

AVANI

Alonso Martínez
Madrid

Media kit - Avani Alonso Martínez



The hotel

[Avani Alonso Martínez](#) is located in the cosmopolitan city of Madrid, a few steps from the iconic square for which it is named. An architectural jewel that dates back to 1919, the hotel delights guests with its century-old façade and wrought iron balconies. After a comprehensive renovation process, Avani Alonso Martínez combines its historical elegance with a fresh and contemporary design.

Every detail of the interior is inspired by the city. Upon entering, guests are greeted by a sculpture of a yellow cat – an animal historically associated with the people of Madrid. The walls of the lobby display messages in local slang; modern signs exclaiming “Madrid, Madrid, Madrid!” set the scene for guests.

This hotel is the perfect base from which to experience everything that the Spanish capital has to offer: history, culture, art and gastronomy. Guests can start the day with coffee and churros, take the metro to see the Royal Palace, relax in Retiro Park or explore some of the most famous museums in the world – all just a few minutes away. When night falls, the nearby streets come alive with tapas and sangria.

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Services and facilities

Avani Alonso Martínez's 111 rooms blend modern technology with unmatched comfort. Reflecting the essence of the Spanish capital, the decor honours the city's heritage: the bedding features the typical houndstooth print, which emulates the one worn by the traditional chulapos of Madrid. Headboards are embellished with cat designs and vintage-style paintings depict local festivals, such as San Isidro. The lampshades are printed with antique maps of the city centre, immersing guests in the rich complexity of Madrid's history and culture.



Guests can maintain their fitness routine in the state-of-the-art AvaniFit gym, located in the basement. In addition to using the gym, fitness lovers have the option to work out in their room with a training kit and the latest technological solutions.

Gastronomic offerings

The Pantry offers a complete continental breakfast, coffee throughout the day, grab-and-go sandwiches and delicious churros to keep guests fueled for the explorations from morning and throughout the day.



Experiences

A series of innovative experiences ensures an unforgettable stay. Segway tours of the most notable murals and graffiti in the city end with picturesque picnics in Retiro Park. A dark painting workshop invites guests to unleash their creativity with neon paint while tasting local wines and listening to an eclectic soundtrack. For food lovers, private dinners held in hidden galleries and studios provide the opportunity to savour authentic local dishes in an artistic setting.

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Meetings and events

The hotel has two modern meeting rooms, equipped with audiovisual technology. Both can be configured to adapt to any type of meeting, event, workshop or seminar. The hotel's events team expertly takes care of all the details, organising everything from coffee breaks and catering to post-meeting cocktails.

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About Avani Hotels & Resorts

Avani Hotels and Resorts, part of Minor Hotels, was launched in 2011 and designed for millennial-minded travellers whose priorities are service, style and value. Avani Hotels & Resorts is a contemporary, upbeat brand that delivers the perfect balance with a focus on good sleep, effective social spaces, locally sourced sustenance and genuine service. Avani welcomes guests to over 35 properties across Asia, Europe, the Middle East, the Indian Ocean and Africa, with an exciting portfolio of properties to come.

To discover more about Avani Hotels, visit www.avanihotels.com, follow Avani on Instagram, Facebook, TikTok and YouTube and connect with #AvaniHotels.