

GXG Returns to Madrid for Its Third Edition Under a Bold New Identity

Produced by Fever, the Global Gathering of the Experience Economy brings 350+ senior decision-makers back to the Spanish capital on 5–6 October, with its most ambitious programme yet

The experience economy is now valued at over one trillion dollars globally — and, as Forbes argued earlier this year, the gap between what the sector promises and what it actually delivers has become its defining challenge. Creativity is no longer the constraint. Execution, structure, and the ability to build across a still-fragmented ecosystem are. For three years running, Madrid has been where that conversation happens.

On 5–6 October, GXG — the Global Gathering of the Experience Economy — returns to the Spanish capital for its third consecutive edition. Previously known as TEM: The Experience Economy Meeting, the forum relaunches under a new identity with an expanded scope and a sharper focus, produced by Fever and convening 350+ senior leaders from across live entertainment, immersive formats, touring exhibitions, venues, sports, IP, and cultural institutions.

The gathering takes place at Green Patio — one of the last historic printing presses in Madrid. The building's industrial bones and layered history make it one of Madrid's most distinctive event spaces: a venue that earns its place in the programme rather than just hosting it. GXG 2026 is proud to be supported by Official Partners MAD — Madrid Artes Digitales, Imagine, Proactiv Entertainment, Alegria Exhibition, and EFM Global. Media partners for this edition include Forbes Spain, IQ Magazine, Blooloo, TEO — the Touring Exhibitions Organisation, Experience UK, and the Secret Media Network.

As Mariano Otero, SVP of Business Development at Fever, has put it: *"Touring producers, venue operators, creative studios, IP owners, promoters, and cultural institutions are all navigating similar challenges — but rarely in the same room, with the*

time and context to engage deeply across verticals. The real opportunity isn't in staying in our lanes — it's in building across them."

GXG was built to create exactly that space. The two-day programme moves through the questions the industry is actively working through: how entertainment concepts scale without losing what made them work; how IP travels and transforms across markets and formats; what the evolving relationship between venues, brands, and audiences looks like in practice; and what the next chapter of live experience actually requires from the people building it. The evening of 5 October will be anchored by the GXG Awards, recognising the work and the individuals pushing the sector forward. Full speaker and session announcements are coming in the weeks ahead.

Three editions in, GXG has established itself as the gathering the experience economy keeps coming back to — not for the format, but for what happens in the room. Delegate passes for GXG 2026 are available now at gathering.com. Capacity is limited by design. If you are building, operating, or shaping the future of experiences — make sure you are in the room.

**GXG — The Global Gathering of the Experience Economy | 5–6 October 2026 |
Green Patio, Madrid | gathering.com**

Acerca de Fever

Fever es la plataforma tecnológica líder mundial para descubrir cultura y entretenimiento en vivo, que durante el año pasado inspiró a más de 300 millones de personas a disfrutar de las mejores experiencias en más de 40 países. Con la misión de democratizar el acceso a la cultura y el entretenimiento en la vida real, Fever inspira a los usuarios a disfrutar de experiencias y eventos únicos —desde exposiciones inmersivas y deportes hasta representaciones teatrales interactivas, conciertos y festivales—, al mismo tiempo que ofrece a sus socios datos y tecnología para desarrollar y ampliar nuevas experiencias en todo el mundo.

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