

PRESS KIT

sun&blue.



Blue Tourism
Innovation Congress

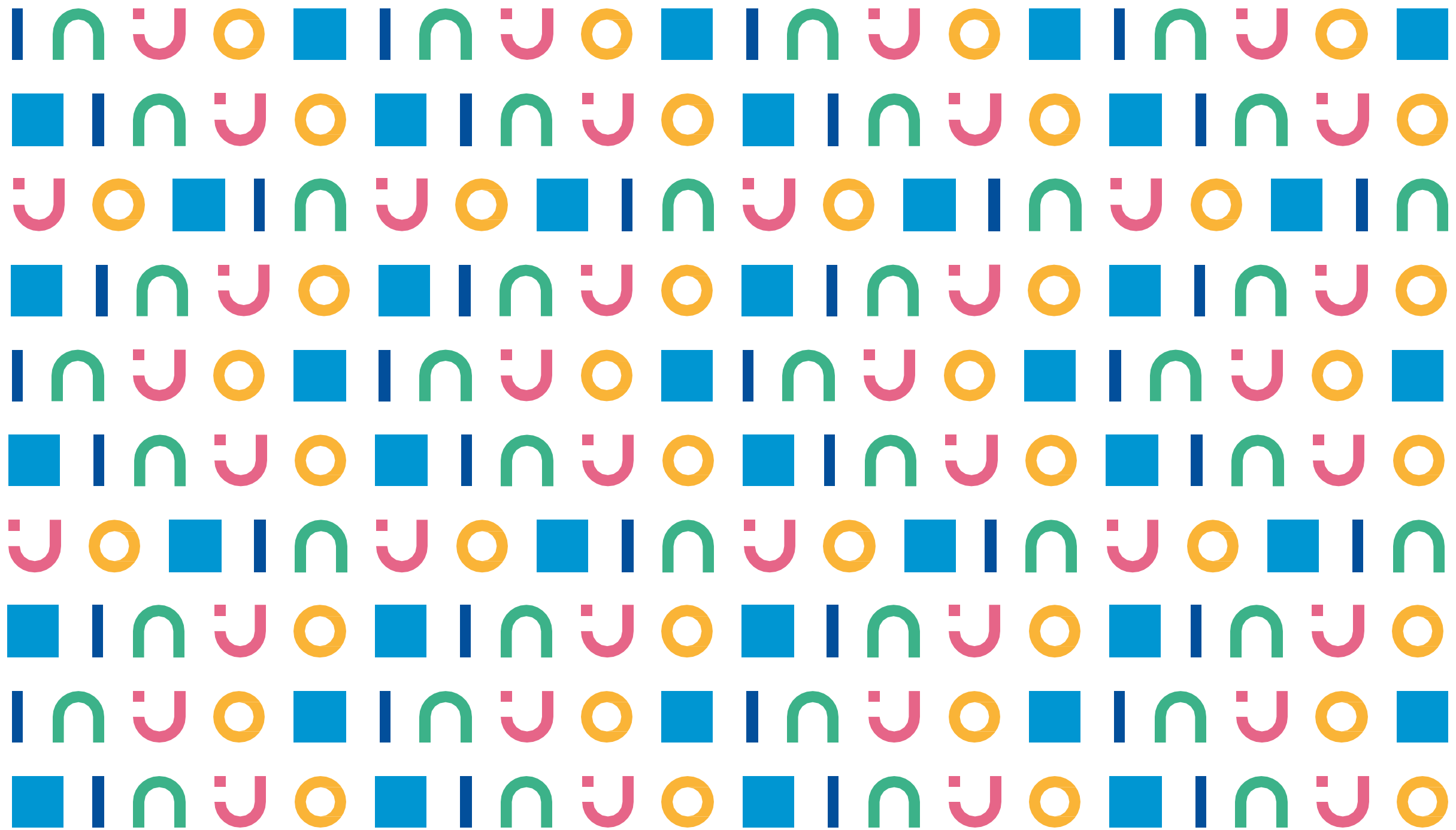
20, 21 and 22

NOVEMBER 2024

Cabo de Gata Exhibition and
Conference Center – City of Almería

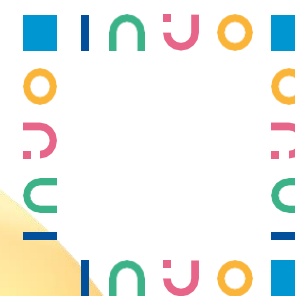
Almería, Spain

be
on.
WORLDWIDE



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01

Sun&Blue Congress

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Blue Tourism
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.

Andalucía

Comunidad de Andalucía
ALMERÍA
Diputación de Almería
Junta de Andalucía



Junta de Andalucía
Consejería de Sostenibilidad
y Medio Ambiente

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 Andalusian Ministry of Tourism, the City Council of Almería, the Provincial Council of Almería and the Andalusian Ministry of Sustainability and Environment.



Consejería de Sostenibilidad
y Medio Ambiente



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.

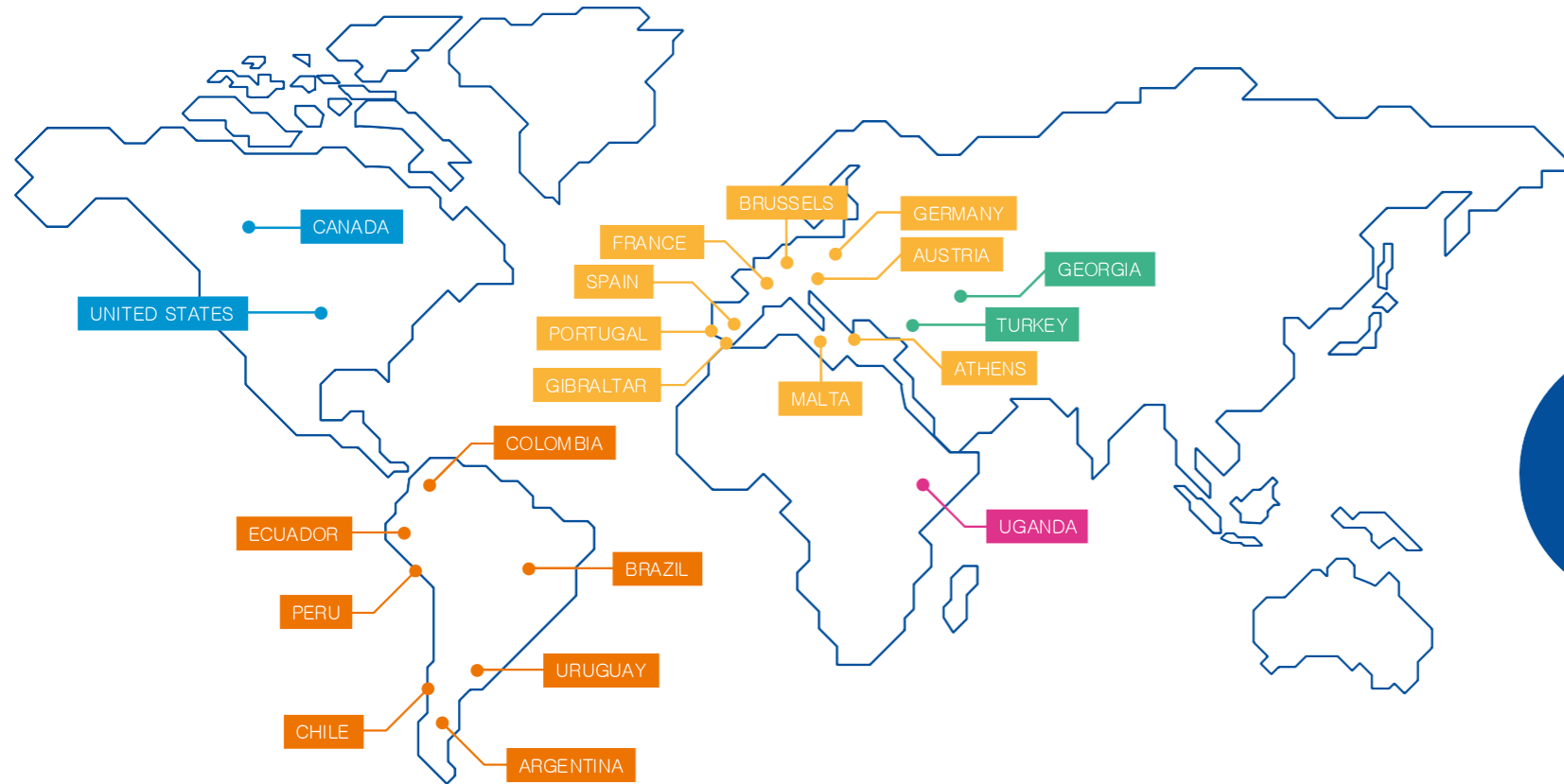


Public outreach with 387.978.790 media impacts / 541 news items / 1.674.274€ media value generated.

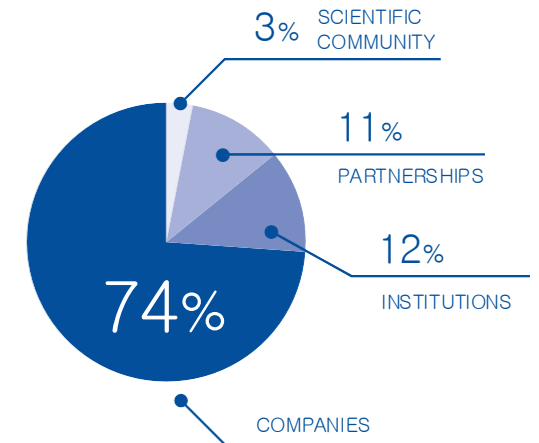


A total economic impact generated for the region of 3.427.801€.

Origin of attendees.



TYPE OF ATTENDEES



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



With an ambitious programme:

169 speakers

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

And the celebration of:

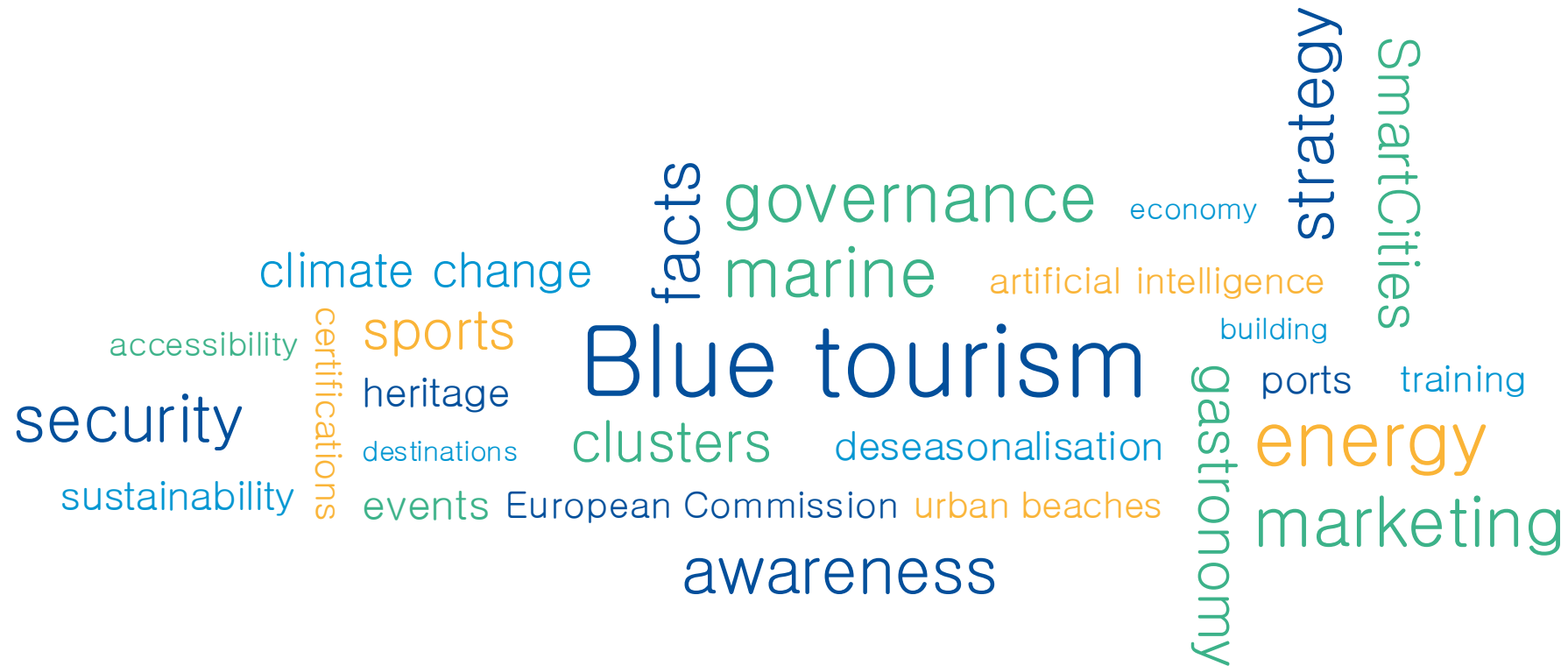
36 round tables

11 presentations

4 keynotes



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



With 22 exhibitors.



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.





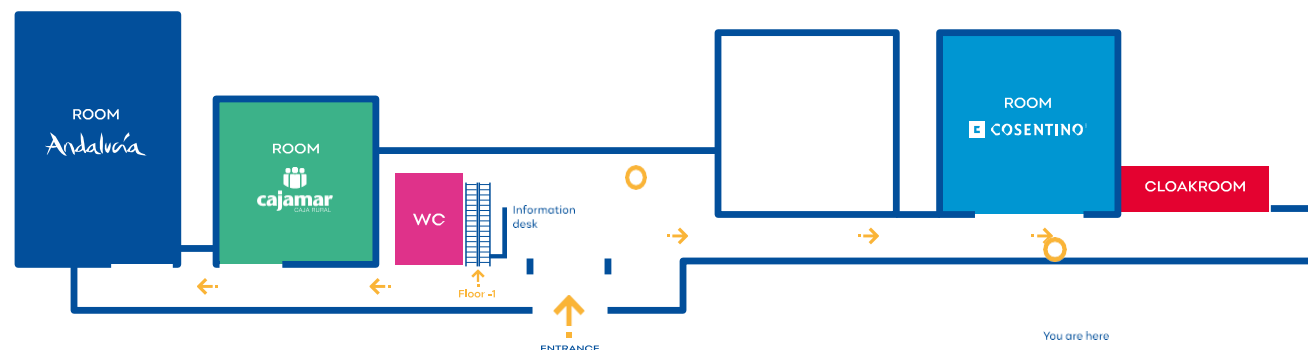
Social, cultural and legacy events in the historic city centre and on the beach.

- 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.

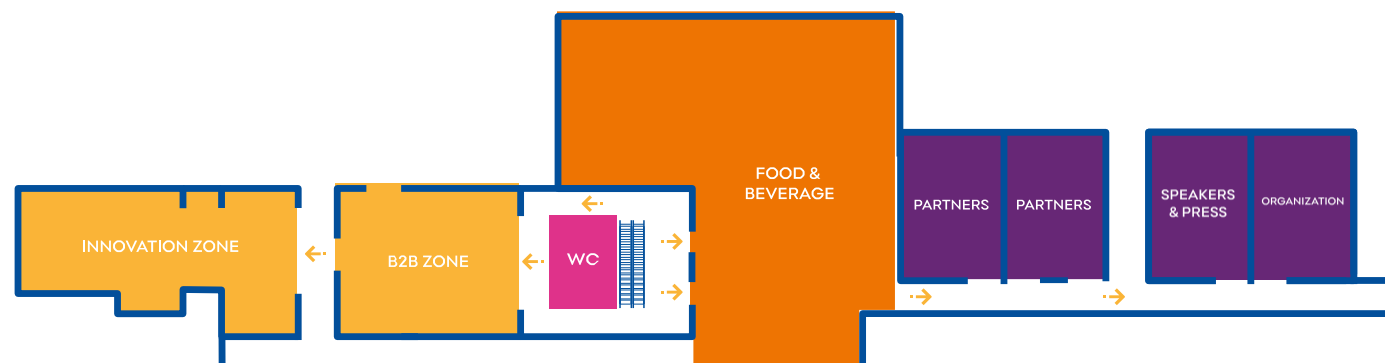


With an unprecedented set-up in Almería, using the 7.200m² of the Conference Center with the latest technology.

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)	BENIDORM (SPAIN)	HUELVA (SPAIN)	MÁLAGA (SPAIN)
27–31 March Course "Leadership and Management of Intelligent Tourism Destinations"	20–21 April Digital Tourist	4th May II Blueminds Networking	17 May. "Blue Tourism" Panel: Coastal and maritime tourism. Cruise ships. Emerging and technological companies in sustainable tourism
SEVILLA (SPAIN)	SEVILLA (SPAIN)	CÁDIZ (SPAIN)	MALTA (EUROPE)
20 June. NextSpain #EnergíayCircularidad. Event organised by ABC and Vocento	21st June. OBH II Conference. "Blue tourism opportunities in Seville, Huelva and Faro"	21–22 June Incubazul	22 June Westmed Blue Economy Initiative
QUERÉTARO (LATAM)	TENERIFE (SPAIN)	HAMBURGO (EUROPE)	MÁLAGA (SPAIN)
28–30 June. Ibero–American Cities Forum	16–19 July. Meeting of the Seas	6–8 september Seatrade	11–12 september Seatrade Cruise Med
MEDELLÍN (LATAM)	MÁLAGA (SPAIN)	SEVILLA (SPAIN)	CÁDIZ (SPAIN)
9–11 October. I Ibero–American Congress on Smart Tourist Destinations	17 October II Sustainable Tourism Agora. Hosteltur – Greens & Human	18–20 October TIS	19–20 October Suncruise
MARBELLA (SPAIN)	DONOSTIA (SPAIN)	BARCELONA (SPAIN)	CÁDIZ (SPAIN)
25–27 October Ecobeach	23–25 October. III Turespaña Convention: The sustainable transformation of tourism	7–9 November Tomorrow Blue Economy	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 Zabell, two-time Olympic sailing champion and president of the Ecomar Foundation.



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

"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.

"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.

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.

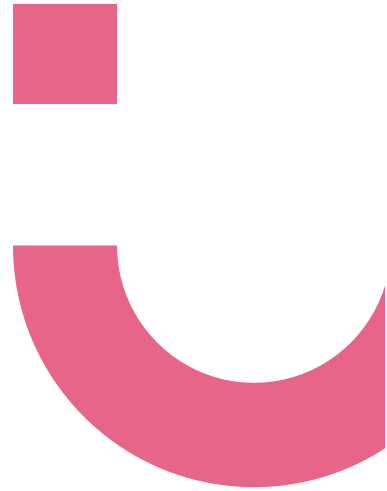
Attendance of national (regional and local), European and international public representatives and administrations; with leading companies in innovation and sustainability in the coastal tourism industry (shipping, transport, energy, infrastructures, hotel chains, travel agencies, gastronomic groups,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



Scientific program – Tracks



Technology



Energy



Hospitality



Coasts and beaches



Sports



Financing



Islands and territories



Culture and gastronomy



Ports and maritime industry

Transversal 2024

In line with European challenges



Ecological transition



Digital transition



Resilience and inclusion



Skills and support



Policy framework and governance

Scientific program – Tracks



Technology

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 Forefront.
- 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.



Energy

Address the critical integration of renewable energy and clean technologies in the tourism sector, with a particular focus on coastal and maritime areas. Highlight the importance of energy sustainability for sustainable tourism development, explore the technological advances and opportunities that renewable energies present to the sector, and discuss implementation challenges along with effective strategies to overcome them.

Foster international cooperation and effective governance in promoting energy policies that benefit both the environment and tourism.

- Challenges and Opportunities of Renewable Energies and Clean Technologies in Tourism Environments.
- Examples and Best Practices in Blue Funded Projects.
- The financing of the future.

Scientific program – Tracks



Hospitality

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 Sector.
- Green Marketing and Market Strategies for Sustainable Hotels.



Coasts and beaches

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 ensuring a positive experience for all visitors.

- Guardians of the Coast: Pioneering Practices for Sustainable Coasts.
- Blue Technology: Revolutionizing the Management of Coastal Destinations.
- Responsible Luxury: Reinventing Exclusivity in Harmony with the Sea.

Scientific program – Tracks



Sports

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

- "Beyond the Goal: Sporting Events as Catalysts for Blue Tourism".
- "Sports Structures with a Conscience: Sustainable Design in Action".
- Blue Sport: Local Development Opportunities.
- Marine Conservation Education, Sport and Awareness Raising.



Financing

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.

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

Scientific program – Tracks



Islands and territories

To delve into the specific strategies and solutions that islands and coastal areas can employ to address the challenges presented by climate change, with a special focus on efficient and sustainable water management. 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.

- “Vulnerability and Adaptation to Climate Change: Achieving Resilience in Islands.”
- “Models of Success: Pioneering Island Projects”.
- “Blue Horizon: Future Visions for Sustainable Islands”.



Culture and gastronomy

To highlight 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, promote youth employment and prioritize sustainability.

- Festivals, Concerts and Performing Arts: Breaking Seasonality with Culture.
- Young Talents: Cooking the Future of Gastronomic Tourism.
- From the Sea to the Table: Sustainable Aquaculture in Gastronomy.

Scientific program – Tracks



Ports and maritime industry

Explore how ports and the shipping industry are adopting technological innovations and sustainable practices to lead the transition to a greener and more efficient economy. The strategic role of ports in the energy transition, the integration of ports and cities, emerging technologies in port management and sustainable transformations in the shipping industry will be discussed.

- The Strategic Role of Ports in the Energy Transition.
- Ports and Cities: Weaving the Web of Sustainable Progress.
- Ports 4.0: Innovation and Technology in Port Management.

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:

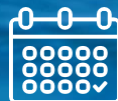
1.500 people





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.



04

Who organises

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WORLDWIDE



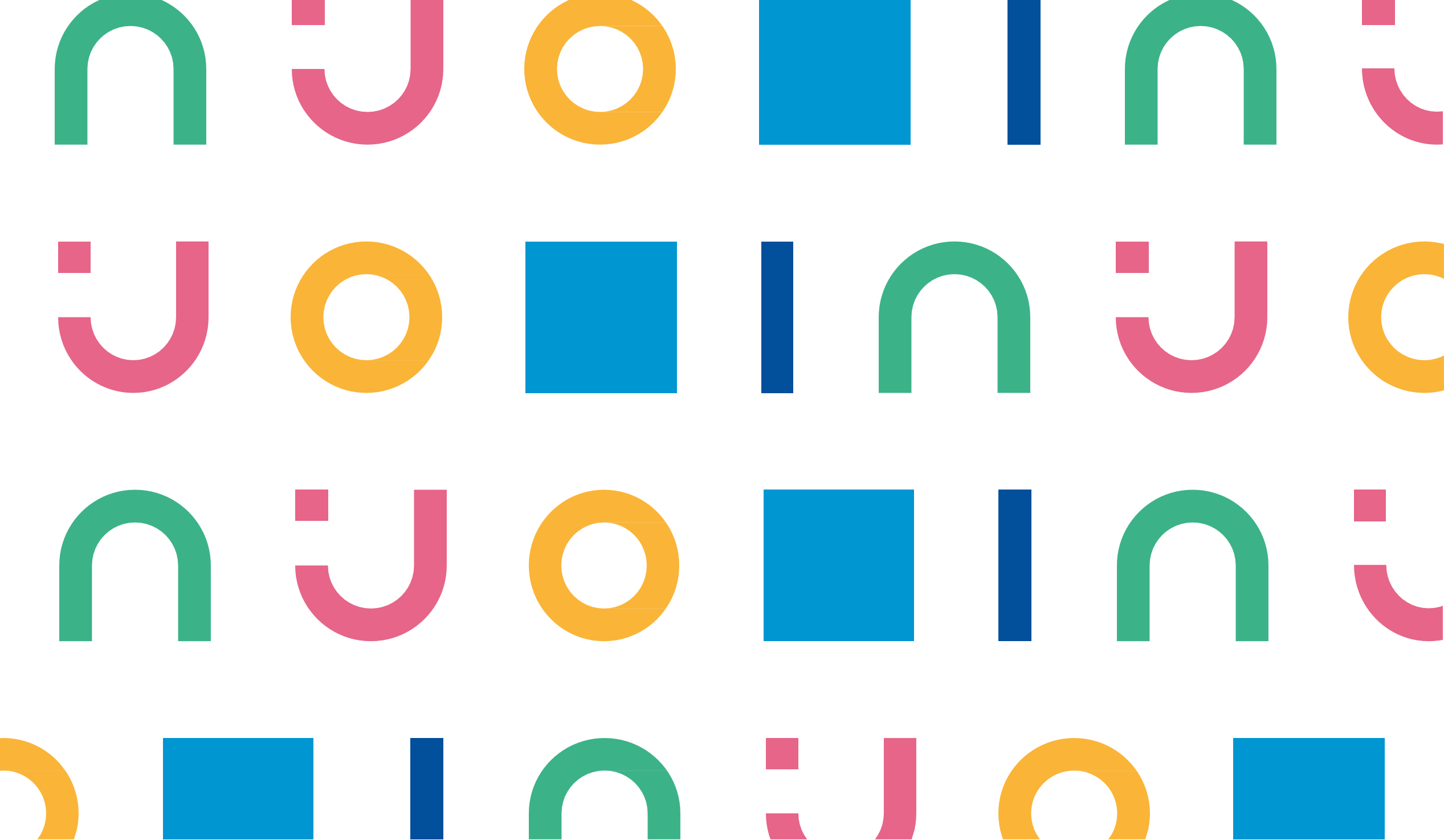
Sun&Blue is a congress promoted and organised by beon. Worldwide, an international full-service agency for event organisation, advertising and communication, production, entertainment and technology that operates all over the world.

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.

100% Andalusian company.







sunandbluecongress.com

