

INSTITUTIONS AND ASSOCIATIONS DOSSIER

sun&blue.



Blue Tourism
Innovation Congress

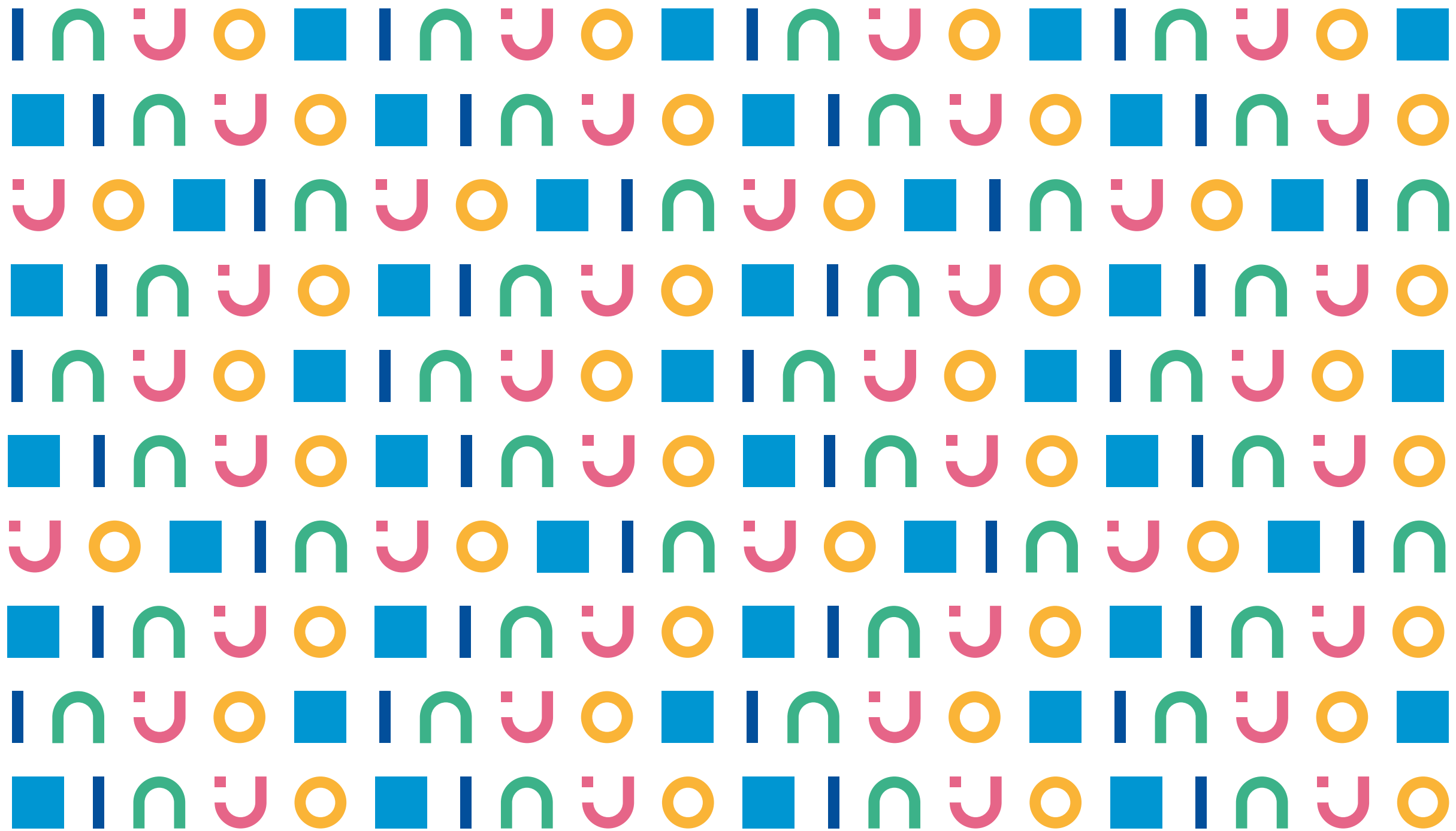
20, 21 and 22

NOVEMBER 2024

Cabo de Gata Exhibition and
Conference Center – City of Almería

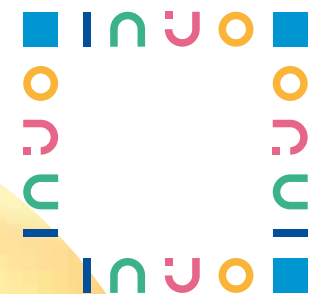
Almería, Spain

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WORLDWIDE



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01

Sun&Blue Congress

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Innovation Congress

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Sun&Blue is the most important annual meeting on Blue Tourism and Blue Economy in Europe, where key members of the value chain of smart coastal destinations, infrastructure management, port activities, blue tourism (hotels, gastronomy, sports, experiences...) and conservation of oceans and natural resources **join forces to move from theory to joint action**, coming together to share strategies, success stories and first class relationships to innovate, differentiate and stand out in Blue Tourism, Sustainability and Impact Economy.



It is the meeting of Tourism and Blue Economy professionals, of those responsible for Coastal, Inland Beach and River Tourism Destinations, with the Industry's Offer represented by companies and associations providing services, solutions and technology.



It is the **leading event** that delves into **Tourism and Blue Economy**.

The crossroad for professionals to **exchange knowledge and experiences**, where **sustainability, innovation and governance**.

Are debated, a key player in the management of **blue tourism destinations** in terms of **innovation, digitisation, entrepreneurship** and sustainability.



The place to keep up to date with the **latest trends, products and specific solutions for each segment of Blue Tourism:** Beaches, Ports and Cruises, Nautical Sports, Gastronomy, Hospitality...



Sun & blue

The congress has been sponsored by the City Council of Almería, the Provincial Council of Almería and the Andalusian Ministry of Sustainability, Environment and Blue Economy.





With an advisory and technical board composed of institutional, business and academic representatives, as well as representatives of the most representative national and international industry associations.



02

Sun&Blue 2023 in facts

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The first edition of 2023, held in Cabo de Gata Almería, obtained the following results:



A congress held in Almería (Spain) for **3 days**.



An unprecedented **7.200m²** of state-of-the-art technology.



900 attendees from **21** nationalities



169 speakers, **36** round tables, **11** conferences, **4** keynotes and **6** relevant side events.



Debate, updating and new visions on the main challenges of Tourism and Blue Economy: **energy, sustainability, governance, training, accessibility, etc.**



With the support and sponsorship of **regional tourism, economic and sustainability institutions**.



Sponsorship of **25** private companies and **22** exhibitors.



Collaboration of **35** national and international institutions. Including the Westmed initiative of the European Commission.



Congress presented and promoted at **15** national and international events.



Certified as a **Sustainable Event** according to the ISO 20121:2013 standard.



Public outreach with **387.978.790 media impacts / 541 news items / 1.674.274€ media value generated**.

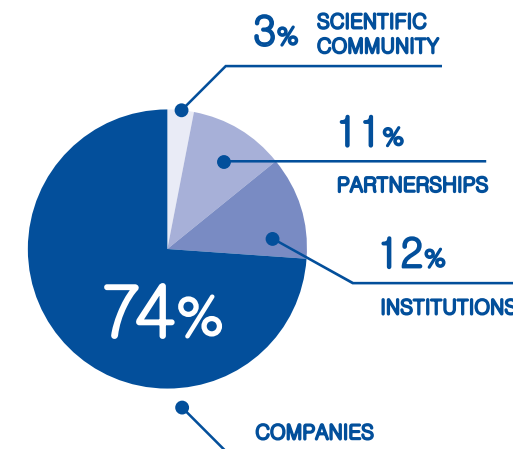


A total economic impact generated for the region of **3.427.801€**.

Origin of attendees.



TYPE OF ATTENDEES



With the sponsorship of more than
25 private companies in the sector.



With the support of 35 national and international institutions and associations, including the European Commission's Westmed initiative.



With the collaboration of generalist and specialized Media Partners.



With an ambitious programme:

169 speakers

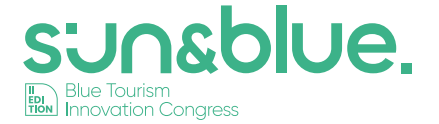
national and international including numerous regional, European, Latin American and European Commission public officials.

And the celebration of:

36 round tables

11 presentations

4 keynotes



Addressing the issue of
Tourism and Blue Economy
from multiple perspectives.



With 22
exhibitors.



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6 very relevant side events.

- **General Assembly of the Board of Trustees of the Sustainable Restaurants Foundation**, with the participation of Green Michelin Star chefs.
- **Training session on European Funds and financing opportunities for business projects**, organised by Cajamar with the assistance of Manuel Pleguezuelo (Directorate General for Maritime Affairs and Fisheries – European Commission), and Marta Pascual (Spanish National Hub – Support Mechanism for the WestMed Initiative).
- **Committee of experts on Blue Tourism organised by Turismo Andaluz.**
- **Andalucía Open Future**, an accelerator of start-ups linked to the Blue Economy.
- **Ametic Boards of Directors meeting.**
- **Maritime Tourism Meeting, organised by Westmed.**



The celebration of the 1st edition of the Sun&Blue Awards.

To identify, assess
and recognise the best
projects and experiences
in the application of
**Tourism and Blue
Economy** criteria and their
implementation in public
and private companies,
organisations and
institutions.





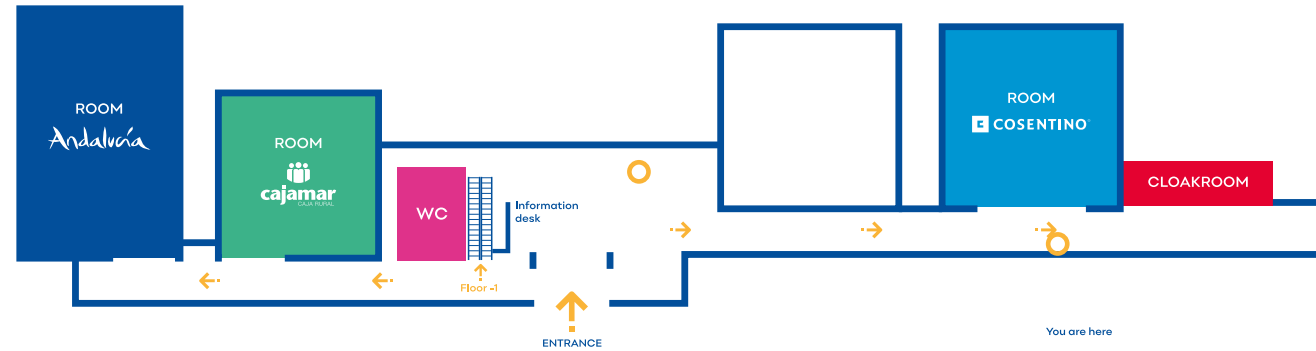
Social, cultural and legacy events in the historic city centre and on the beach.

- Visit to the **Alcazaba and VIP Dinner.**
- **Gala Dinner at the Cathedral** of Almería.
- Handing over of Recycled Urban Furniture to the City of Almería by the **MINI for the Oceans Project.**
- **Beach clean-up** day sponsored by the **Ecomar Foundation.**

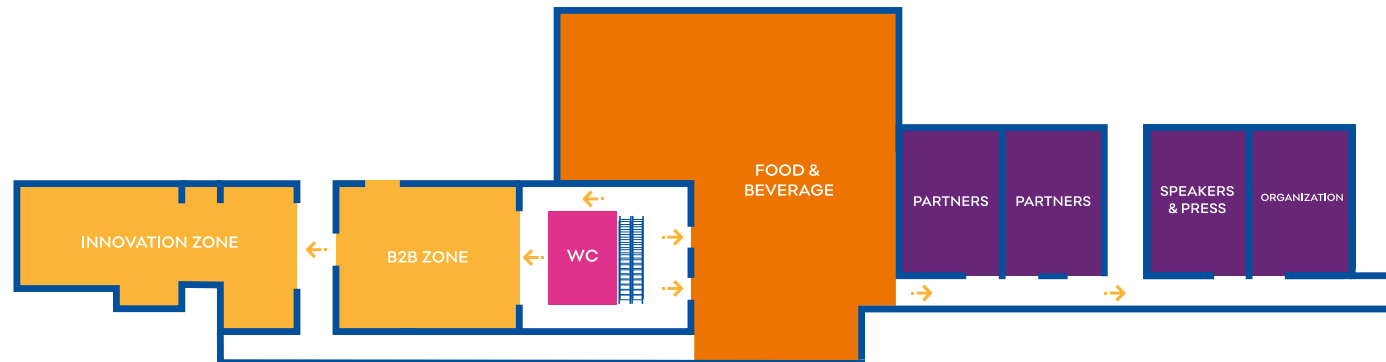


With an unprecedented set-up in Almería,
using the 7.200m² of the Conference
Center with the latest technology.

FLOOR 0



FLOOR -1



Not forgetting the commitment to sustainability:

- Lights, screens and other lighting units are **LED or low-energy devices**.
- **Refurbished and renovated** furniture.
- Printed material with **UVI Ink**.
- **Ecological fair carpet**, REWIND
- **Sustainable merchandising**.
- **Programmed temperature and humidity conditioning**.
- **Local products**.
- Promotion of **healthy food and drink**
- **Single-use, reusable packaging**.
- **Zero plastics, zero emissions and zero waste** policy.



Obtaining the Sustainable Event certificate.

Within the framework of the ISO 20121:2013 standard, qualified as a CO² neutral event, receiving the E-076-23 Eventsost label.



A congress presented and promoted throughout the year at more than 15 national and international events and other congresses:

CARTAGENA DE INDIAS (LATAM)

27-31 March
Course "Leadership and Management of Intelligent Tourism Destinations"

SEVILLA (SPAIN)

20 June. NextSpain
#EnergíayCircularidad. Event organised by ABC and Vocento

QUERÉTARO (LATAM)

28-30 June. Ibero-American Cities Forum

MEDELLÍN (LATAM)

9-11 October. I Ibero-American Congress on Smart Tourist Destinations

MARBELLA (SPAIN)

25-27 October
Ecobeach

BENIDORM (SPAIN)

20-21 April
Digital Tourist

SEVILLA (SPAIN)

21st June. OBH II Conference. "Blue tourism opportunities in Seville, Huelva and Faro"

TENERIFE (SPAIN)

16-19 July. Meeting of the Seas

MÁLAGA (SPAIN)

17 October II Sustainable Tourism Agora. Hosteltur - Greens & Human

DONOSTIA (SPAIN)

23-25 October. III Turespaña Convention: The sustainable transformation of tourism

HUELVA (SPAIN)

4th May
II Blueminds Networking

CÁDIZ (SPAIN)

21-22 June
Incubazul

HAMBURGO (EUROPE)

6-8 September
Seatrade

SEVILLA (SPAIN)

18-20 October
TIS

BARCELONA (SPAIN)

7-9 November
Tomorrow Blue Economy

MÁLAGA (SPAIN)

17 May. "Blue Tourism" Panel: Coastal and maritime tourism. Cruise ships. Emerging and technological companies in sustainable tourism

MALTA (EUROPE)

22 June
Westmed Blue Economy Initiative

MÁLAGA (SPAIN)

11-12 September
Seatrade Cruise Med

CÁDIZ (SPAIN)

19-20 October
Suncruise

CÁDIZ (SPAIN)

November
Innovamar



Disseminated to the public through:

National and international, general and sectorial media through media partner agreements.

As well as web and social media channels and digital campaigns, and with the support of opinion leaders such as **Theresa Zabel**, **two-time Olympic sailing champion and president of the Ecomar Foundation**.



Which has obtained the following audience and coverage in its first edition:



From 1 september
to 23 november 2023

Coverage obtained in
online and offline media: **541 coverage.**

Interviews in the
press, radio and
television: **15 interviews.**

Audience reached
in these online and
offline coverage: **387.978.790.**

Equivalent advertising
value of the coverage
obtained: **1.674.274€.**

Equivalent communication
value of the coverage
obtained: **5.027.730€.**



What do the assistants say?

"The other day I had the opportunity to attend Sun&Blue Congress, the most important #BlueTourism event in Europe. Three exciting days where I was able to learn a lot, meet exceptional people and become an "almost expert" on the applications of AI in tourism to make it more sustainable".

KAROLINA LEWANDOWSKA
Editor of La Voz de Almería.

"Tourism serves the well-being of the local residents, therefore the new paradigm of tourism requires a citizen-centered approach in order to preserve the environment, cultural heritage, urban development and other important issues in the interest of the citizen in the long term".

MAMUKA BERDZENISHVILI
Founder and Executive Director Tourism Institute –
Georgia National Hub.

"[...] We, so often, focus on land conservation and nature, but actually the ocean is equally –if not more– important. 71% of our land is covered by water, 70% of our oxygen is produced by the ocean, it's our biggest carbon sink and the interaction between the oceans and the atmosphere mainly create our climate. This is why –and that's what I learned here– the new big EU initiative will be the Blue Deal in 2024 after the Green Deal initiated 2019. [...] This conference is envisioned to become the most important European event on shaping and financing Blue tourism initiatives".

ANDREAS KOCH
Managing Director – blueContec.

"Last week I had the honour of participating in the Sun&Blue Congress, an event dedicated to tourism and the blue economy. It was a real success and I am sure it will be the first of many editions".

ÁNGEL BONET
President – ImpactCo.

"You go to a congress with the expectation of making contacts, meeting other initiatives... but at this Sun&Blue Congress we went a little further and forged relationships and friendships. We also took away with us the creation of the Marine Tourism Network at a national level, which we will gradually weave together".

PABLO MARIÑO
CEO – Bluscus Maritime Tourism.

"Sun&Blue Congress, an experience that can be described simply with two adjectives: exceptional and extraordinary! This is what these two and a half days in #Almería have been like".

IRENE BRUZÓN
Director-Manager Marina
de Hércules, Ceuta.

What does the media say?



"In its first edition, this pioneering international congress on the blue economy and innovation closed with an undeniable success. In quantitative terms, more than 900 people followed live the reflections of 169 speakers, many of them coming from countries such as Turkey, Malta, Georgia, Great Britain, USA, Germany, Italy, Portugal, France, Belgium, Switzerland, Uruguay, Brazil, Argentina or Chile".

EL MUNDO

"A congress that aspires to become the most important congress on Tourism and Blue Economy in Europe".

LA RAZÓN

"Sun&Blue Congress is the first congress that addresses tourism and the blue economy at a European level and, as Javier Aureliano García, President of the Almería Provincial Council, said, we are especially proud because Almería is going to be a world leader in this perfect pairing of sustainability and tourism".

LA VOZ DE ALMERÍA

"Sun&Blue Congress 2024 will host the first international meeting of beach and coastline managers and that we are working to bring to Sun&Blue Congress the international summit of the Intelligent Cities Challenge (ICC) and an international meeting with WestMED".

COPE

"Sun&Blue Congress has outlined a future where artificial intelligence, social media and emerging technologies such as virtual reality emerge as the driving force redefining the way tourism will be travelled and enjoyed. While challenging, the travel industry is poised to take advantage of the transformative opportunities these fields offer, paving the way for a smarter, more personalised travel experience".

NATIONAL GEOGRAPHIC

What do our sponsors say?



"Great event, key for the future of tourism and the blue economy and where, once again, we will be present in 2024. Thank you for involving us in this new stage".

ESRI
DANIEL ROJAS-MARCOS – Head of Local
Administration and Tourism.

"A great forum. Great presentations such as those by Manuel Pleguezuelo Alonso illustrated the regulatory panorama that the European Union has deployed to guide and promote the blue economy. Congratulations to all for this first edition of Sun&Blue Congress".

COSENTINO
SANTIAGO ALFONSO – VP Strategic
Communication & Corporate Reputation.

"We participated in the Sun&Blue Congress held in Almería. A congress on #BlueEconomy where we met companies from different areas that allowed us to learn about other points of view and make new and very interesting collaborations".

ACCIONA ENERGY
CARLOS DE LA ROCHA – Business Development Director
Energy Services South Zone.

"Delighted to contribute to reinforcing the messages about the importance of #sustainability in the coastal and marine environment by sharing experiences with all Sun&Blue Congress participants".

D-MARIN
RAFAEL AZNAR – General Manager.

What do companies say?



"The completion of the project Tourism 4.0 for the Black Sea was announced in The Sun&Blue Congress, a significant congress on maritime tourism in Almería, Spain. The project and its implementation involved a crucial partnership with Arctur from Slovenia, an institute specializing in tourism that examines local perspectives of urban residents and transforms the paradigm of traditional tourism. In this new model, the tourist is placed at the center, and when integrated with smart technology, it aligns with the interests of the local resident. This approach considers the local resident's interests, such as freedom, business, central governance, academic sphere, or even the resident's role as a tourist themselves, and ensures their active participation in shaping the tourist experience".

TOURISM INSTITUTE
For the sustainable development of Georgian
economics, in particular tourism.

"Proud to have been one of the partners of the great event Sun&Blue Congress, a unique opportunity to learn from successful experiences and renowned experts from around the world related to marine protection".

IMPACTCO.MPANY

"Last Friday, our chef Xanty Elías was one of the speakers at the most important European congress on Tourism and Blue Economy: Sun&Blue Congress".

XANTY ELÍAS GROUP

"Sun&Blue Congress is called on to be the most important congress of Blue Tourism in Europe, supported by the European Union and National Geographic Spain among many other leading institutions (...) The President presented the proactive actions of the ports and destinations in the 22 countries and 152 ports represented by the association and key international collaborations built up over the years including BlueMissionMed CLIA in Europe World Tourism Organization (UNWTO) Global Sustainable Tourism Council (GSTC) to name a few".

MEDCRUISE
The Association of Mediterranean and adjoining seas cruise ports.

"Congratulations to the organisation for such an ambitious congress, with such a variety and quality of professionals and interesting proposals in the exhibitors' area. Thanks to Almería and Andalusia for the welcome".

EDURNE VIDAL LÓPEZ-TORMOS
Director-Manager of the Municipal Tourism
Company of Santander, S.A.M.P.

03

Sun&Blue 2024

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After the success of the first edition, Sun&Blue 2024 will explore themes from new perspectives with the following challenges:

■ Promoting training, coordination and collective action on Tourism and Blue Economy.

Collaborative analysis of the impact, best practices and return on investment of the Tourism and Blue Economy, exchange of new business models and learning about the opportunities arising from the sum of science, technology and innovative management approaches.

■ Cooperation, strategic alliances and project promotion.

Attendance of national (regional and local), European and international public representatives and administrations; with leading companies in innovation and sustainability in the coastal tourism industry (shipping, transport, energy, infrastructures, hotel chains, travel agencies, gastronomic groups, sports and cultural activities, etc.). Destinations and scientific community of conservation and marine tourism.

■ Promoting the sustainability of coastal regions.

■ Training of Tourism and Blue Economy leaders and managers.

■ Awareness-raising and knowledge transfer to the industry and the general population.

■ Positioning Andalusia and Almería as in Tourism and Blue Economy.

Sun&Blue 2024 tracks



Hospitality



Sports



Energy



Islands and territories



Technology



Financing



Culture and gastronomy



Coasts and beaches

Transversal 2024

In line with European challenges



Ecological transition



Digital transition



Resilience and inclusion



Skills and support



Policy framework and governance

Tracks Sun&Blue 2024



Coasts and beaches

Objective: To explore strategies **for the sustainable development of coastal tourism**, as well as to emphasize the importance of involving local residents in the development and management of coastal and beach tourism, promoting **practices** that benefit both the local community and visitors, and highlighting the role of certifications in this balance, always guaranteeing **a positive experience for all visitors**.

- Conservation of Coastal Ecosystems and Responsible Tourism.
- Innovation and Technology in the Management of Coastal Destinations.
- Sustainable Luxury Tourism: Opportunities and Challenges.
- Conservation and Culture: The Resident's Voice in Tourism Management.
- Accessibility in Beaches and Coastal Destinations: Overcoming Barriers.
- Integrating Certifications for Sustainable Tourism Development in Coastal Areas.
- Economic Development and Empowerment of Coastal Communities.



Culture and gastronomy

Objective: Explore how culture and gastronomy can be used strategically to boost tourism and the blue economy through the implementation of regional, national and public-private cooperation strategies that address tourism seasonality, foster youth employment and prioritize sustainability.

- Strategies to Combat Seasonal Tourism through Culture and Gastronomy.
- Promotion of Youth Employment in the Tourism and Gastronomy Sector.
- From the Sea to the Table: Sustainable Aquaculture in Gastronomy.
- Innovation and Sustainability in Blue Gastronomy.
- Public-Private Cooperation for the Development of Cultural and Gastronomic Tourism.
- Technology and Innovation in the Promotion of Cultural and Gastronomic Tourism.

Tracks Sun&Blue 2024



Sports

Objective: Explore the role of sport in promoting sustainable tourism and the blue economy, highlighting opportunities and challenges in the organization of sustainable sport events, the development of responsible sport infrastructures and the promotion of practices that contribute to the conservation of marine and coastal resources.

- Major Sporting Events as Engines of Sustainable Tourism.
- Responsible Sport Infrastructure Development.
- Sport Tourism and Blue Economy: Local Development Opportunities.
- Education, Sport and Marine Conservation Awareness.



Technology

Objective: Explore the transformative impact of innovative technologies in the blue economy, focusing on their application for natural heritage conservation, resource sustainability, tourism intelligence and optimization of the tourism experience through digitization and smart management.

- Real 5G for a New Blue Economy: Use Cases at the Technological Vanguard.
- Blue Digital Twins: Shaping the Future of Tourism.
- AI for Blue Destinations: Artificial Intelligence for Sustainable Destinations.
- Blue Data Spaces: The Data Revolution in the Blue Economy.

Tracks Sun&Blue 2024



Energy

Objective: Address the critical integration of renewable energy and clean technologies in the tourism sector, with a particular focus on coastal and maritime areas. The main objectives include highlighting the importance of energy sustainability for sustainable tourism development, exploring the technological advances and opportunities that renewable energies present for the sector, and discussing implementation challenges along with effective strategies to overcome them. In addition, it seeks to foster international cooperation and effective governance in the promotion of energy policies that benefit both the environment and tourism.

- Renewable Energy and Clean Technologies in Marine Environments: Opportunities and Challenges.
- Integration of Clean Energy in the Tourism Industry.
- Sustainable Energy Governance: Joining Forces for Tourism and Energy Sustainability.
- Islands as Energy Hubs: The Strategic Role of Ports in the Energy Transition.



Financing

Objective: Discuss challenges, opportunities and innovative strategies in financing tourism and blue economy projects, focusing on how to attract sustainable investment that contributes to economic development without compromising natural and cultural resources.

- Policies and Regulatory Framework for Financing the Blue Economy.
- Innovative Financing Models for Blue Tourism.
- Challenges and Strategies for Financing Startups in the Blue Economy.
- The Role of International Financial Institutions and Multilateral Cooperation.
- Financial Technology (Fintech) and Blockchain in the Blue Economy.

Tracks Sun&Blue 2024



Hospitality

Objective: Explore how the hotel industry can sustainably integrate into the blue economy, enhancing sustainable tourism in coastal and maritime areas. Innovations, challenges, opportunities and best practices in hospitality that promote the conservation of marine and coastal resources while boosting the local economy and enhancing the guest experience will be discussed.

- The Social Role of the Hotel Industry: Innovation and Sustainability in the Hotel Industry for the Blue Economy.
- Green Construction and Operations in the Hotel Industry.
- Green Marketing and Market Strategies for Sustainable Hotels.



Islands and territories

Objective: Delve into specific strategies and solutions that islands and coastal areas can employ to address the challenges presented by climate change. Emphasis will be placed on adaptation and mitigation through innovative technologies and sustainable approaches, with a special focus on efficient and sustainable water management. Within this context, issues such as desalination are crucial to ensure freshwater supply, which is vital for sustainable tourism development in regions where water resources are limited or threatened by the effects of climate change. The track aims to explore solutions that not only address current challenges, but also strengthen the long-term resilience of these destinations, promoting their prosperity in harmony with the environment.

- Climate Change Adaptation and Resilience in Coastal and Island Territories.
- SMART WATER: Innovations in Water Management for Sustainable Tourism.
- Islands as Unique Tourism Destinations: Specialization in Exclusive Experiences.
- Ports as Gateways for Sustainable Tourism.

Who attends?

Public management positions related to Tourism and the Blue Economy at all levels of administration, both international and national, such as City Councils, Regional Councils, Autonomous Communities and specialised coastal, maritime and port management bodies.

Executives of companies operating in coastal cities, especially those in the tourism sector (hotel chains, ports, shipping companies, gastronomy, tourist activities, etc.), infrastructure management (construction, transport, energy, waste, etc.) and innovative and technological companies with high added value.

Scientific community around the management, conservation and restoration of beaches, marine environment, natural resources, water management, energy, infrastructures, etc.

Representatives of **associations or foundations** that bring together groups or social objectives related to blue tourism, its infrastructures, its management, the physical environments in which it is developed, its productive fabric.

2024 ASSISTANCE TARGET:

1.500 people

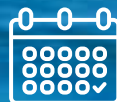


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Innovation Congress



LOCATION

Palacio de Exposiciones y Congresos
Cabo de Gata – City of Almería
(Almería, Spain)



DATES

S&B Playas: 19 november.
Sun&Blue: 20, 21 and 22
november 2024



DURATION

2 and a half days: wednesday,
thursday and friday morning



AREA

International



CAPACITY

1,500 people on-site



1 MAIN AUDITORIUM

Plenary room for opening, closing
and keynote speeches



2 PARALLEL ROOMS

A space for vertical discussion forums
in which institutions, organisations and
companies will take part



EXHIBITION AREA

For company and
institutional stands to
exhibit solutions



INNOVATION AND NETWORKING ROOM



SUN&BLUE AWARDS

Recognition for the most innovative and
cutting-edge organisations



SOCIAL ACTIVITIES: WELCOME PARTY, VIP RECEPTION, GALA DINNER...



LEGACY ACTIVITIES AND IMPACT ON NATURE

Side event

1st International Forum of Beach Managers

19 november 2024

In the context of Sun&Blue, the **I INTERNATIONAL FORUM OF BEACH MANAGERS** will be held, thus creating the perfect framework for the exchange of knowledge, successful experiences and different topics of interest for public beach managers in Spain.

Sun&Blue Playas will also be the forum in which the National **Association of Beach Managers will be constituted**. This association will fill an existing gap in the representation of these public professionals in Spain, which could raise proposals of general interest to public and private institutions, as well as provide legal tools, regulations, funding and technical resources for such an important group.

s&b.playas
I Foro Internacional
de Gestores de Playas

Communication strategy.



TARGET

Institutions, organisations and entities of Tourism, Sustainability, Environment and Blue Economy.

Tourism and Blue Economy industry agents.



MEDIA TO BE REACHED

Generalists.

Specialised in Tourism, Economy, Business, Sustainability, Environment, Entrepreneurship, Startups, Nautical Sports, CSR.



CHANNELS

Offline: Communication and PR with the media.

Online: Social media (Twitter + LinkedIn + YouTube).

Web.

Email Marketing.



SCOPE

International + National + Regional + Local



OBJECTIVES

To give visibility and communicate the Congress.

To position Andalusia and Almería as a pioneering region in Europe in the growth of Tourism and the Blue Economy.

To give visibility to the sponsors' brands.

To give presence to sponsors, collaborators and speakers.



ACTIONS

Offline: Press, Radio, Outdoor, Promotion in other related congresses, and Merchandising.

Online: Promotional video, Social ADS, Programmatic, SEM/ SEO, Banner Campaign, Brand content, and Email Marketing.

Dissemination and promotion plan.

	PREVIOUS STAGE	DURING PHASE	POST PHASE
CABINET OF COMMUNICATION AND PR	DECEMBER 2023 – OCTOBER 2024	NOVEMBER 2024	DECEMBER 2024
SOCIAL MEDIA	DECEMBER 2023 – OCTOBER 2024	NOVEMBER 2024	DECEMBER 2024
WEB	DECEMBER 2023 – OCTOBER 2024	NOVEMBER 2024	DECEMBER 2024
NEWSLETTER	APRIL 2024	NOVEMBER 2024	
MEDIA PLAN (ON/OFF)	SEPTEMBER 2024	NOVEMBER 2024	
PROMOTION PLAN AT OTHER CONGRESSES	JANUARY 2024	NOVEMBER 2024	
SPONSORSHIPS	DECEMBER 2023 – OCTOBER 2024		

04

Ride the Wave



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WORLDWIDE

What does Sun&Blue bring?



PROMOTION OF PROJECTS AND STRATEGIC PLANS

The congress provides a unique platform to present projects and strategic plans related to sustainable tourism. Institutions can use this space to publicise their initiatives, programmes and policies aimed at promoting responsible and sustainable tourism.



POSITIONING AND MEDIA COVERAGE AS A BLUE TOURISM AGENT

By being part of the congress, institutions have the opportunity to position themselves as leaders in sustainable tourism at local, regional, national and international levels. The media coverage of the event will give them visibility and public recognition as actors committed to sustainable tourism.



NETWORKING FOR COOPERATION AND STRATEGIC ALLIANCES

The congress brings together a wide range of national and international key players in the field of sustainable tourism, including political institutions, tourism destination managers, scientific institutions, associations and private companies. Participation in the event facilitates networking and collaboration with other entities interested in promoting sustainable tourism practices.



PROJECT DYNAMISATION

The exchange of ideas, experiences and best practices during the congress will enable the generation of new projects and initiatives in the field of sustainable tourism, leading to innovation and cross-sectoral collaboration.



TRAINING FOR SUSTAINABLE TOURISM LEADERS AND MANAGERS

The congress offers training and professional development opportunities for leaders and managers involved in the sustainable tourism industry. Participation in educational sessions, workshops and panel discussions will provide up-to-date knowledge and skills relevant to sustainable tourism destination management.

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SPONSORS INSTITUCIONALES

Andalucía



European
Union



Junta
de Andalucía



ALMERÍA
CIUDAD



DIPUTACIÓN
DE ALMERÍA



COSTA DE
ALMERÍA



Junta de Andalucía
Consejería de Sostenibilidad,
Medio Ambiente y Economía Azul

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OFFICIAL

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Scan the QR code
to download
the Congress APP

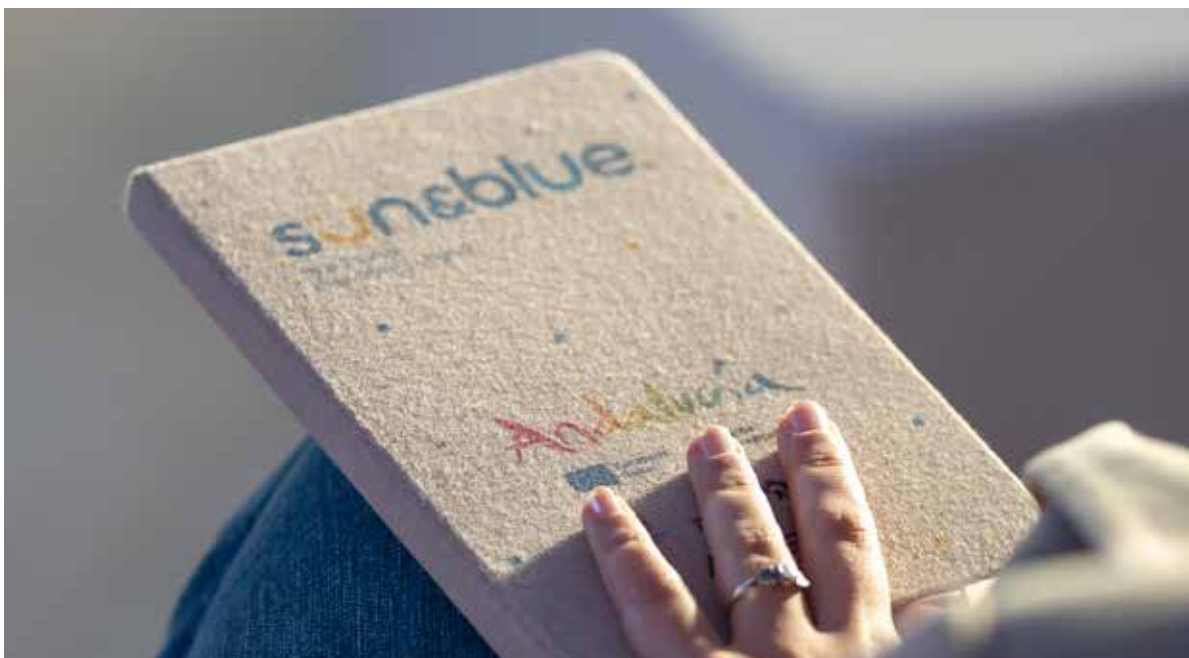
Registration

Room A101

Room A102

Innovation & B2B area

sun
& blue



Exhibiting at Sun&Blue.

RENTAL OF INDOOR EXHIBITION SPACE:

- 2 x exhibitor passes giving access to the trade exhibition area and including coffee breaks and lunches from 15-17 November 2023.
- Available exhibition space of 3 x 2m, 4 x 2m, 5 x 2m (stand construction and supplies not included).
- Presence of the corporate logo on the website, in the exhibitors section.

RENTAL OF OUTDOOR EXHIBITION SPACE:

- 2 x exhibitor passes giving access to the trade exhibition area and including coffee breaks and lunches from 15-17 November 2023.
- Available exhibition space of 3 x 2m, 4 x 2m, 5 x 2m, 4 x 2 m, 5 x 2 m (stand construction and supplies not included).
- Presence of the corporate logo on the website, in the exhibitors section.



Exhibiting at Sun&Blue.

TURNKEY MODULAR STAND:

- 2 x exhibitor passes giving access to the trade exhibition area and including coffee breaks and lunches.
- Presence of the corporate logo on the website, in the exhibitors section. Personalised graphics.
- Includes furniture and screen.
- Measurements 3 x 2 m.



05

Who organises

s:un&blue.
Blue Tourism
Innovation Congress

**be
on.**
WORLDWIDE

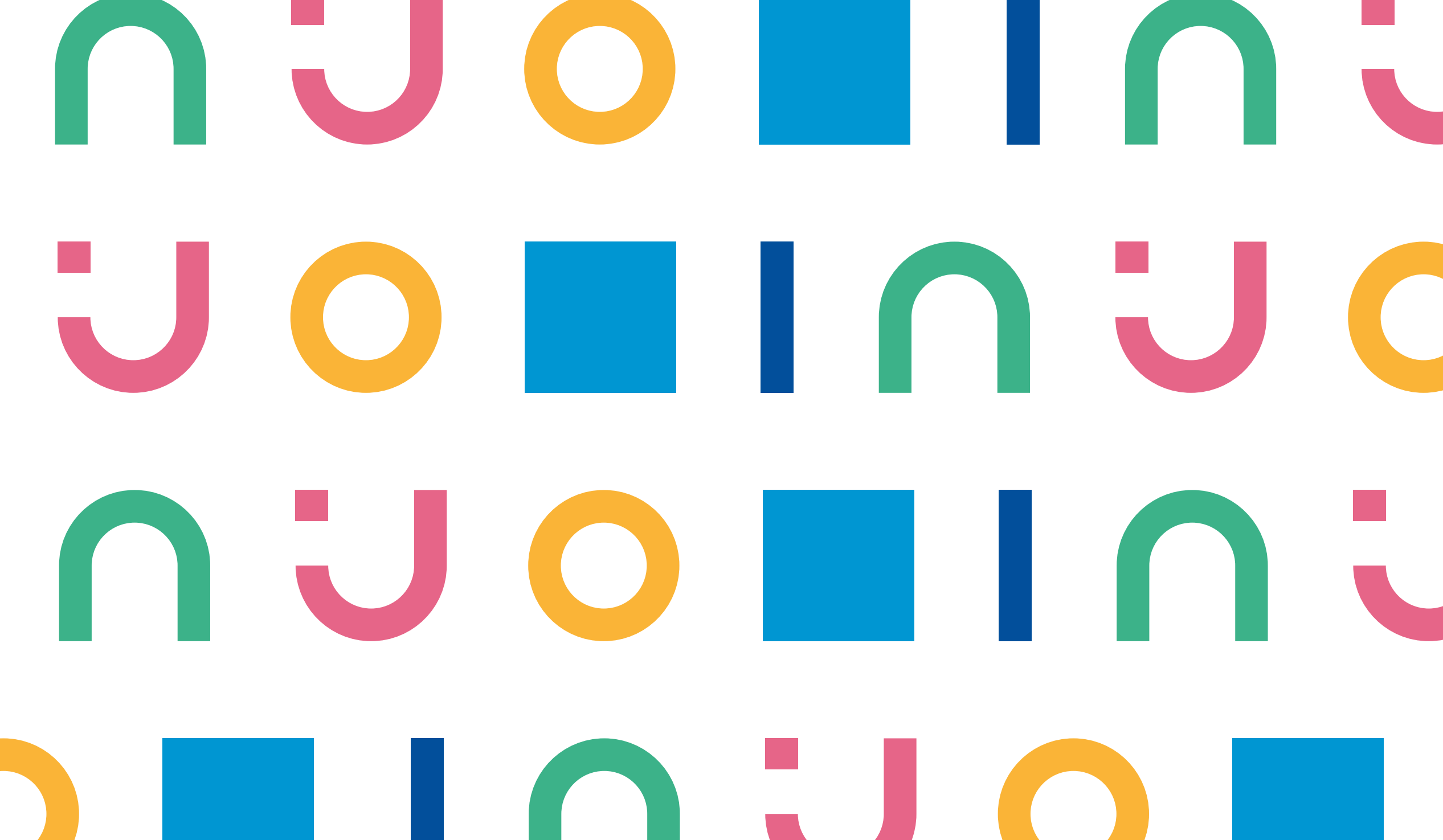


Sun&Blue is a congress **promoted and organised by beon. Worldwide**, an international full-service agency for event organisation, advertising and communication, production, entertainment and technology that operates all over the world.

With more than 200 professionals, it has a track record of 20 years creating brand experiences in more than 10.000 projects carried out in 43 countries and with more than 300 national and international awards.

For several years it has developed the Andalusian Tourism Pavilion at Fitur, the International Tourism Fair. It has promoted the National Space Congress and managed the International Convention of Amadeus Executives, the global technology provider for the tourism industry, among others.

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