At MadRural, we believe that travelling is much more than just moving from place to place. It is connecting with the land and feeling that every step generates life. We are not just talking about getting to know a destination, but about becoming part of it. About creating stories that are born in nature and respect the essence of the villages. Travelling is participating, caring, leaving a positive and conscious mark. Here, you are not just another tourist. You are a guest, a guardian of unique landscapes, a travelling companion.

Nature and mindful hiking

Each trail is a dialogue with nature, a respectful and extraordinary journey.

Our routes are filled with joy, awareness, and commitment to the ecosystems that shelter us.



Living culture and intangible heritage

Culture speaks to the heart. Here, heritage is an invitation to be part of a community. It is the shepherd who reads the stars, the hand that weaves, the aroma of a stew that smells like home. Our wealth lies in what you see, but above all in what you feel.

By bike and without a car

Cycling is choosing freedom. Every bike route is a transformative journey where speed is measured at a human pace. Here there are no cars, no rush; just villages, nature and respect with every pedal stroke.

Local cuisine

Our dishes speak of those who cultivate them. They speak of our pastures, of the land, of generosity and tradition. Let us learn from them, from everything that our environment gives us, with the firm intention of caring for it. We believe in zero kilometre, not because it is trendy, but because we are committed to it.

Guadarrama Mountains

The Sierra de Guadarrama National Park is the region's main natural attraction. La Pedriza, the Puerto de Navacerrada, the Valle de la Fuenfría and the Camino Schmidt are ideal for hiking and wildlife watching, always with a focus on respect and conservation. The signposted routes and visitor centres facilitate a conscious approach to biodiversity.

In Cercedilla, the Old Road to Segovia and the ancient Roman roads invite you to explore centuries of history on foot. In Manzanares el Real, the Mendoza Castle stands as one of the most emblematic monuments in the Community of Madrid, combining cultural visits with walks around the Santillana reservoir and the gates to La Pedriza. Churches, chapels, traditional mountain architecture and historic squares are part of the everyday landscape of towns such as El Boalo, Mataelpino and Soto del Real, where traditions, popular festivals and local markets continue to be places for community gatherings.

Local restaurants and producers work with local products, meat from the mountains with Protected Geographical Indication (PGI) Sierra de Guadarrama, vegetables from the garden and traditional recipes that reflect the identity of the territory.



Cycling routes, environmental education activities, night sky observation and family activities promote knowledge of the natural environment from an early age. Access by public transport reinforces the commitment to sustainable mobility. There are also routes and the Camino de Santiago with inclusive accessibility. Sierra de Guadarrama participates in the project to reduce its carbon footprint and move towards becoming a Carbon Neutral destination.

Las Vegas & Madrid's Alcarria Region

The region offers a way of travelling that is unhurried and mindful, where sustainable tourism is built on the landscape, rural life and traditions that define this territory. Its wide countryside, river plains, olive groves and historic paths make it an ideal setting for exploring on foot, by bicycle or on horseback, allowing visitors to connect with nature through respect and quiet observation.

Gastronomy occupies a central place in the sustainable experience of the region. The project 'Saborea Las Vegas & Alcarria Madrileña' promotes local and zero-kilometre products, offering menus made with local ingredients in restaurants in different municipalities.



One of the most representative experiences is the El Corazón de la Alcarria route, an itinerary that links towns such as Valdilecha, Villar del Olmo, Ambite, Olmeda de las Fuentes, Pozuelo del Rey and Campo Real, alternating landscapes of olive groves and cereal fields with historic centres with whitewashed façades on a route that can be done on foot, by bike or on horseback.

The relationship with nature is also experienced through sensory experiences such as the 'Aroma de la Alcarria Madrileña' Festival in Pezuela de las Torres, where the lavender fields become a place to stroll, breathe and contemplate the landscape. This experience highlights the value of crops that form part of the landscape and identity of the region.

TOURISM SOSTENIBLE IN MAD RURAL

NATURE, COMMUNITY AND RESPONSIBLE EXPERIENCES

Financiado por la Unión Europea NextGenerationEU
Plan de Recuperación, Transformación y Resiliencia

Travelling without a car





At MadRural, we offer hiking trails, cycling routes and public transport connections so you can get around without a car between the four territories. Bicycles, regional buses, signposted routes and shared transport services are our commitment to sustainable mobility.



Time to enjoy

Gaze at the stars, go hiking, sign up for workshops where you can observe animals, go on bike rides along safe paths or attend craft workshops..

Routes all year round





In MadRural, the region has no low season, only changes in landscape. Enjoy snow-covered trails in winter, flower-filled paths in spring, summer routes through shaded areas and autumn trails. There are options for all levels, with signage and services that guarantee a safe experience. Our local guides can recommend the best routes according to the season, weather and your preferences.

Reduce your footprint

Every little action counts: choose public transport or carpool, prioritise local and sustainable accommodation, consume zero-kilometre products, bring your reusable bottle and bag to avoid plastics, respect marked trails to avoid damaging ecosystems, and participate in activities that support the local community.





Support the local community



Enjoy experiences that have a direct impact: consume local products, participate in craft workshops, hire the services of local guides and producers, or stay in establishments run by local families. Every euro you spend is a tool for development, a real support for the communities that preserve these territories.





Respect protected areas

Information on regulations in protected areas is essential for responsible visiting. We recommend that you consult the Information Centre for Natural Areas of the Community of Madrid, local tourist offices or information points in each area beforehand. You can also find information on our websites and apps, where we detail specific conservation regulations, permitted trails, areas of special protection, and recommendations for minimising environmental impact.





Culture and nature in one day

Nature and culture engage in a continuous dialogue. Our four territories are designed so that you can contemplate a trail at dawn and visit an ethnographic museum in the afternoon, go on a hiking route and finish with a craft workshop, or tour a vineyard and learn about wine-making techniques.





Northern Mountains of Madrid



In the Sierra del Rincón Biosphere Reserve or areas of the Sierra de Guadarrama National Park, the forests are ideal for ecotourism and birdwatching. Don't miss the Purgatorio Waterfall and the Peñalara Lagoon, which combine ecological beauty with itineraries accessible to all audiences.

Let yourself be carried away by the hiking trails, horse riding, agrotourism experiences, organic farming workshops and contemplate the sky free of light pollution.



In villages such as Torrelaguna, Patones de Arriba and La Hiruela, traditional mountain architecture is still alive and you can visit historic monuments, centuries-old churches and museums that recount centuries of history and traditions. In addition, the region offers a wide range of cultural activities, from guided tours of archaeological sites to ceramics and textile craft workshops.



Dishes made with local products allow you to connect with the land through flavour. Tasting and participating in gastronomic events or tastings not only satisfy the palate, they also support producers and reinforce the commitment to the rural economy.





The Sierra Norte promotes actions that foster environmental, social and cultural sustainability. With initiatives such as the planting of the Carpetania Forest, an area undergoing reforestation, the region offers a large carbon sink that helps combat the climate crisis and regenerate natural spaces.

The region offers something for everyone: trails suitable for families and people with reduced mobility, wellness experiences in the heart of nature, cultural events, food fairs and local festivals.

Western Madrid Mountains



The Mediterranean pastures, holm oak and pine forests and rural routes invite you to explore the landscapes by bicycle or on foot. The proximity of the San Juan reservoir and the watercourses that cross the Sierra Oeste make this area an ideal place to combine active tourism with contemplation of nature.

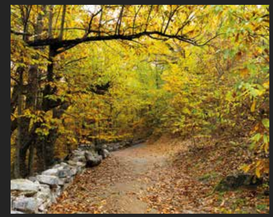


Visit charming villages such as Navalagamella, Villamanta, Cenicientos, Colmenar del Arroyo, Rozas de Puerto Real, Robledo de Chavela, Cadalso de los Vidrios, San Martín de Valdeiglesias, Pelayos de la Presa, Zarzalejo, Valdemaqueda, Aldea del Fresno and Villanueva de Perales, each with its own character and cultural and natural elements to discover.

La Coracera Castle and the Lunar Museum are examples of the magnificent cultural wealth. The Interpretation Centre for Women in the Civil War and the Tío Breva House Museum open the doors to human stories deeply rooted in local memory.



In towns such as Cadalso de los Vidrios and San Martín de Valdeiglesias, you can taste wines with the Vinos de Madrid designation of origin, olive oil and local recipes that celebrate local agriculture. This direct relationship between producers and visitors reinforces a model of tourism that respects resources and supports rural sustainability.



The group of villages and their tourist offices, such as those in Cadalso de los Vidrios, Fresnedillas de la Oliva, Chapinería, San Martín de Valdeiglesias, Santa María de la Alameda and Villa del Prado, serve as meeting points for planning routes, cultural activities and visits to natural areas, as well as for learning about the traditions and fairs of each locality.