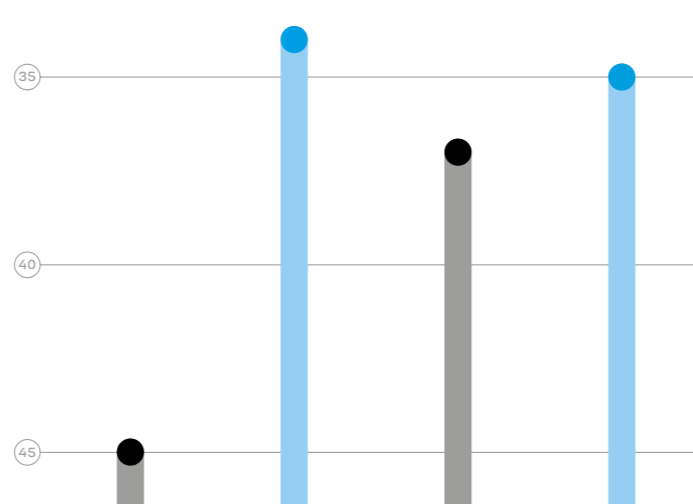
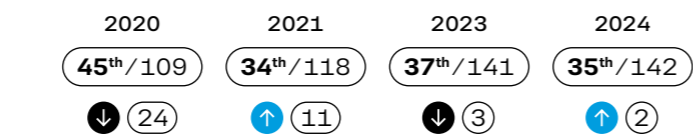
↑ 2 vs. 2023

18th
European highest-rated smart city by its citizens

TOP 5 GLOBAL CITIES

- ① Zurich
- ② Oslo
- ③ Canberra
- ④ Geneva
- ⑤ Singapore

MADRID'S RANKING EVOLUTION



WHAT DOES THE REPORT SAY ABOUT MADRID?

"Cultural activities, green spaces, ease of access to job search services, and internet connectivity are highly rated aspects among Madrid's residents in this report."

AREAS

- Health & Safety
- Mobility
- Activities
- Opportunities (Work & School)
- Governance

DATA SOURCES

120 respondents surveyed in each city

8 Percentage of the respondents



79,6 %⁸
Cultural activities (theaters, bars and museums) are satisfactory



78,7 %
Online purchasing of tickets to shows and museums has made it easier to attend



77,1 %
The current internet speed and reliability meet connectivity needs



72,9 %
Employment finding services are readily available



71,5 %
Green spaces are satisfactory



70,8 %
Online scheduling and ticket sales has made public transport easier to us



68,5 %
The city provides information on traffic congestion through mobile phones

06. City Brand

Madrid is the 17th best city brand in the world in the ranking published by the British consultancy Brand Finance, which analyses the world's top city brands. The ranking highlights Madrid's culture and heritage, its green spaces and ease of travel by public transport, in addition to being perceived as one of the best destinations in the world to visit.

AREAS **3** PILLARS **7** INDICATORS **45** YEAR **2024** RANKINGS ANALYZED
 – Brand Finance, Global City Index

CITIES ANALYZED

100

MADRID'S OVERALL SCORE

17th

best city brand in the world

↑ ⑤ vs. 2023

8th

best city brand in Europe

TOP 5 GLOBAL CITIES

- ① London
- ② New York
- ③ Paris
- ④ Tokyo
- ⑤ Dubai

TOP 5 EUROPEAN CITIES

- ① London
- ② Paris
- ③ Amsterdam
- ④ Zurich
- ⑤ Rome

AREAS⁹

- Familiarity
- Reputation
- Consideration
- Business and investment
- Habitability
- Culture and heritage
- Governance
- People and values
- Sustainability and transportation
- Education and science

WHAT DOES THE REPORT SAY ABOUT MADRID?

MADRID OPEN CITY

"Madrid is recognized as the 4th best city in the world for its people and values."

TOP SPORTS CITY

"Madrid claims the top spot in the Brand Finance Global City Index for famous sports teams and clubs unparalleled dominance."

VIBRANT CULTURE

"Ranked 6th in the world for its culture and heritage, Madrid's appeal as one of the top five destinations to visit is also reinforced by its architecture and notable cultural festivals, such as the San Isidro Festival and Carnival."

SUSTAINABLE MADRID

"Regarding sustainability, Madrid stands out for its ease of access by public transport and its green spaces."

DATA SOURCES

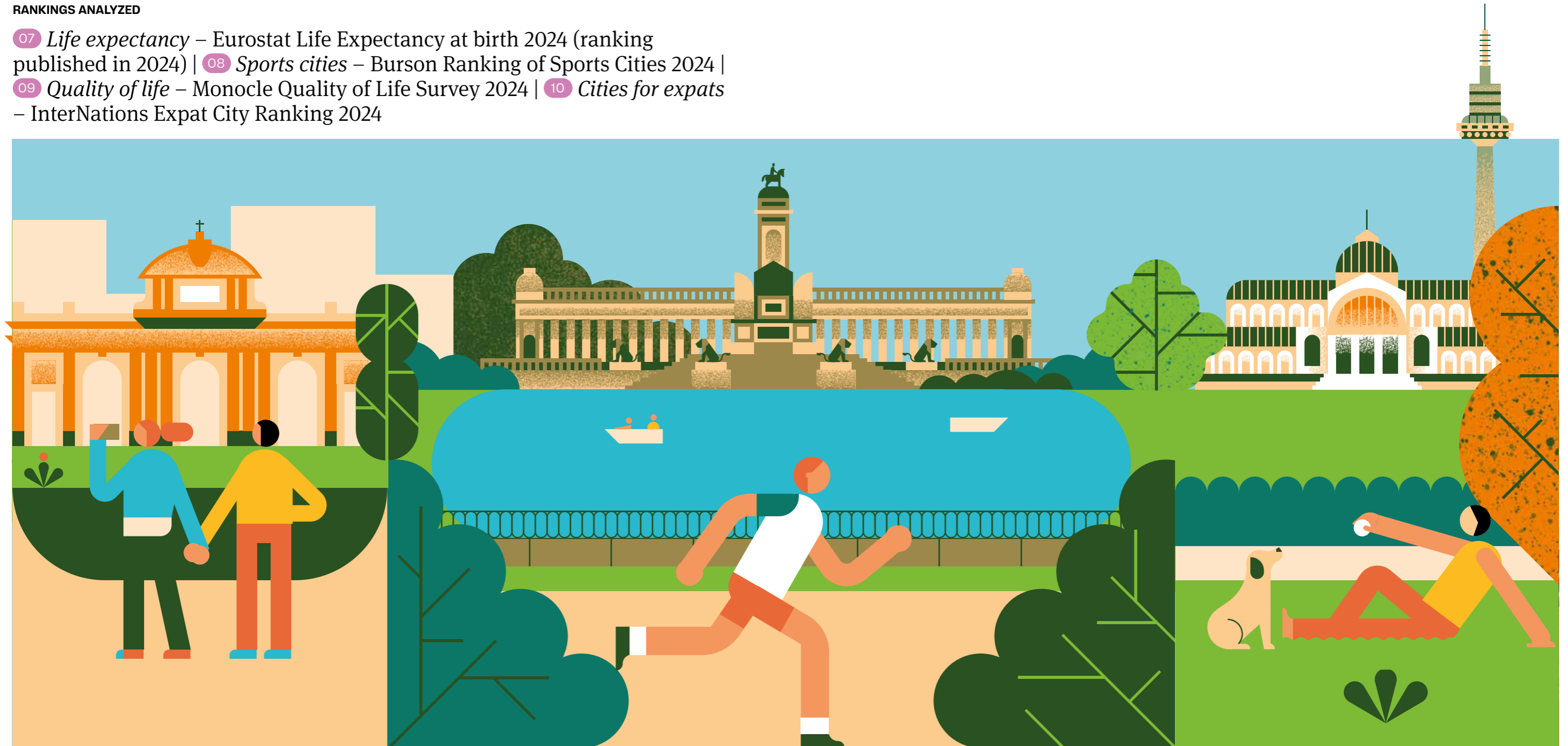
15,000 respondents surveyed **20** countries

9 Position not available

2 City with a High Quality of Life

RANKINGS ANALYZED

07 *Life expectancy* – Eurostat Life Expectancy at birth 2024 (ranking published in 2024) | 08 *Sports cities* – Burson Ranking of Sports Cities 2024 | 09 *Quality of life* – Monocle Quality of Life Survey 2024 | 10 *Cities for expats* – InterNations Expat City Ranking 2024



CITY WITH A HIGH QUALITY OF LIFE

07. Life expectancy

Madrid is considered the first region with the highest life expectancy at birth in Europe in the ranking published by the Statistical Office of the European Commission (Eurostat) that compares the life expectancy at birth of 332 European regions.

AREAS — INDICATORS — YEAR **2022**¹⁰ RANKINGS ANALYZED — Eurostat, Life Expectancy at birth

REGIONS ANALYZED **332**

MADRID'S OVERALL SCORE

1st

EU region with the highest life expectancy at birth

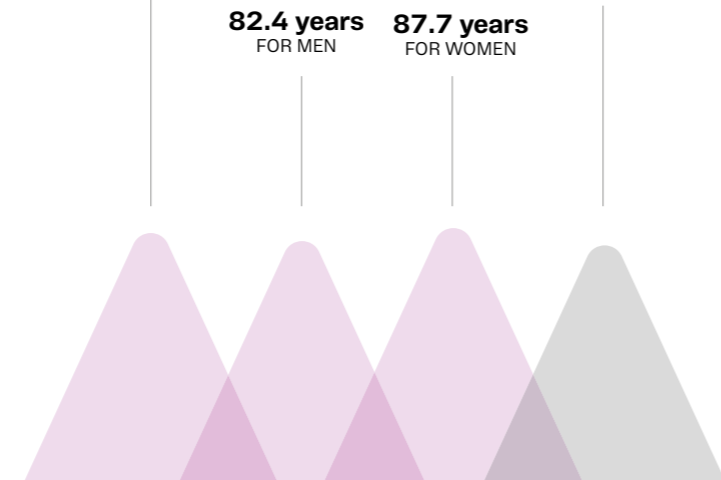
↑ ① vs. 2021

TOP 5 EUROPEAN REGIONS

- ① Comunidad de Madrid (85.2 years)
- ② Ticino (84.6 years)
- ③ Provincia Autonoma di Trento (84.4 years)
- ④ Île de France (84.1 years)
- ⑤ Stockholm (84 years)

LIFE EXPECTANCY AT BIRTH

85.2 years IN THE MADRID REGION **80.6 years** AVERAGE IN THE EUROPEAN UNION



10 Ranking published in 2024

CITY WITH A HIGH QUALITY OF LIFE

08. Sports cities

Madrid is considered the 5th greatest sporting city in the world and the 3rd in Europe in the Ranking published by the global communications agency Burson, which reveals the top 100 cities from around the world with the strongest association with sport. This evaluation is based on a quantitative digital footprint analysis of the association between sport and a city, combined with the perception-based views of leaders of International Sports Federations and major international sports media.

AREAS — INDICATORS — YEAR **2024** RANKINGS ANALYZED — Burson, Ranking of Sports Cities

CITIES ANALYZED **100**

MADRID'S OVERALL SCORE

5th

top sport cit in the word

↑ ① vs. 2023

3rd

top sport city in Europe

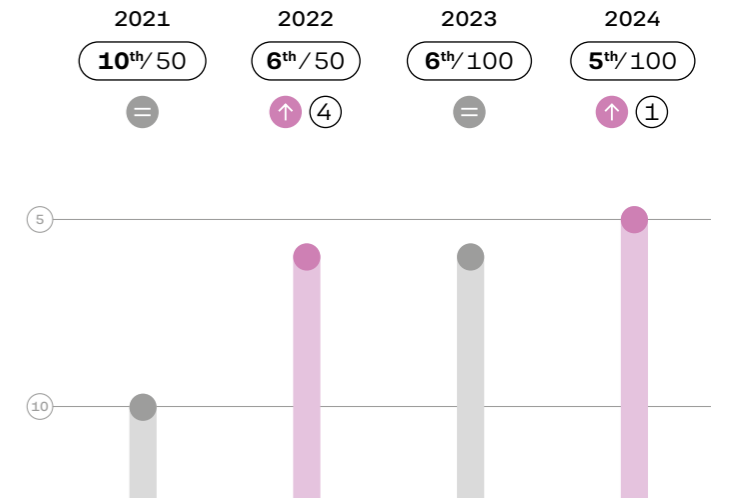
TOP 5 GLOBAL CITIES

- ① Paris
- ② Los Angeles
- ③ New York
- ④ London
- ⑤ Madrid

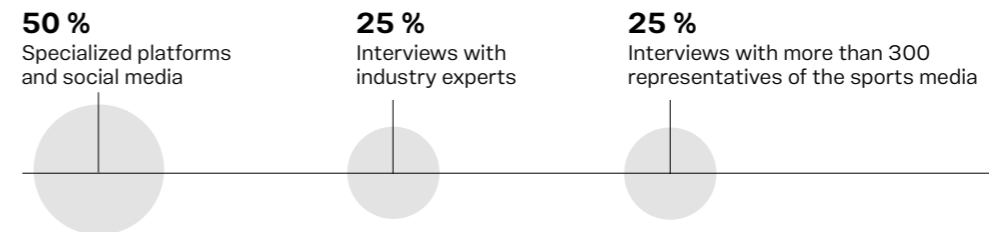
TOP 5 EUROPEAN CITIES

- ① Paris
- ② London
- ③ Madrid
- ④ Lausanne
- ⑤ Manchester

MADRID'S RANKING EVOLUTION



DATA SOURCE



CITY WITH A HIGH QUALITY OF LIFE

09. Quality of life

Madrid ranks 5th in the Monocle’s annual ranking of the world’s 20 most liveable cities. According to this ranking published by the urban lifestyle magazine Monocle, Madrid is a city mixing business and leisure and has the highest life expectancy in the EU and one of the highest in the OECD.

AREAS — INDICATORS — YEAR **2024** RANKINGS ANALYZED — Monocle, Quality of Life Survey

CITIES ANALYZED

20

MADRID'S OVERALL SCORE

5th
city with the highest quality of life in the world

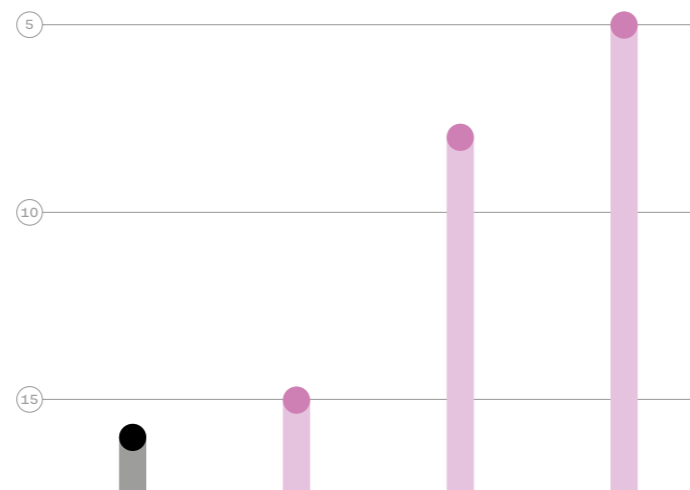
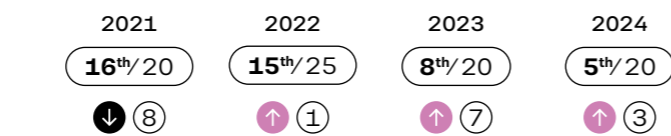
5th
city with the highest quality of life in Europe

↑ (3) vs. 2023

TOP 5 GLOBAL CITIES

- ① Munich
- ② Vienna
- ③ Zurich
- ④ Copenhagen
- ⑤ **Madrid**

MADRID'S RANKING EVOLUTION



WHAT DOES THE REPORT SAY ABOUT MADRID?

"Madrid is the capital of Spain’s sporting progress, from world-class football to tennis. It also boasts a growing network of padel courts, running tracks and open-air gyms. One thing’s for sure: madrileños know how to balance their leisurely lounging with some active lunging."

"Over the past few years, Madrid has revamped many of its public spaces, making its favourite pastime, el paseo (aimlessly strolling), more pleasurable than ever. Now with wider pavements, more public benches, water fountains and thoroughfares that consider pedestrians. Upgrades along Calle de Alcalá and the Puerta del Sol, a revamp of the Usera district, a soon-to-be- finished green corridor that brings the Parque del Oeste closer to the city centre and a huge new park in Cuatro Caminos contribute to residents’ wellbeing."

"People tuck into meals made from fresh Spanish produce on packed terraces. Colour and creative expression pop from shop windows. Sunbathers stretch out in parks and on rooftops."

"How can a place that’s as fast paced as Madrid also be so good at kicking back? Clues to the city’s most impressive data point – the life expectancy of madrileños is among the highest in the OECD – are easy to spot."

"Madrid is a city mixing business and leisure"

CITY WITH A HIGH QUALITY OF LIFE

10. Cities for expats

Madrid is the 7th city in the world best valued by expats in the ranking prepared by the German network InterNations, which analyses the quality of life of expats in 53 cities internationally. The quality of life in Madrid is one of the aspects best valued by expats around the world who also appreciate the ease of settling down or the balance between work and private life.

AREAS **5** INDICATORS **18** YEAR **2024** RANKINGS ANALYZED – InterNations, Expat City Ranking

CITIES ANALYZED **53**

MADRID'S OVERALL SCORE

7th
best city for expats in the world
↓ 1 vs. 2023

4th
best city for expats in Europe

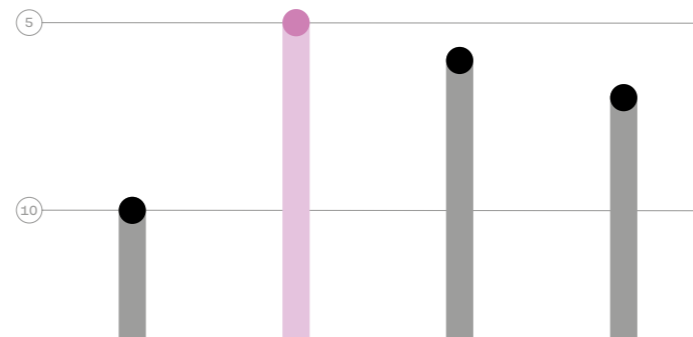
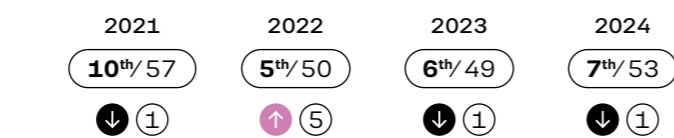
TOP 5 GLOBAL CITIES

- 1 Valencia
- 2 Malaga
- 3 Alicante
- 4 Panama City
- 5 Mexico City

TOP 5 EUROPEAN CITIES

- 1 Valencia
- 2 Malaga
- 3 Alicante
- 4 **Madrid**
- 5 Vienna

MADRID'S RANKING EVOLUTION



WHAT DOES THE REPORT SAY ABOUT MADRID?

"Madrid is a familiar face in the top 10 of the Expat City Ranking, coming in 7th place for 2024. As in the previous two years, the Quality of Life and Ease of Settling In Indexes land in the top 10."

"Madrid nabs 1st place for culture & nightlife. The culinary & dining options are a draw in Madrid. Moreover, expats in Madrid appreciate their work-life balance."

AREAS

vs 2023

- 4th ↓ 1 Quality of life
- 7th ↑ 1 Ease of Settling in
- 13th ↓ 3 Personal Finance
- 28th ↓ 9 Expat Essentials
- 28th ↑ 10 Working Abroad

DATA SOURCES

12,500
expats participated in the survey

175
nationalities

3 City with Talent

RANKINGS ANALYZED

11 *Business schools* – Financial Times Rankings 2024 | 12 *Universities* – QS world University Rankings 2025 – Times Higher Education World University Rankings 2025 (THE) – Shanghai Academic Rankings of World Universities (ARWU) 2024 | 13 *Cities for students* – QS Best Student Cities 2025



11. Business schools

Madrid's business schools are internationally renowned management training centres that attract thousands of postgraduate students each year and achieve excellent scores in the international rankings. The Spanish capital is home to IE and other top business schools, as well as satellite campuses of IESE and ESADE that are among Europe's top business schools in the rankings published annually by Financial Times.

<p>YEAR</p> <p>2024</p>	<p>RANKINGS ANALYZED</p> <ul style="list-style-type: none"> – Financial Times MBA – Financial Times Online MBA – Financial Times Global Executive MBA – Financial Times, Masters in Management – Financial Times, Executive Education Open – Financial Times, Executive Education Custom – Financial Times, European Business School Rankings
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Business schools

<p>RANKING</p> <p>FINANCIAL TIMES, EUROPEAN BUSINESS SCHOOL RANKINGS</p>		
<p>TOP 100 EUROPEAN BUSINESS SCHOOLS</p>		
<p>4th</p> <p>IESE Business School</p> <p>↓ ① vs. 2023</p>	<p>10th</p> <p>IE Business School</p> <p>↓ ② vs. 2023</p>	<p>12th</p> <p>Esade Business School</p> <p>= vs. 2023</p>

<p>TOP 5 EUROPEAN BUSINESS SCHOOLS</p>				
①	Insead, France	②	HEC, Paris	③
④	IESE Business School	⑤	ESCP Business School, France	

MBA programs

<p>RANKING</p> <p>FINANCIAL TIMES GLOBAL MBA</p>	
<p>TOP 100 GLOBAL MBA vs 2023</p>	
<p>5th</p> <p>↓ ②</p>	IESE
<p>17th</p> <p>↑ ⑬</p>	Esade
<p>20th</p> <p>↑ ②</p>	IE Business School

<p>RANKING</p> <p>FINANCIAL TIMES, ONLINE MBA</p>	
<p>TOP 10 ONLINE MBA vs 2023</p>	
<p>1st</p> <p>=</p>	IE Business School

Executive Education

<p>RANKING</p> <p>FINANCIAL TIMES, GLOBAL EXECUTIVE EMBA</p>	
<p>TOP 100 EMBA vs 2023</p>	
<p>4th</p> <p>↑ ⑥</p>	IESE
<p>19th</p> <p>↓ ⑬</p>	IE Business School

<p>RANKING</p> <p>FINANCIAL TIMES, EXECUTIVE EDUCATION OPEN</p>	
<p>TOP 80 EXECUTIVE EDUCATION OPEN PROGRAMS vs 2023</p>	
<p>2nd</p> <p>↓ ①</p>	IESE
<p>2nd</p> <p>↑ ①</p>	Esade
<p>10th</p> <p>=</p>	IE Business School

Recent Graduate programs

<p>RANKING</p> <p>FINANCIAL TIMES, MASTERS IN MANAGEMENT</p>	
<p>TOP 100 MASTERS IN MANAGEMENT (MIM) vs 2023</p>	
<p>17th</p> <p>↓ ③</p>	IESE
<p>18th</p> <p>↓ ⑩</p>	Esade
<p>21st</p> <p>↓ ⑤</p>	IE Business School

<p>RANKING</p> <p>FINANCIAL TIMES, EXECUTIVE EDUCATION CUSTOM</p>	
<p>TOP 90 EXECUTIVE EDUCATION CUSTOM PROGRAMS vs 2023</p>	
<p>2nd</p> <p>↑ ④</p>	IESE
<p>12th</p> <p>=</p>	Esade

12. Universities

Nestled in the heart of Europe's academic tradition with some historic universities, Madrid stands as an academic beacon, offering a world of opportunities and a diverse range of undergraduate, graduate and doctoral programs for students seeking a transformative educational experience. Madrid combines a rich cultural heritage with cutting-edge academic pursuits. Moreover, its outstanding quality of life and vibrant dynamism attract students from around the world making it a global knowledge centre.

RANKINGS ANALYZED

- QS, World University Rankings 2025
- THE, World University Rankings 2025
- Shanghai Ranking, Academic Ranking of World Universities (ARWU) 2024

Times Higher Education World University Rankings (THE)

AREAS **5** INDICATORS **18** YEAR **2025¹¹**

COUNTRIES ANALYZED **115** UNIVERSITIES ANALYZED **2,000**

GLOBAL SCORE vs 2023

- 351st – 400th** Autonomous University
- 501st – 600th** Complutense University
- 801st – 1.000th** Carlos III University
- 1.001st – 1.200th** European University
- 1.001st – 1.200th** Technical University
- 1.201st – 1.500th** UNED

TOP 5 UNIVERSITIES

- University of Oxford
- Massachusetts Institute of Technology
- Harvard University
- Princeton University
- University of Cambridge

AREAS

- Teaching
- Research Environment
- Research Quality
- International Outlook
- Industry

Shanghai Ranking, Academic Ranking of World Universities (ARWU)

AREAS **4** INDICATORS **6** YEAR **2024**

UNIVERSITIES ANALYZED

2.500

GLOBAL SCORE vs 2023

- 301st – 400th** Autonomous University of Madrid
- 301st – 400th** Complutense University of Madrid
- 601st – 700th** Polytechnic University of Madrid
- 901st – 1.000th** Carlos III University of Madrid

TOP 5 UNIVERSITIES

- Harvard University
- Stanford University
- Massachusetts Institute of Technology
- University of Cambridge
- University of California, Berkeley

AREAS

- Quality of Education
- Quality of Faculty
- Research Output
- Per Capita Performance

INDICATORS

- Alumni and staff winning Nobel Prizes and Fields Medals
- Per capita academic performance of an institution
- Highly Cited Researchers
- Papers published in Nature and Science
- Papers indexed in Science Citation Index-Expanded and Social Sciences Citation Index

11 Ranking published in 2024

CITY WITH TALENT

12.

QS World University Ranking

AREAS **5** INDICATORS **10** YEAR **2025**¹²

CITIES ANALYZED **105** UNIVERSITIES ANALYZED **1.503**

SCORE **164th** vs 2024

- 164th** ↑ (7) Complutense University
- 198th** ↑ (1) Autonomous University
- 285th** ↑ (34) Carlos III University
- 321st** ↑ (28) Technical University

AREAS

- Research & Discovery
- Employability and Outcomes
- Global Engagement
- Learning Experience
- Sustainability

TOP 5 UNIVERSITIES

- Massachusetts Institute of Technology (MIT)
- Imperial College London
- University of Oxford
- Harvard University
- University of Cambridge

INDICATORS

- Academic Reputation
- Employer Reputation
- Citations per Faculty
- International Faculty Ratio
- International Student Ratio
- International Research Network
- Employment Outcomes
- Sustainability and employability

CITY WITH TALENT

13. Student Cities

Madrid is the 34th best city in the world for international students in the ranking compiled by the global consulting firm QS, which analyses 150 cities. Nestled in the heart of Europe's academic tradition with several historic universities, Madrid combines a rich cultural heritage with cuttingedge academic activities, according to QS, *Best Student Cities 2025*.

AREAS **6** INDICATORS **22** YEAR **2025**¹³

RANKINGS ANALYZED **150** – QS, Best Student Cities

CITIES ANALYZED **150**

MADRID'S OVERALL SCORE

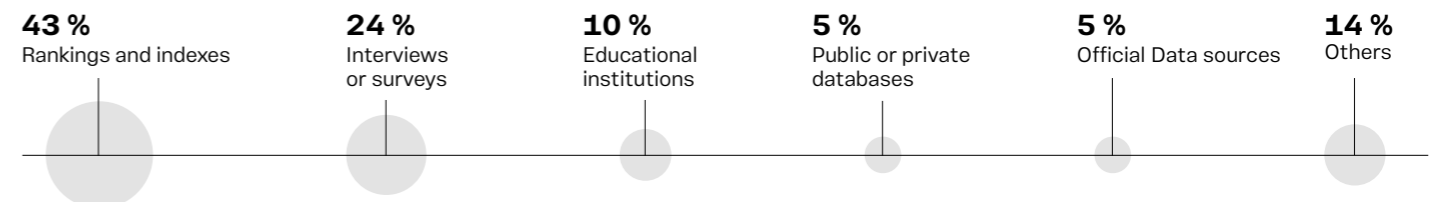
34th world's best city for students
 ↓ (7) vs. 2023

14th Europe's best city for students

TOP 5 GLOBAL CITIES

- London
- Tokyo
- Seul
- Munich
- Melbourne

DATA SOURCES



13.

WHAT DOES THE REPORT SAY ABOUT MADRID?

1.

A DIVERSE RANGE OF PROGRAMMES

"With a diverse range of undergraduate, postgraduate, and doctoral programmes, Madrid caters to a wide spectrum of academic interests. From engineering and sciences to humanities and business, students can explore a multitude of fields, ensuring a personalised educational journey."

2.

A GLOBAL STUDENT COMMUNITY

"Dive into a vibrant community of scholars hailing from over 100 countries. Madrid's international student body creates a dynamic learning environment, providing invaluable cross-cultural perspectives. Language support services and multicultural events further enhance this enriching experience."

3.

SAFE AND WELCOMING ENVIRONMENT

"Safety is paramount in Madrid. The city is known for its low crime rates and welcoming atmosphere, providing students with a secure environment to thrive. From modern and reliable public transportation to comprehensive healthcare, every aspect is carefully curated to ensure a comfortable stay."

4.

PUBLIC TRANSPORTATION IS EXCELLENT

"Public transportation is excellent throughout the Region of Madrid. A monthly public transportation pass costs €20 for students under 26. This pass allows students to travel on all forms of public transportation in the region, including buses, trains and metros. Students can also purchase a 10-trip ticket for around €12.30."

5.

WORLD-CLASS GASTRONOMY

"Immerse yourself in Madrid's rich culinary tapestry, where every meal is a journey through centuries of gastronomic artistry. From the mouthwatering tapas lining the bustling streets of La Latina to the comforting cocido madrileño served in historic taverns, Madrid offers a diverse array of flavours, including the richness of international and fusion cuisine options."

6.

VIBRANT CULTURAL SCENE

"Madrid pulsates with a cultural vibrancy that is unparalleled. From the historic grandeur of the Royal Palace to the brilliance of art museums like Museo del Prado, students are immersed in a city steeped in history and artistry. Festivals, theatres, and music venues offer endless opportunities for exploration."

7.

QUALITY OF LIFE AND AFFORDABILITY

"Living in Madrid offers an exceptional balance between quality of life and affordability. While it's a vibrant European capital, Madrid offers a relatively affordable cost of living compared to other major European cities."

8.

ENTREPRENEURIAL SPIRIT

"For those with an entrepreneurial spirit, the Community of Madrid offers one of the most attractive environments for talent from elsewhere. For those looking to venture into entrepreneurship, it stands out for the wide range of entities supporting innovative startups (universities and business schools, corporations, R&D centres, accelerators, events, workspaces, etc.), as well as its role as a bridge between European startups and those from other regions like Latin America."

9.

CUTTING-EDGE RESEARCH OPPORTUNITIES

"Madrid stands as a beacon of research excellence. The region is home to a diverse and ground-breaking research ecosystem shaped by universities and other Public Research Organisations such as IMDEAS (Madrid's Advance Studies Institutes) and CSIC in Madrid (Spanish National Research Council). With this fertile ecosystem Madrid is a crucible of knowledge that fosters integration across disciplines and global collaborations."

10.

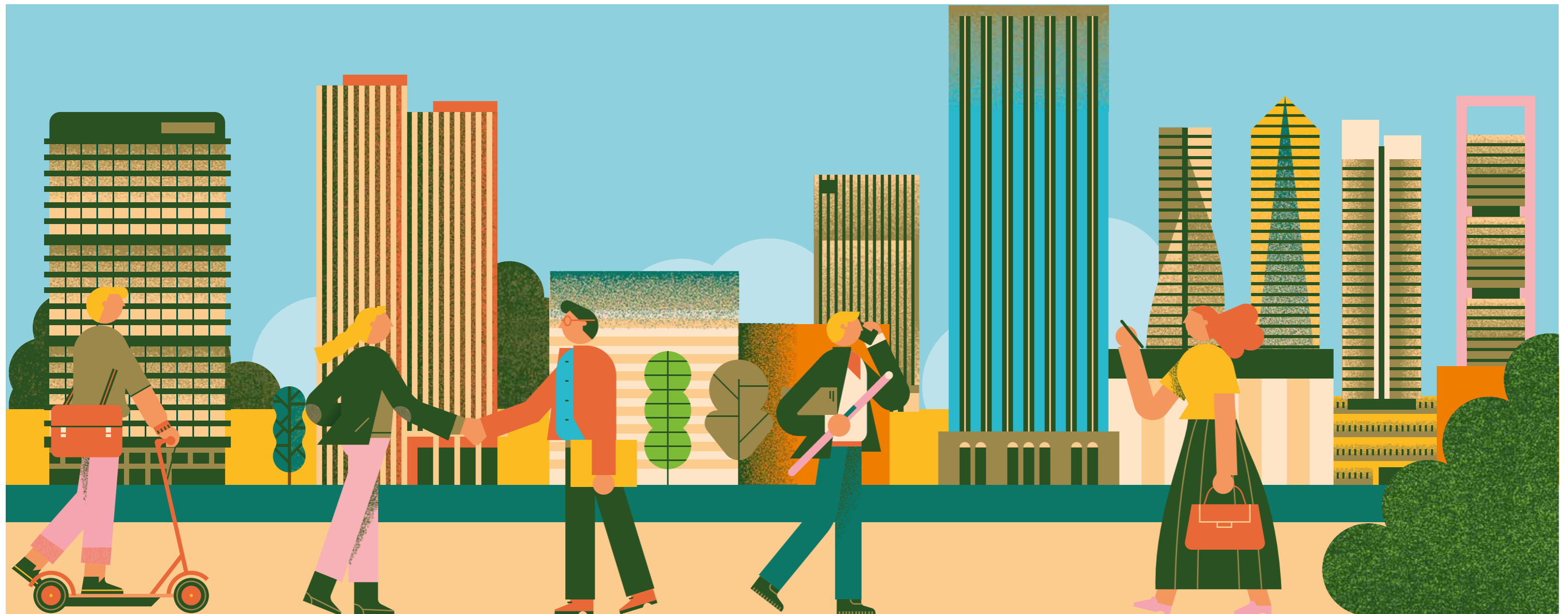
GATEWAY TO THE GLOBAL JOB MARKET

"Madrid is not just a hub of education, but also a gateway to the global job market. As a major European business and financial centre, it offers unparalleled opportunities for internships and job placements. Thriving industries in technology, finance, tourism, and more await graduates."

4 City that Attracts Business

RANKINGS ANALYZED

- 14 *Foreign investment* – fDi Intelligence European Cities and Regions of the Future 2024 |
- 15 *Investor preferences* – CBRE European Investor Intentions Survey 2024 |
- 16 *Green finance* – Z/Yen Global Green Finance Index 14, 2024 |
- 17 *Real Estate Investment* – PwC Emerging Trends in Real Estate 2025 |
- 18 *Financial Centers* – Z/Yen Global Financial Centres Index 36 2024



14. Foreign investment

In the ranking published by the fDi Intelligence division of the Financial Times, Madrid continues to top the major cities category as the top 3 city for its human capital and Lifestyle. Moreover, the Spanish capital stands out in this ranking for its FDI strategy and business friendliness.

AREAS **5** INDICATORS **82** YEAR **2024**¹⁴ RANKINGS ANALYZED – fDi Intelligence, European Cities and Regions of the Future

Most attractive cities for foreign investment

CITIES ANALYZED **330**¹⁵

MADRID'S OVERALL SCORE

7th

most attractive European city for foreign investment

↓ 2 vs. 2023

TOP 5 GLOBAL CITIES

- 1 London
- 2 Amsterdam
- 3 Dublin
- 4 Warsaw
- 5 Paris

AREAS

vs 2023

3 rd	=	Human Capital and Lifestyle
5 th	↑ 1	Business friendliness
8 th	↑ 2	Economic Potential
9 th	↓ 6	Connectivity
–		Cost Effectiveness ¹⁶

¹⁴ Ranking published in 2023

¹⁵ To categorise cities, fDi considered both the population of the immediate city and that of the larger urban zone (LUZ) with five city size categories: Major cities, Large cities, Mid-sized cities, Small cities and Micro cities, Madrid is included in the Major Cities category those with an immediate city population of more than 750,000 plus a LUZ of more than 2 million, or a LUZ of over 4 million

¹⁶ Not listed in the Top 10 in 2024 nor 2023

Cities with the best FDI strategy

OVERALL SCORE

4th

Major European city with the best FDI strategy¹⁷

TOP 5 CITIES

- 1 Barcelona
- 2 London
- 3 Berlin
- 4 **Madrid**
- 5 Dublin¹⁸

Regions with the best FDI strategy

OVERALL SCORE

8th

Large European region with the best FDI Strategy

↓ 2 vs. 2023

TOP 5 REGIONS

- 1 Ile-de-France
- 2 West Midlands
- 3 North Rhine-Westphalia
- 4 Catalonia
- 5 Emilia-Romegna

¹⁷ Tied with Dublin.

¹⁸ Tied with Dublin. (Not listed in the Top 10 in 2023).

¹⁹ Data was collected for 141 regions under three regional size categories. The Community of Madrid is in the large regions category with more than 4 million people

²⁰ Not listed in the Top 10 in 2023.

²¹ Not listed in the Top 10 in 2024 nor 2023

²² Not listed in the Top 10 in 2024, 3rd in 2023

²³ Not listed in the Top 10 in 2024 nor 2023

Most attractive regions for foreign investment

REGIONS ANALYZED

141

OVERALL SCORE

9th

Large European region most attractive for foreign investment¹⁹

↓ 3 vs. 2023

TOP 5 REGIONS

- 1 Paris Region
- 2 Southeast England
- 3 North Rhine-Westphalia
- 4 Bavaria
- 5 Baden-Württemberg

AREAS

vs 2023

4 th	↓ 2	Human capital and Lifestyle
9 th		Economic Potential ²⁰
–		Cost Effectiveness ²¹
–		Connectivity ²²
–		Business Friendliness ²³

CITY THAT ATTRACTS BUSINESS

15. Investors preferences

According to the European Investor Intentions Survey, prepared by CBRE, a Global Commercial Real Estate Services company, Madrid ranked as the third most attractive European city for real estate investment in 2024, a significant climb from the previous year. 888 Europe-based investors participated in the survey, which asked respondents a range of questions regarding their buying appetite and preferred strategies for sectors and markets in 2024.

AREAS — INDICATORS — YEAR **2024** RANKINGS ANALYZED — CBRE, European Investor Intentions Survey

CITIES ANALYZED **10**

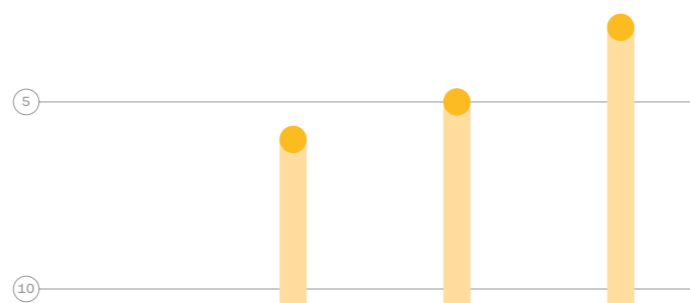
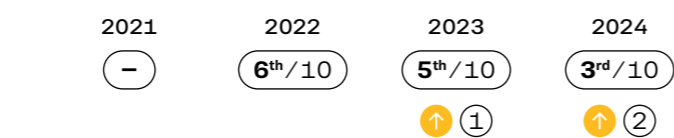
MADRID'S OVERALL SCORE

3rd
preferred European City for investors
↑ 2 vs. 2023

TOP 5 CITIES

- 1 London
- 2 Paris
- 3 **Madrid**
- 4 Amsterdam
- 5 Berlin

MADRID'S RANKING EVOLUTION



WHAT DOES THE REPORT SAY ABOUT MADRID?

"Southern Europe is in the focus of investors, highlighting the advances that Spain and Italy are making in terms of ESG²⁴ and digitalization, factors that are increasingly being considered by investors, according to CBRE."

DATA SOURCES

888
Europe-based investors participated in the survey

24 ESG criteria refer to environmental, social and corporate governance factors that are taken into account when investing in a company

CITY THAT ATTRACTS BUSINESS

16. Green Finance

Madrid is among the 30 financial centres in the world with the best sustainable finance offer according to the Global Green Finance Index, a ranking prepared by the London think-tank Z/Yen that evaluates green finance offerings from 97 major financial centres around the world.

AREAS **4** INDICATORS **149** YEAR **2024²⁵** RANKINGS ANALYZED — Z/Yen, Global Green Finance Index 14

CITIES ANALYZED **97**

MADRID'S OVERALL SCORE

28th Financial centre in the world
16th Financial centre in Europe
↓ 1 vs. April 2024

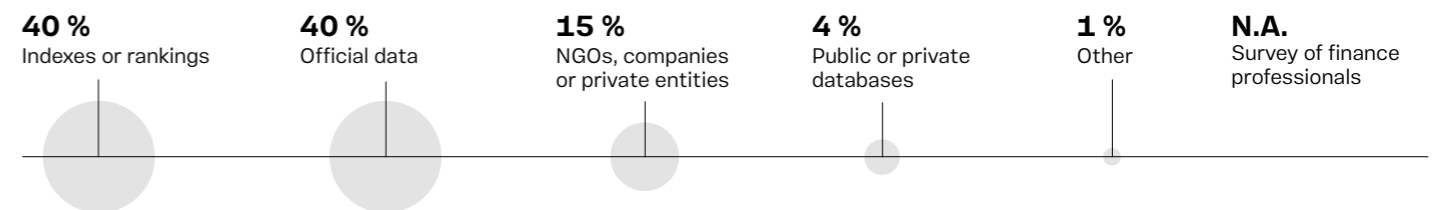
TOP 5 CITIES

- 1 London
- 2 Zurich
- 3 Singapore
- 4 Geneva
- 5 New York

AREAS²⁶

- Business
- Human Capital
- Infrastructure
- Sustainability

DATA SOURCES



25 GFCI has published two reports a year : GFCI 14 (October 2024) and GFCI 13 (April 2024)

26 Ranking score not available

CITY THAT ATTRACTS BUSINESS

17. Real estate investment

Madrid tops the score as the 2nd most attractive European city for real estate investment in 2025 according to the ranking prepared by the international consulting firm PwC and the global organization Urban Land Institute that analyses the trends of the real estate market in Europe based on interviews and surveys with more than a thousand professionals in the real estate sector.

AREAS **4** INDICATORS **—** YEAR **2025**²⁷ RANKINGS ANALYZED **—** PWC, Emerging Trends in Real Estate

CITIES ANALYZED **30**

MADRID'S OVERALL SCORE

2nd

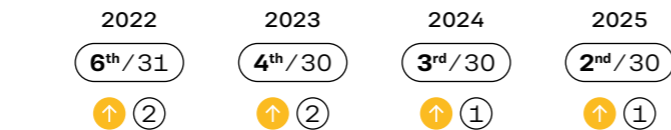
Europe's most attractive city for real estate investment

↑ **1** vs. 2024

TOP 5 CITIES

- 1 London
- 2 **Madrid**
- 3 Paris
- 4 Berlin
- 5 Munich

MADRID'S RANKING EVOLUTION



AREAS vs 2024

- Investment: **2nd** (↑ 1)
- Development: **2nd** (↑ 1)
- Capital values: **3rd** (=)
- Rent: **4th** (↓ 1)

DATA SOURCE

1.214 professionals interviewed

²⁷ Ranking published in 2024

CITY THAT ATTRACTS BUSINESS

18. Financial centers

The Global Financial Centres Index provides evaluations of future competitiveness and rankings for 121 financial centres around the world. Madrid ranks 47th in this ranking prepared twice a year by the London think tank Z/Yen and the China Development Institute (CDI) in Shenzhen.

AREAS **—** INDICATORS **130** YEAR **2024**²⁸ RANKINGS ANALYZED **—** Z/Yen, The Global Financial Centres Index 36

FINANCIAL CENTRES ANALYZED **121**

MADRID'S OVERALL SCORE

47th

Financial centre in the world

↑ **5** vs. March 2024

16th

Financial Centre in Europe

TOP 5 CITIES

- 1 New York
- 2 London
- 3 Hong Kong
- 4 Singapore
- 5 San Francisco

FinTech

CENTRES ANALYZED **116**

MADRID'S OVERALL SCORE

44th

best FinTech offering in the world

↓ **6** vs. March 2024

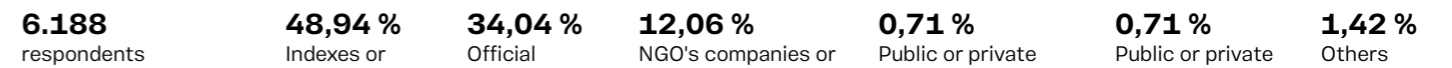
14th

best FinTech offering in Europe

TOP 5 CITIES

- 1 New York
- 2 London
- 3 Shenzhen
- 4 San Francisco
- 5 Washington DC

DATA SOURCE

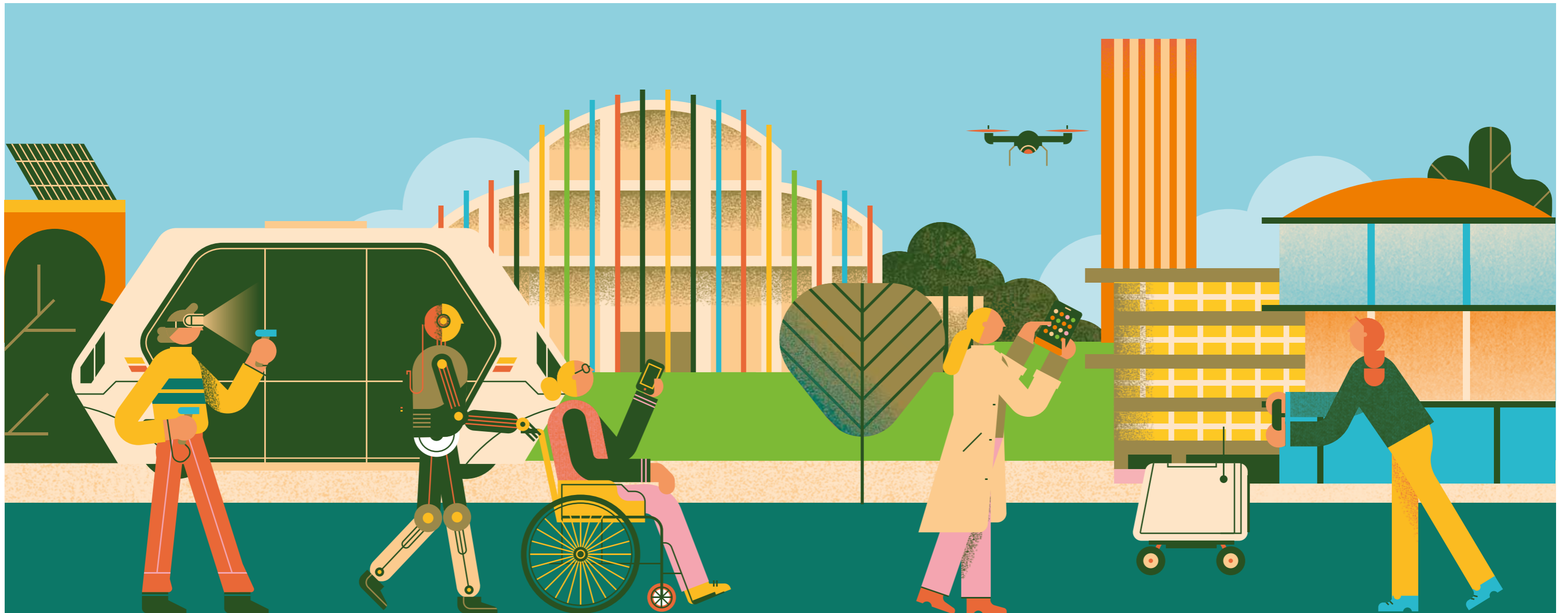


²⁸ The GFCI 35 is published in March 2024 and the GFCI 36 ranking is published in November 2024

5 Innovative City

RANKINGS ANALYZED

19 *Digital Governance* – UN E-Government Survey 2024 | **20** *Innovation Ecosystems* – Mind the Bridge Startup Ecosystem Stars Report 2024 | **21** *Emerging Startup Ecosystems* – Startup Genome Global Startup Ecosystem Report (GSER) 2024 | **22** *Startups Ecosystems* – StartupBlink Global Startup Ecosystem Index 2024 | **23** *Tech Hubs* – Atomico State of the European Tech 2024



19. Digital Governance

The Local Online Services Index (LOSI) is designed to assess the effectiveness of local government portals in the most populous cities of 193 UN Member States. Madrid retains its number one spot for the third year in a row, providing nearly 93 per cent of the features assessed, in this index that offers a detailed analysis of how cities are leveraging digital tools to engage citizens and deliver public services.

AREAS **6** INDICATORS **95** YEAR **2024** RANKINGS ANALYZED **– UN, E-Government Survey**

CITIES ANALYZED **193**

MADRID'S OVERALL SCORE

1st

World's top city for digital public services²⁹

1st

Europe's top city for digital public services

vs. 2023

TOP 5 GLOBAL CITIES

- 1 Madrid / Tallinn
- 2 Riyadh
- 3 Copenhagen
- 4 Dubai
- 5 New York

TOP 5 EUROPEAN CITIES

- 1 Madrid / Tallinn
- 2 Copenhagen
- 3 Berlin
- 4 London
- 5 Kyiv

AREAS³⁰

- Institutional framework
- Content provision
- Services provision
- Participation and engagement
- E-government literacy
- Technology

DATA SOURCE

% N/A Public or private databases **% N/A** Questionnaire to member states

²⁹ Tied with Tallinn
³⁰ Ranking score not available

20. Innovation Ecosystems

The global innovation consultancy Mind the Bridge and the International Chamber of Commerce (ICC), analyses the best practices of the ecosystem innovation from the world's best Innovation Regions and Cities. In total, the 2024 edition crowned 64 organizations, 35 as Startup Ecosystem Stars and 29 as Rising Stars, representing 36 countries worldwide. Madrid ranks 8th in Europe with 373 scaleups and and \$8.4 billion in funding.

AREAS **–** INDICATORS **–** YEAR **2024** RANKINGS ANALYZED **– Mind the Bridge, Startup Ecosystem Stars Report**

ECOSYSTEMS ANALYZED **100**

MADRID'S OVERALL SCORE

33rd

World's Startup Ecosystem

8th

Europe's Startup Ecosystem

vs. 2023

TOP 5 GLOBAL CITIES

- 1 Silicon Valley (10.500 scaleups)
- 2 New York (5.479 scaleups)
- 3 Beijing (3.580 scaleups)
- 4 London (3.565 scaleups)
- 5 Israel (3.142 scaleups)

SCALEUPS IN MADRID³¹

373 scaleups (+41 vs 2023)

Innovation Ecosystems Life Cycle:
Standup (0 - 75 scaleups)
Startup (75 - 300)
Scaleup (300 - 1,200) **373 scaleups in Madrid Star (+1,200)**

³¹ "Scaleup": Tech company with >\$1M funding raised

21. Emerging Ecosystems

Startup Genome, the world-leading innovation ecosystem development organization publishes annually the GSER 2024, a comprehensive analysis of the current state of startup ecosystems worldwide. Madrid ranks first in the Top 100 Emerging Ecosystems showcasing its high potential to become a top global performer in the coming years.

AREAS **5** INDICATORS **–** YEAR **2024** RANKINGS ANALYZED **– Startup Genome, Global Startup Ecosystem Report (GSER)**

Emerging ecosystems³²

EMERGING ECOSYSTEMS ANALYSED

100

MADRID'S OVERALL SCORE

<p>1st</p> <p>emerging ecosystem in the world</p> <p>↑ (12) vs. 2023</p>	<p>13th</p> <p>World's emerging ecosystem with four or more unicorns in the last 10 years</p>	<p>3rd</p> <p>European emerging ecosystem with four or more unicorns in the last 10 years</p>
--	---	---

TOP 5 GLOBAL CITIES

- 1 Madrid
- 2 Barcelona
- 3 Hong Kong
- 4 Dublin
- 5 Manchester-Liverpool

TOP 5 EUROPEAN CITIES

- 1 Madrid
- 2 Barcelona
- 3 Dublin
- 4 Manchester-Liverpool
- 5 Metro Rhein-Ruhr

AREAS³³

- **10** Funding
- **10** Talent & Experience
- **10** Market Reach
- **9** Performance
- **4** Knowledge

³² Emerging ecosystems are startup communities at earlier stages of growth
³³ Each area scores between 0 and 10, being 1 the lowest score and 10 the highest

Startups Ecosystems³⁴

MADRID'S OVERALL SCORE

<p>41st</p> <p>Global Startup Ecosystem</p> <p>↑ (12) vs. 2023</p>	<p>10th</p> <p>Startup Ecosystem in Europe</p>
--	--

TOP 5 GLOBAL CITIES

- 1 Silicon Valley
- 2 London
- 3 New York
- 4 Tel Aviv
- 5 Los Angeles

WHAT DOES THE REPORT SAY ABOUT MADRID?

"Madrid has moved up 12 ranks to claim the #1 position, thanks to large exits and unicorns."

DATA SOURCE

% N/A Public or private database	% N/A Official data	% N/A Others
--	-------------------------------	------------------------

³⁴ These ecosystems are characterized in the ranking by greater maturity and greater financing activity

INNOVATIVE CITY

22. Startup Ecosystems

The Global Startup Ecosystem Index by StartupBlink offers a deep analysis of the global startup ecosystem and ranks the startup ecosystems of 1,000 cities and 100 countries. Madrid ranks #49 in this report that aims to guide startups, investors, and policymakers to make informed decisions, highlighting the latest global startup ecosystem trends.

AREAS — INDICATORS — YEAR **2024** RANKINGS ANALYZED
StartupBlink, Global Startup Ecosystem Index

ECOSYSTEMS ANALYZED

1,000

MADRID'S OVERALL SCORE

49thbest world's city
for startups

= vs. 2023

10thbest European city
for startups

TOP 5 GLOBAL CITIES

- ① San Francisco
- ② New York
- ③ London
- ④ Los Angeles
- ⑤ Boston

DATA SOURCE

% N/A

Internal Data sources

% N/A

Public or private databases

INNOVATIVE CITY

23. Technology hubs

The State of European Tech report 2024 produced by Atomico highlights the impressive transformation of Europe's tech sector over the past decade and the significant potential it holds for the coming decade, with AI now a crucial driver of investment, talent demand, and opportunity. Madrid ranks #11 hub by capital invested in a survey that reveals how Tech hubs are levelling up across Europe as they are continuing to get stronger with funding levels increasing, underscoring the maturation of Europe's tech ecosystem.

AREAS — INDICATORS — YEAR **2024** RANKINGS ANALYZED
Atomico, State of European Tech

CITIES ANALYZED

20

MADRID'S OVERALL SCORE

11thEuropean Tech hub by
capital invested³⁵TOP 5 TECH HUBS³⁶

- ① London
- ② Berlin
- ③ Paris
- ④ Stockholm
- ⑤ Munich

DATA SOURCE

Surveys of founders of technology
startups, investors, and industry
professionals

% N/A

Public or private databases

% N/A

Survey

35 Capital invested (\$B) by top 20 cities, 2005 to 2014 versus 2015 to 2024

36 Invested capital data not available

6 Connected and Sustainable City

RANKINGS ANALYZED

24 Sustainability – Arcadis Sustainable Cities Index 2024 | **25** Urban mobility – Oliver Wyman Forum Urban Mobility Readiness 2024 | **26** Airports – Skytrax World Airport Awards 2024 | **27** Airport traffic – ACI World Airport Traffic Dataset 2023



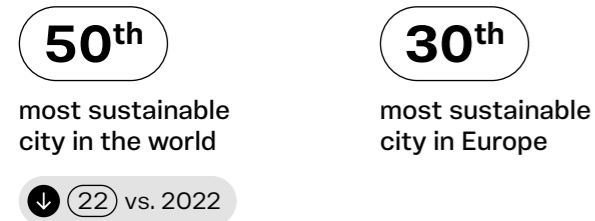
24. Sustainability

Madrid ranks 50th in the Sustainable Cities Index 2024 compiled by the international consultancy firm Arcadis. Spain's capital excels in the People pillar as it boasts good health outcomes and worklife balance and also due to the city's affordability and quality of life. Besides, Madrid ranks in the top half of the Planet pillar due to its high proportion of renewable energy production.

AREAS **4** INDICATORS **34** YEAR **2024** RANKINGS ANALYZED – Arcadis, Sustainable Cities Index

CITIES ANALYZED **100**

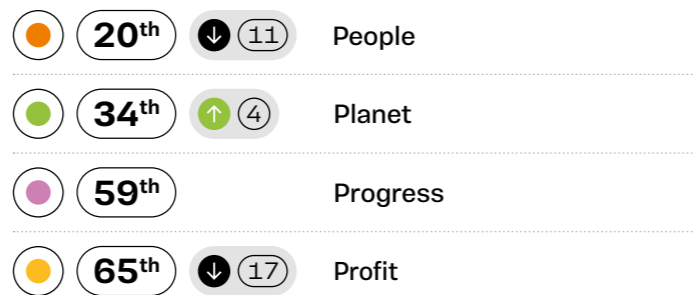
MADRID'S OVERALL SCORE



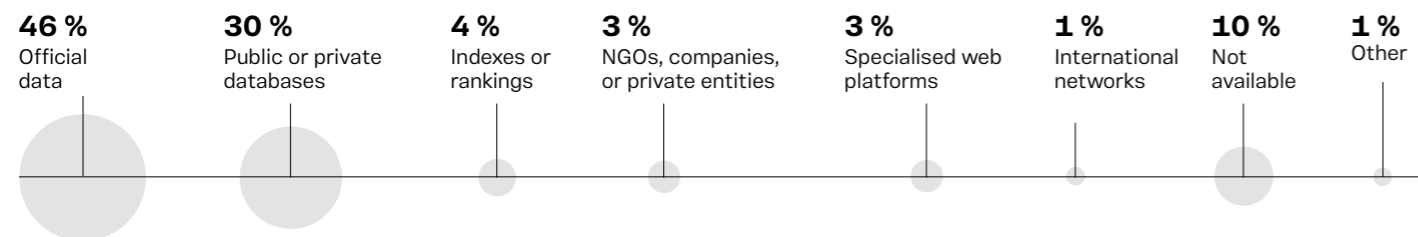
TOP 5 GLOBAL CITIES

- 1 Amsterdam
- 2 Rotterdam
- 3 Copenhagen
- 4 Frankfurt
- 5 Munich

AREAS vs 2022



DATA SOURCE



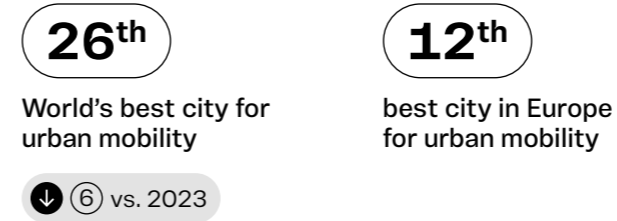
25. Urban mobility

The index ranks 70 global cities on how ready they are for mobility's. Madrid ranks #26 in this report, created by the Oliver Wyman Forum and the University of California, Berkeley, that provides in-depth analysis of each city's strengths and challenges and offers customized recommendations to improve urban mobility performance.

AREAS **3** INDICATORS **71** YEAR **2024** RANKINGS ANALYZED – Oliver Wyman Forum, Urban Mobility Readiness Index

CITIES ANALYZED **70**

MADRID'S OVERALL SCORE



WHAT DOES THE REPORT SAY ABOUT MADRID?

"In Europe, Madrid is a leader in autonomous transit."

"In 2024, Madrid inaugurated Europe's largest electric bus charging station, which can charge 118 buses simultaneously."

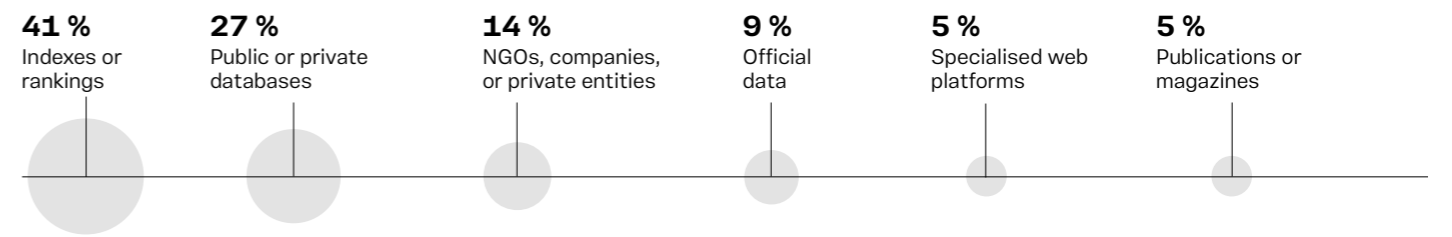
TOP 5 GLOBAL CITIES

- 1 San Francisco
- 2 Paris
- 3 Singapore
- 4 Munich
- 5 Amsterdam

AREAS vs 2023



DATA SOURCE



26. Airports

Madrid-Barajas-Adolfo Suárez Airport ranks 15th world's best airport and the 3rd best airport in southern Europe according to the UK-based organization Skytrax, that provides ratings and organizes the World Airport Awards 2024 to select the best airports in the world based on user satisfaction surveys.

AREAS — INDICATORS — YEAR **2024** RANKINGS ANALYZED — Skytrax, World Airport Awards

AIRPORTS ANALYZED **100**

MADRID'S OVERALL SCORE

15th World's best airport ↓ 5 vs. 2023	8th Europe's best airport ↓ 3 vs. 2023
--	--

TOP 5 GLOBAL CITIES

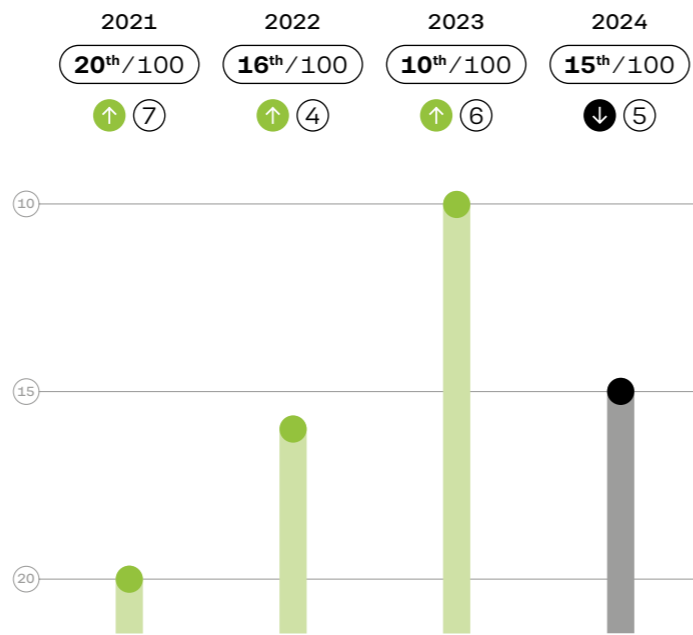
- 1 Doha Hamad
- 2 Singapore Changi
- 3 Seoul Incheon
- 4 Tokyo Haneda
- 5 Tokyo Narita

3rd
Best airport in southern Europe
↓ 1 vs. 2023

DATA SOURCE

Survey to air travellers around the world

MADRID'S RANKING EVOLUTION



27. Airport traffic

The Airports Council International (ACI) World publishes the ACI World Airport Traffic Dataset, a comprehensive annual report that ranks airports worldwide based on passenger traffic, air cargo volumes, and aircraft movements. Madrid ranks #15 among the top busiest airports in the world and was the 4th busiest European airport in 2023.

AREAS — INDICATORS — YEAR **2023³⁷** RANKINGS ANALYZED — ACI, Annual World Airport Traffic Dataset

AIRPORTS ANALYZED **2,700**

COUNTRIES AND TERRITORIES **185**

MADRID'S OVERALL SCORE

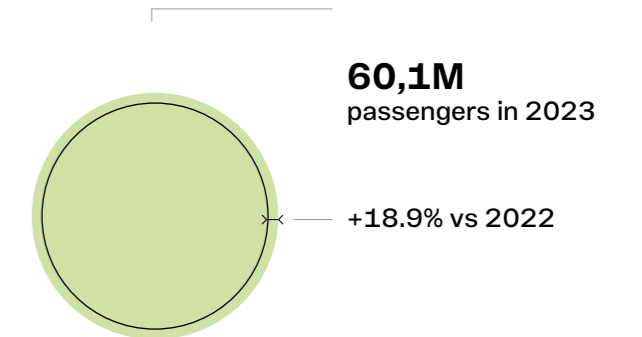
15th World's busiest airport = vs. 2022	4th European busiest airport = vs. 2022
---	---

TOP 5 GLOBAL CITIES

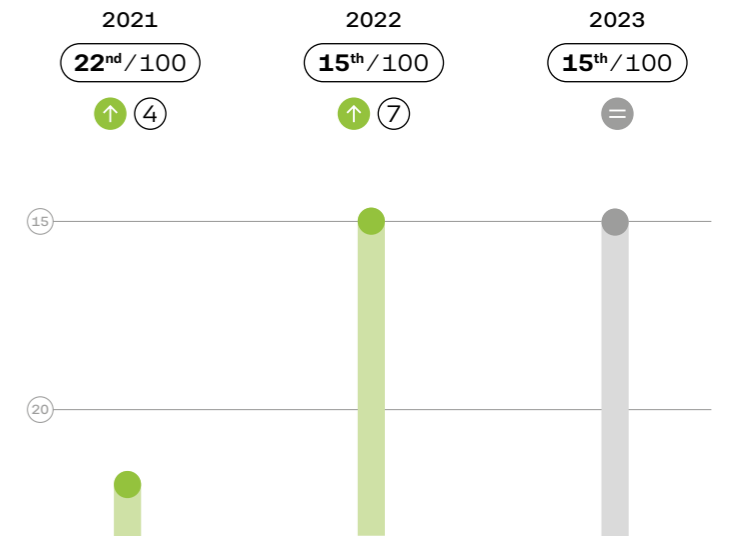
- 1 Atlanta
- 2 Dubai
- 3 Dallas/Fort Worth
- 4 London
- 5 Tokyo

TOP 5 EUROPEAN CITIES

- 1 London
- 2 Paris
- 3 Amsterdam
- 4 **Madrid**
- 5 Frankfurt



MADRID'S RANKING EVOLUTION



³⁷ The ranking published in 2024 measures the number of international passengers in 2023

7 Vibrant city

RANKINGS ANALYZED

28 *Overnight stays* – CityDNA City Travel Report 2023-2024 | **29** *Meetings & Conference Destination* – World Travel Awards 2024 | **30** *International conferences* – ICCA Business Analytics Country and City Rankings 2023 | **31** *Urban tourism* – Euromonitor Top 100 City Destinations Index 2024 | **32** *Retail cities* – Modaes Hot Retail Cities 2024 | **33** *Museums* – TEA & AECOM Theme Index and Museum Index 2023 | **34** *Art museums* – The Art Newspaper Visitor Figures 2023 Survey



28. Overnight stays (Bednights)

The City Travel Report by french association CityDNA (formerly known as the Benchmarking Report) measures how city tourism in Europe develops on the basis of 117 European cities. Madrid ranks in the Top 10 performing cities in 2023, according to this report that has become an essential reading for city tourism professionals, consultants, academics and students.

AREAS — INDICATORS — YEAR **2023-2024** RANKINGS ANALYZED — City DNA, City Travel Report³⁸

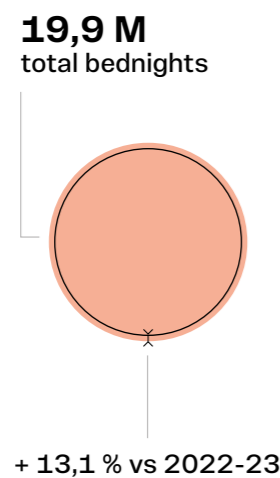
CITIES ANALYZED
117

MADRID'S OVERALL SCORE

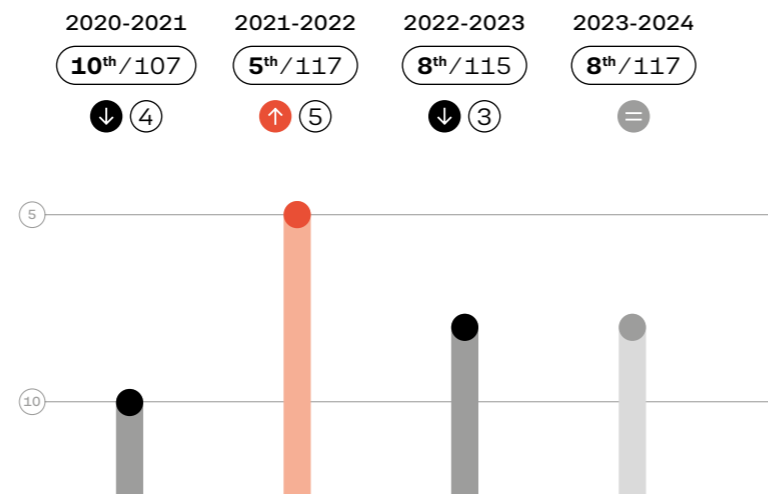
8th
European city with the highest number of overnight stays in 2023
= vs. 2022-23

TOP 5 CITIES

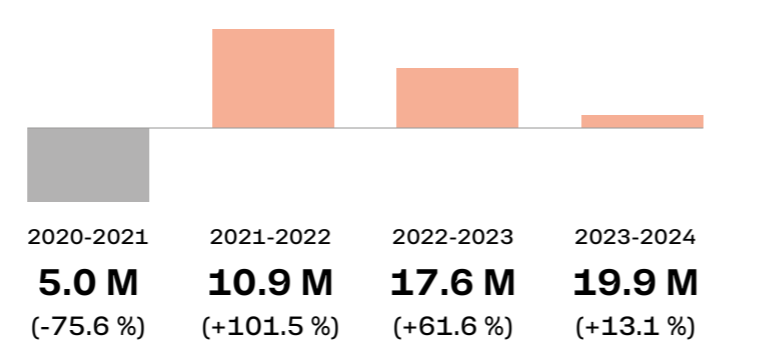
- ① London
- ② Paris
- ③ Istanbul
- ④ Berlin
- ⑤ Rome



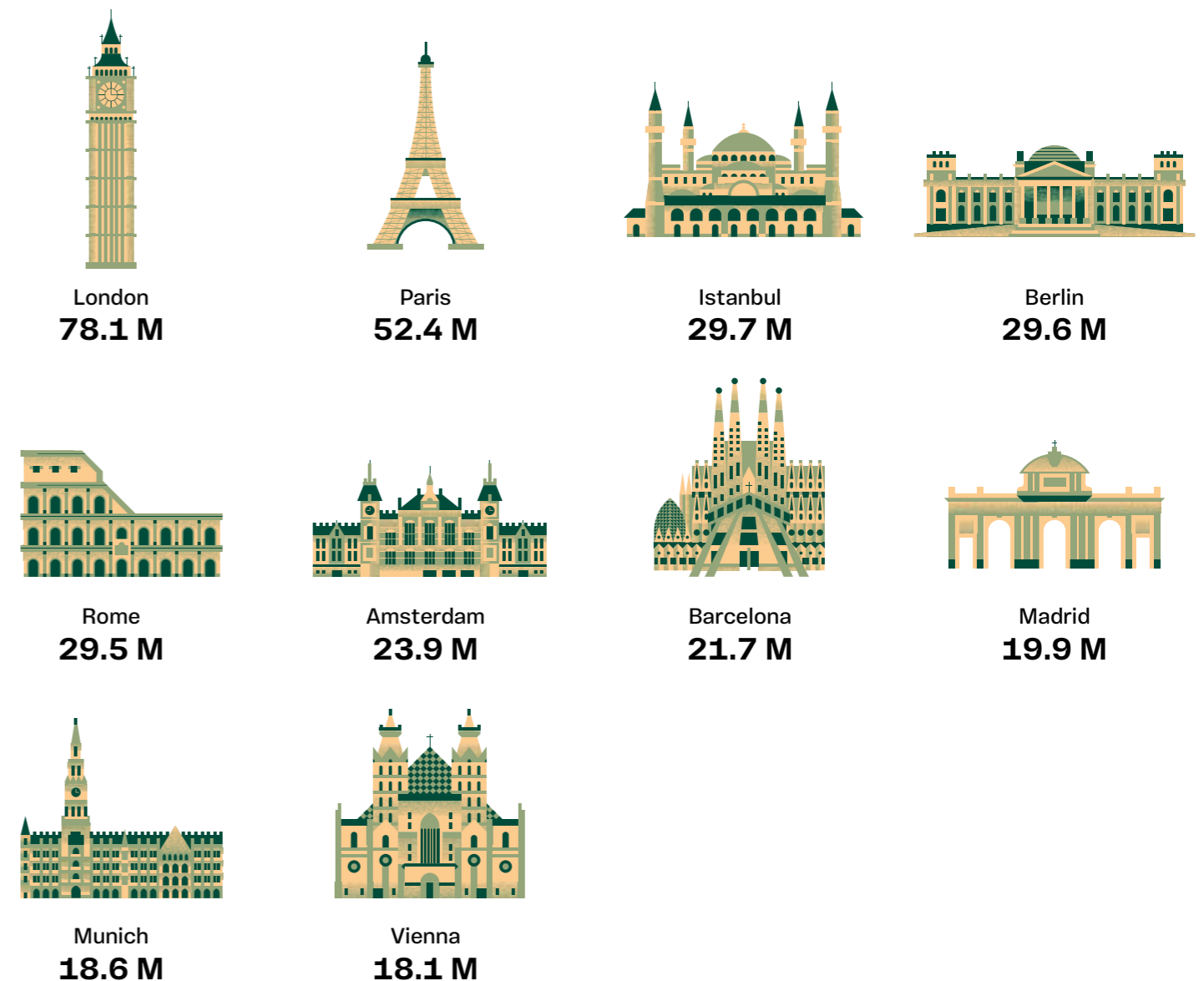
MADRID'S RANKING EVOLUTION



OVERNIGHT STAYS



TOTAL BEDNIGHTS (2023)



29. World's Leading Meetings & Conference Destination

Madrid has been crowned the World's Leading Meetings and Conference Destination for the 6th consecutive year at the annual World Travel Awards, one of the most prestigious recognitions in global tourism. World Travel Awards supports, promotes and develops the global travel and tourism industry by identifying and rewarding excellence and inspiring its practitioners to continually raise the standards of their product and service offering.

YEAR
2024

RANKINGS ANALYZED

- World Travel Awards, World's Leading Meetings & Conference Destination
- World Travel Awards, Europe's Leading Meetings & Conference Destination

MADRID'S OVERALL SCORE

1st

World's Leading Meetings and Conference Destination, for the 6th consecutive year

vs. 2023

1st

Europe's Leading Meetings and Conference Destination, for the 7th consecutive year

vs. 2023

DATA SOURCE

Survey from qualified executives working within travel and tourism and the consumer travel buyer

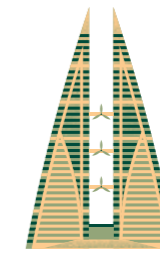
WORLD TRAVEL AWARDS NOMINEES



Abu Dhabi



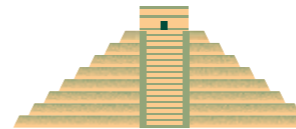
Auckland



Bahrain



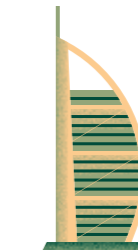
Buenos Aires



Cancun



Doha



Dubai



Durban



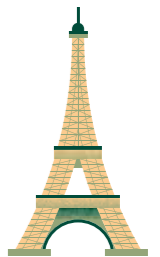
Kuala Lumpur



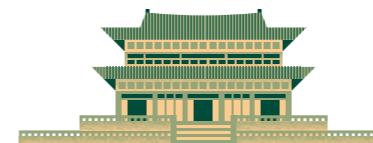
Las Vegas



Melbourne



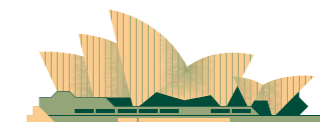
Paris



Seoul



Singapore



Sydney

30. International meetings

Madrid takes 8th place in the ranking published by the International Congress and Convention Association (ICCA), the global meetings industry network. This report analyses the number of meetings per city, according to ICCA's criteria, and is considered an important indicator of the health of the industry and trends in global meetings and events.

AREAS — INDICATORS — YEAR **2023**³⁹ RANKINGS ANALYZED — ICCA Business Analytics, Country and City Rankings

CITIES ANALYZED **332**

MADRID'S OVERALL SCORE

8th

World's city with the most international meetings

↓ ② vs. 2022

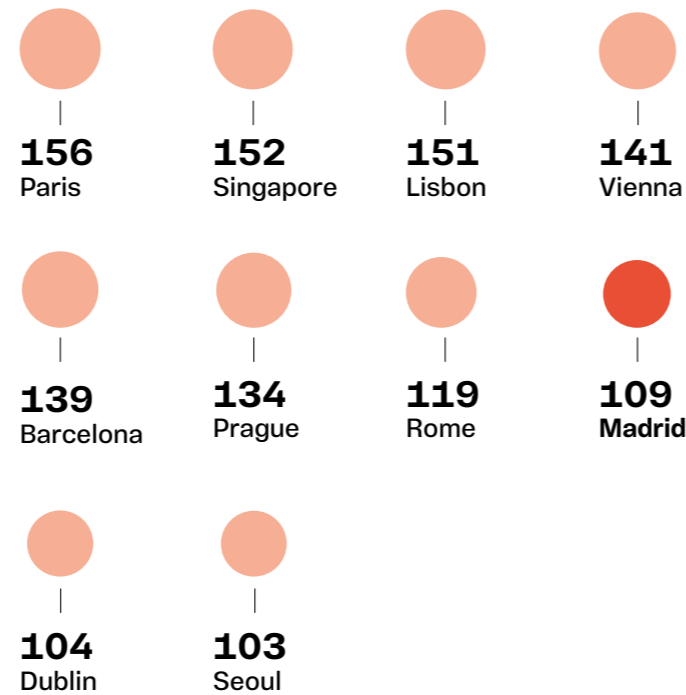
7th

European city with the most international meetings

TOP 5 GLOBAL CITIES **109** eventos

- ① Paris
- ② Singapore
- ③ Lisbon
- ④ Vienna
- ⑤ Barcelona

TOP 10 CITIES BY NUMBER OF EVENTS



³⁹ Ranking published in 2024

31. Urban destination

Madrid is the 2nd best urban tourist destination in the world according to the Euromonitor International's Top 100 City Destinations Index 2024. This prestigious ranking evaluates the tourism, economic and sustainability performance of 100 cities around the world based on key factors such as tourism infrastructure, sustainability, and safety.

AREAS **6** INDICATORS **55** YEAR **2024** RANKINGS ANALYZED — Euromonitor, Top 100 City Destinations Index

CITIES ANALYZED **100**

MADRID'S OVERALL SCORE

2nd

world's top city destination

↑ ① vs. 2023

2nd

Europe's top city destination

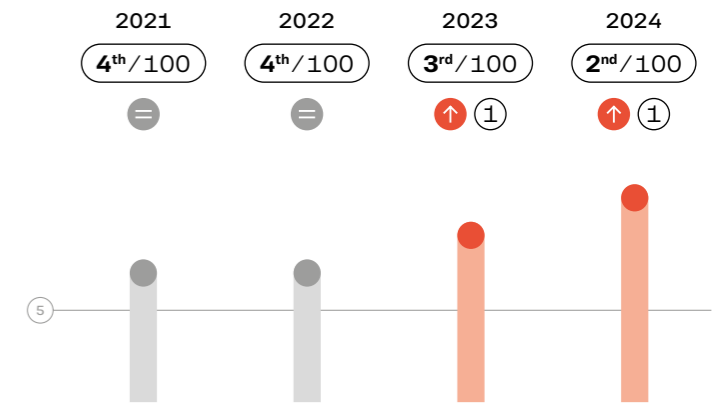
TOP 5 GLOBAL CITIES

- ① Paris
- ② **Madrid**
- ③ Tokyo
- ④ Rome
- ⑤ Milan

TOP 5 EUROPEAN CITIES

- ① Paris
- ② **Madrid**
- ③ Rome
- ④ Milan
- ⑤ Amsterdam

MADRID'S RANKING EVOLUTION



AREAS³⁹

- Economic and business performance
- Tourism performance
- Tourism infrastructure
- Tourism policy and attractiveness
- Health and safety
- Sustainability

⁴⁰ Score is not available

VIBRANT CITY

32. Fashion retail

Madrid has climbed the ranks of the world's most attractive cities for international retail, to the point of being among the top fifteen in the ranking published by Spanish magazine Modaes, The Spanish capital leads the city momentum index for the first time, a secondary ranking that assesses market trends.

AREAS **4** INDICATORS **55** YEAR **2024** RANKINGS ANALYZED
 – Modaes, Hot Retail Cities

CITIES ANALYZED

100

MADRID'S OVERALL SCORE

11th

most attractive city in the world for international retail

↑ **19** vs. 2023

6th

most attractive city in Europe for international retail

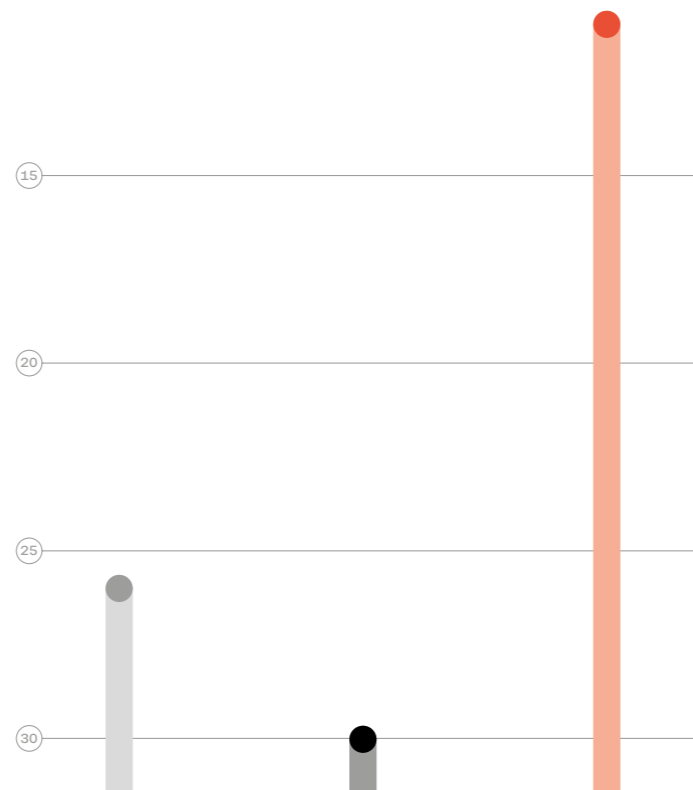
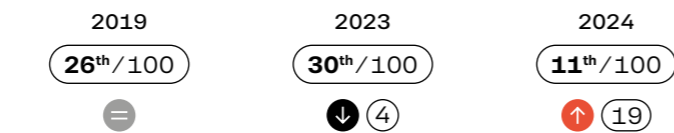
TOP 5 GLOBAL CITIES

- ① New York
- ② Paris
- ③ London
- ④ Amsterdam
- ⑤ Tokyo

TOP 5 EUROPEAN CITIES

- ① Paris
- ② London
- ③ Amsterdam
- ④ Dublin
- ⑤ Milan

MADRID'S RANKING EVOLUTION



WHAT DOES THE REPORT SAY ABOUT MADRID?

"This eleventh place, achieved after surpassing Singapore, is due to an increase of 54 points compared to the previous ranking, which represents one of the largest increases worldwide."

"Madrid has strengthened its position 'thanks to its positive economic outlook, vibrant cultural life, and quality of life, which have earned it first place in the momentum sub-ranking'."

"Its status as the capital and the number of companies that have their headquarters there are also factors that make it one of the most desirable cities for retailers."

AREAS⁴¹

- Momentum
- Socioeconomic Environment
- Magnetism
- Trendy Cities

DATA SOURCE

% N/A Index or rankings % N/A Other sources

⁴¹ Score is not available

33. Museums

The Prado National Museum is the 19th most visited museum in the world in 2023, according to a report prepared by the International Themed Entertainment Association (TEA) and the international consultancy AECOM considered a longstanding source of themed entertainment industry data.

AREAS — INDICATORS — YEAR **2023**⁴² RANKINGS ANALYZED — TEA & AECOM, Theme Index and Museum Index

MADRID'S OVERALL SCORE

19th
most visited museum in the world. Museo Nacional del Prado
↑ 35,9% vs. 2022

7th
most visited museum in Europe. Museo Nacional del Prado

WHAT DOES THE REPORT SAY ABOUT MADRID?

"The Museo Nacional del Prado also saw strong year-over-year growth of 36%, propped up by record-breaking tourism to Madrid in 2023 and a strong exhibit and events program."

TOP 5 GLOBAL MUSEUMS

- 1 Louvre Museum
- 2 Vatican Museums
- 3 National Museum of China
- 4 British Museum
- 5 Natural History Museum (London)

TOP 5 EUROPEAN MUSEUMS

- 1 Louvre Museum
- 2 Vatican Museums
- 3 British Museum
- 4 Natural History Museum (London)
- 5 Tate Modern (London)

34. Art museums

Three museums in Madrid were among the 100 most visited art museums in the world in 2023: the Prado National Museum, the Reina Sofía National Art Center Museum and the Thyssen-Bornemisza National Museum. These museums received 5.8 million visitors in 2023, according to The Art Newspaper magazine.

AREAS — INDICATORS — YEAR **2023**⁴³ RANKINGS ANALYZED — The Art Newspaper, Visitor Figures Survey

ANALYZED MUSEUMS

100

MADRID'S OVERALL SCORE

9th
Museo Nacional del Prado
↑ 4 vs. 2022
3,337,550 visitors
↑ 36% vs. 2022

40th
Museo Nacional Centro de Arte Reina Sofía
↑ 1 vs. 2022
1,514,854 visitors
↑ 21% vs. 2022

68th
Museo Nacional Thyssen-Bornemisza
↓ 20 vs. 2022
1,017,684 visitors
↓ 5% vs. 2022

TOP 10 ART MUSEUMS

- 1 Musée du Louvre, Paris
8,860,000 visitors
- 2 Vatican Museums, Vatican City
6,764,858 visitors
- 3 British Museum, London
5,820,860 visitors
- 4 Metropolitan Museum of Art, New York
5,364,000 visitors
- 5 Tate Modern, London
4,742,038 visitors
- 6 National Museum of Korea, Seoul
4,180,285 visitors
- 7 Musée d'Orsay, Paris
3,871,498 visitors
- 8 National Gallery of Art, Washington
3,829,812 visitors
- 9 **Museo Nacional del Prado, Madrid**
3,337,550 visitors
- 10 State Hermitage Museum, Saint Petersburg
3,273,753 visitors

DATA SOURCE

Survey

List of Rankings in alphabetical order by author

RANKING	YEAR	COLOR	AREA	PÁGINA	RANKING	YEAR	COLOR	AREA	PÁGINA
ACI, World Airport Traffic Dataset	2024		Connected and Sustainable City	73	Modaes, Hot Retail Cities	2024		Vibrant city	82
Arcadis, Sustainable City Index	2024		Connected and Sustainable City	70	Monocle, Quality of Life Survey	2024		City with a high quality of life	38
Atomico, State of European Tech	2024		Innovative City	67	Mori Global Power City Index	2024		Global capital	22
Brand Finance Global City Index	2024		Global capital	32	Oliver Wyman Forum, Urban Mobility Readiness Index	2024		Connected and Sustainable City	71
Burson, Ranking of Sport Cities	2024		City with a high quality of life	37	PWC, Emerging Trends in Real Estate	2025		City that attracts business	58
CBRE, European Investor Intentions Survey	2024		City that attracts business	56	QS, Best Student Cities	2025		City with talent	49
City DNA City Travel Report	2023-2024		Vibrant city	76	QS, World University Rankings	2025		City with talent	46
Euromonitor International, Top 100 City Destinations Index	2024		Vibrant city	81	Resonance, World's Best Cities Report	2025		Global capital	26
Eurostat, Life expectancy at birth	2024 (data 2022)		City with a high quality of life	36	Shanghai Ranking, Academic Ranking of World Universities	2024		City with talent	46
fDi Intelligence, European Cities and Regions of the Future	2024		City that attracts business	54	Skytrax, World Airport Awards 2024	2024		Connected and Sustainable City	72
Financial Times, European Business School Rankings	2024		City with talent	44	Startup Genome, Global Startup Ecosystem Report	2024		Innovative City	64
Financial Times, Masters in Business Administration	2024		City with talent	44	StartupBlink, Global Startup Ecosystem Index	2024		Innovative City	66
ICCA's Business Analytics Country and City Rankings	2023		Vibrant city	80	TEA/AECOM, Theme Index and Museum Index	2023		Vibrant city	84
IESE, Cities in Motion	2024		Global capital	28	The Art Newspaper, Visitor Figures survey	2023		Vibrant city	85
IMD, Smart City Index	2024		Global capital	30	Times Higher Education, World University Rankings	2025		City with talent	46
InterNations, Expat City Ranking	2024		City with a high quality of life	40	UN, E-Government Survey	2024		Innovative City	62
Kearney, Global Cities Index Global Cities Report	2024		Global capital	24	World Travel Awards, World's Leading Meetings and Conference Destination	2024		Vibrant city	78
Kearney, Global Cities Outlook Global Cities Report	2024		Global capital	24	Z/Yen, Global Financial Centres Index	2024		City that attracts business	59
Mind the Bridge, Startup Ecosystem Stars Report	2024		Innovative City	63	Z/Yen, The Global Green Finance Index	2024		City that attracts business	57

Madrid in the rankings: Results in rankings published in 2024

1. Global capital

1. Global power

Mori Global Power City Index 2024
48 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
10 th	↑ 4 vs. 2023		World
5 th			Europe
2 nd	= vs. 2023		Livability
9 th	↓ 2 vs. 2023		Cultural interaction
12 th	↑ 2 vs. 2023		Accesibility
13 th	↑ 2 vs. 2023		Environment
32 th	↓ 2 vs. 2023		Economy
33 rd	↑ 4 vs. 2023		R&D

2. Global influence

Kearney, Global Cities Report – Global City Index (GCI) 2024
156 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
13 th	↓ 1 vs. 2023		World
3 rd			Europe
8 th	↑ 3 vs. 2023		Cultural experience
12 th	↓ 1 vs. 2023		Business Activity

POSITION	EVOLUTION	AREA	SCOPE
17 th	↓ 1 vs. 2023		Human Capital
20 th	↓ 1 vs. 2023		Information Exchange
21 st	↓ 1 vs. 2023		Political Engagement

Growth Potential
Kearney, Global Cities Report – Global City Outlook (GCO) 2024
156 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
40 th	↓ 5 vs. 2023		World
19 th	↑ 1 vs. 2023		Europe
12 th	↑ 7 vs. 2023		Personal well-being
32 nd	↓ 2 vs. 2023		Economy
45 th	↓ 23 vs. 2023		Governance
100 th	↓ 6 vs. 2023		Innovation

3. Best cities

Resonance, World's Best Cities Report 2025 (published in 2024)
100 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
7 th	↑ 6 vs. 2024		World
4 th			Europe

APPENDIX II

POSITION	EVOLUTION	AREA	SCOPE
7 th	↑ 3 vs. 2024		Lovability
9 th	↑ 9 vs. 2024		Livability
18 th	↑ 25 vs. 2024		Prosperity

4. Smart cities

IESE, Cities in Motion 2024
183 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
20 th	↑ 7 vs. 2022		World
11 th			Europe
<hr/>			
8 th	↓ 2 vs. 2022		Mobility and Transportation
10 th	↑ 7 vs. 2022		International Profile
32 nd	↓ 7 vs. 2022		Governance
32 nd	↑ 8 vs. 2022		Technology
44 th	↑ 2 vs. 2022		Urban Planning
47 th	↓ 11 vs. 2022		Social Cohesion
49 th	↑ 2 vs. 2022		Human Capital
50 th	↑ 30 vs. 2022		Economy
70 th	↓ 2 vs. 2022		Environment

5. Smart City (perception)

IMD, Smart City Index 2024
142 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
35 th	↑ 2 vs. 2023		World
18 th			Europe
<hr/>			
—			Health & Safety
—			Mobility
—			Activities
—			Opportunities (Work & School)
—			Governance

6. City brand

Brand Finance Global City Index 2024
100 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
17 th	↑ 5 vs. 2023		World
8 th			Europe
<hr/>			
—			Familiarity
—			Reputation
—			Consideration

2. City with a high quality of life

7. Life expectancy

Eurostat, Life Expectancy at Birth 2022 (published in 2024)
332 regions analyzed

POSITION	EVOLUTION	AREA	SCOPE
1 st	↑ 1 vs. 2021	Europe	

8. Sport cities

Burson, Ranking of Sports Cities 2024
100 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
5 th	↑ 1 vs. 2023	World	
3 rd		Europe	

9. Quality of life

Monocle, Quality of Life Survey 2024
20 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
5 th	↑ 3 vs. 2023	World	
5 th		Europe	

10. Cities for expats

InterNations, Expat City Ranking 2024
53 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
7 th	↓ 1 vs. 2023	World	
4 th		Europe	

POSITION	EVOLUTION	AREA	SCOPE
4 th	↓ 1 vs. 2023	Quality of life	
7 th	↑ 1 vs. 2023	Ease of Setting in	
13 th	↓ 3 vs. 2023	Personal Finance	
28 th	↓ 9 vs. 2023	Expat Essentials	
28 th	↑ 10 vs. 2023	Working abroad	

3. City with talent

11. Business schools

Financial Times, European Business School Rankings 2024
100 business schools analyzed

POSITION	EVOLUTION	AREA	UNIVERSIDAD
4 th	↓ 1 vs. 2023	IESE Business School	
10 th	↓ 2 vs. 2023	IE Business School	
12 th	= vs. 2023	Esade Business School	

Master in Business Administration (MBA 2024) – Financial Times, Master in Business Administration (MBA 2024)
100 business schools analyzed

POSITION	EVOLUTION	AREA	UNIVERSIDAD
5 th	↓ 2 vs. 2023	IESE Business School	
17 th	↑ 13 vs. 2023	Esade Business School	
20 th	↑ 2 vs. 2023	IE Business School	

13. Cities for students

QS, Best Student Cities 2025 (published in 2024)
150 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
34 th	↓ 7 vs. 2024		World
14 th			Europe

24 th	↓ 6 vs. 2024	Rankings	
27 th	↓ 1 vs. 2024	Desirability	
43 rd	↓ 18 vs. 2024	Employer Activity	
46 th	↓ 3 vs. 2024	Student Mixs	
53 rd	↓ 1 vs. 2024	Student View	
113 rd	↑ 11 vs. 2024	Affordability	

4. City that attracts business

14. Foreing investment

City
fDi, European Cities and Regions of the Future 2024
330 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
7 th	↓ 2 vs. 2023		Europe

3 rd	= vs. 2023	Human Capital and Lifestyle	
5 th	↑ 1 vs. 2023	Business friendliness	
8 th	↑ 2 vs. 2023	Economic Potential	
9 th	↓ 6 vs. 2023	Connectivity	

POSITION	EVOLUTION	AREA	SCOPE
—			Cost Effectiveness (not listed in the Top 10 in 2024 or 2023)
4 th			FDI strategy

Foreing investment (region)
fDi, European Cities and Regions of the Future 2024
141 regions analyzed

POSITION	EVOLUTION	AREA	SCOPE
9 th	↓ 3 vs. 2023		Europe

4 th	↓ 2 vs. 2023	Human capital and Lifestyle	
9 th		Economic Potential	
—			Cost Effectiveness (not listed in the Top 10 in 2023)
—			Connectivity (not listed in the Top 10 in 2023)
—			Business Friendliness (not listed in the Top 10 in 2023)
8 th	↓ 2 vs. 2023		FDI strategy

15. Investors Preferences

CBRE, European Investor Intentions Survey 2024
10 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
3 rd	↑ 2 vs. 2023		Europe

16. Green Finances

Z/Yen, Global Green Finance Index 14, 2024
97 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
28 th	↓ 1 vs. april 2024		World
16 th			Europe
—		Business	
—		Human Capital	
—		Infrastructure	
—		Sustainability	

17. Real state investment

PWC, Emerging Trends in Real Estate 2025 (published in 2024)
30 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
2 nd	↑ 1 vs. 2024		Europe
2 nd	↑ 1 vs. 2024	Investment	
2 nd	↑ 1 vs. 2024	Development	
3 rd	= vs. 2024	Capital values	
4 th	↓ 1 vs. 2024	Rent	

18. Financial centres

Z/Yen, Global Financial Centres Index 36, 2024
121 financial centres analyzed

POSITION	EVOLUTION	AREA	SCOPE
47 th	↑ 5 vs. march 2024		World
16 th			Europe

FinTech

Z/Yen, Global Financial Centres Index 36, 2024
116 FINANCIAL CENTRES ANALYZED

POSITION	EVOLUTION	AREA	SCOPE
44 th	↓ 6 vs. march 2024		World
14 th			Europe

5. Innovative City

19. Digital Governance

UN, E-Government Survey 2024
193 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
1 st	= vs. 2023		World
1 st			Europe
—		Institutional framework	
—		Content provision	
—		Services provision	
—		E-participation	
—		Technology	
—		E-government	

20. Innovation Ecosystems

Mind the Bridge, Startup Ecosystem Stars Report 2024
100 ecosystems analyzed

POSITION	EVOLUTION	AREA	SCOPE
33 rd	↑ 6 vs. 2023	World	
8 th		Europe	

21. Emerging Startup Ecosystems

Startup Genome, Global Startup Ecosystem Report (GSER) 2024
100 Emerging Startup Ecosystems analyzed

POSITION	EVOLUTION	AREA	SCOPE
1 st	↑ 12 vs. 2023	World	

Startups Ecosystems

Startup Genome, Global Startup Ecosystem Report (GSER) 2024
100 ecosystem analyzed

POSITION	EVOLUTION	AREA	SCOPE
41 st	↑ 12 vs. 2023	World	
10 th		Europe	

22. Startup ecosystems

StartupBlink, Global Startup Ecosystem Index 2024
1000 Startups Ecosystems analyzed

POSITION	EVOLUTION	AREA	SCOPE
49 th	= vs. 2023	World	
10 th		Europe	

23. Tech Hubs

Atomico, State of European Tech 2024
25 hubs analyzed

POSITION	EVOLUTION	AREA	SCOPE
11 th		Europe	

6. Connected and Sustainable City

24. Sustainability

Arcadis, Sustainable Cities Index 2024
100 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
50 th	↓ 22 vs. 2022	World	
30 th		Europe	
20 th	↓ 11 vs. 2022	People	
34 th	↑ 4 vs. 2022	Planet	
59 th		Progress	
65 th	↓ 17 vs. 2022	Benefits	

25. Urban mobility

Oliver Wyman Forum, Urban Mobility Readiness Index 2024
70 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
26 th	↓ 6 vs. 2023	World	
12 th		Europe	

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POSITION	EVOLUTION	AREA	SCOPE
13 th	↓ 6 vs. 2023		Sustainable Mobility
31 st	↓ 3 vs. 2023		Public transport
36 th			Technology Adoption

26. Airports

Skytrax, World Airport Awards 2024
100 airports analyzed

POSITION	EVOLUTION	AREA	SCOPE
15 th	↓ 5 vs. 2023		World
8 th			Europe
3 rd			Sur de Europe

27. Airport traffic

ACI, World Airport Traffic Dataset 2023 (published in 2024)
2700 airports analyzed

POSITION	EVOLUTION	AREA	SCOPE
15 th	= vs. 2022		World
4 th			Europe

7. Vibrant city

28. Overnight stays (Bednights)

City Destinations Alliance, City Travel Report 2023-2024 (published in 2024)
117 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
8 th	= vs. 2022-2023		Europe

29. Meetings & Conference destination

World Travel Awards 2024

POSITION	EVOLUTION	AREA	SCOPE
1 st	= vs. 2023		World
1 st			Europe

30. International Conferences

ICCA, Business Analytics Country and City rankings for 2023 (published in 2024)
332 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
8 th	↓ 2 vs. 2022		World
7 th			Europe

31. Urban destination

Euromonitor, Top 100 City Destinations Index 2024
100 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
2 nd	↑ 1 vs. 2023		World
2 nd			Europe

- Economic and business performance
- Tourism performance
- Tourism infrastructure
- Tourism policy and attractiveness
- Health and safety
- Sustainability

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32. Fashion Retail

Modaes, Hot Retail Cities 2024

100 cities analyzed

POSITION	EVOLUTION	AREA	SCOPE
11 th	↑ 19 vs. 2023		World
6 th			Europe
—		●	Momentum
—		●	Socioeconomic Environment
—		●	Magnetism
—		●	Trendy Cities

33. Museums

TEA & AECOM, Theme Index and Museum Index 2023 (published in 2024)

POSITION	EVOLUTION	AREA	SCOPE	MUSEO
19 th	↑ 35,9 % vs. 2022		World	Museo Nacional del Prado
7 th			Europe	

34. Most visited art museums

The Art Newspaper, Visitor Figures 2023 survey (published in 2024)

100 museums analyzed

POSITION	EVOLUTION	AREA	MUSEO
9 th	↑ 4 vs. 2022		Museo Nacional del Prado
40 th	↑ 1 vs. 2022		Museo Nacional Centro de Arte Reina Sofía
68 th	↓ 20 vs. 2022		Museo Nacional Thyssen-Bornemisza

