



PARTNER FITUR



# 25<sup>th</sup> TOURISM COMPETITION FITUR ACTIVE

RULES 2020

IN COLLABORATION WITH  
**AireLibre**  
REVISTA

ORGANISED BY



**IFEMA**  
Feria de  
Madrid



**#01** FITUR Activo and AireLibre magazine are organising the **25<sup>th</sup> Fitur Active Tourism Competition** in the national and international sections.

**#02** The 25<sup>th</sup> Fitur Active Tourism Competition aims at furthering the development and commercialisation of the tourism industry and promoting higher-quality tourism products within the framework of active tourism.

**#03** It shall be open to any product based on tourism involving adventure, culture, nature, wine & gastronomy, sport and environment, that is present as exhibitor or co-exhibitor at FITUR 2020, whether national or international.

**#04** Each company may compete with any products it wishes up to a maximum of three. No products recognised in previous editions may be entered. The following should be submitted, **by 30 November 2019**, in Spanish or English:

- › Information on the company entering and/or commercialising the product: full name and address, year of incorporation, number of workers and the company's corporate purpose.
- › Information on the product: name of the product, description, year of creation, implementation period, permanent and temporary human resources used, involvement, if appropriate, of other resources and their promotion, marketing channels, agreements with other agents, target public, future development of the product, etc.
- › Printed and audiovisual material that defines and describes the product.
- › The fully completed registration form attached to the following address:

**25<sup>th</sup> Fitur Active Tourism Competition**

C/ Saavedra Fajardo, 5 y 7, planta calle  
28011 Madrid, Spain  
Tel. +34 91 526 80 80 · Fax +34 91 526 10 12  
concursofitur@airelibre.com

**#05** The **Admissions Committee** reserves the right of admission of the products entered in the Fitur Active Tourism Competition. Should a product not be accepted, the organisation shall inform the company that is entering said product.

**#06** The following aspects shall be rated:

- › Original idea.
- › Product presentation and image.
- › Contribution to the recovery of the environment and to sustainable development.
- › Quality of infrastructures.
- › Commercialisation and distribution channels.

**#07** The technical jury shall establish the prizes awarded in each edition of the Fitur Active Tourism competition based on the participating products and their quality, rating concepts relating to nature, adventure, culture, wine & gastronomy, environment, technological development, accessibility, etc.

**#08** The jury's composition shall be the following:

- › **30% end consumer:** AireLibre readers shall cast their online vote on the FITUR website or the AireLibre website from 20 December onwards until 4 days before the competition verdict on COB of 12 January 2020.
- › **30% tourism professionals:** FITUR 2020 exhibitors, excepting the competitors, shall cast their vote from 20 December onwards until 4 days before the competition verdict on COB of 12 January 2020.
- › **10% media:** they shall cast their vote from 20 December onwards until 4 days before the competition verdict on COB of 12 January 2020.
- › **30% technical jury comprising representatives of the tourism industry.**

**#09** The verdict of the Fitur Active Tourism Competition shall be announced on the Thursday prior to the opening of the trade fair on **16 January 2020** and communicated to the winners on the following day, **17 January 2020**.

**#10** The verdict of the Fitur Active Tourism Competition shall be irrevocable.

**#11** The winners of the Fitur Active Tourism Competition shall receive an accrediting diploma during FITUR, in addition to the seal that identifies them as winners of the Fitur Active Tourism Competition 2020, which they shall be able to include in any physical and digital mediums they deem appropriate. At a later date, in the month of May, they shall be called to the official event staged by

FITUR, which shall be attended by the Secretary of State for Tourism, for the prize-giving ceremony of all the awards conferred during FITUR.

**#12** Winners of the Fitur Active Tourism Competition shall benefit from the following actions: AireLibre shall disseminate the competition by publishing the participants and winners on their internet page ([www.airelibre.com](http://www.airelibre.com)) and through the following actions of the magazine:

- › **October:** competition notice in the magazine through the presentation of the distinctive seal.
- › **November and December:** competition reminder page.
- › **From 15 December to 12 January:** a list of the competing products shall be sent to 236,000 users of AireLibre via email, with a request for the vote of AireLibre readers, tourism professionals and specialised press.
- › **During FITUR:** inclusion of the list of competing products in the FITUR AireLibre Guide (published by AireLibre on the occasion of FITUR) which is handed out free of charge to FITUR visitors (50,000 copies) and sent to the more than 236,000 users of AireLibre in digital format.
- › **February:** dissemination of the distinctive seal and list of the competition winners.
- › **From March:** month-by-month publication of each one of the prize-winning products (covering two pages).
- › **Mailing of a newsletter** in which each prize-winning product may include any information it wishes as well as links to websites, videos, etc. This newsletter shall be sent to more than 236,000 related addresses owned by AireLibre.

FITUR shall support the dissemination of the Fitur Active Tourism Competition through:

- › The distribution of the promotional brochure among all professionals participating in FITUR.
- › The promotion of this information in the media through its press office.

**#13** AireLibre and FITUR reserve the rights over the 25<sup>th</sup> Fitur Active Tourism Competition.

**#14** All participants accept this regulation. The organisation's criterion shall always prevail in case of doubt.

# RULES 2020

# 25<sup>th</sup> TOURISM COMPETITION FITUR ACTIVE

In order to take part in the 25<sup>th</sup> Fitur Active Tourism Competition, please submit this form duly completed before 30<sup>th</sup> November 2019, together with all the printed and/or audiovisual material that defines and describes the product, as indicated in Section 4 of the Competition Conditions, to the following address:

## Revista AireLibre

C/ Saavedra Fajardo, 5-7, planta calle  
28011 Madrid, Spain  
Tel. +34 91 526 80 80  
Fax +34 91 526 10 12  
concursofitur@airelibre.com

In accordance with current personal data protection regulations, the processing of all personal data that you have provided us on the contest registration form and/or raffle, will be governed by the following: Data Officer: Identity: IFEMA - Madrid Fair (Q2873018B) and OUTSIDE COMUNICACION INTEGRAL S.L. (B81429235).  
Home: Avda. del Partenón 5, 28042 Madrid. Contact: fitur@ifema.es. Contact for Data Processor: protecciondedatos@ifema.es. Purpose of processing: To manage the participation of contestants in the contest and/or raffle; and to send periodic marketing messages by electronic means, to inform of the activities, contents and services of IFEMA, based on your express consent. Legal basis of the treatment: The legal basis that entitles IFEMA to process your personal data is your express consent obtained by filling out and submitting the form to participate in the contest and/or raffle. Storage of personal data: Participants' personal data will be kept by IFEMA as long as is necessary to manage the contest and/or raffle. Once completed, the data will be deleted from the IFEMA databases. If you have given your consent to receiving marketing messages, your data will be kept until your consent is revoked. Recipients and international transfers: IFEMA will not disclose to third parties, the personal data processed unless it is essential for the proper functioning of the contest and/or raffle, or after an administrative and/or judicial request. International data transfers will not be made to third countries. Rights of the interested parties: You have a number of legal rights regarding the processing of your personal data. You may therefore access, rectify, delete, limit or oppose the processing of your data, request portability and withdraw consent given by email to protecciondedatos@ifema.es or by postal mail to Avda. del Partenón, 5, 28042, Madrid, indicating "Exercise right FITUR" on the "Subject line" and including your name and ID in the "Message". In any case, you may also contact the AEPD at [www.aepd.es](http://www.aepd.es).

## REGISTRATION FORM

Name .....  
with passport .....  
in his/her capacity as .....  
from the company .....  
Address .....  
Town/City .....  
Country ..... Zip code .....  
Telephone ..... Fax .....  
E-mail ..... Web .....

Requests entry of product known as:

.....  
in the 25<sup>th</sup> Fitur Active Tourism Competition in order to take part in the Category:

National  International

and which consists of (50 words minimum): .....

The applicants shall attend FITUR 2020 as:

Exhibitor  Co-Exhibitor, with stand n° .....

Contact

(only fill this section in if the details do not coincide with those above)

Contact person .....

Address .....

Town/City .....

Country ..... Zip code .....

Telephone ..... E-mail .....

Please do not forget to attach this Entry Form, or a photocopy of same, for each product that is presented.

In compliance with current data protection regulations, we inform you of the following regarding the processing of your personal data: Data Controller: IFEMA – Feria de Madrid (Q / 2873018B). Purpose: (i) to manage your participation in the contest and/or raffle, (ii) to keep you informed of IFEMA activities, content and services by electronic means. Legitimation: express consent. Recipients: We will not disclose your data to third parties, unless it is essential for the proper functioning of the contest and/or raffle or after an administrative and/or judicial request. Nor will international transfers be made to third countries. Rights: you may exercise your rights at Avda. del Partenón, 5, 28042, Madrid, or by writing to protecciondedatos@ifema.es indicating "Exercise rights FITUR" on the "Subject line" and including your name and ID. It may also be addressed to the Spanish Data Protection Agency (AEPD) at [www.aepd.es](http://www.aepd.es). More information at [Link to Raffle / Contest rules] or at [www.ifema.es](http://www.ifema.es).