

PRESS KIT

sun&blue.



Blue Tourism
Innovation Congress

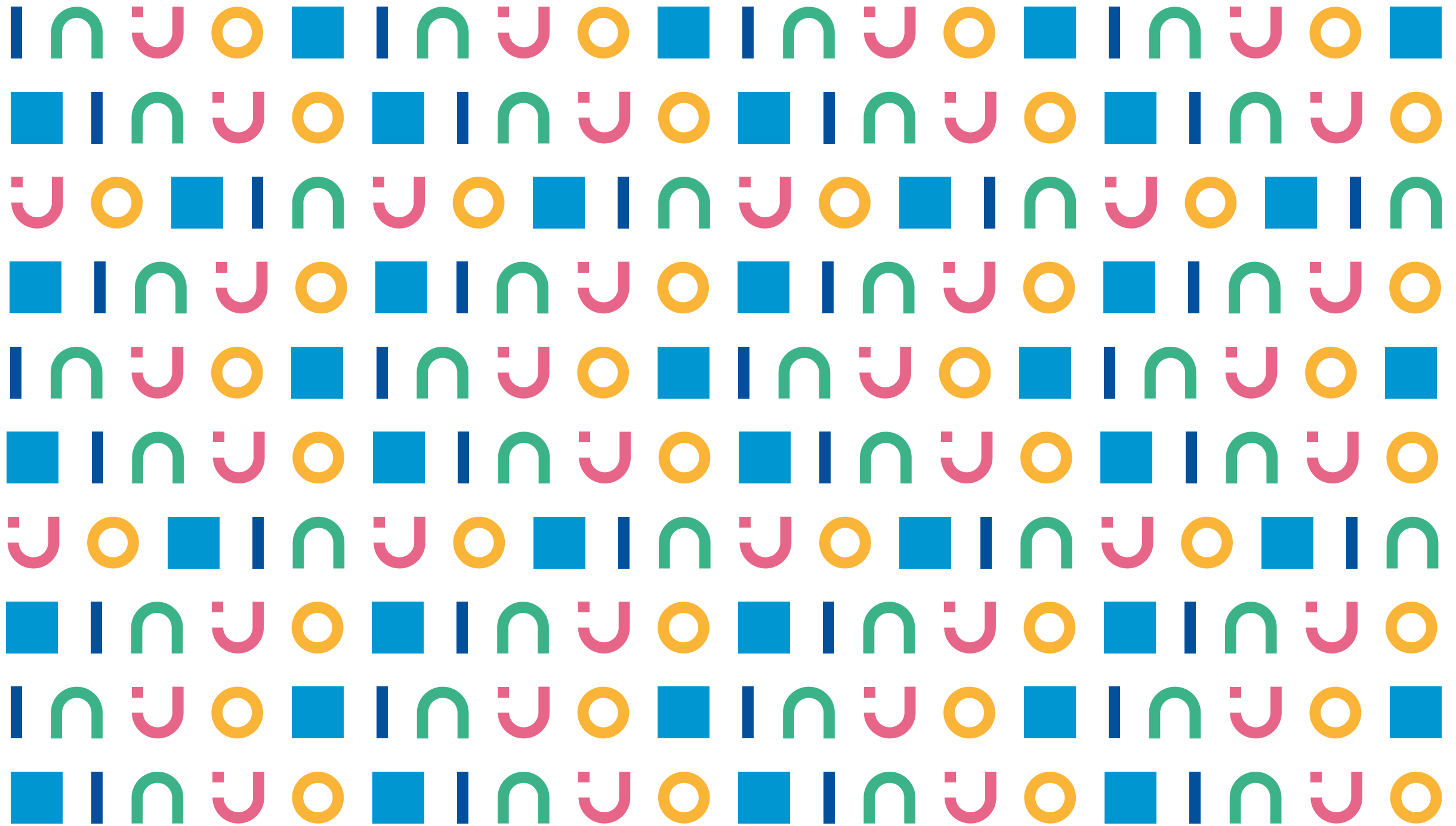
20, 21 and 22

NOVEMBER 2024

Cabo de Gata Exhibition and
Conference Center – City of Almería

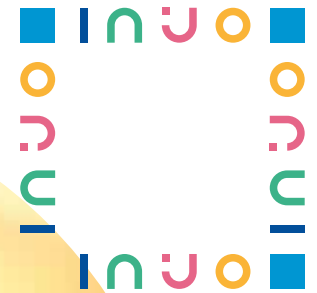
Almería, Spain

be
on.
WORLDWIDE



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01

Sun&Blue Congress

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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



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, Culture and Sport, the City Council of Almería, the Provincial Council of Almería and the Andalusian Ministry of Sustainability, Environment and Blue Economy.





Almería
ALMÉRICA
DIPUTACIÓN DE ALMERÍA
COSTA DE ALMERÍA
European Union

sun&blue.
Blue Sun
Precision Congress


Javier Aureliano
Presidente - Diputación de Almería

Almería
European Union
A
SUN & BLUE
Blue Sun
Precision Congress

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.

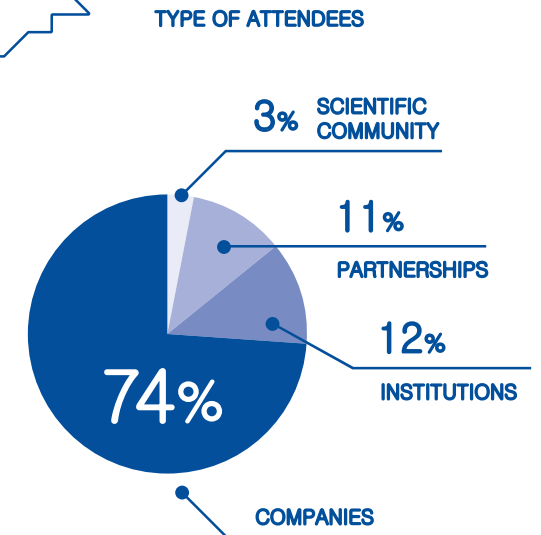


Public outreach with **387,978,790 media impacts / 541 news items / €1,674,274 media value generated**.



A total economic impact generated for the region of **€3,427,801**.

Origin of attendees



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.



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.





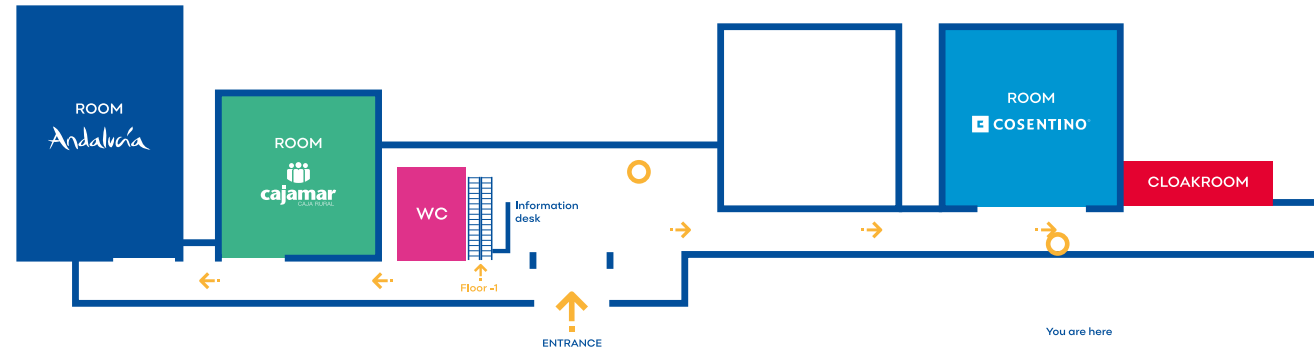
Social, cultural and legacy events in the historic city centre and on the beach.

- 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 consumption devices.
- Refurbished and renovated furniture.
- Printed material with UVI ink.
- Ecological fair carpeting, 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 Zabell, 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 –if not more– 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 do 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

"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.

"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

"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:

- **Fostering training, coordination and collective action around 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 public representatives and administrations both national (regional and local) and European and international; with leading companies in innovation and sustainability in the coastal tourism industry (shipping companies, 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 business fabric and the general population.**

- **Positioning Andalusia and Almería as pioneers 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

Who attends?

Public management positions related to Tourism and 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



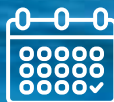
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LOCATION

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

Who organises



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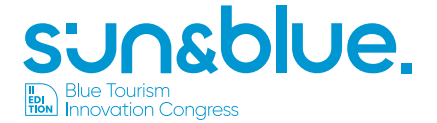
Sun&Blue is a congress **promoted and organised by beon. Worldwide**, an international full-service agency for event organisation, advertising and communication, production, entertainment and technology that operates all over the world.

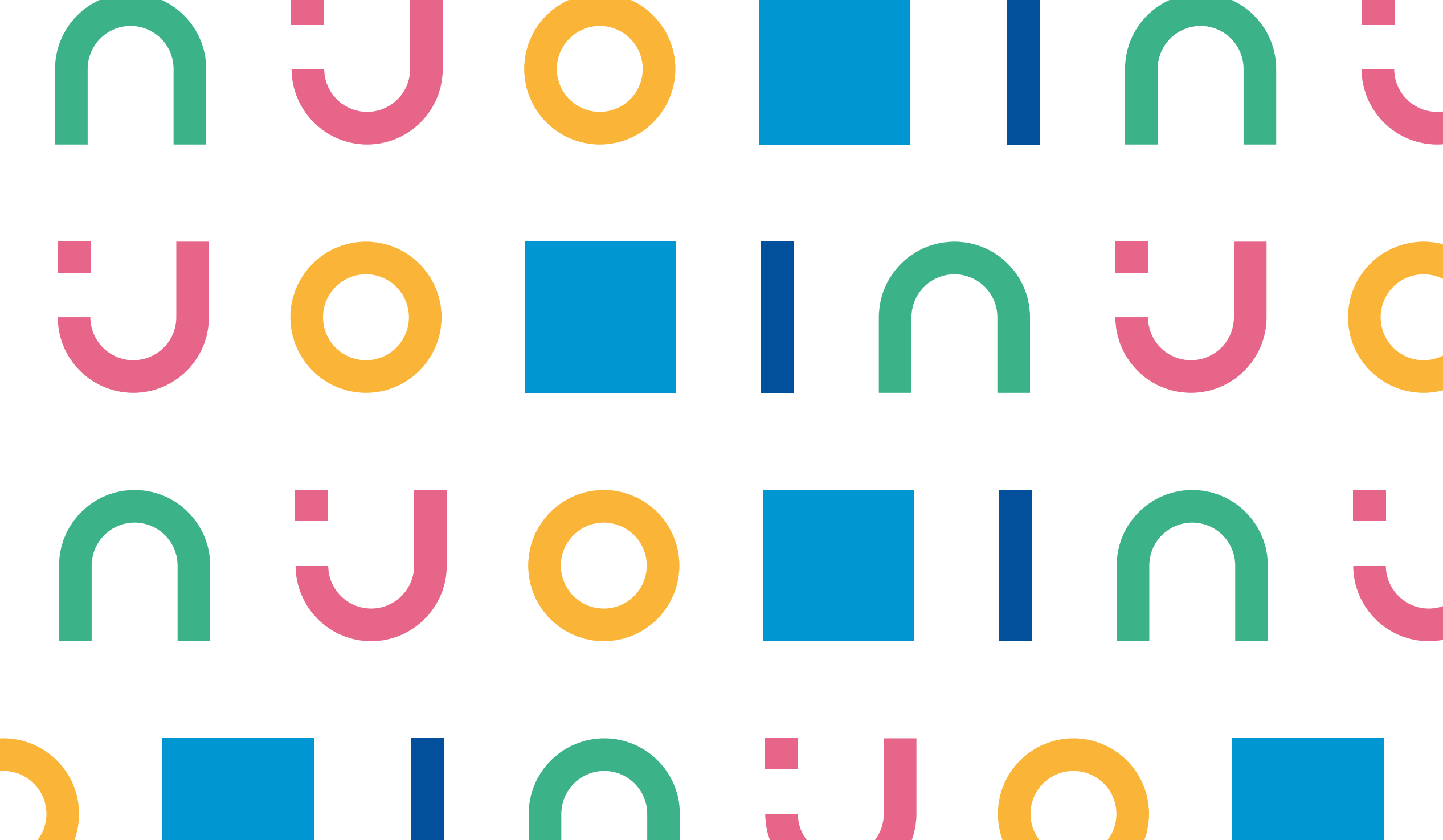
With more than 200 professionals, it has a track record of 20 years creating brand experiences in more than 10,000 projects carried out in 43 countries and with more than 300 national and international awards.

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.





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