



SOCIO FITUR



Press Kit

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Key information

FITUR 2024	
Dates	24 to 28 January 2024 24, 25 and 26 January - Professionals only 27 and 28 January - Public and professionals
Dates FITUR LIVEConnect:	From 20 November 2023 to 29 February 2024 [After accreditation, you will receive an e-mail with the instructions for LC].
Venue:	IFEMA MADRID (Spain)
Times:	24, 25 and 26 January: from 10am to 7pm. 27 January: from 10am to 8pm 28 January: from 10am to 6pm
Edition:	44
Total of participating companies:	9.000
Main exhibitors	806
Countries/Regions/ International companies	152
International official representations:	96
Net Area	9 Halls
Participants	Wholesalers / Travel Agencies / Receptive - Hotels - Catering/ Catering - Official Spanish bodies - National Tourist Offices and other Foreign Promotion Agencies - Professional Associations - Transport - Incentives, Meetings and Congresses - Media - Know- How and Technology - Leisure & Culture - Health Tourism -

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	Residential Tourism - Festival Tourism - Cinema Tourism - Service Companies
Sectorisation:	Halls: 1, 3, 4, 4, 5, 6, 7, 8, 9 and 10 Hall 1: Africa Hall 3: America Hall 4: Europe, FITUR Sports and FITUR Cruises Halls 5: Spain Hall 7: Spain Hall 9: Spain and FITUR 4all and FITUR LGTB+ Hall 6: Asia-Pacific and Middle East Hall 8: Enterprise and Travel Technology Hall 10: Companies and FITUR Know-How & Export, FITUR Lingua, FITUR Talent, FITUR Techy, FITUR Screen and FITUR Woman
10 Sections	FITUR 4all FITUR Cruises FITUR Know-How & Export FITUR LGTB+ FITUR Lingua FITUR Screen FITUR Sports FITUR Talent FITUR Techy FITUR Woman
FITUR Sustainability Observatory	FITUR Next. 2023 Challenge How can tourism contribute to the regeneration of the natural environment?
FITUR Awards	XXV FITUR-Jorge Vila Fradera Tribune Award 5th Sustainable Stand Award 44th Best Stands Awards XIX Active Tourism Awards

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Parallel Activities	<p>CIMET 2024, XXVII IBERO-AMERICAN CONFERENCE OF TOURISM MINISTERS AND ENTREPRENEURS Tuesday 23 January from 9:30 to 13:00 - South Auditorium</p> <p>XII Exceltur Tourism Leadership Forum Tuesday 23 January from 09:00 to 18:30 - Centro Convenciones Norte</p>
FITUR Partner Country	Ecuador
Organised by	IFEMA MADRID
Member of	UFI, Union of International Trade Fairs UNWTO, World Tourism Organization
Official Carrier:	IBERIA
More information and FITUR social media	<p>ifema.es/fitur linkedin.com/company/fitur-madrid/ facebook.com/FITURMadrid twitter.com/fitur_madrid instagram.com/fiturmadrid/ youtube.com/FeriaFitur</p>

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FITUR 2024 reflects the growth of the global tourism industry with record figures

The figures for the 44th edition show the industry's weight over the past year, making FITUR the world's leading trade fair in terms of the number of participants and visitors.

Ecuador is participating as FITUR 2024 Partner Country in a record-breaking year that is bringing together a total of 9,000 participating companies, 152 countries and 806 exhibitors, which in terms of revenue for Madrid represents over €430 million.

The fair, organised by IFEMA MADRID and taking place from 24 to 28 January, is growing in all its dimensions, most notably in international presence, with the official representation of 20 more countries than in 2023.

The 44th edition of the **International Tourism Trade Fair, FITUR**, to be held in Madrid from **24 to 28 January**, organised by **IFEMA MADRID**, reflects the growth experienced in recent months by the national and international tourism industry and lays the foundations for the consolidation of the sector during 2024.

An event that kick-starts the international calendar of tourism fairs and consolidates its leadership position with the support of all public and private agents in the tourism industry value chain, and which points to record figures in all its dimensions, with a total of **9,000 participating companies, 152 countries, and 806 exhibitors** who will be presenting their offers over **nine halls**, one more than in 2023.

Likewise, FITUR's great response from the industry is also expected to be excellent in terms of attendance, with an estimated **150,000 professional visitors** between Wednesday to Friday and **100,000 general public attendees** over the weekend.

All these figures will translate into an important economic injection for **Madrid**, with an estimated **€430 million in revenue** that will directly impact sectors such as transport, hotels, restaurants, commerce, leisure and culture.

With these excellent figures, FITUR maintains its solid business orientation, with three

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days exclusively for professionals, and its additional outreach to travellers at the weekend, when it opens its doors to the general public.

Among the new features of 2024 is the special participation of Ecuador as **Fitur Partner Country**, with a major display at the Fair, as well as the presence of **Sustainability as a transversal axis of the entire tourism offer and the sections of the fair**. A reflection of FITUR's commitment to being a key tool for sharing knowledge and innovation, and a lever for promoting a more sustainable tourism model, where environmental, social and corporate governance responsibility will be present in the proposals of destinations and companies, as well as in the content of the ten sections and in all the activities that will take place during the event.

FITUR grows in internationality

FITUR 2024 is defined by the significant growth of the Fair. It is worth highlighting the leap compared to 2023 in terms of exhibition space, with the addition of one more hall, making a total of nine, as well as the direct participation of exhibitors with stands, which at this edition rises to 806, representing an increase of 7% compared to last year's edition.

Also notable is the growth in international participation, one of the most important parameters for **FITUR**, bringing together 152 country participations in 2024, including 96 official destination representations.

All areas of FITUR are growing both in terms of exhibition area and exhibitors and, together with sustainability, innovation plays a leading role in the tourism sector being promoted at FITUR. Tourism technology companies, grouped under the **Travel Technology** umbrella in Hall 8, grew by 23% to nearly one hundred.

In this way, the International Tourism Fair reflects the latest World Tourism Organisation (UNWTO) forecasts of November 2023 to recover almost 90% of pre-pandemic levels in international tourism with revenues that could reach 1.4 trillion dollars by 2023.

This was announced at the official presentation of **FITUR 2024**, which was held this morning at **IFEMA MADRID** and was attended by a large number of institutional and tourism industry representatives.

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FITUR's specialisation and sustainability through its ten sections

FITUR continues to make progress in its specialisation, helping to promote the segments that have developed a tourism strategy around their activity. The main new addition this year is the creation, in conjunction with IMPULSA IGUALDAD of **FITUR 4all**, which will promote the development of accessible tourism and raise the profile of destination and company initiatives in this field through the 1st FITUR 4all Awards.

Another highlight is the commitment of **FITUR Sports**, being organised in collaboration with AFYDAD and with the global sponsorship of FRANCE 2024 OLYMPIC AND SPORTS DESTINATION. This section is expanding in terms of content, duration and participation and will show how sports tourism is a driver for sustainable tourism. Visitors will also be able to learn about all the latest developments in different areas, such as **FITUR Techy**, created together with ITH, where artificial intelligence, the data economy and the challenges of the hotel industry will be the protagonists; **FITUR Cruises** developed with Cruceroadicto, will be showcasing the commitment of cruise ships to environmental sustainability, the protection of destinations and the positive impact on their communities; **FITUR LGTB+**, a segment that encompasses more than 10% of tourists worldwide, will be shining a spotlight on diversity and inclusion; **FITUR Woman** in collaboration with WOMEN LEADING TOURISM and the sponsorship of SEVILLE, aligned with SDG 5, contributes to the promotion of female leadership; **FITUR Know How & Export**, a space created with SEGITTUR in collaboration with ICEX for Spanish tourism companies to showcase their potential, products and services and contribute to innovation in the sector, which this year brings as a new addition, the competition 'The AI for Tourism Awards 2024'; **FITUR Screen** which returns with the assistance of the SPAIN FILM COMMISSION will be connecting the film industry with the tourism industry; **FITUR Talent**, organised in collaboration with EDUCACIÓN 3.0, is presented as a monographic section on talent, education and professional training with a focus on the coexistence between people and artificial intelligence; and **FITUR Lingua**, the space that approaches the opportunities of language tourism and its work in the decentralisation and deseasonalisation of tourism, developed together with FEDELE.

These ten sections are joined by the FITUR Sustainability Observatory, **FITUR Next** which this year is sponsored by ENRIQUE TOMÁS. The Observatory works throughout the year to identify best practices that generate positive effects and are replicable around a sustainability theme, which this year is the contribution of tourism to the revitalisation of territories.

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In addition, FITUR will continue to make progress in digitisation by offering all the sections' conference programmes via streaming and making the **FITUR Live Connect** digital platform available to its professional participants.

Finally, and following the roadmap initiated in 2023, IFEMA MADRID is once again measuring FITUR's carbon footprint in scopes 1 and 2 as a sign of its commitment to sustainability and its commitment to promoting events with a low environmental impact.

Ecuador, FITUR 2024 Partner Country

At FITUR, Ecuador will be presenting its tourism offer to the world, rich in geographical and cultural diversity and with excellent air connections to Spain. The Ecuadorian stand, located in Hall 3 will house a sensory variety for discovering the country's nature and culture, supported by the 'Time to Reset in Ecuador' campaign. In addition to an interesting display, it will provide Ecuadorian companies with the chance to connect with the international sector, thanks to the interesting opportunity it represents in terms of attracting inbound tourism.

Weekend at FITUR

Over the weekend, the Fair opens its doors to the general public, who will be able to travel the world through the nine halls, obtain information on an extraordinary range of international and national destinations and enjoy a varied agenda of leisure activities prepared by the exhibitors, including the installation by Puerto Rico of a zip line in the central avenue of IFEMA MADRID. It is also complemented by other activities such as the cruise ship section's *gymkhana*, padel demonstrations at FITUR Sports, as well as multiple activities on stands and in halls such as musical performances, regional dances, food tasting events, craft workshops, competitions and prize draws, etc.

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Ecuador, FITUR 2024 Partner Country: A Display of Diversity, Folklore, and Flavor at the International Tourism Fair

Ecuador, as Partner Country for **FITUR 2024**, is ready to captivate visitors at the International Tourism Fair to be held at IFEMA MADRID from January 24 to 28. Under the theme "Shine Authentically," the Ecuadorian booth in Pavilion 3 will stand as an oasis of sensory experiences, revealing the natural and cultural richness of the country on the Equator.

Located at booth 3C04, the Ecuadorian stage will offer visitors a creative design, highlighting the biodiversity and wonders of its four regions: **Galápagos, Coast, Andes, and Amazon**. The orchid tunnel, the presence of Mindo butterflies, and an imposing wall of roses will transport visitors to a unique atmosphere. In line with this, they will have an orchid tunnel and the presence of Mindo butterflies to immerse visitors in an atmosphere of exotic nature. Additionally, there will be a rose wall, one of their top exports products; tastings of typical food, and cultural activations.

Ecuador, as the host country at FITUR 2024, aims not only to attract tourism enthusiasts but also to generate significant economic opportunities for its industry. Moreover, in this edition of FITUR, dozens of co-exhibitors will participate, including travel agencies, operators, hotels, and cruises, as well as Decentralized Autonomous Governments showcasing the wonders of destinations with the goal of providing visitors with a comprehensive view of Ecuador's richness and diversity.

Four Worlds of Diversity and Pluriculturalty:

Galápagos, declared a Natural Heritage of Humanity by UNESCO, is defined as a natural laboratory. The territory showcases an ecosystem where pristine prehistoric fauna is preserved. Giant tortoises, marine iguanas, frigates, sea lions, hammerhead sharks, red and blue-footed boobies, albatrosses, red corals, and sea lions will accompany the adventure on land and underwater. Enjoyment is guaranteed in one of the best spots for diving, surfing, research, and conservation.

The Ecuadorian Amazon means being in the heart of the jungle. The giant green nature savannah houses a world where ancient cultures, mysterious animals, dreamlike landscapes, and powerful rivers coexist. In this way, it is one of the most



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biodiverse and important areas on the planet due to its infinite variety of endemic flora and fauna species and for being one of the natural sites that provides oxygen to the world.

In the Andes, hundreds of mountains, valleys, moors, lagoons, rivers, and more than 70 volcanoes, such as Chimborazo, recognized as the furthest point from the Earth's center, can be discovered. Additionally, there are the colonial cities of Quito and Cuenca, declared by UNESCO as Cultural Heritage of Humanity for preserving relics from the past.

The Pacific Coast travels along Ecuador's beaches that host fishing communities, historical and cosmopolitan cities. More than 110 tourist beaches offer exciting settings for sun and sea sports. Furthermore, rural areas showcase the productivity of their land through tourist circuits of cocoa, banana, coffee, and other products that, due to their quality and flavor, are highly valued in international markets.

In addition to these options, Ecuador also stands out in the UNWTO's "Best Tourism Villages" program with its destinations, Angochagua and Aguarico. Angochagua, part of the Imbabura World Geopark, invites visitors to immerse themselves in its rich tradition, from crafts to the "Roasted Lamb Route." On the other hand, Aguarico, located in the heart of protected areas such as Yasuní National Park, represents a testament to the Kichwa and Waorani indigenous cultures, as well as their commitment to sustainable community tourism. These recognitions strengthen Ecuador's position as a leader in responsible and sustainable tourism.

Connection and Flavors to Discover:

The cultural and gastronomic richness of Ecuador will also take center stage at FITUR 2024. Known as the Birthplace of Cacao, the country presents a unique culinary experience that reflects tradition and passion. From festivals like Mama Negra in Latacunga to the intensity of Diablada Pillareña in Pillaro, Ecuador offers a symphony of traditions that turn its celebrations into colorful and energetic events.

Ecuador aspires to be a world-class destination at FITUR 2024, using the visibility and networking opportunities the fair provides to consolidate its position as a leader in the growth and diversification of the tourism industry. Its variety of options invites travelers from around the world to discover a country full of natural, cultural, and traditional treasures. As the Partner Country of the 44th edition of



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FITUR, Ecuador will show the world that it is the perfect choice to reconnect, recharge, enjoy, feel, and live.

For more information on Ecuador visit:

<https://ecuador.travel/>

<https://www.ifema.es/fitur/noticias/ecuador-socio-fitur24-2>

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The world at FITUR 2024

updated as of 15 January, 2024

OFFICIAL COUNTRY PARTICIPATION

	AREA	COUNTRY	EXHIBITOR	Nº STAND
1.	AFRICA	CAPE VERDE	CAPE VERDE TOURISM INSTITUTE	1C09
2.	AFRICA	CAMEROON	CAMEROON MINISTRY OF TOURISM	1C03A
3.	AFRICA	CONGO	AGENCE DE MARKETING TOURISTIQUE DU CONGO	1C02
4.	AFRICA	GAMBIA	GAMBIA TOURISM BOARD	1C05
5.	AFRICA	GHANA	GHANA TOURISM AUTHORITY	1D07
6.	AFRICA	GUINEA BISSAU	GUINE-BISSAU TOURISM	1C03
7.	AFRICA	EQUATORIAL GUINEA	MINISTRY OF TOURISM, CULTURE AND HANDICRAFT PROMOTION EQUATORIAL GUINEA	1D21
8.	AFRICA	MOROCCO	MOROCCAN NATIONAL TOURIST OFFICE	1C01-04
9.	AFRICA	MAURICIO	TOURIST OFFICE ISLAND OF MAURITIUS	1C06
10.	AFRICA	MAURITANIA	ONT MAURITANIA	1C07
11.	AFRICA	NAMIBIA	NAMIBIA TOURISM BOARD	1C14
12.	AFRICA	REP. DEMOCRATIC REPUBLIC OF THE CONGO	NATIONAL TOURIST OFFICE RD CONGO	1B04
13.	AFRICA	SENEGAL	SENEGAL TOURISM	1C10
14.	AFRICA	SEYCHELLES	SEYCHELLES TOURISM OFFICE	1B02
15.	AFRICA	SIERRA LEONE	SIERRA LEONE TOURISM BOARD	1C12
16.	AFRICA	SOMALIA	SOMALIA TOURISM	1D17
17.	AFRICA	TANZANIA	TANZANIA TOURIST BOARD	1D08
18.	AFRICA	TUNISIA	TUNISIA TOURISM	1C08

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19.	AFRICA	UGANDA	EXPLORE UGANDA	1A03
20.	AFRICA	ZAMBIA	ZAMBIA TOURISM AGENCY	1C11
21.	AFRICA	ZIMBABUE	ZIMBABWE TOURISM AUTHORITY	1B08
22.	AMERICA	ARGENTINA	VISIT ARGENTINA	3C06-06A
23.	AMERICA	BAHAMAS	BAHAMAS MINISTRY OF TOURISM INVESTMENT & AVIATION	3B19
24.	AMERICA	BELIZE	BELIZE TOURISM BOARD	3C16
25.	AMERICA	BOLIBIA	EMBASSY OF BOLIVIA	3C03A
26.	AMERICA	BRAZIL	EMBRATUR - BRAZILIAN TOURIST BOARD	3B08
27.	AMERICA	CHILE	CHILE	3C12
28.	AMERICA	COLOMBIA	PROCOLOMBIA	3C08
29.	AMERICA	COSTA RICA	INST. COSTARRICENSE DE TURISMO	3B09
30.	AMERICA	CUBA	CUBA	3B11
31.	AMERICA	ECUADOR	ECUADOR	3C04
32.	AMERICA	EL SALVADOR	CENTRAL AMERICA	3A12
33.	AMERICA	UNITED STATES	USA WELLCOME HALL	3B10
34.	AMERICA	GUATEMALA	GUATEMALA AMAZING AND UNSTOPPABLE	3C14
35.	AMERICA	HAITI	MINISTRY OF TOURISM OF HAITI	3B16
36.	AMERICA	HONDURAS	HONDURAN TOURISM INSTITUTE	3D04
37.	AMERICA	JAMAICA	JAMAICA TOURIST BOARD	3D12
38.	AMERICA	MEXICO	MEXICO	3B02
39.	AMERICA	NICARAGUA	NICARAGUAN TOURISM INSTITUTE	3C05
40.	AMERICA	PANAMA	VISIT PANAMA	3C10
41.	AMERICA	PARAGUAY	PARAGUAY	3B12

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42.	AMERICA	PERU	PROMPERÚ	3B07
43.	AMERICA	PUERTO RICO	PUERTO RICO	3B04
44.	AMERICA	DOMINICAN REP. DOMINICANA	MTRO. DE TURISMO REP. DOMINICANA	3B01-A05
45.	AMERICA	URUGUAY	MINISTRY OF TOURISM OF URUGUAY	3B13
46.	AMERICA	VENEZUELA	VENETUR	3A06
47.	ASIA-PACIFIC	CHINA	CHINESE TOURIST OFFICE IN SPAIN	6D05
48.	ASIA-PACIFIC	SOUTH KOREA	KOREA TOURISM ORGANIZATION	6D09
49.	ASIA-PACIFIC	PHILIPPINES	PHILIPPINE DEPARTMENT OF TOURISM	6C03
50.	ASIA-PACIFIC	INDIA	MINISTRY OF TOURISM GOVERNMENT OF INDIA	6B01
51.	ASIA-PACIFIC	INDONESIA	EMBASSY OF THE REPUBLIC OF INDONESIA	6C12
52.	ASIA-PACIFIC	MALDIVES ISLANDS	VISIT MALDIVES	6D01
53.	ASIA-PACIFIC	JAPAN	JAPAN NATIONAL TOURIST OFFICE	6C01
54.	ASIA-PACIFIC	MALAYSIA	TOURISM MALAYSIA	6D07
55.	ASIA-PACIFIC	NEPAL	NEPAL TOURISM ASSOCIATION OF TRAVEL AGENTS	6D12
56.	ASIA-PACIFIC	SRI LANKA	SRI LANKA TOURISM PROMOTION BUREAU	6D03
57.	ASIA-PACIFIC	THAILAND	TOURISM AUTHORITY OF THAILAND	6C13
58.	ASIA-PACIFIC	TAIWAN	TAIWAN TOURISM ASSOCIATION	6D12
59.	ASIA-PACIFIC	UZBEKISTAN	MINISTRY OF CULTURE AND TOURISM OF THE REPUBLIC OF UZBEKISTAN	6C05
60.	EUROPA	ALBANIA	ALBANIAN MINISTRY OF TOURISM	4C23
61.	EUROPA	ANDORRA	ANDORRA TURISME	4C06
62.	EUROPA	AZERBAIJAN	AZERBAIJAN STATE TOURISM AGENCY	4C15
63.	EUROPA	BELGIUM	VISIT BRUSSELS	4C10
64.	EUROPA	BOSNIA-HERZEGOVINA	TOURISM ASSOCIATION OF SARAJEVO CANTON	4C01



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65.	EUROPA	BULGARIA	MINISTRY OF TOURISM OF BULGARIA	4D02
66.	EUROPA	CROATIA	NATIONAL TOURIST OFFICE OF CROATIA	4A02
67.	EUROPA	SLOVAKIA	SLOVAKIA TRAVEL	4E24
68.	EUROPA	SLOVENIA	SLOVENIAN TOURIST BOARD	4C09
69.	EUROPA	SPAIN	TURESPAÑA	9C02
70.	EUROPA	FINLAND	VISIT FINLAND	4C08_02
71.	EUROPA	FRANCE	FRANCE 2024: OLYMPIC AND SPORTY	
72.	EUROPA	GEORGIA	GEORGIAN NATIONAL TOURISM ADMINISTRATION	4C11
73.	EUROPA	GREECE	HATTA, HELLENIC ASSOCIATION OF TOURIST AND TRAVEL AGENCIES	4C13
74.	EUROPA	ICELAND	VISIT ICELAND	4C08_01
75.	EUROPA	ISRAEL	MINISTRY OF TOURISM - ISRAEL	4C05
76.	EUROPA	ITALY	ITALIAN TOURISM ENIT	4C16-18
77.	EUROPA	LITHUANIA	LITHUANIA TRAVEL	4E21
78.	EUROPA	MACEDONIA	REPUBLIC OF NORTH MACEDONIA	4E42
79.	EUROPA	MALTA	MALTA, TOURIST OFFICE	4E22
80.	EUROPA	MOLDOVA	REPUBLIC OF MOLDOVA	4E44
81.	EUROPA	MONTENEGRO	MONTENEGRO NATIONAL TOURISM ORGANISATION	4E23
82.	EUROPA	NORWAY	VISITNORWAY	4C08
83.	EUROPA	POLAND	NATIONAL TOURIST OFFICE OF POLAND	4C12
84.	EUROPA	PORTUGAL	VISIT PORTUGAL	4C02-G01
85.	EUROPA	CZECH REP. CZECH REP.	#VISITCZECHIA	4C14
86.	EUROPA	ROMANIA	RUMANIA, MINISTRY OF ENTREPRENEURSHIP AND TOURISM	4B04
87.	EUROPA	SERBIA	SERBIA NATIONAL TOURISM ORGANIZATION	4C25

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88.	EUROPA	TURKEY	TURKIYE TOURISM PROMOTION DEVELOPMENT AGENCY (TGA)	4C07
89.	MIDDLE EAST	EGYPT	EGYPTIAN TOURISM AUTHORITY	6E04
90.	MIDDLE EAST	IRAN	IRAN TOURISM	6D04
91.	MIDDLE EAST	IRAQ	FOUNDATION OF THE GOV. REG. KURDISTAN	6G28
92.	MIDDLE EAST	JORDAN	JORDAN TOURISM BOARD	6D02
93.	MIDDLE EAST	OMAN	VISIT OMAN	6E14
94.	MIDDLE EAST	PALESTINE, STATE OF	PALESTINE MINISTRY OF TOURISM	6D06
95.	MIDDLE EAST	QATAR	QATAR TOURISM	6E06
96.	MIDDLE EAST	SYRIA, ARAB REPUBLIC OF	SYRIA MINISTRY OF TOURISM	6D08

OTHER COUNTRIES REPRESENTED BY EXHIBITORS

	AREA	COUNTRY	EXHIBITOR	Nº STAND
97.	AFRICA	ALGERIA	ALGERIA CHECHE TOURS	1D13
			AMS VOYAGE	1D20
98.	AFRICA	BOTSWANA	FOLLOW THE TRACKS SAFARIS	1A02
99.	AFRICA	ETHIOPIA	NATIVE ETHIOPIA TOURS	1B01
			SENSE OF ETHIOPIA TOURS	1A05
100.	AFRICA	KENYA	AFRICAN ADVENTURE SPECIALISTS	1D12
			GLORY SAFARIS	1D16
			MASIKIO SAFARIS	1D10
101.	AFRICA	MALI	WALADO TRAVEL MALI	1D15
102.	AFRICA	SOUTH AFRICA	AMAZING AFRICA	1A07
103.	AMERICA	CANADA	AIR TRANSAT	3D14
			DOMINION TOURS	3C03
			GLOBAL TOURISME CANADA	3D12A
104.	ASIA-PACIFIC	AUSTRALIA	VIA TRAVEL AUSTRALIA	6E16A
105.	ASIA-PACIFIC	BUTAN	BHUTAN RILA EXPEDITIONS	6A08
106.	ASIA-PACIFIC	HONG KONG	PKFARE	8F64

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107.	ASIA-PACIFIC	KYRGYZSTAN	SILK ROAD DESTINATIONS	6B16
108.	ASIA-PACIFIC	NEW ZEALAND	PACIFIC DESTINATIONS	6B14
109.	ASIA-PACIFIC	PAKISTAN	VOIN PRODUCTIONS SERVICES	6E16B
110.	ASIA-PACIFIC	SINGAPORE	DIDA TRAVEL	8F37
111.	ASIA-PACIFIC	VIETNAM	A CLASS TRAVEL	6C08
			AURORA TRAVEL	6C06
			JOYMARK TRAVEL	6A27
			FOCUS ASIA	6E18
			TOURISM VIETNAM	6C09
			VIETNAM ORIGINAL TRAVEL	6E20
			VXA TRAVEL	6A25
112.	EUROPA	GERMANY	GIATA	8F15
			TRUSTYOU	8D40
			MEININGER SHARED SERVICES GMBH	4E09
			MILLER INCOMING GMBH	4B06
			SUITEPAD GMBH	8F14
113.	EUROPA	ARMENIA	NEW VIEW ARMENIA	4E02
114.	EUROPA	AUSTRIA	TRAVEL EUROPE	4B08
			AUSTRIA - TOURISM SUPPLIERS GROUP	4C17
			CHATLYN	8d46
			HOTELKIT GMBH	8F12
115.	EUROPA	CYPRUS	CYPRUS - KNOSSOS TRAVEL	4B09
116.	EUROPA	IRELAND	ABBAY IRELAND & UK	4F29
			ATS TRAVEL	4E07
			OLÉ IRELAND TOURS	4A33
117.	EUROPA	NETHERLANDS	HOLLAND TRAVEL TRADE	4C10A
			ROOMRACCOON	8D18
118.	EUROPA	UNITED KINGDOM	Axis & Globe Travel	4D12
			Big Bus Tours	4E26
			Disney Destinations Iberia	4E10
			ETOA European Tourism Association	4G19
			EUROWELCOME/ANGLOVISION TOURS	4A05
			Eviivo.com	8F39C
			GREEN MOTION AND U-SAVE	10F20
			INTEROPA HOLIDAYSRECEPTIVE UK & IRELAND	4E36
			LIGHTHOUSE	8D02
			PADI EMEA	4E38
			SITEMINDER	8F03

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			TOUR PARTNER GROUP LTD.	4D18
			TRAVELTEK	8D48
			TRIP.COM	8A16
			WELCOME PICKUPS	8D50
119.	EUROPA	SAN MARINO	SAN MARINO INTERNATIONAL	4E15
			PODIUM TOUR OPERATOR	4A11
			TITAN TRAVEL	4A31

120.	MIDDLE EAST	SAUDI ARABIA	SAUDI ARABIA PROMOTION	6G24
121.	MIDDLE EAST	E.A.U	ARABIAN CONNECTION TOURISM LLC	4E02
			Atlantis Dubai	6G18
			Desert Adventures Tourism	6F16
			SPLENDID TRAVEL	6F14
			Surprise Tourism LLC	6F04
			XML AGENCY	6G14
			Yalago	8D72

OTHER COUNTRIES REPRESENTED BY CO-EXHIBITORS

	AREA	COUNTRY	EXHIBITOR	Nº STAND
122.	AFRICA	MADAGASCAR	INDIGO BE MADAGASCAR	4D08
123.	AMERICA	DOMINICA	Miki Travel	6C01
124.	ASIA-PACIFIC	CAMBODIA	DMC MARKET	4E04
125.	ASIA-PACIFIC	KAZAKHSTAN	NAZGUL ZHALGASSOVA	6A04
126.	ASIA-PACIFIC	MONGOLIA	MY DMC PLANET	6C07
127.	ASIA-PACIFIC	MYANMAR	TRAVEL & TOUR	6C08
128.	ASIA-PACIFIC	FRENCH POLYNESIA	TAHITI NUI TRAVEL	6E12
129.	ASIA-PACIFIC	TADJIKISTAN	TSARINA KHASANOVA	6A04
130.	ASIA-PACIFIC	TURKMENISTAN	GURBAN GURBANOV	6A04
131.	EUROPA	DENMARK	VIA HANSA BOREALIS	4C08
132.	EUROPA	HUNGARY	QUALIA EXCLUSIVE INCOMING	4D08

Press Kit

133.	EUROPA	SWEDEN	STRAWBERRY	4C08
134.	EUROPA	SWITZERLAND	SIKIA AFRICA BY HORSPISTES	1D08
135.	MIDDLE EAST	LEBANON	SHUKRAN LEBANON DMC	4D08

OTHER COUNTRIES REPRESENTED IN VIRTUAL

	AREA	COUNTRY
136.	AFRICA	BENIN
137.	AFRICA	BURKINA FASO
138.	AFRICA	IVORY COAST
139.	AFRICA	GUINEA
140.	AFRICA	LIBYA
141.	AFRICA	NIGER
142.	AFRICA	NIGERIA
143.	AFRICA	SUDAN
144.	AFRICA	GABON
145.	AFRICA	MOZAMBIQUE
146.	AMERICA	US,US MINOR OUTLYING ISLANDS, ISLANDS
147.	ASIA-PACIFIC	BANGLADESH
148.	EUROPA	ESTONIA
149.	EUROPA	GIBRALTAR
150.	EUROPA	LATVIA
151.	EUROPA	LUXEMBOURG
152.	EUROPA	UKRAINE



SOCIO FITUR



Press Kit

Press conferences at FITUR 2024

International Press Centre

WEDNESDAY 24 JANUARY

CUBA PRESENTATION

Organised by: Cuba

Time: 15:00 to 15:45

Venue: Presentation Forum

Theme: 'Cubadeportes' Events Catalogue 2024

THURSDAY 25 JANUARY

PRESENTATION PUERTO RICO

Organised by: Puerto Rico

Time: 11:30 a.m. to 12:15 p.m.

Venue: Presentation Forum

PRESENTATION FRANCE

Organised by: France

Time: 12:45 to 13:30

Venue: Presentation Forum

MEXICO-NUEVA LEON PRESENTATION

Organised by: Mexico-Nueva Leon

Time: 15:00 - 15:45

Venue: Presentation Forum

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SOCIO FITUR



Press Kit

PRESENTATION VENEZUELA

Organised by: Venezuela

Time: 16:30-17:30

Presenting: Destinations in Venezuela. Adventure, folkloric manifestations and sustainability, the country's trademark

Venue: Presentation Forum

FRIDAY 26 JANUARY

PRESENTATION MOLDOVA

Organised by: Moldova

Time: 11:00 a.m. to 11:45 a.m.

They present: Diversity of cultures and traditions, landscapes, wine routes Why visit Moldova? What to do in Moldova? What travel tips?

Venue: Presentation Forum

PRESENTATION GEORGIA

Organised by: Georgia

Time: 12:15-12:45

Presentation: Mediaparnerts Welcome Ceremony

Venue: Presentation Forum

PRESENTATION MAURITANIA

Organised by: Mauritania

Time: 13:30-14:15

Venue: Presentation Forum

PRESENTATION ZAMBIA

Organised by: Zambia

Time: 17:30-18:15

Venue: Presentation Forum

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SOCIO FITUR



Press Kit

North Convention Centre

Rural development

Wednesday 24 January: 15:00 – 18:00. UNWTO Event on Tourism for Rural Development. N 101. North Convention Centre.

- Seminar: "Tourism and Rural Development: from local governance to national strategies".
- Presentation of the self-assessment tool for rural destinations
- Call for entries for the "Best Tourism Villages by UNWTO" 2024

Sustainability

Thursday 25 January: 15:00 – 18:00. Promoting Climate Action – Glasgow Declaration. N 101. North Convention Centre.

Theme: An event that addresses, in particular and based on the Glasgow Declaration, two aspects of Climate Action in tourism; destinations and the private sector. The signatories of the Glasgow Declaration are committed to building a more environmentally friendly tourism sector in line with the Sustainable Development Goals.

Press conferences at stands

WEDNESDAY 24 JANUARY

TURKEY

Organised by: Turkey

Time: 10:00

Venue: Hall 4, stand 4C07

Participants: Hale Yalçiner, Deputy Chief of Private Cabinet – Ministry of Culture and Tourism, Turkey

UNBLOCK

Organised by: unBlock

Time: 10:00

Venue: Hall 10, stand 10B39

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SOCIO FITUR



Press Kit

PRESENTATION OF THE ALJUSTREL MINING PARK

Organised by: Aljustrel Town Council

Time: 10:15

Venue: Hall 4, stand 4E06

INDONESIA

Organised by: Indonesia

Time: 11:00

Venue: Hall 6, stand 6D10

TRAVELANCE

Organised by: Travelance

Time: 11:00

Venue: Hall 3, stand 8C09

Theme: Introducing new partners

CASTELLÓN

Organised by: Castellón

Time: 11:00

Venue: Hall 7, stand 7B01A

Themes: Presentation "Castellón as a destination for sporting events".

Participant: Arantxa Miralles, Councillor for Tourism, Castellón City Council

INAGURAL WALK CATALONIA

Organised by: Tourism of Catalonia

Time: 11:00

Venue: Catalonia stand

Theme: Inaugural walk and presentation of the Barcelona stand

Participants: Tourism authorities of the Generalitat de Catalunya, Jordi Clos, President of the Executive Committee of the Consortium Turisme de Barcelona, Jordi Valls, 4th Deputy Mayor for Economy, Finance, Economic Promotion and Tourism of Barcelona City Council and Lluïsa Moret, President of Barcelona Provincial Council.

OPENING PRESENTATION OF THE CAF STAND

Organisers: CAF - Development Bank of Latin America and the Caribbean

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SOCIO FITUR



Press Kit

Time: 11:45 a.m.

Venue: Hall 3. Stand 3C18

JAPAN

Organised by: Japan

Time: 12:00

Venue: Hall 6, stand 6C01

Participants: presence of directors and members of the Japan National Tourist Office in Spain.

ARAGON

Organised by: Aragon

Time: 12:00

Venue: Hall 7, stand 7B11

BALEARIC ISLANDS

Organised by: Balearic Islands

Time: 12:00

Venue: Hall 7, stand 7B08

Participants: President of the Balearic Islands, Margalida Prohens, and the Minister of Tourism, Culture and Sports of the Balearic Government, Jaume Bauzá.

PRESENTATION I WORLD CONVENTION OF HOLY CITIES OF CHRISTENDOM

Organised by: Murcia

Time: 12:00

Venue: Hall 7, stand 7B04 - 7B06

Participants: President of the Region of Murcia, Galicia and Cantabria, representative of Jerusalem (Custodian of the Holy Land) and Mayor of Caravaca de la Cruz.

PROMPERÚ

Organised by: Promperú

Time: 12:30

Venue: Hall 3, stand 3B07

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SOCIO FITUR



Press Kit

Participants: Angelica Matsuda, Executive President of PROMPERÚ, and Paola Marín, Director of Tourism Promotion.

MERINA TRAILS" PROJECT. TRASHUMANCIA

Organised by: National Association of Merino Cattle Breeders and the Ministry of Agriculture, Fisheries and Food.

Time: 12:30

Venue: Hall 9, stand 9C14.

ARANDA DE DUERO

Organised by: Aranda de Duero City Council

Time: 13:00

Venue: Hall 9, stand 9D10

Theme: Presentation of the video and brochure promoting tourism in Aranda de Duero and presentation of Easter Week in Aranda, declared to be of Regional Tourist Interest.

MORELIA MUNICIPAL FILM COMMISSION

Organizers: Morelia Film Commission

Time: 13:00

Venue: Hall 10, stand 10B02

PRESENTATION OF THE MOST BEAUTIFUL VILLAGES OF SPAIN AND ECOTOURISM PRODUCT CLUB

Organised by: Turespaña

Time: 13:00

Venue: Hall 9, stand 9C02

DUNAS TRAVEL

Organised by: Dunas Travel

Time: 13:00

Venue: Hall 6, stand 6G02

Theme: The firm's projection for 2024 as a tourist destination for Spain and Latin America



SOCIO FITUR



Press Kit

HESPERIA GROUP

Organised by: Hesperia Group

Time: 13:00 to 14:30

Venue: Hall 8, stand 8C20

Theme: Presentation of the latest company news

Participants: General Business Director, Gonzalo Alcaraz.

PRESENTATION ROJIBLANCA ROUTE WITH ATLÉTICO DE MADRID

Organised by: AVIS

Time: 13:30

Venue: Hall 10, stand 10D08

PRESENTATION 37TH AMERICA CUP BARCELONA 2024

Organised by: Tourism of Catalonia

Time: 13:30

Venue: Catalonia Stand

Theme: On the occasion of the 37th America's Cup, Barcelona's Best Experiences catalogue is born, offering unique, singular, genuine and memorable experiences to visit Barcelona and Catalonia.

MEXICO RIBBON CUTTING

Organised by: Mexico

Time: 13:30

Venue: Hall 3, stand 3B02

PRESENTATION GASTRONOMIC TOURISM IN THE REGION OF MURCIA

Organised by: Murcia

Time: 13:30

Venue: Hall 7, stand 7B04 - 7B06

SETÚBAL TOURISM

Organised by: Setúbal Tourism

Time: 14:00

Venue: Hall 4, stand 4C04

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SOCIO FITUR



Press Kit

PRESENTATION OF THE "LIVE YOUR STORY" CAMPAIGN

Organised by: San Juan, Puerto Rico
Time: 14:00
Venue: Hall 3, stand 3D01
Participant: Mayor of San Juan, Miguel Romero

PRESENTATION EVENT OF THE "FESTIVAL OF THE WIND".

Organised by: Castellón
Time: 14:30
Venue: Hall 7, stand 7B01A
Participants: Arantxa Miralles, Councillor for Tourism of the Castellón City Council and press conference.

JOYMARK VIETNAM TRAVEL

Organised by: Joymark Vietnam Travel
Time: 15:00
Venue: Hall 6, stand 6A27
Theme: Presentation of your tours in Vietnam, Laos, Cambodia, Thailand and Indonesia

PRESENTATION OF THE SUSTAINABILITY PROJECT BETWEEN SEVILLA AND MASTERCARD

Organised by: Sevilla and Mastercard
Time: 15:15
Venue: Hall 7, stand 7A03A
Participants: Mayor of Seville, Jose Luis Sanz together with Paloma Real, Country Manager of Mastercard Spain and Daniel Nieto Corredera, Vice President of Mastercard.

PLAYAS DE JANDÍA (PÁJARA TOWN COUNCIL)

Organised by: Ayuntamiento de Pájara
Time: 15:15
Venue: Hall 9, stand 9C18
Participants: Presence and statements by institutional authorities from the municipality and the island.

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SOCIO FITUR



Press Kit

ASETUR, UNION OF SECRETARIES OF TOURISM OF MEXICO

Organizers: ASETUR Union of Secretaries of Tourism of Mexico

Time: 15:30

Venue: Hall 5, Room A - 5.1

CELEBRATION OF THE 20TH ANNIVERSARY OF VUELING

Organised by: Vueling

Time: 15:30

Venue: Hall 10, stand 10C10

HAITI

Organised by: Haiti

Time: 16:00

Venue: Hall 3, stand 3B16

SALAMANCA

Organised by: Salamanca

Time: 16:00

Venue: Hall 9, stand 9C10

RESULTS OF THE REHABILITATION PROJECT NEXT GENERATION FUNDS

Organised by:TURESPAÑA

Time: 16:00

Venue: Hall 9, stand 9C02

PRESENTATION WELLNESS TOURISM

Organised by: Turisme de la Diputació de Barcelona

Time: 16:00

Venue: Catalonia stand

Participants: Verónica Blume, yoga teacher and model and Eva Menor, President Delegate of the Economic Development and Tourism Department of Barcelona Provincial Council.

TRAVEL TRENDS 2024 SPOTLIGHT: THE POTENTIAL OF MUSIC TOURISM

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SOCIO FITUR



Press Kit

Organised by: Amadeus

Time: 16:30

Venue: Hall 8, stand 8C18

Theme: Amadeus and Viajes Amaia will discuss a key trend in 2024, music tourism, and its potential for the sector. The speakers will unveil new data showing this trend, as well as the results of recent surveys of Spanish travellers.

Participants: Christian Boutin, SVP Customer Success EMEA, Amadeus; Leixuri Vilar, CEO, Viajes Amaia

PRESENTATION OF LINARES TOURIST RESOURCES

Organised by: Puerta de Andalucía

Time: 16:30

Venue: Hall 7, stand 7512

LAUNCH OF THE 2ND CAF FORUM ON TOURISM INCLUSION

Organisers: CAF - Development Bank of Latin America and the Caribbean

Time: 16:15

Venue: Hall 3. Stand 3C18

PILOT PROJECT MEASURING THE IMPACT OF TOURISM ON RESIDENTS

Organised by: Turespaña

Time: 17:00

Venue: Hall 9, stand 9C02

MARINA D'OR HOLIDAY RESORT

Organised by: Marina D'or Ciudad de Vacaciones

Time: 17:00

Venue: Hall 8, stand 8C09

Participants: Javier García, vice-president of Magic Costa Blanca, and different authorities.

FLAMENCO BIENNIAL PRESENTATION

Organised by: Seville

Time: 17:30

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SOCIO FITUR



Press Kit

Venue: Hall 7, stand 7A03A

Participants: Mayor of Seville, José Luis Sanz and the director of the Flamenco Biennial, Luis Ybarra.

PRESENTATION OF THE BAEZA UTIEL NATURE TRAIL

Organisers: Ministry of Agriculture, Fisheries and Food

Time: 17:30

Venue: Hall 9, stand 9C14.

SUBSCRIPTION TO CAF - WTO AGREEMENTS

Organisers: CAF - Development Bank of Latin America and the Caribbean

Time: 18:00

Venue: Hall 3. Stand 3C18

THURSDAY 25 JANUARY

ECUADOR TRAVEL MEETING

Organised by: CEAV

Time: 14:00

Venue: Hall 10, stand 10B75

Participants: Carlos Garrido, President of CEAV and the Minister of Tourism of Ecuador, Niels Olsen. Afterwards, a catering will be offered

PRESS BREAKFAST: 2023 RESULTS AND FUTURE TARGETS

Organised by: Civitatis

Time: 9:00 a.m.

Venue: Hall 4, stand 4A09

LOS CABOS

Organised by: Los Cabos

Time 10:00 a.m.

Venue: Hall 3, stand 3B02

Theme: 2023 data and news from the exclusive Mexican destination in 2024

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Press Kit

Participants: General Director of the Los Cabos Tourism Trust, Rodrigo Esponda, the Secretary of Tourism and Economy of Baja California Sur, Maribel Collins, and the President of the Board of Directors of the Los Cabos Hotel Association, Mauricio Salicrup.

IRYO

Time: 10:30 a.m.

Venue: Hall 10, stand 10C1

Theme: Presentation of its innovative multi-modal strategy

PUERTA DE ANDALUCÍA

Organised by: Puerta de Andalucía

Time: 10:30 a.m.

Venue: Hall 7, stand 10C1

Theme: Official presentation of the stand, followed by presentations of the tourist resources of La Carolina and Andújar.

HOLY WEEK OF INTERNATIONAL TOURIST INTEREST IN THE OPERA CENTRE AREA

Organised by: Murcia

Time: 10:30 a.m.

Venue: Hall 7, stand 7B04 - 7B06

SERCOTEL

Organised by: Sercotel

Time: 10:30 a.m.

Venue: Hall 10, stand 10C07

PRESENTATION OF THE ESTACIONS NÀUTIQUES BRAND

Organised by: Tourism of Catalonia

Time: 10:30 a.m.

Venue: Catalonia stand

PRESENTATION OF NEW MARKET TRENDS

Organised by: Turespaña

Time: 16:00

Venue: Hall 9, stand 9C02

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SOCIO FITUR



Press Kit

BALEARIC ISLANDS

Organised by: Balearic Islands

Time: 11:00

Venue: Hall 7, stand 7B08

Participants: Tourism representatives from each of the islands: Mallorca, Menorca, Ibiza and Formentera.

REGIONE SARDEGNA

Organised by: Regione Sardegna

Time: 11:00

Venue: Hall 4, stand 4F26

Theme: Presentation of its new innovative projects

ASSESSMENT DATA 2023 AND STRATEGIC LINES 2024 GRIMALDI LINES AND TRASMED

Organised by: Grimaldi Lines

Time: 11:00

Venue: Hall 4, stand Grimaldi Lines

Theme: Presentation of its new innovative projects

JAPAN

Organised by: Japan

Time: 12:00

Venue: Hall 4, stand 6C01

Theme: Press conference on tourism news

Participants: Directors and members of the Japan National Tourist Office in Spain.

SCULPTURE AND PRIZES FOR THE VERAISON / LAMB DAYS

Organised by: Aranda de Duero

Time: 12:00

Venue: Hall 9, stand 9D10

MARAEY

Organised by: Maraey

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SOCIO FITUR



Press Kit

Time: 12:00

Venue: Hall 3, stand 3B08A

Theme: Announcement of several agreements for the tourism sector on the financial viability of Maraey

Participants: Maraey, relevant companies and authorities: Brazilian Minister of Tourism, Brazilian Embassy in Spain, Secretaries of Tourism of Rio de Janeiro and Prefeitura de Maricá, representatives of BID Invest, CAF and IFC, President of COFECI-CRECI, executives of the EHL Group (Lausanne Hospitality Business School), Marriott executives, UNWTO executives, CEOs, investment funds, among others.

PRESENTATION OF THE IA GENERATIVA PROJECT FOR TOURISM SMES

Organised by: Mastercard in collaboration with the Malaga City Council, Microsoft and Mabrian.

Time: 12:00

Venue: Hall 8, stand 8C16

LOECHES HOTEL AND CATERING ASSOCIATION

Organised by: Villa de Loeches

Time: 12:00

Venue: Hall 9, stand 9A09

PRESENTATION OF THE MURCIA 2024 TOURISM STRATEGY

Organised by: Murcia

Time: 12:00

Venue: Hall 7, stand 7B04 - 7B06

Participant: President of Murcia, Fernando López Miras

PRESENTATION OF THE CLIMATE ACTION PLAN

Organised by: Tourism of Catalonia

Time: 12:00

Venue: Catalonia stand

TRAVELGATE X

Organised by: TravelgateX

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SOCIO FITUR



Press Kit

Time: 12:30

Venue: Hall 8, stand 8D62

PRESENTATION OF THE INTERACTIVE GUIDE 'CATALONIA FAMILY ADVENTURE'

Organised by: Catalan Tourism Agency and Oxygen

Time: 13:00

Venue: Hall 7, stand 7B10

Theme: Presentation of the proposals for active tourism and nature to discover Catalonia with the family

BURGOS

Organised by: Burgos

Time: 14:00

Venue: Hall 9, stand 9C10

Theme: Official presentation of the new features of the destination.

Participate: presence of city and provincial authorities, press conference and culinary tasting.

SIGNING OF A TECHNICAL COOPERATION AGREEMENT CAF EMBRATUR

Organisers: CAF - Development Bank of Latin America and the Caribbean

Time: 18:00

Venue: Hall 3. Stand 3B08. Brazil Stand

PRESENTATION OF THE "PLAYAS DE JANDÍA" DESTINATION

Organised by: Jandía Town Hall

Time: 13:30

Venue: Hall 9, stand 9C18

YEGUADA CARTUJA - IRON OF THE BOCADO

Organisers: Ministry of Agriculture, Fisheries and Food

Time: 14:00

Venue: Hall 9, stand 9C14

PRESENTATION GAMBIA

Organised by: Gambia Tourist Board

Time: 14:00 - 15:00



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Press Kit

Venue: Hall 1, stand 1C05

TOAST INAUGURATION STAND CENTRAL AMERICA AND DOMINICAN REPUBLIC

Organised by: Central America and the Dominican Republic

Time: 14:30

Venue: Hall 3, stand 3D04

Participation: It will be attended by authorities from the National Tourism Administrations and Chambers of Tourism of the countries of the region.

PRESENTATION OF 'EL CAMINO DEL AGUA' (THE WAY OF WATER)

Organised by: Collaboration of Hammam Al Ándalus with the Museo Nacional Thyssen-Bornemisza

Time: 16:00

Venue: Hall 9, stand 9A21

PRESENTATION OF EXPERIENTIAL TOURISM AND HISTORICAL RE-ENACTMENTS

Organised by: Puerta de Andalucía

Time: 16:00

Venue: Hall 7, stand 7512

PRESENTATION OF WORLD HERITAGE CITIES

Organised by: Turespaña

Time: 17:00

Venue: Hall 9, stand 9C02

PRESENTATION 1ST INSTAGRAMMABLE ROUTE

Organised by: Villa de Loeches

Time: 16:00

Venue: Hall 9, stand 9A09

PRESENTATION OF THE PORT AVENTURA WORLD HOTEL BRAND

Organised by: Port Aventura

Time: 16:00

Venue: Catalonia stand



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PRESENTATION OF THE DIGITAL PLATFORM TICO TREASURES

Organisers: Mastercard in collaboration with the Costa Rican Ministry of Tourism and the Costa Rican Post Office.

Time: 17:00

Venue: Hall 8, stand 8C16

PRESENTATION OF THE 'WORLD NETWORK OF RELIGIOUS TOURISM DESTINATIONS'.

Organised by: Murcia

Time: 17:30

Venue: Hall 7, stand 7B04 - 7B06

PRESENTATION OF THE EXPERIENCE GUIDE '100 WAYS TO EXPERIENCE THE REGION OF MURCIA' AND 'TOURIST VOUCHER'.

Organised by: Murcia

Time: 18:00

Venue: Hall 7, stand 7B04 - 7B06

FRIDAY 26 JANUARY

BREAKFAST - DMC'S CENTRAL AMERICA AND DOMINICAN REPUBLIC PRESENTATION

Organised by: Central America and the Dominican Republic

Time: 10:00

Venue: Hall 10, stand 10B75

TORREJÓN DE ARDOZ

Organised by: Central America and the Dominican Republic

Time: 10:00

Place: Pavilion 9, stand Torrejón de Ardoz

Theme: Presentation on the great tourist potential of our city, with emphasis on the Magical Christmas Park and the spectacular green area, Parque Europa.

PRESENTATION 34 REGIONAL MUNICIPALITIES OF MURCIA

Organised by: Murcia

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SOCIO FITUR



Press Kit

Time: From 10:00

Venue: Hall 7, stand 7B04 - 7B06

PRESENTATION OF THE HAMMAM AND TEA HOUSE OF MÉRTOLA

Organised by: Mértola Town Council

Time: 10:15

Venue: Hall 4, stand 4E06

PRESENTATION OF TOURIST RESOURCES BAILÉN

Organised by: Puerta de Andalucía

Time: 10:30 a.m.

Venue: Hall 7, stand 7512

CENTRAL EVENT OF TURESPAÑA DAY

Organised by: Turespaña

Time: 11:00

Venue: Hall 9, stand 9C02

CASTELLÓN

Organised by: Castellón

Time: 11:00

Venue: Hall 7, stand 7B01A

Themes: Presentation "Castellón as a destination for sporting events".

Participant: Arantxa Miralles, Councillor for Tourism, Castellón City Council

PRESENTATION OF THE APP AND AUDIOGUIDE "THE IRON ROAD".

Organised by: Salamanca

Time: During the morning

Venue: Hall 9, stand 9C10

Attendance: Juan Carlos Zaballos, Deputy for Tourism of the Salamanca Provincial Council.

PRESENTATION OF THE 'PYRENEES PLAN

Organised by: Aragon

Time: 11:30 a.m.

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SOCIO FITUR



Press Kit

Venue: Hall 7, stand 7B11

PRESENTATION SONORAMA RIBERA 2024

Organised by: Aranda de Duero

Time: 12:00

Venue: Hall 9, stand 9D10

Theme: Presentation of the Sonorama Ribera 2024 music festival, held in Aranda de Duero (Burgos).

PRESENTATION OF THE SALVADOR DALÍ BIRTH HOUSE

Organised by: Figueres Town Council

Time: 12:00

Venue: Catalonia stand

TRAVELGATE X

Organised by: TravelgateX

Time: 12:30

Venue: Hall 8, stand 8D62

PRESENTATION OF THE CRIST DE PORTLLIGAT EXHIBITION

Organised by: Figueres Town Council

Time: 12:30

Venue: Catalonia Stand

TICKAMORE BY IAPCPOS

Organised by: Tickamore by IACPOS

Time: 13:00

Venue: SegitturLab Space

PRESENTATION NATURE AND ACTIVE TOURISM

Organised by: Puerta de Andalucía

Time: 16:30

Venue: Hall 7, stand 7512

PRESENTATION ZAMBIA

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Press Kit

Organised by: Zambia
Time: 17:30 - 18:15
Venue: Hall 1, stand 1C11

PICOT, INTERNATIONAL TOURISM EVENT

Organised by: RV EDIPRESS Group

PRESENTATION OF THE PROJECT 'RED DE PUEBLOS GASTRONÓMICOS DE ESPAÑA'

Organised by: RV EDIPRESS Group
Participant: Fernando Valmaseda, CEO of RV EDIPRESS

iURBAN

Organised by: iUrban
Theme: Presentation of the project "Airport with Generative AI to personalise the tourist experience in 95 languages".

SATURDAY 27 JANUARY

LAUNCHING OF "CARNAVAL DE ORURO 2024" AND OTHER SPOTS

Organised by: Bolivia
Time: 13:00
Venue: Hall 3, stand 3C03A

PRESENTATION OF THE BOOK "CORDEL - STORIES OF TRANSHUMANCE".

Organisers: Ministry of Agriculture, Fisheries and Food
Time: 13:30
Venue: Hall 9, stand 9C14

Awards Agenda at FITUR 2024

WEDNESDAY 24 JANUARY

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From 13:00 Food of Spain Awards 2023: Fisheries and aquaculture production; Best liqueur wine; Best matured goat's cheese; Special prize and best matured sheep's cheese. Award ceremony Ministry of Agriculture, Fisheries and Food, stand 9C14, with product tasting.

16:30 VII Responsible and Sustainable Tourism Award organised by the Intermundial Foundation with the support of FITUR and UNWTO. FITUR Techy Space (Pavilion 10)

17:00 Excelencias 2023 Awards IFEMA Auditorium SUR

18:00 Travelguau Awards Ceremony at FITUR Know-How & Export

THURSDAY 25 JANUARY

From 13:00 Food of Spain Awards 2023: Entrepreneurship, Best spirit with geographical indication, Innovation. Award ceremony Ministry of Agriculture, Fisheries and Food, stand 9C14, with product tastings.

16:00 Cruceroadicto Awards at FITUR Cruises

13:00 FITUR 4all Awards

17:00 II #SomosÁvoris Awards at your stand (10E12, Hall 10)

17:30 "The IA for Tourism Awards 2024" at FITUR Know-How & Export.

FRIDAY 26 JANUARY

12:00 V Tourism Women Friendly Award, destination and experience categories, organised by the Women's Association for Dialogue and Education. Venue: 7A29

12.00. Official presentation of the DESTINO RURAL 2024 awards, organised by ASETUR, Spanish Association of Rural Tourism; Spanish Capital of Gastronomy and FETER, Spanish Federation of Tourism Journalists and Writers. Spanish Capital of Gastronomy Stand.

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12:00 Food of Spain Awards 2023: Best red wine, with tasting session. Presentation by the Ministry of Agriculture, Fisheries and Food, stand 9C14.

15:00 - 17:00 Food of Spain Awards 2023: Food Industry and Best Sparkling Wine. Presentation by the Ministry of Agriculture, Fisheries and Food, stand 9C14, with product tastings.

FITUR and FITUR Stand Sostenible Awards: delivery date pending

WEEKEND

Alimentos de España 2023 Awards: Best rosé wine, extraordinary award for best blue cheese or cheese matured with mould, "Frutado Verde Dulce" EV00 award and "Premio Especial", and the Catering award. With tastings of the products. Ministry of Agriculture, Fisheries and Food, stand 9C14

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CIMET AND EXCELTUR in the run-up to the International Tourism Fair 2024

On **Tuesday 23 January**, the eve of **FITUR, IFEMA MADRID** will be hosting two major meetings for the development of the tourism sector: **CIMET** and **Exceltour**. These two major events bring together global industry leaders and will be addressing the keys to confronting the challenges facing the tourism industry, as well as laying the foundations for the tourism of the future.

27th IBERO-AMERICAN CONFERENCE OF TOURISM MINISTERS AND BUSINESS PEOPLE:

Under the slogan, 'Sustainability in the internalisation of Spanish tourism companies in Latin America', **CIMET 2024** is organised by the **NEXO Group** with the aim of developing and improving MICE tourism and Business Travel. The event will begin at **9.30am** in the **South Auditorium** of **IFEMA MADRID**, where different tourism ministers will be presenting investment incentives and development plans for tourist areas in order to encourage investment by Spanish businesses in Latin America.

The opening ceremony will be attended by **María Valcarce**, Director of FITUR, together with the Secretary of State for Tourism, **Rosana Morillo**, **Juan Molas**, President of the Spanish Tourism Board, **Javier García**, President of the Hotel Technology Institute and Vice-President of CEHAT, **José Manuel Lastra**, Executive Vice-President of the Spanish Confederation of Travel Agencies, together with business representatives from Iberia, VECI, FIPROTUR and CAF. **Arancha Priede**, Business Director of IFEMA MADRID, will be taking part in the closing ceremony on a panel which, in addition to those mentioned above, will include Yolanda de Aguilar, Secretary General for Tourism of Andalusia, and Almudena Maillo, Councillor for Tourism of the City of Madrid. Madrid City Council, among others.

12th EXCELTUR TOURISM LEADERSHIP FORUM

For its part, the twelfth edition of the **Exceltur** Leadership Forum will be examining the challenge of achieving greater social sustainability in order to obtain greater citizen empathy for tourism and tourists. The official opening of the event will take place at **9am** in the **North Auditorium** of IFEMA MADRID with the presence of **Jordi Hereu**, Minister of Industry and Tourism of the Government of Spain **José Vicente de los Mozos**, Chairman of the IFEMA MADRID Executive Committee, **Fernando Candela**, President of FITUR, **Zurab Pololikashvili**, Secretary-General of the World Tourism Organization, **Gabriel Escarrer**, President of **Exceltur** and President and CEO of Meliá Hotels International. The

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inauguration will be followed by a packed programme of presentations of interest to all public and private sector actors involved in this major sector.

[See the full Exceltur agenda](#)

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FITUR 2024 weekend agenda

SATURDAY 27 JANUARY

Outside (Gastronomic Plaza)

Great zip line: Organised by Puerto Rico. Plaza Gastronómica, between Halls 5 and 6. Ten-metre high zip line for everyone to enjoy at FITUR, free of charge and during the fair's opening hours.

Hall 1 (Africa)

Quiz competition. Organised by NexoTravels. Time: from 12 to 13:10. Place: stand 1A04

Dance competition. Organised by NexoTravels. Time: from 16 to 17:10. Place: stand 1A04. Participants will be taught various traditional dance steps and the one who best captures the steps will win a prize.

Smiling Coast of Africa Cultural Showcase. Organised by the Gambia Tourist Board. Time: 16:00-17:30. Venue: stand 1C05. Traditional dance performances, music and a display of local crafts.

Hall 3 (America)

Honduran coffee tastings and folklore groups. Organised by Honduras. Stand 3D04

Tasting of VORI VORI, Organised by Paraguay. Winner of one of the best soups in the world. Stand 3B12.

Exhibition of the Poncho Para'i de 60 Listas. Organised by Paraguay. Intangible Heritage of Humanity. Stand 3B12

Presentation of the Guaranía. Organised by Paraguay. Heritage Representative Intangible Cultural Heritage of Humanity. Stand 3B12.

Art: Couple of dancers. Organised by Paraguay.

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Salsa dancing, gastronomy and rum tasting: Organised by Puerto Rico Hall 3. All day.

Bolivian dance exhibition: Organised by Bolivia. Place: stand 3C03A. Time: 14:00.
Performances of typical dances, including the Caporal, the Morenada, the Diablad and the Salai.

Presentation of Bolivian products: Organised by Bolivia. Place: stand 3C03A. Time: 16:00. Wines, singanis and high altitude coffees.

Hall 4 (Europe)

Paddle tennis court: Organised by FiturSports. Timetable: Weekend. Exhibition matches and *clinics* with renowned players and coaches.

Presentation of Bulgarian wines. Organised by Bulgaria. Venue: stand 4D02. Time: from 12 noon onwards and from 4 p.m. onwards.

Visit Portugal. Venue 4C02 Presentation Box: Porto CARD at 12:00; Portuguese Shoes at 13:00; Wonders of Madeira at 13:30; Bairrada Wine Commission at 14:00; Trips to Central Portugal at 16:30; Slow Travel with Hotel Immerso at 17:00; The Caramulo Museum at 17:30; Presentation of the IV Meeting of Ancestral Rituals in Bemposta at 18:00; The Portuguese Romantic Route at 18:30. Tasting Box: Madeira Wine and 'Bol de Mel' at 12:30; Hotel and Tourism School of Coímbre at 13:30; Historical Villages of Portugal at 15:30; Presentation of the project 'Recipes that Tell Stories' at 16:30; Flavours of Central Portugal at 17:00; Tastings of the typical Madeira Punch at 18:00.

Tasting of Prosecco from the Veneto region and Parmiggiano Reggiano cheese from Emilia Romagna. Organised by: Italia. Time: 12:30 p.m. Place: stand 4C16

Virtual reality. Organised by GNV. Venue: stand 4A21. Visitors to the GNV stand will be able to experience a virtual reality journey and discover the Mediterranean.

Microverse: Organised by Baluma Cruises. Venue: stand 4E14. Baluma VR will allow attendees to enter a microverse in which they will be able to interact as if they were inside one of its cruise ships.

Free tour of FITUR. Organised by Civitatis (stand 4A09). Guided tours of different destinations scattered throughout the fair's halls to show the diversity of the planet and inspire future trips.



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Virtual Pombal. Organised by Pombal Town Council. Attendees will be able to discover this destination through their virtual reality glasses. Time: 10.30 am. Place: 4G30

Films of Pombal Castle: Organised by Pombal Town Hall. Attendees will be able to watch several films about this historic castle. Time: 15.00. Place: 4G30

Gastronomic tasting of the territory of Pombal and Serra de Sicó: Organised by Pombal Town Council. Time: 17.30. Place: stand 4G30

Recreation of a typical Alentejo tavern with Alentejo singing. Organised by the City Council of Cuba (Portugal). Time: 10.00 - 14.30. Place: stand 4E06 Cimbal

Gastronomic exhibition of Serpa PDO cheese. Organised by Serpa Town Council. Time: 14.30 - 20.00. Place: stand 4E06 Cimbal

Tasting of sweets and cakes. Organised by Slovakia Travel. Venue: stand 4E24.

Wine tasting of Beira Interior wines. Organised by Beiras e Serra da Estrela (Portugal). Place: stand 4E06B. Time: 17:00.

Tasting of wine and cheese from the Veneto region. Organised by: Italia. Time: 17:00. Venue: stand 4C16

Serra da Estrela PDO cheese tasting (Estrelacoop): Organised by Beiras e Serra da Estrela (Portugal). Place: stand 4E06B. Time: 10:00 a.m.

Conference on Prehistoric Statuary in Sardinia. Organised by the Mont'e Prama Foundation. "Giants before the Giants". Scientific Director of the Mont'e Prama Foundation, Giorgio Murru, and photographs by Nicola Castangia. Time: 17:30. Place: stand 4G38

Exhibition of local gastronomic products. Organised by Setúbal Tourism. Place: stand 4C04.

Tastings of Italian products: Organised by Italy Tourism ENIT. Venue: stand 4C16. Tasting of Parmigiano Reggiano cheese and Piacentini PDO cured meats from the Emilia Romagna region (12:30) and Prosecco DOC wine from the slopes of the Belluno Dolomites and from the Podere Castello Aurin winery in the Veneto region (17:00).

Hall 6 (Asia - Pacific, Middle East)

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Calligraphy, tastings and social networking. Organised by Taiwan. Venue: stand 6D12. Visitors will be able to get their name in calligraphy, taste local products and participate in social networking.

Instagrammable corner and raffle. Organised by Europamundo Vacaciones. Venue: stand 6A05. The tour operator will have an instagrammable corner with its new destinations and will organise a raffle.

Various workshops. Organised by the Tourism Authority of Thailand. Venue: Booth: 6C13. Potpourri Workshop, mask painting Phi Ta Khon Workshop and umbrella painting Workshop.

Traditional dances. Organised by the Tourism Authority of Thailand. Venue: Booth: 6C13. Performances of traditional dances, such as the *Blessing and Long Drum Dance* or the *Serng and Phi Ta Khon Dance*.

Hong Kong trip for two, gastro experiences and museum visits: Organised by Cathay Pacific. Venue: stand 6C12

Hall 7 (Spain)

Painting workshops. Organised by Illes Balears. Place: stand 7B08. Timetable: all day. Aimed at children, there will be painting workshops on ceramics based on marine elements of the Balearic Islands.

Theatre, showcookings, tastings, games and music. Organised by Castilla-La Mancha. Venue: stand 7B02. Product and destination presentations, theatre, showcookings and tastings, gastronomic tastings, immersive experiences, perspective games and music.

Showcooking and presentations of festivals and carnival. Organised by the Castellón Provincial Tourist Board. Venue: stand of Turisme de la Comunitat Valenciana (7B).

America's Cup 2024 virtual regatta. Organised by the Catalan Tourism Agency. Venue: Catalonia stand.

Puerta de Andalucía gastronomic presentation. Organised by Puerta de Andalucía. Time: 11.00 a.m. : Stand 7512.

Performance "San Juan de la Cruz y la Peñuela". Organised by Puerta de Andalucía. Time: 17.00. Place: Stand 7512

Tasting of Sephardic sweets. Organised by Red de Juderías de España-Caminos de Sefarad. Time: 12:30. Place: stand 7A15.



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Draw of 5 books of Gastrosymbology. Organised by Red de Juderías de España-Caminos de Sefarad. Place: stand 7A15. "Gastrosymbology. Deciphering the hidden keys of the Jewish gastronomy", the new title published by the Network of Spanish Jewish Quarters.

Marchica-style après-ski and cocktail tasting. Organised by the Government of Aragon. Place: stand 7B11. Time: 18.00 Presentation of Aragonese ski resorts, together with a cocktail tasting by the Maitres and Barman Association of Aragon. All enlivened by a DJ.

Inverted cuisine. Organised by the Government of Aragon. Venue: stand 7B11. The stand houses a kitchen specialising in Aragonese recipes turned upside down. Visitors will be able to dress up in a chef's hat and apron and take part in a competition on social networks for a prize draw for a night's stay in tourist accommodation in Aragon with a tourist experience.

Aragonese roulette of tourist experiences. Organised by the Government of Aragon. Place: stand 7B11. Visitors will have the opportunity to take part in a quiz by answering questions about Aragon on different topics.

Gastronomic tasting of mackerel. Organised by Ceuta. Restaurant 'El Refectorio' (13:00 and 15:00). Place: stand 7C02.

Presentation 'Submarinismo Ceuta Emociona'. Organised by Ceuta. Club Burbujas Ceuta (14:00 hours). Place: stand 7C02.

Show 'Mythological Ceuta'. Organised by Ceuta. María José Lesmes Dance School. Venue: stand 7C02.

Arab Ceuta' show. Organised by Ceuta. María José Lesmes Dance School. Venue: stand 7C02.

Music performances Iconic Seville Fest. Organised by Seville City Council. Venue: stand 7A03A

Flamenco workshops. Organised by Seville City Council. Venue: stand 7A03A

Activities at the Murcia stand. Place: stand 7B04 - 7B06. | Time 10.00: Demonstration of ceramist Carlos Martínez, Cenamor, live body make-up with Kalon Bay, Popup pilgrim trolley, festimación Wine tourism mini-fair | Time 10.30: Show 'Los Amantes Barrocos' Lorca. Time 10.45: Choirs and dances of Molina de Segura. | Time: 11:00: Ballet Performance | Time: 12.20: Show 'Los Amantes Barrocos' Lorca. | Time: 11:30 Ballet performance | Time: 11:50 Show 'Los Amantes Barrocos' Lorca. | Time: 12:00 Performance and flamenco dancing and singing | Time: 12.15 Burial of the sardine | Time: 13.00 Performance 'Los Amantes Barrocos' Lorca. | Time: 13.15 Art performance with musical accompaniment. | Time: 16.00 Show 'Los Amantes Barrocos' Lorca. | Time: 16.30 Choirs and



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dance | Time: 17.00 Musical performance | Time: 17.30 - 18.00 Show 'Los Amantes Barrocos' Lorca.

Hall 8 (Enterprise - Travel Tech)

Photocalls, raffles, video games, mascots, popcorn and cotton candy. Organised by Marina d'OR Ciudad De Vacaciones. Place: stand 8C09.

Wine tasting. Organised by LOOTTIS. Place: stand 9C22-24. Wine tasting by Natura Resorts from La Rioja.

Hall 9 (Spain)

Tasting of gastronomic products. Organised by Navarra. Place: stand 9C13. Gastronomic product and wine tasting experiences offered in collaboration with Reyno Gourmet and the Regulatory Council for the Designation of Origin Navarra. 12h. Rosé wine tasting (DO); 13h. Tasting of red wine and cheese (DO and Reyno Gourmet); 16:30h. Tasting of Pacharán (Reyno Gourmet).

VII Family Gymkhana of Red Nacional de Patrimonio Histórico and Club Marco Topo. Organised by: Red Nacional de Patrimonio Histórico, Club Marco Topo at stand 9A11A. Time: All day

Themed workshops on Canarian cuisine. Organised by Canary Islands. Place: stand 9C04.

Electronic violin and dance Performance of Canarian musical pieces: by the artist José Luis Montesdeoca, accompanied by a choreography of 4 contemporary dancers, directed by Jaime Santana. Organised by Canary Islands. Venue: stand 9C04

Body make-up - "Body painting", created by 2 artists from the Canary Islands. Organised by Canary Islands. Place: stand 9C04

Banana leaf craft workshop. A workshop for children and adults in which banana leaf fibres are used to make gifts that visitors can take home as souvenirs. Organised by Canary Islands. Place: stand 9C04



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Photocall. With the intention of being able to feel like a genuine aspiring carnival queen, a mini-dress will be made with an original Canarian costume design and interchangeable accessories. Organised by Canary Islands. Place: stand 9C04

Performance by the folk group "Albores Canarios". They will perform the piñata dances, with 12 members. Organised by the Canary Islands. Place: stand 9C04

Big stilt walker in carnival costume. Organised by Canary Islands. Place: stand 9C04

Exhibition of drag boots and headdresses. Organised by Canary Islands. Place: stand 9C04

Culinary demonstrations. Organised by Turismo de Galicia. Place: stand 9C07

Workshop with redeiras. Organised by Turismo de Galicia. Place: stand 9C07. Live workshop with redeiras who combine their work at sea with a successful career in making accessories (bags, necklaces...) and demonstrations of some of the Entroidos celebrated in Galicia.

Musical performances. Organised by Turismo de Galicia. Venue: stand 9C07. Performance by the composer Mondra (one of the benchmarks of 'trad' music), the group Ailá, of traditional Galician music of oral transmission, and the Galician urban dance group Lil Kids, winners of the ninth and last edition of Got Talent Spain with a performance dedicated to the Meigas.

Folklore. Organised by Aranda de Duero Town Council. Performances by the Municipal Folklore School of Aranda de Duero. Place: stand 9D10. Times 12:00 and 16:00.

Exhibition of traditional games. Organised by Aranda de Duero Town Council. La Tanguilla Cultural Association and its Museum of Traditional Games. Place: stand 9D10.

Festival of San Sebastián (Villaviciosa de Odón). Organised by Villaviciosa de Odón. The whole morning will be dedicated to the festival of San Sebastián, a Festival of Regional Tourist Interest of the Community of Madrid, where members of the Brotherhood of San Sebastián will be inviting you to taste the typical products of this festival. In addition, there will be children dressed in traditional costumes who will dance the traditional Rondón. Place: stand 9A08

Making of a "Carpet of salt and flowers": Association of Carpet Makers of Torrelaguna. Organised by: Community of Madrid. Place: stand 9C03

Natural cosmetics workshop: Organised by Comunidad de Madrid. Place: stand 9C03. Based on lavandin from the Alcarria crops: "Aromas of La Alcarria madrileña", coordinated by ARACOVE.



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Ibiza Crafts. Organised by Ibiza. Place: stand 9C01. Time 10:00 to 19:00

Plustic Lab workshop. Recycling plastics. Organised by Ibiza. Place: stand 9C01. Time: 11.00 to 12:30 and from 17:30 to 19:00

Children's performance (Festival Barruquet). Organised by Ibiza. Place: stand 9C01. Time: 12:30 to 13:00 and from 17:30 to 18:00

Flaó workshop. Organised by Ibiza. Place: stand 9C01. Time: 12:30 to 13:30 and from 16:30 to 17:30

Swingin tonic' concert. Organised by Ibiza. Place: stand 9C01

Ibiza Pride Show. Venue: LGTBI+ stand Time: 14:00

Activities at the Euskadi stand. Place: Stand 9C06. Pintxo-pote for the benefit of the NGO Zaporeak (11:00 - 19:00); Magialdia Vitoria-Gasteiz (11:00); Cider from Euskadi and Idizabal cheese (11:30); Tamborada (12:10); Magialdia Vitoria-Gasteiz (12:30); Wines and oil from Rioja Alavesa (13:00); Exhibition of contemporary Basque dance (13:40); Workshop for beginners in traditional Basque dance (14:00); Tasting - quiz competition with txakoli (14:30); Magialdia Vitoria - Gasteiz (15:15); Txakoli tasting with gilda workshop (16:00); Exhibition of contemporary Basque dance (16:40); Introduction to traditional Basque dance workshop (17:00); Magialdia Vitoria - Gasteiz (17:30); Tasting - quiz competition with Rioja Alaves wines (18:00) and contemporary Basque dance exhibition (19:00).

Activities at the Cantabria stand. Place: Stand 9C08. Gastronomic sobaos workshop. Sunday passes: 11:00h, 12:00h. | Children's workshops 'Finger puppets Cabárceno Nature Park' and 'Alto Campoo Skiers'. From 11:00h to 15:00h. | 'Sabe a Norte'. Presentations and tastings of Food from Cantabria. From 13:00h to 14:30h. | Photo booth. Passes: 10:00h, 12:30h. Choose a landscape of Cantabria and take a souvenir photo. | Contest 'True or False'. Kahoot. The public will have to answer 15 questions about Cantabria and the winner will win a gift. Passes: 10:30h, 11:30h. | Burbuja relax. Cranial massages by the Association of Spas of Cantabria. From 10:00h to 18:00h.

Activities at the stand of the Ministry of Agriculture, Fisheries and Food: Place: stand 9C14. Talk Camino Natural de la Séquia (11:00), tasting of meat from the Sierra de Guadarrama (13:30), fun activity for children (16:00) and ham tasting (18:30).

Hall 10 (Spain)

Hyperrealistic heritage recreations. Organised by Arkikus. Venue: stand 10B09. Interactive applications that generate hyper-realistic recreations of heritage sites, architectures and people that existed in the past.



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Interactive game. Organised by AVIS. Place: stand 10D08. Activity that tests the reflexes and skills of visitors to win prizes linked to AVIS sports sponsorships, such as T-shirts or tickets to matches.

XIV Travellers' Meeting. Organised by Minube. Place: Hall 10. It will bring together the minube community in an event that will feature guest speakers such as Enrique Alex (United Nations Ambassador for Development), Sergi Unanue (travelling the world on foot and hitchhiking), Carla con Wifi (queen of digital nomadism), Elena Bobadilla (travelling the world solo) and Carlo Cuñado (explorer of empty Spain).

SUNDAY 28 JANUARY

Outside (Gastronomic Square)

Great zip line: Organised by Puerto Rico. Plaza Gastronómica, between Halls 5 and 6. Ten-metre high zip line for everyone to enjoy at FITUR, free of charge and during the fair's opening hours.

Hall 1 (Africa)

Quiz competition. Organised by NexoTravels. Time: from 12 to 13:10. Place: stand 1A04.

Dance contest. Organised by NexoTravels. Time: from 16 to 17:10. Place: stand 1A04. Participants will be taught various traditional dance steps and the one who best captures the steps will win a prize.

Gastronomic delights. Organised by the Gambia Tourist Office. Time: 12:00-13:30. Venue: stand 1C05. Experience the rich flavours of Gambian cuisine by showing videos of the Yabouy Home Cooking experience.

Talks in the adventurers' corner. Organised by the Gambia Tourist Board. Time: 15:00 - 16:30. Stand 1C05. New adventure tourism packages will be unveiled, including ecotours, nature safaris and unique outdoor experiences.

Hall 3 (America)

Honduran coffee tastings and folklore groups. Organised by Honduras. Venue: stand 3D04

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Tasting of VORI VORI, Organised by Paraguay. Winner of one of the best soups in the world. place: Stand 3B12.

Exhibition of the Poncho Para'i de 60 Listas. Organised by Paraguay. Intangible Heritage of Humanity. Venue: 3B12

Presentation of the Guaranía. Organised by Paraguay. Representative of the Intangible Cultural Heritage of Humanity. Venue: 3B12

Art: Couple of dancers. Organised by Paraguay. Venue: 3B12

Charity raffle. Organised by Grupo Piñero. Place: stand 3B03. Grand Soltour-Bahia Principe Hotels & Resorts raffle, for the benefit of Grupo Piñero's Eco-Bahia Foundation, for a stay at the recently renovated Bahia Principe Luxury Esmeralda, in the Dominican Republic.

Hall 4 (Europe)

Virtual Pombal. Organised by Pombal Town Council. Attendees will be able to discover this destination through their virtual reality glasses. Time: 10.30 am. Place: 4G30

Visit Portugal. Venue 4C02 Presentation Box: Quinta do Pinheiro, Cavadoude at 12:30; Algarve Wine Route at 17:00. Tasting Box: Dances of the Pauliteiras de Miranda do Douro at 11:00; Coimbra School of Hospitality and Tourism at 14:00; Madeira Wine at 14:00. 14:00; Madeira Wine and 'Bolo de Mel' at 16:00.

Gastronomic tasting of the territory of Pombal and Serra de Sicó: Organised by Pombal Town Council. Time: 17.30. Place: 4G30

Promotion of Talha wine, Cante Alentejano and other products. Organised by the City Council of Ferreira do Alentejo. Time: 10:00 - 14.30 | Place: stand 4E06 Cimbal

Tasting of Medronho da Serra de Almodôvar. Organised by the Municipality of Ferreira do Alentejo. Time: 14:30 - 18.00 | Place: stand 4E06 Cimbal

Presentation of Bulgarian wines. Venue: stand 4D02. Time: from 12 noon onwards and from 4 p.m. onwards. The Bulgarian stand will present a special selection of Bulgarian wines, the most exciting wine destinations, and the country as a food and wine destination and a place for alternative and sustainable tourism in all four seasons.

Virtual reality. Organised by GNV. Venue: stand 4A21. Visitors to the GNV stand will be able to experience a virtual reality journey and discover the Mediterranean.



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Microverse: Organised by Baluma Cruises. Venue: stand 4E14. Baluma VR will allow attendees to enter a microverse in which they will be able to interact as if they were inside one of its cruise ships.

Free tour of FITUR. Organised by Civitatis. Venue: stand 4A09. Guided tours of different destinations scattered throughout the fair's halls to show the diversity of the planet and inspire future trips.

Conference "The Natural Archaeological Park of the Sinis Peninsula". Organised by the Mont'e Prama Foundation. Archaeologist Maria Mureddu. Time 11:00 a.m. Place: stand 4G38

Hall 6 (Asia - Pacific, Middle East)

Calligraphy, tastings and social networking. Organised by Taiwan. Venue: stand 6D12. Visitors will be able to get their name in calligraphy, taste local products and participate in social networking.

Instagrammable corner and raffle. Organised by Europamundo Vacaciones. Venue: stand 6A05. The tour operator will have an instagrammable corner with its new destinations and will organise a raffle.

Various workshops. Organised by the Tourism Authority of Thailand. Venue: Booth: 6C13. Potpourri Workshop, mask painting Phi Ta Khon Workshop, and umbrella painting.

Traditional dances. Organised by the Tourism Authority of Thailand. Venue: Booth: 6C13. Performances of traditional dances, such as the *Blessing and Long Drum Dance* or the *Serng and Phi Ta Khon Dance*.

Hall 7 (Spain)

Painting workshops. Organised by Illes Balears. Place: stand 7B08. Timetable: all day. Aimed at children, there will be painting workshops on ceramics set in marine elements of the Balearic Islands.

Theatre, showcookings, tastings, games and music. Organised by Castilla-La Mancha. Venue: stand 7B02. Product and destination presentations, theatre, showcookings and tastings, gastronomic tastings, immersive experiences, perspective games, and music.

Showcooking and presentations of festivals and carnival. Organised by the Castellón Provincial Tourist Board. Venue: stand of Turisme de la Comunitat Valenciana (7B03).



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America's Cup 2024 virtual regatta. Organised by the Catalan Tourism Agency. Venue: Catalonia stand.

Tasting of Sephardic sweets. Organised by Red de Juderías de España-Caminos de Sefarad. Time: 12:30. Place: stand 7A15.

Draw of 5 books of Gastrosymbology. Organised by Red de Juderías de España-Caminos de Sefarad. Place: stand 7A15. "Gastrosymbology. Deciphering the hidden keys of Jewish gastronomy", the new title published by the Network of Spanish Jewish Quarters.

Marchica-style après-ski and cocktail tasting. Organised by the Government of Aragon. Place: stand 7B11. Time: 18.00 Presentation of Aragonese ski resorts, together with a cocktail tasting by the Maitres and Barman Association of Aragon. All enlivened by a DJ.

Inverted cuisine. Organised by the Government of Aragon. Venue: stand 7B11. The stand houses a kitchen specialising in Aragonese recipes turned upside down. Visitors will be able to dress up in a chef's hat and apron and take part in a competition on social networks to win a night in tourist accommodation in Aragon with a tourist experience.

Aragonese roulette of tourist experiences. Organised by the Government of Aragon. Place: stand 7B11. Visitors will have the opportunity to take part in a quiz by answering questions about Aragon on different topics.

Show 'Mythological Ceuta'. Organised by Ceuta. María José Lesmes Dance School. Venue: stand 7C02.

Arab Ceuta' show. Organised by Ceuta. María José Lesmes Dance School. Venue: stand 7C02.

Music performances Iconic Seville Fest. Organised by Seville City Council. Venue: stand 7A03A.

Flamenco workshops. Organised by Seville City Council. Venue: Seville stand. Place: stand 7A03A.

Activities at the Murcia stand. Place: stand 7B04 - 7B06. | Time: 10.00 Action '1001 Sabores Región Murcia', Popup sticker trolley, festimatón, Mini wine tourism fair, live body make-up with Kalon Bay | From 10.30 to 11:30 sessions of the show 'Los amantes Barrocos', Lorca. | Time: 12.00 Gastronomic meeting | Time: 12:50 'Show 'Los amantes Barrocos', Lorca. | Time: 13.00 Gastronomic showcooking | Time: 14.00 Gastronomic meeting.

Hall 8 (Enterprise - Travel Tech)

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Photocalls, raffles, video games, mascots, popcorn and cotton candy. Organised by Marina d'OR Ciudad De Vacaciones. Place: stand 8C09

Hall 9 (Spain)

Activities for the public. Organised by Turespaña. Place: stand 9C02. "A piece of history is yours" (from 12 to 1 p.m. and from 4 to 5 p.m.). "A gift for the senses" (from 11 a.m. to 12 a.m., from 3 to 4 p.m., and from 5 to 6 p.m.)(Provisional timetable).

Tasting of gastronomic products. Organised by Navarra. Place: stand 9C13. Gastronomic product and wine tasting experiences offered in collaboration with Reyno Gourmet and the Regulatory Council for the Designation of Origin Navarra. 12:30h. Olive oil tasting (Reyno Gourmet).

Tastings from different communities. Organised by: The best of the Autonomous Communities. Place: stand 9A37. Every day, at all hours, different tastings of products from the different Autonomous Communities of Spain.

VII Family Gymkhana of Red Nacional de Patrimonio Histórico and Club Marco Topo. Organised by Red Nacional de Patrimonio Histórico, Club Marco Topo at stand 9A11A. Time: All day

Themed workshops on Canarian cuisine. Organised by Canary Islands. Place: stand 9C04.

Body make-up - "Body painting", created by 2 artists from the Canary Islands. Organised by Canary Islands. Place: stand 9C04

Electronic violin and dance Performance of Canarian musical pieces (isas and folías among others) by the artist José Luis Montesdeoca, accompanied by a choreography of 4 contemporary dancers, directed by Jaime Santana. Organised by Canary Islands. Venue: stand 9C04

Banana leaf craft workshop. A workshop for children and adults in which banana leaf fibres are used to make gifts that visitors can take home as souvenirs. Organised by Canary Islands. Place: stand 9C04

Photocall. In order to feel like a genuine aspiring carnival queen, a mini-dress will be made with an original Canarian costume design and interchangeable accessories. Organised by Canary Islands. Place: stand 9C04

Performance by the folklore group "ALBORES CANARIOS". They will perform the piñata dances, with 12 members. Organised by the Canary Islands. Place: stand 9C04

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Big stilt walker in carnival costume. Organised by Canary Islands. Place: stand 9C04

Exhibition of drag boots and headdresses. Organised by Canary Islands. Place: stand 9C04

Salsa dancing, gastronomy and rum tasting. Organised by Puerto Rico Hall 3.

Culinary demonstrations. Organised by Turismo de Galicia. Venue: stand 9C07.

Workshop with redeiras. Organised by Turismo de Galicia. Place: stand 9C07. Live workshop with redeiras who combine their work at sea with a successful career in making accessories (bags, necklaces...) and demonstrations of some of the Entroidos celebrated in Galicia.

Musical performances. Organised by Turismo de Galicia. Venue: stand 9C07. Performance by the composer Mondra (one of the benchmarks of 'trad' music), the group Ailá, of traditional Galician music of oral transmission, and the Galician urban dance group Lil Kids, winners of the ninth and last edition of Got Talent Spain with a performance dedicated to the Meigas.

Madrid chickpea tasting. Organised by Villaviciosa de Odón Town Council. Organised by the "Quinto Sabor" restaurant. In the morning. Place: stand 9A08

Production of a "Carpet of salt and flowers", by the Association of Carpet Makers of Torrelaguna. Organised by the Community of Madrid. Place: stand 9C03

Workshop on natural cosmetics using lavandin from the Alcarria crops: "Aromas of La Alcarria madrileña", coordinated by ARACOVE. Organised by the Community of Madrid. Place: stand 9C03

Ibiza Crafts. Organised by Ibiza. Place: stand 9C01. Time 10:00 to 15:00

Plustic Lab workshop. Recycling plastics. Organised by Ibiza. Place: stand 9C01. Time: 10:30 to 11:00

Lizard Painting Workshop Organised by Ibiza. Place: stand 9C01. Time: 11:00 to 15:00

Flaó workshop. Organised by Ibiza. Place: stand 9C01. Time: 12:00 to 13:00

Plustic Lab workshop. Recycling plastics. Organised by Ibiza. Place: stand 9C01. Time: 13:00 to 14:30.

Activities at the Euskadi stand. Place: Stand 9C06. Pintxo-pote for the benefit of the NGO Zaporeak (11:00 - 15:00); Magialdia Vitoria-Gasteiz (11:00); Cider from Euskadi and Idizabal cheese (11:30); Exhibition of contemporary Basque dance (12:00); Introduction to



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traditional Basque dance workshop (12:20); Tasting - quiz competition with txakoli (12:45); Tasting - quiz competition with txakoli (12:45):00); Introduction to traditional Basque dance workshop (12:20); Tasting - quiz competition with txakoli (12:45); Exhibition of contemporary Basque dance (13:30) and tasting of a variety of wines and rioja alavesa olive oil (14:15).

Activities at the Cantabria stand. Place: Stand 9C08. Gastronomic sobaos workshop. Sunday passes: 11:00h, 12:00h. | Children's workshops 'Finger puppets Cabárceno Nature Park' and 'Alto Campoo Skiers' (11:00h to 15:00h.) | 'Tastes of the North'. Presentations and tastings of Food from Cantabria. (From 13:00h to 14:30h.) | Photo booth. Passes: (10:00h, 12:30h.) Choose a landscape of Cantabria and take a souvenir photo. | 'True or False' competition. Kahoot. The public will have to answer 15 questions about Cantabria and the winner will win a gift. Passes: 10:30h, 11:30h. | Burbuja relax. Cranial massages by the Association of Spas of Cantabria (from 10:00h to 18:00h).

Activities at the stand of the Ministry of Agriculture, Fisheries and Food: Place: stand 9C14. Cutting of little-known pieces and tasting (10:00), talk on the Vía de la Plata Nature Trail (11:30), cheese tasting (13:30) and fun activity for children (14:00).

Hall 10 (Spain)

Hyperrealistic heritage recreations. Organised by Arkikus. Place: stand 10B09. The startup will surprise the public with interactive applications that generate hyper-realistic recreations of heritage sites, architecture and people that existed in the past.

Interactive game. Organised by AVIS. Place: stand 10D08. Activity that tests the reflexes and skills of visitors to win prizes linked to AVIS sports sponsorships, such as T-shirts or tickets to matches.

Photography workshop. Organised by Minube. Time: 11:30. Place: Hall 10. A meeting in which David Rocaberti (Forbes Top100 award), Juan Sisto (documented two and a half years travelling by bicycle through 17 countries) and Carlos González, David López and Edén Sánchez (members of Xtrem Photo Tours), will reveal the tricks and stories behind the photographs.



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PR Programs sections FITUR 2024 and FITUR NEXT Observatory

FITUR 4all announces its inclusive tourism programme, which will include four round-table discussions: companies and organisations, national destinations, international destinations and tourism companies

The first edition of this section, organised together with IMPULSA IGUALDAD, will take place on 25 January in Hall 9 of IFEMA MADRID.

The 1st FITUR 4all Awards Ceremony will take place to recognise the efforts of companies and destinations in the development of inclusive tourism.

Madrid, 11 January 2024 - FITUR, in collaboration with **IMPULSA IGUALDAD**, creators of the accessible tourism brand **TUR4all**, have organised the **FITUR 4Aall** section, which is being held for the first time in 2024 with the aim of strengthening the quality, diversity and inclusion of the tourism offer.

Thanks to this synergy, the **International Tourism Fair** organised by **IFEMA MADRID** from 24 to 28 January 2024 will make it easier for people with accessibility needs to reach tourist destinations and services, with the aim of promoting accessible and inclusive tourism. A programme of round-table discussions on **Thursday, 25 January in Hall 9** will thus put the latest trends in accessible tourism on display, and best practices in this field will be shared by leading experts.

This programme will be accompanied by the presentation of the first **2024 FITUR 4all Awards**, which were created to recognise the commitments made and to publicise and encourage the development and promotion of accessibility in the tourism industry. These awards, organised by **IMPULSA IGUALDAD** in collaboration with **FITUR**, will be given in the same categories as the round-table discussions: national and international destinations, companies and organisations.



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Full programme of FITUR 4all

11:30 am - 11:40 am Presentation and opening ceremony

11:40 am - 12:00 pm International destinations round table

Ulrike Bonhet: German National Tourism Board Director in Spain & Portugal
Arturo Bravo, Colombia's Vice-Minister of Tourism
Helena Pereira Ribeiro, Project Manager in the Supply and Promotion Department of the Portuguese Tourism Resources
Moderator: Ignacio Osorio, Managing Director of IMPULSA IGUALDAD

12:00 pm - 12:20 pm Companies/organisations round table

Isabel Novoa, President of ISTO
Igor Stefanovic, Technical Coordinator for Accessibility, Cultural Tourism and Indigenous Peoples at Ethics, Culture and Social Responsibility of UNWTO
Arantxa Hernández, Manager of Vías Verdes
Moderator: Francisco Sardón, President of IMPULSA IGUALDAD

12:20 pm - 12:40 pm Tourism companies round table

Enrique Espinel, COO Civitatis
Javier Sancho, Director of Sales Europe Hilton
María de Andrés, Head of Sustainability VECI
Moderator: Miguel Carrasco, Director of Inclusive Tourism at IMPULSA IGUALDAD and COO of TUR4all Travel

12:40 pm - 1:00 pm National destinations round table

Iván Gonzalez, Tourist Information Director of Madrid Destino
Lucho Pérez, Head of Tourist Accessibility at Visit Benidorm
Daniel Martinez Junquera, Director of Gijón Turismo
Moderator: IMPULSA IGUALDAD

1:00 pm 1st FITUR 4all Awards Ceremony and closing ceremony

About IMPULSA IGUALDAD

The IMPULSA IGUALDAD confederation works to improve the quality of life of more than two million people with physical and organic disabilities, claiming and defending their rights, and promoting equal opportunities

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through innovative initiatives and personal assistance programmes, universal accessibility, inclusive tourism and employment, among other things.

The organisation has created the TUR4all tourism brand, through which it develops a comprehensive service in accessible and inclusive tourism for professionals, administrations and destinations.

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FITUR Cruises 2024 unveils its full programme with 14 presentations and activities over the weekend

The FITUR section dedicated to cruises presents the trends and best offerings in blue tourism and hosts its traditional Cruise Scavenger Hunt over the weekend.

The Cruceroadicto 2023 Awards will be presented on 25 January at 4pm in the FITUR Cruises space in Hall 4 of IFEMA MADRID.

FITUR Cruises, the section dedicated to the cruise sector, is returning from 24 to 28 January 2024 and will be converting Hall 4 of **IFEMA MADRID** into the epicentre of the so-called "blue tourism" with a full programme of presentations by the industry's main players as well as a whole host of activities.

The space will include **Cruise Market**, an open area that simulates the deck of a ship and where cruise lines, institutions, ports and agencies will be represented on different stands, and **Cruise Campus**, the area where the different presentations and talks on marketing, communication and travel experiences will be taking place. Over the five days of the **44th edition of FITUR**, this section will become the maritime enclave of reference where industry professionals and the general public can enjoy networking sessions, practical talks and dynamic events for all ages with the aim of promoting a deeper understanding of this holiday offer and fostering business opportunities.

Full programme of FITUR Cruises 2024

Wednesday 24 January

11:15 Welcome

Jesús García, founder and editor-in-chief of Cruceroadicto

11:30 'Experiences of cruise passengers: from expectation to reality'

Frank Babinger, professor at the Faculty of Commerce and Tourism of the Complutense University of Madrid, will be giving a talk on understanding the expectations of cruising versus the reality.

12:00 'Ceuta, gateway to Europe: where emotions converge'.

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Carlota Gómez, technician in charge of Cruises/Ceuta Tourism Guide, and Lorena Carmona Rodríguez, assistant director, reveal the factors that make a stopover in Ceuta so appealing.

12:35 'Discover Costa Cruises and Live Your Wonder!'

Jorge Serrano, Commercial Director for Spain and Portugal of Costa Cruises, presents the main aspects of the company's commercial product, the details of the new concept of Sea Destinations itineraries and the Live Your Wonder! communication plan.

14:00 Costa's Spanish flavour: the best on-board entertainment

Comedian Miguel Ángel Rodríguez, known as "El Sevilla", invites the audience to a taste of the entertainment on-board Costa Cruises.

Thursday 25 January

11:00 'Profile of the cruiser and what they are looking for in 2024'.

Jesús García, founder and editor-in-chief of Cruceroadicto, reviews the evolution of the cruise industry over the last decade.

11:35 'Record-breaking figures in cruises: this is how the Spanish ports are experiencing it'.

Jaime Luezas, head of the Community Services Area of Puertos del Estado, analyses the industry from an institutional perspective, offers the main figures and proposes approaches to the challenges it faces.

12:10 'Sailing into the future: trends in the cruise industry'.

Rubén Olmos, president and CEO of Global Nexus, analyses the latest statistics and trends in the global cruise industry with an emphasis on sustainability, new technologies and fleet and competitiveness against other segments.

12:45 'Cruise Tourism: present and future'.

Sandra Carvão, chief of Tourism Market Intelligence and Competitiveness at the World Tourism Organization, gives a preview of the essential keys to the development and future of cruises and best practices of its actors and destinations.

13:20 'Destination Andalusia: an action plan for further growth in 2024

Rafael Carmona Ruiz, President of Suncruise Andalucía | Port Authority of Seville, presents his plan to position Andalusia, the only region bordering the Mediterranean and the Atlantic, as a "cruise destination in its own right".

13:45 Networking. Suncruise Andalucía

16:00 Cruceroadicto Awards 2023

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Best ship, best cruise line and best port of 2023, in different subcategories, in the only awards voted 100% by the Spanish-speaking travel community.

17:00 Networking. Cruceroadicto and Cafés La Mexicana

After the Cruceroadicto 2023 Awards, winners, finalists and guests can enjoy a relaxed get-together sponsored by Cafés La Mexicana, a Madrid reference in the world of coffee.

Friday, 26 January

11:15 Welcome

Jesús García, founder and editor-in-chief of Cruceroadicto

11:25 Fun on the cruise ships: how not to die in the attempt

Santiago Méndez de la Cuesta, Director of Business Development & Cruises at AVORIS TRAVEL, reveals in this presentation how to analyse the future client and adjust the multitude of experiential options that exist to offer the perfect holiday product.

12:00 'A walk through magic'.

Irma Vidal, Iberia Head of Sales for Disney Destinations Spain and Portugal, unveils the new features of its three destinations: Disneyland Paris, Walt Disney World and Disney Cruise Line.

12:35 'Discovering the Best of Greece and Turkey by Cruise'

Osman Erler, General Manager of Miray Cruises, gives the keys to its offer for the Aegean Sea.

Saturday, 27 January

10:45 Welcome

Jesús García, founder and editor-in-chief of Cruceroadicto

11:35 'Discover Costa Cruises and Live Your Wonder!'

Jéssica Delgado, head of the Product Training Department, presents the main aspects of Costa Cruises' commercial product, the details of the new Sea Destinations itinerary concept and the communication plan for Live Your Wonder!

12:15 Introduction, rules and registration Cruise Scavenger Hunt

Registration: <https://cruceroadicto.com/cruise-savenger-hunt.html>

15:00 Cruise Scavenger Hunt passport verification

16:00 'Cruises without borders: a transformative experience'.

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Gerardo Vangioni, CEO of Mercy Ships Spain, presents the NGO's initiative and the activity of its hospital ships and volunteers.

16:35 'Why choose when you can have it all?'

Luis Oriol Wangüemert, Key Account Manager North, East and Balearic Islands Area of Baluma Cruises, presents the keys for the traveller to have everything on board its fleet.

17:15 Coffee & Cruises:

Big meet-up of cruise lovers

18:15 Prize draw for the Cruise Scavenger Hunt

Sunday, 28 January

10:30 Coffee & Cruises

Big meet-up of cruise lovers

Link to FITUR Cruises: <https://www.ifema.es/fitur/fitur-cruises>

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SOCIO FITUR



Press Kit

FITUR Know-How & Export to provide the keys to innovative tourism

The section will feature a wide-ranging programme of activities covering topics such as the Smart Destination Platform, European funds and Artificial Intelligence.

FITUR Know-How & Export, organised by **SEGITTUR** and **FITUR**, in collaboration with **ICEX España Exportación e Inversiones**, returns to the **International Tourism Trade Fair** to take an in-depth look at current technological developments in the tourism industry. The Smart Destination Platform, the role of European funds in the digital transformation of the tourism sector and Artificial Intelligence will be the core themes of the 12th edition of **FITUR Know-How & Export**, taking place from 24 to 26 January 2024.

More than 40 exhibiting companies with technological solutions for the transformation of destinations will be addressing these issues, with references to other key aspects such as sustainability, agricultural experiences or good practices in SDGs in the sector as a result of the working group of the **United Nations Global Compact**.

In addition, the section will recognise the most innovative solutions for the tourism sector developed with Artificial Intelligence through the presentation on 25 January of the **1st "The IA for Tourism Awards 2024"**, for which 18 nominations have been received.

FITUR Know-How & Export offers a unique opportunity to share knowledge, in which participating companies will have access to a full programme of activities:

Wednesday 24 January

11.30am: Smart Tourism Companies: Presentation of the standard UNE 178510:2023

Participants: Enrique Martínez, President, SEGITTUR; María Velasco, Advisor and spokesperson for the Secretary of State for Tourism and Natalia Ortiz de Zárate, Secretary of AEN/CTN 178 SC5, Spanish Association for Standardisation (UNE).

12.00 | Round table: "Advancing Sustainable Tourism for Development: How Multilateral Institutions Can Help" (delivered in English)

Moderator: Fernando León. Head Travel Industry ICEX

Participants: Ministry of Tourism of Philippines, Undersecretary Ms. Shereen Gail Yu-Pamintuan; Asian Development Bank (ADB), Mr. Wouter Schalken, Senior Sustainable Tourism Specialist; Inter-American Development Bank (IDB). Ms. Adela Moreda. Sector Lead Specialist / Tourism, World Bank Group (WBG). Ms. Louise Twining-Ward, Ph.D.

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Senior Private Sector Specialist, Markets and Technology Global Unit, Finance, Competitiveness & Innovation.

1pm | 2nd Call for applications for funding for the digitalisation of tourism companies in the "Last Mile" Programme, within the framework of the Recovery, Transformation and Resilience Plan.

1.30pm | Call for funding for the deployment of technological platforms and technological solutions in the destinations of the Smart Tourism Destination Network (Red DTI), within the framework of the Recovery, Transformation and Resilience Plan.

4pm | Round table "User cases linked to the Smart Destination Platform".

Moderated by: César Lapuente, SEGITTUR

Participants: Sergio Serna, Managing Partner, Techfriendly; Manuel Romero, Managing Partner, Dinamiza; Sandra Navarro, Project Manager, Sien Consulting; Jonatan Paton, Managing Partner, Infyde and Gustavo Bassotti, Senior Director, THR Consulting.

5pm: Round table "Results of the Future Tourism project".

Moderated by: Elisa Carbonell, Director General of Business Internationalisation at ICEX

Participants: Carlos Romero, Director of Research, Development and Innovation, SEGITTUR; Adela Moreda Lead Specialist / Tourism, IDB; Juliana Bettini, Senior Tourism Specialist, IDB and Karina Fortete, Tourism Planning and Management Advisor, Tourism Division, Municipality of Montevideo (Uruguay).

6pm | Presentation of the Travelguau awards

Thursday 25 January

10.30am: Presentation of the Smart Tourist Destination badges

12.00: Round Table "The Smart Destination Platform"

Moderated by: Enrique Martínez Marín, President, SEGITTUR

Participants: John Mora, Vice president, Smart Cities Commission, AMETIC; Inmaculada de Benito, Director of the Department of Tourism, Culture and Sport, CEOE; Carmen Sánchez, Director of Institutional Relations, DigitalES and Ana Torrent, Director of the Smart Tourism Group, Conectic; and the President of RECI, José de la Uz.

1pm | Round table "Technology in tourism. Beyond Augmented Reality and Artificial Intelligence"

Moderated by: Carlos Romero, R&D&I director, SEGITTUR

Participants: Oscar Rueda, Director of Tourism, CAF; Natalia Bayona, Executive Director, UNWTO and Javier Argente, ARVisión y Destino



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4pm | Round Table "Building Tourism Intelligence: Data Sharing for Strategic Decisions in the Tourism Sector"

Moderated by: Laura Flores, Director of Business Development and New Technologies, SEGITTUR

Participants: Carlos Alonso, Director of the Data Office Division, Ministry of Digital Transformation; Javier Párraga, Director of Digital Transformation, Murcia City Council; Francisca Rubio, Director General, Gaia-X Spain and Edurne Vidal, Director-Manager of Tourism, Santander City Council

5pm | Practical workshop "Cognitive tourism intelligence applied to the tourism sector"

Participating: Rafael Llanes, Head of ML6; CEO of Skyview; and academic coordinator of the Generative Artificial Intelligence course, The Valley

5.30pm | Presentation of applications for the IA competition and award ceremony

Friday 26 January

10.30am. Round table "Challenges of creating agro-tourism experiences".

Moderated by: Kevin Salvador, expert in tourism product creation

Participants: Miguel Ángel Naredo, Head of tourism promotion, Mancomunidad Comarca de la Sidra; Gabriel Quesada, Tourism technician, Vinarós; Cristian González, owner, La Huerta de Abril and Cicerón Mercadal Jr., Manager, Bolets de Menorca.

11.30am Round table "The transition of the tourism sector to the circular economy"

Moderated by: Iñaki Gaztelumendi, Verne

Participants: Garikoitz Muñoz, Head of destination management at San Sebastián Turismo; Dimpel Melwany, CEO, Turismo Tenerife; Enrique Valero, General Manager, Abadía Retuerta and Marta Aparicio, Director, Salinar de Naval

12.30pm Round table "Roadmap for the tourism sector in business sustainability. Conclusions of the UN Global Compact working group in Spain"

12.30 -12.40pm | Welcome

Participants: Cristina Sánchez, Executive director of the UN Global Compact in Spain and Enrique Martínez, President of SEGITTUR

12.40 - 12.50pm "Roadmap for the Tourism Sector in Business Sustainability. Conclusions of the UN Global Compact Working Group in Spain"

Participating: Silvia Rial, Head of corporate and sectoral sustainability, UN Global Compact Spain

12.50 -1.50pm | Presentation of best business practices

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Moderated by: Rubén Carricondo, Training and Agenda 2030 Coordinator of the UN Global Compact in Spain

Participants: Companies of the UN Global Compact Tourism Working Group Spain; María de Andrés González, Viajes El Corte Inglés Group; Sandra Benbeniste, Iberostar Group; Cristina Montes, Amadeus IT Group SA and Choni Fernández, PortAventura World

1.50pm Closing

Link to FITUR Know-How & Export: <https://www.ifema.es/fitur/fitur-know-how-export>

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SOCIO FITUR



Press Kit

FITUR Lingua 2024 renews its commitment to language tourism and sustainability

The section, organised by FITUR and FEDELE and launched in 2021, and which is focused on sustainability in 2024, is a catalyst for language tourism at the International Tourism Trade Fair

Madrid, 8 January 2024 - Since its inception in 2021, **FITUR Lingua** has been a catalyst for the expansion of language tourism in Spain, highlighting the collaboration between **FITUR** and **FEDELE** (the Spanish Federation of Associations of Spanish Schools for Foreigners). This year, and within the framework of the **International Tourism Fair** organised by **IFEMA MADRID** from 24 to 28 January, Fitur Lingua 2024 will be present under the slogan 'Language Tourism = Sustainable Tourism' with a proposal focused on the economic, social, cultural and environmental sustainability of language tourism, highlighting its positive impact on cities and companies.

FITUR Lingua 2024, co-organised by **FEDELE**, the Federation of Schools offering Spanish as a Foreign Language, and **FITUR**, has a large number of activities both at the Federation's stand and in the spaces occupied by regions and collaborators.

One of the highlighted activities will be the programme of conferences, round table discussions and interviews taking place on **Friday 26 January from 10:30** in Hall 10, which will last for four hours and include the following blocks:

Block 1: Economic Sustainability (60 minutes)

- Presentation by **Cristina Gallach**, special commissioner for the **Alliance for the New Economy of Language**.
- Presentation of language tourism and preliminary data from the FEDELE 2023 sectoral report.
- Interview by **Pablo Conde**, Director of Industrial Technology and Professional Services at **ICEX** with the economic advisors of ICEX in China and India, **Ernesto Negrodo** and **Vicente Gomis**, respectively.

Block 2: Tourism Sustainability (45 minutes)

- Presentation on the profile of the language tourist in Spain.
- Round table on the regional commitment to language tourism with representatives from the presidency of the **Autonomous Community of La Rioja**.



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Block 3: Social and Cultural Sustainability (75 minutes)

- Interview with **Álvaro García Santa-Cecilia**, deputy academic director of the **Instituto Cervantes** on the role of this institution in the dissemination of Spanish culture and language.
- Round table on the promotion of Spain through teaching materials with the participation of publishing house **Editoriales ELE**.
- Interview with **Sonsoles Florez** from **Quirón Salud** on ELE students and their interaction with other language tourism industry players.

Block 4: Socially Responsible Schools (30 minutes)

Interview on the promotion of sustainable tourism with **Isabel Alonso** from **Turespaña**.

FEDELE invites all collaborating entities, regions and media to actively participate in **FITUR Lingua 2024**, contributing to the dialogue on language tourism and its sustainable impact. Admission is free but with limited capacity.

FEDELE Media Contacts:

Daniel Escalona, Marketing director of FEDELE (marketing@fedele.org)

Francisco Gutiérrez, Head of new technologies and applications at FEDELE (soporte@fedele.org)

<https://fedele.org>

Link to FITUR Lingua: <https://www.ifema.es/fitur/fitur-lingua>

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SOCIO FITUR



Press Kit

FITUR LGBT+ 2024 to highlight the importance of inclusion and diversity in tourism

The section focusing on the LGBT+ tourism segment will be fostering dialogue and collaboration between industry professionals, LGBT+ community leaders and travel enthusiasts.

Madrid, 16 January 2024 - The **FITUR LGBT+** section returns to the **International Tourism Trade Fair** to show the world the wealth and variety of Spain's inclusive and sustainable tourist destinations. From **24 to 28 January**, this space located in **Hall 9** of **IFEMA MADRID** will be celebrating diversity and showcasing new ways to promote tourism offers that emphasise inclusivity and sustainability.

Under the slogan '**Conectando con la Diversidad**' (**Connecting with Diversity**), **FITUR LGTB+**, will be inaugurated on **Wednesday 24th at 4.30pm** with the presence of representatives from national and local institutions. The section is offering an extensive programme to underline the importance of the tourism offer of destinations for travellers of all identities, the sustainability of this offer and specialised events for this segment. During the days open to professional visitors, **IBERIA**, the main sponsor of this specialised area, will be offering different presentations and forums, and at the weekend, the general public will be able to immerse themselves in the more fun, lively and varied side of **FITUR LGTB+** with shows and activities.

Full programme of FITUR LGBT+ 2024 [subject to change]

Wednesday 24 January

11am Official opening

1.30pm Torremolinos, candidate to host Europride 2027

4.30pm Presentation of the Spanish Network of Destinations for Diversity (Spanish Network of Destinations for Diversity). JN Global Project

Fitur LGTB+ 2024 Award Ceremony

Thursday 25 January

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SUSTAINABILITY AND TOURISM

11am TECHNOBLOX: Eco-Lujo, memorable experiences in the insertion of comfort and sustainability with Carlos Ramirez, managing director, and Heiner Speich, financial director.

INTERNATIONAL EVENTS

11.30am Gay Games Valencia 2026: an update by David Gómez, and Amaya Ráez, Sports Manager and LGBTIQ+ Manager at Visit Valencia.

12 noon Seville as a candidate to host the IGLTA Congress 2026

LGBT+ Travel

1pm Gandía headquarters of Mr. Gay Comunitat Valenciana 2024, with José Manuel Prieto, Mayor of Gandía, and Nano García, Director of Mr. Gay Comunitat Valenciana 2024. Gay Spain

1.20pm Pájara Town Hall

SUN AND SAND DESTINATIONS

4pm Costa Blanca Events LGBTQ+2024

SPECIALISED SERVICES

5pm Fulanita de Tal

3.20pm Matrix Festival with Cristina Drak

5.40pm MadBear Festival

Friday 26 January

NATIONAL DESTINATIONS

11am Chueca Diversa, Chueca in the digital era: commerce, tourism and the creation of an exclusive identity.

Blanca García Henche, Director of the UAH Chair of International Trade Committee

THE BEST PRIDE OF EUROPE

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11.30am MADO Madrid Pride

WORLD PRIDE

12 noon World Pride Amsterdam

NATIONAL DESTINATIONS

12.30pm Costa de Almería LGTB+ destination

1pm Extremadura Amable: L@s Palom@s festival of regional tourist interest
Silvia Tostado, President of Fundación Triángulo Extremadura

SUN AND SAND DESTINATIONS

1. 20pm Gran Canaria

CONSULTANCY AND TOURISM

1.40pm JN Global Project: Presentation of the Spanish Network of Destinations for Diversity's national LGTB+ tourism survey
Blanca García Henche, Director of the UAH Chair of International Trade Committee, and Juan Martín Boll, Director of JN Global Project.

MADRID, CAPITAL OF DIVERSITY

4pm Madrid LGTB+ A treasure for the tourism industry. Loyalty and growth strategies

DIVERSITY AND TOURISM

4.30pm Tránssexualia

5pm Senior tourism

Saturday 27 January

11am Show & Music

12.30pm Atrévete El Musical: Comediarte and Cinetika Media productions.

1pm Ibiza Pride

1.30pm Pájara, Island of Fuerteventura

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2pm Drag Shilky Winner of the Drag Queen Gala of the 2023 Las Palmas de Gran Canaria Carnival,
which has been recognised as a Fiesta of International Tourist Interest

3pm Libertad Montero

3.30pm Cristal Forever

4pm Benidorm Pride Festival; evolution and keys to success. Santos Torres, Secretary of the L.G.B.T Benidorm Tourism Association and organiser of the Benidorm Pride Festival.

4.30pm Parade Chueca Diversa by José Perea

6pm Show & Music

Sunday 28 January

11am Show & Music

1pm Chueca Diversa presents: Only Drags, directed by Hurakan Bastida

3.30pm Performance by Libertad Montero

4pm Next Level Urban Dance

4.30pm The Black & White Show

6pm Show & Music



SOCIO FITUR



Press Kit

FiturNext 2024 presents its full programme focused on depopulation and territorial revitalisation

Renowned experts will be debating over the course of four days on how tourism can contribute to alleviating depopulation.

The FITUR Sustainability Observatory, organised in conjunction with Ideas for Change, announces the support of Enrique Tomás, who will be presenting his project which, with ham as the common denominator, will offer sustainable experiences with the dehesas and rural areas.

FiturNext, the **FITUR** Observatory dedicated to promoting best tourism practices in terms of sustainability, sponsored by **Enrique Tomás**, organised in conjunction with **Ideas for Change**, announces a packed four-day agenda for this year's edition. With the help of industry experts, the programme includes presentations, conferences, round tables and even a university workshop focused on promoting a tourism model that is committed to rural areas and their revitalisation and contributes to reducing the demographic problem.

This agenda will be complemented on **24 January** by the **FiturNext 2024 Challenge awards** ceremony. **Genalguacil** (Museum Village), **Recartografías** and the **Camino del Cid** are the winning initiatives this year, with the projects that are most aligned with the challenge: how tourism can contribute to the revitalisation of the territories.

In addition, **FITUR Next** announces that this year's edition is being sponsored by **Enrique Tomás**, the world's leading marketer of Iberian ham, who will be presenting a new project at FITUR that is set to revolutionise the world of ham and which emerges from a national project to situate this product in its rightful place. With his proposal and with Iberian ham as a common denominator, he seeks to offer an experience that promotes the Spanish culture, respectful of nature and showing the beauty of our country's pasture lands and rural landscapes, the sustainability of its companies, the art and the time-honoured gastronomic tradition, which is so acclaimed in our country. The project of a nation, where all players will be rewarded for their efforts towards excellence in a sustainable world.



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FiturNext 2024 is taking place within the framework of the **Madrid International Tourism Trade Fair**, which runs from **24 to 28 January** organised by **IFEMA MADRID**. Here is the full programme:

Wednesday 24 January

12.30pm | Official opening and welcome

Dr. Daniela Freund, Member of the FiturNext Advisory Board and Professor and Researcher IQS School of Management

12.35pm | Presentation 'FiturNext 2024 Report: adopting what already works, keys to facing challenges and generating value in tourism and achieving the revitalisation of territories'.

Francisco Rodríguez, Ideas for Change

1pm | Awards ceremony 'FiturNext 2024 replicable initiatives'.

Presentation of diplomas to finalists and prizes to winners.

3.45pm | Round table 'Organisations for territorial revitalisation'.

Moderated by: Javi Creus

Participants: Ana Abade, Booking; Ignacio Sanchís, Hispasat and Antonio Calvo Roy, Redeia

4.45pm | Dialogue 'Winning initiative'.

Land custody and nature-based tourism in Mas Blanco and San Agustín (Teruel), a success story.

Participants: Daniel Riera, Mayor of San Agustín, Isabel San Juan, Recartografías, and Nuria Salvador, Recartografías

5.10pm | Dialogue 'Winning initiative'.

Genalguacil Museum Village: Art against depopulation, a success story

Participants: Miguel Ángel Herrera, Mayor of Genalguacil and promoter of the GPM project and María José Rodríguez, 1st Deputy Mayor and Councillor for Culture in Genalguacil

4.35pm | Dialogue 'Winning initiative'.

Camino del Cid, a journey into the interior

Participants: Javier Martín Olmos, manager of the local action group Tierras del Cid and Alberto Luque, manager of the Camino del Cid Consortium.



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Thursday 25 January

11.25am | Presentation second day

11.30am | Round table 'Políticas públicas con perspectiva de despoblación' (Public policies with a depopulation perspective)

Moderated by: Francisco Rodríguez, Ideas for Change

Participants: Francesc Boya Alós, Secretary General for the Demographic Challengee; Jesús Alique, Commissioner for the Demographic Challenge of Castilla-La Mancha and Juan González Mellizo, Head of Communication at the Representation of the European Commission in Spain

12.15pm | Round table 'Políticas locales en territorios despoblados' (Local policies in depopulated territories)

Moderated by: Francisco Rodríguez, Ideas for Change

Participants: Emma Buj Sánchez, Mayor of Teruel; Miguel Ángel Herrera, Mayor of Genalguacil and Daniel Riera, Mayor of San Agustín.

1pm | Talk by sponsor Enrique Tomás 'País Jamón Tour by Enrique Tomás' (Iberian ham country tour)

4pm | Presentation

4.05pm | Keynote 'Turismo y Desarrollo Rura' (Tourism and Rural Development): The example of the Best Tourism Villages by UNWTO

Participating: Antonio López de Ávila, UNWTO (Best Tourism Villages)

4.20pm | Keynote 'Experiencias agroturísticas, cómo aprovechar oportunidades entre el Turismo y sector primario' (Agrotourism experiences, how to take advantage of opportunities between Tourism and the Primary Sector)

Participating: Enrique Martínez Marín, SEGITTUR

4.35pm | Dialogue 'El turismo cinematográfico como estrategia de desarrollo de la España Vacía. La visión de Turespaña y la Spain Film Commission (Film tourism as a strategy for the development of Empty Spain. The vision of Turespaña and the Spain Film Commission)



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Participants: Blanca Pérez-Sauquillo, Tourspain and Spain Film Commission

5.05pm | Round table 'Tecnología contra la despoblación' (Technology against depopulation)

Moderated by: Isabel Benítez

Participants: Miguel Pérez Jiménez, Mayor of Castril; Esther Rodríguez, My Street Book; Elena Rubio, Centro Innovación Turística Villa San Roque and Enrique Lara, Ok Located.

5.45pm | Conversation 'Cómo generar valor en tu destino o empresa a través de la revitalización del territorio' (How to generate value in your destination or company through the revitalisation of the territory)

Open to the public

Friday 26 January

11.35am | Friday presentation

11.30am | Presentation 'What's next? Let's talk about the FiturNext 2025 Challenge'.

Participating: Francisco Rodríguez, Ideas for Change

12.15pm | Dialogue 'Winner Challenge 2023 - 'Regeneración, más allá de la sostenibilidad' (Regeneration, beyond sustainability)

To be confirmed

Elsa Boloix, Ideas for Change

12.45pm | Round Table 'Patrimonio cultural frente a la despoblación' (Cultural heritage in the face of depopulation')

Moderated by: Sandra Campos, Ideas for Change

Participating: Serafina Buj, Abriendo pueblos by T- Guío; Ramón Recuero Ibáñez, Escuela de Herreros; César del Valle, Centro Expositivo ROM and Julio César Pérez, Jachal Tierra Adentro

1.15pm | Presentation 'Observatory on rural tourism 2023: trends and opportunities

Participants: Olivia Fontela, Marketing Director at EscapadaRural; Dr. Enric López, Professor and researcher, CETT-UB. Fund-raising; Entrepreneurship and Awards and CETT Fundació



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4pm | Presentation

4.05pm | Round Table 'Raíces culturales para la revitalización territorial' (Cultural roots for territorial revitalisation')

Moderated by: Alex Che, Málaga es Mundial (Málaga is Worldwide)

Participants: Juan José Manzano, Almanatura; Carolina Heredia, Mama Uma Travel; Agathe Daudibon, Eurovelo and Ernesto Pastor, Montañas Vacías.

Saturday 27 January

11.25am | Saturday presentation

11.30am | Workshop with universities

Participating: Smart Tourism Hub

1.30pm | End of day and FiturNext 2024 closing

Link to FITUR Next: <https://www.ifema.es/fitur-next>

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SOCIO FITUR



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FITUR Screen 2024 will be showcasing the growing popularity of screen tourism

Screen tourism, based on the appeal of visiting destinations used as film locations, will show its potential in the monographic section of FITUR organised by the Spain Film Commission and IFEMA MADRID.

The Spain Film Commission will be presenting Spain Screen Grand Tour, its specific project to promote this tourism segment, and will host several round tables on the boom and impact of screen tourism.

The 6th edition of FITUR Screen will serve as a framework to showcase the collaboration between the Spain Film Commission and the UNWTO to promote screen tourism.

Madrid, 09 January 2024.- Spain Film Commission is co-organising together with **IFEMA MADRID** the 6th edition of **FITUR Screen**, the monographic section dedicated to screen tourism, which will have a 99 m2 space in Hall 10 from 24 to 26 January 2024, the days on which the **International Tourism Trade Fair** is open to trade visitors. In this space, it will offer a specialist networking area and will host an intensive programme focused on the promotion of screen tourism.

This new edition takes on the challenge of contributing to making Spain a global audiovisual hub and aims to become a platform for connecting the tourism and film industries through the dissemination of knowledge about screen tourism, commercial exchange between the industry's different players and the formulation of future proposals for the development of this sector in Spain.

FITUR Screen will have its own space, which includes an exhibition area with the offerings of various participating agents, a B2B area and a dedicated area for the conference programme. Different partners of the **Spain Film Commission** will be participating in the 2024 edition, offering an extensive programme of activities over three days.

Over the course of these three days, **FITUR Screen** will host three round tables on trends in screen tourism and the importance of this powerful tool for promoting tourism in areas that have been used as locations in films or TV series.

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In addition, the awards for **Spain Film Commission Ambassadors 2024** and **Spain Film Commission Best Production 2023** will be presented. The collaboration between the **Spain Film Commission** and the **UNWTO (World Tourism Organization)** for the promotion of screen tourism will also be presented during the event.

Spain Screen Grand Tour, the first national project to promote screen tourism

One of the key points of the programme will be the **Spain Screen Grand Tour**, the first national project to provide tourist information about the destinations that have been used as locations in films, series, documentaries, video clips, etc. An audiovisual production, in addition to its impact on the local economy, is a powerful tourism promotional tool that provides enormous visibility for the territories. This project, which is about to celebrate its first anniversary, brings together two successful industries in our country, tourism and the audiovisual sector, generating value for the Spain brand and contributing to the dissemination of the image of the country and Spanish culture through film.

During this new edition of **FITUR Screen**, the progress and future prospects of this project, which includes a website with inspirational content for travellers and the **first geolocation map of screen destinations in our country**, will be shown. Thanks to this constantly evolving map, tourists will be able to travel around Spain through the filming and production stages and discover every corner of the country with a special, unique and different perspective.

The association will also be unveiling the collaboration carried out with **UNWTO** for the promotion of screen tourism, after having presented **Spain Screen Grand Tour** at the 25th session of the UNWTO General Assembly in Uzbekistan a few months ago, following the selection of the project by the UNWTO.

FITUR Screen 2024 Roundtables on 25 and 26 January 2024

Three round tables will be organised on trends in screen tourism, the powerful tourism promotional tool available to territories that have been film locations in order to highlight their differentiation and visibility.

On **Thursday, 25 January**, the round table **"El turismo de pantalla, una tendencia de consumo internacional"** (*Screen tourism, an international consumer trend*) will take place which aims to show the current situation of this growing tourism sector from a national and international perspective.

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On **Friday, 26 January**, the round table **"¿Viajeros cinéfilos o cinéfilos viajeros?"** (*Film buffs or travelling film buffs?*) will be held with the viewpoints of leading figures from the world of communication who will be analysing the media impact of screen tourism.

On the same day the third of the round tables will be organised, **"Los rodajes, la mejor campaña promocional de un destino"** (*Film shoots, the best promotional campaign for a destination*), with tourism agents as protagonists who will highlight the power of a production as an attraction for today's tourists.

Spain Film Commission 2024 Ambassadors

FITUR Screen will be the setting for the official presentation of the **association's new Honorary Ambassadors**. These personalities will join the list of industry professionals who collaborate with the **Spain Film Commission** in the promotion of the Spanish audiovisual industry. In previous years, this distinction has been awarded to personalities such as former US Ambassador to Spain James Costos, actress Aitana Sánchez Gijón, actress Emily Blunt, cinematographer Javier Aguirresarobe, Indian producer Ramji Natarajan, British filmmaker Terry Gilliam, NBC Universal senior vice-president Veronica Sullivan and Sony Pictures vice-president of international co-productions Brendan Fitzgerald.

The **Spain Film Commission** will also present the award for **"Best Production of 2023"**, which highlights the potential of a national or international audiovisual production filmed in Spain that showcases the country's representative locations, that has featured Spanish companies and professionals and that, due to its importance, has had a major impact. In previous years "La casa de papel", "La peste", "The Crown", "Maixabel" and "Voy a pasármelo bien" received this same award, which has become a prestigious reference in the national and international audiovisual sector.

The members of the Spain Film Commission territorial network participating in **FITUR Screen 2024** are: Andalucía Film Commission, Castilla La Mancha Film Commission, Region of Murcia Film Commission, Valladolid Film Commission, Zaragoza Film Office, Monegros Film Commission, Vigo Film Office, Castilla y León Film Commission, Navarra Film Commission.

Link to FITUR Screen: <https://www.ifema.es/fitur/fitur-screen>

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SOCIO FITUR



Press Kit

FITUR Sports 2024 announces France 2024 as: Olympic and Sports Destination Global Partner

The second edition of the sports tourism section arrives at FITUR 2024 with a packed programme for professionals and with a focus on outdoor sports, competition and major sporting events & Sport Business, along with weekend activities aimed at the general public and centred around padel tennis.

FITUR Sports, the section specialising in sports tourism organised by **AFYDAD** (Spanish Association of Manufacturers and Distributors of Sporting Goods) and **FITUR**, announces that its Global Partner will be **A Tout France**, the **French Tourism Development Agency**. Together with the Nice Metropolitan Tourist Office and BCD SPORT (AVORIS Group), they will be promoting **France 2024: Olympic and Sports Destination** at the **International Tourism Trade Fair**.

During the Olympic Games, kicking off on 26 July 2024, and with a calendar of 15 days of Olympic competitions and 10 days of Paralympic Games, Paris will be at the heart of the sporting world. With an expected three billion viewers and 206 National Olympic Committees, the Paris 2024 Olympic and Paralympic Games are an opportunity to position France as a sports tourism destination. Thus, 100 years after France hosted its last Summer Olympic Games, this event will allow the country to exceed itself in terms of accessibility, inclusion and sustainability.

In its second edition, the **FITUR Sports** section consolidates the boom in sports tourism and presents an expanded and complete programme with three days of professional conferences and activities over the weekend centred around three key areas: **Outdoor Sports**, **Competitive Sports** and **Sports Events & Sports Business Travel**.

Full programme of FITUR Sports 2024, in Hall 4 of IFEMA MADRID:

Wednesday 24 January: Outdoor Sports

Speakers such as **Francesc Boya**, Secretary General for the Demographic Challenge, **María de Nova**, Director General of Sports Systems and Values of the Junta de Andalucía, and **Joan Vehils**, Director of Institutional Relations of Prensa Ibérica and Director of Diario Sport, will discuss the role of sports tourism as a driver of socio-economic development. Also participating in the conference will be Trade Bike, Mallorca 312, Vías Verdes, Fundación Ferrocarriles Españoles, EuroSIMA, Lanzarote European Sports Destination, Nazaré City Council, Limbus Sports Marketing, Evasion TV, ATMEX Adventure Travel

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Network, Ministry of Tourism Ecuador, Baja California Sur, Anayet Sport Marketing, Adventure Travel Trade Association, ANETA E, Ternua Group and Camping Ballena Alegre. There will also be guest appearances from former cyclists **Alberto Contador** and **Pedro Delgado** at **FITUR Sports**, who will be presenting the next edition of the Total Energies Gran Fondo Alberto Contador race in the municipality of Oliva.

On Wednesday the following conference panels are taking place:

10:45 - Presentation FITUR Sports

11:05-11:35 - Sports and adventure tourism

11:40-12:10 - Sports tourism as a driver of socio-economic development Next Generation Funds and rural development

12:15-12:45 - Bicycle tourism, a segment in expansion

12:50-13:10 - Presentation of the Total Energies Gran Fondo Alberto Contador challenge

13:15-14:45 - Sports tourism and sustainability plans

13:50-14:20 - Surfing as a discipline that promotes destinations

15:00-15:30 - Tourism and active marketing

15:30-16:00 - Sports and adventure tourism in Latin America

16:05-16:35 - Marketing and Communication of sport and active tourism

16:40-17:10 - Sustainability and sports tourism in nature

Thursday 25 January: Competitive Sport

The second day will be attended by representatives such as **Héctor Coronel**, director of Tourism of the Madrid City Council, and **José Hidalgo**, president of ADESP, as well as Olympia Quirón Salud, Spanish Footballers Association, World Football Summit, ACB League, RCD Mallorca, 2Playbook, Spanish Golf Courses Association, Royal Spanish Golf Federation, ADO, JOMA, SPSG Consulting, MADCuP, Kaptiva Sports, Ubico Sports, Aspar Team, Lenovo Tenerife Basket, Thomas Wellness Group, Andorra Business, Rafa Nadal Academy and Oliva Nova Beach & Golf Resort. The conference panel is as follows:

10:40 - Official institutional inauguration of the FITUR Sports Section

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11:05-11:35 - Sports tourism in urban environments: strategy and management of destinations

11:40-12:10 - Impact of professional leagues and sports competitions

12:15-12:45 - Spain, present and future of a leading golf tourism destination

12:50-13:20 - The needs of the elite athlete when travelling. Views of the athletes

13:25-13:55 - Travel of professional sportsmen and sportswomen for medical and health reasons

15:00-15:30 - Travel of professional and competitive teams

15:30-16:00 - Tournaments and sports campuses for elite youth and amateur teams

16:05-16:35 - The sports resort of the future: trends and challenges

16:40-17:10 - Training Camps, one of the main reasons for sports travel

Friday 26 January: Major sporting events & Sport Business

To conclude the professional days of FITUR Sports 2024, the section will feature the expert voices of representatives such as Dominique Maulin, Director of A Tout France Spain & Portugal, Isabel Sánchez, Director General of Events of the Junta de Andalucía, Prensa Ibérica, Runnea, Trinidad Alonso Foundation-Valencia Marathon, AsDeporte (organizers of Ironman, Spartan and Etape du tour in Mexico), Premier Padel, International Sports Travel Agencies Association, Motor Press Ibérica, Mas Cuota, Paula Fernández-Ochoa, Sports Tourism Consulting, Catalunya Convention Bureau. among others.

11:05-11:35 - Impact, bidding and legacy of major sporting events

11:40-12:10 - Running and major sporting events

12:15-12:45 - Tennis and padel tournaments and their role in the growth of racquet sports

12:50-13:20 - Ticketing & VIP Experiences & Corporate Hospitality at sporting events

13:25-13:55 - Sport Business from the perspective of women in sport

14:00-14:30 - MICE & Sports. A sport business travel segment with development potential



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14:30 - Conclusions and closing ceremony

In addition, **FITUR Sports 2024** will maintain its momentum throughout the weekend by opening its monographic section on sports tourism to visitors. This section will highlight the padel tennis trend and how this sport is becoming an asset and ally of the tourism industry by setting up a stunning **padel tennis court**, which will host exhibition matches and clinics with renowned players and coaches, as well as sports content for the final general public.

FITUR Sports is organised with the collaboration of **AFYDAD** and has the support of the sponsors and collaborators confirmed to date in three different categories:

GLOBAL: France 2024: Olympic & Sports

GOLD: Tourism and Sport Andalusia and Olympia Quirón Salud.

SILVER: Comunitat Valenciana, Municipality of Oliva, Lanzarote European Sports Destination, Johan Cruyff Institute, Andorra Esports Cluster, P1 Corporate Hospitality, Mundotours.

BRONZE: ISTAA (International Sports Travel Agencies Association), Blau Hotels, Iberia Sports, Ibiza and Wikiloc.

Padel Tennis Court: Padeltech, Topgreen, Starvie, Tvitec and Enerlux

Link to FITUR Sports: <https://www.ifema.es/fitur/fitur-sports>

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FITUR TALENT 2024 will be examining the relationship between tourism, talent and Artificial Intelligence

Organised in conjunction with EDUCACIÓN 3.0, on Thursday 25 January in Hall 10, experts will be analysing how talent is adapting and evolving in the technological era.

Madrid, 16 January 2024 – FITUR Talent, organised by **IFEMA MADRID** in collaboration with **EDUCACIÓN 3.0**, is hosting a new edition at the **International Tourism Trade Fair**. This year it is being held on **Thursday 25 January** in **Hall 10** with a full programme featuring some of the industry's authoritative voices, who will be offering an in-depth and detailed view of the tourism industry with a focus on people, talent, education and professional training and the impact of new technologies.

Under the title '**The human factor in the tourism industry: talent in times of Artificial Intelligence**', **FITUR Talent** has the Premium Sponsorship of **ManpowerGroup Spain**, **ZITHS** (Zambia Institute of Tourism & Hospitality Studies) and the **ESIC Business & Marketing School** and Basic Sponsorship from the **University of the Balearic Islands**, **HTL International School of Hospitality, Tourism & Languages**, **GEHOCAN**, **HBX Group** and **ASETUR** with a drinks reception.

Full programme of FITUR Talent 2024:

Thursday 25 January

10am Opening and welcome

10.05 - 10.50am | 'Africa Travel, Hospitality & Tourism Education Summit'.

Mulemwa Moongwa, Board Chairperson at ZITHS (Zambia Institute of Tourism and Hospitality Studies) Council, will be presenting the Zambia Summit with the aim of promoting constructive dialogue for the promotion of tourism, exploring innovations and showcasing trade and investment in industrial education. The presentation will be delivered in English.

10.55 - 11.40am | 'Talento a la fuga' (Talent on the run)

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Teresa Samaniego García, corporate sector director Travel & Services at ManpowerGroup Spain, will be presenting how companies are tackling the current challenge of generational change and the coexistence of young and senior talent, work-life balance, digital transformation or the vocation of service and the pressing need to evolve and adapt.

11.45am - 12.30pm: 'Tourism and Talent 3.0'.

Bartolomé Deyà, Vice-Dean of the Faculty of Tourism at the University of the Balearic Islands, Jaime Moserrat, President of Turistec and Mireia Faugier, CEO of Direct Beds, will be discussing the new sector trends and the change experienced by its professionals, and will be explaining the need for tourism training organisations to develop new training projects. Alongside their students, they will present initiatives to maximise the employability of their students.

12.35 - 13.20pm | 'Nuevos tiempos - nuevas amenazas: ¿podrá la IA reemplazar a un ser humano? (New times - new threats, could AI replace a human being?)

Polina Grek, Head of the Academic Department at the HTL International School of Hospitality, Tourism & Languages, will be examining technological developments in the hospitality sector and their threats to first-time job applicants and presenting how the HTL School helps its students to be prepared for the professional battle against Artificial Intelligence.

13.25 - 14.10pm | Presentation: "Turismo y talento: amenazas vs oportunidades" (Tourism and talent: threats vs. opportunities)

Round Table: "Innovación y tecnología en la industria turística: competimos por el talento" (Innovation and technology in the tourism industry: competing for talent)

José María Pestaña Sartorius, Chief Innovation and public affairs officer at HBX GROUP, will be offering his perspective on technological innovation applied to the tourism industry and how to attract the next generation of talent. He will also moderate a round table discussion with representatives of companies from the innovation sector.

2.15 - 3.15pm | Aperitif

3.15 - 4pm | 'La inteligencia artificial y la gestión de personas como compañeros de viaje destinados a mejorar la experiencia y el recuerdo del viajero' (Artificial intelligence and people management as travel companions to enhance traveller experience and recall)

Bruno Correa, retired CEO of Paradise Park Fun Lifestyle Hotel, and David Piélagos, a company psychologist in the Health and Safety Area of FREMAP, will explain how the emotional management of professional relationships improves the bottom line. They will also be explaining how the correct application of AI is complementary to the human factor and allows more time to be spent on people management.



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4.05 – 4.50pm | “Trabajar en la industria turística de lujo: las claves del éxito” (Working in the luxury travel industry: the keys to success)

José Luis Pérez-Pla Westendorp, advisor to VP Hotels and Professor at ESIC Business & Marketing School, will explain how to work in the luxury tourism industry and will explain from his point of view what the keys to success are.

4.55 – 5.40pm | Round table: “Talento y nuevas tecnologías: desafíos y oportunidades para los destinos mexicanos” (Talent and new technologies: challenges and opportunities for Mexican destinations)

Participants: Michelle Fridman, Secretary of Tourism, Yucatan; Maricarmen Martinez, Secretary of Tourism, Nuevo León; Gloria Romo, Secretary of Tourism, Aguascalientes; Miguel Aguiñaga, Secretary of Tourism, Baja California; Juan Enrique Suárez del Real, Secretary of Tourism, Nayarit and President of the Union of Secretaries of Tourism of Mexico (ASETUR).

Representatives from four leading tourism destinations in Mexico will be discussing about by the exponential development of new technologies in the field of human talent in Mexico's tourism industry.

Check the links to the sponsors of FITUR TALENT 2024:

Premium:

- [ESIC Business & Marketing School](#)
- [ManpowerGroup Spain](#)
- [ZITHS \(Zambia Institute of Tourism & Hospitality Studies\)](#)

Basic:

- [ASETUR \(Association of Secretaries of Tourism of Mexico\)](#)
- [GEHOCAN](#)
- [HTL International School of Hospitality, Tourism & Languages](#)
- [University of the Balearic Islands](#)



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FITURTECHY24 will be bringing together the leading industry experts to discuss the future of tourism

This edition revolves around the concept of 'Desafío Total' (Total Recall) in a bid to transform current standards and find an equilibrium between technological efficiency, artificial intelligence, sustainability and the human touch.

In addition to the renowned hotel of the future, #techYhotel, FITURTECHY24 will be focusing on four debate forums covering sustainability, destination, the future and business.

FITURTECHY 2024, the leading space dedicated to tourism technology, innovation and sustainability organised by **FITUR** and the Instituto Tecnológico Hotelero (ITH), will be taking place for the sixteenth time on 24, 25 and 26 January. Under the slogan 'Desafío Total' (Total Recall) and inspired by the 1990 American sci-fi film starring Arnold Schwarzenegger, Sharon Stone and directed by Paul Verhoeven, FITURTECHY 24 will be presented in Hall 10B03 and its content will be based on four debate forums, in addition to the hotel of the future, #techYhotel.

This section is an industry reference and will open up through its four business forums on **sustainability, destination, the future** and **business** in a quest to restore a harmony between convenience, technological efficiency and the human touch, where every interaction is meaningful and personalised. This section will once again feature a Welcome & VIP Area sponsored by the financial institution Grupo Cooperativo Cajamar. Specifically, the four forums are divided as follows:

Programme of the four FITUR TECHY2024 forums:

#techYnegocio: sponsored by AdQuiver

This forum highlights improvisation and new, never-before experienced AI-driven scenarios, which make forecasting as we know it difficult. Businesses are challenged to deal with technological transformation to recapture the human essence with a focus on people. The profitability of the business will be determined by the ability to adapt to



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customer needs while technology facilitates operations and provision of services. The hotel industry is all about hospitality. The **Business Challenge** encompasses the introduction of technology so that people can focus on serving people and rethink existing standards for the future hotel industry.

These questions will be answered by the leading experts participating in **#techYnegocio**, including the following: **Jorge Marichal**, President of **CEHAT**; **José Luis Zoreda**, Executive vice-president of **Exceltur**, who will analyse the challenges facing the tourism sector in a dialogue led by **Juan Carlos Cavero**, Director of **Agenttravel**. Other participants include **Daniel Caro**, Chief Data Officer Tourism and Sport Data Office of the **Andalusian Regional Government.**, **Dolores Ordoñez**, Vice-president of **Gaia-X Hub España**, **Jorge Núñez**, CEO of **AdQuiver**, **Daniel Iglesias**, Research Director at **NECSTourR**, **Lasse Rouhiainen**, International Keynote speaker on Artificial Intelligence, **Miguel Villaroya**, General Manager of **Spring Hoteles**, **Julio Pérez**, CEO of **Grupo Piñero** hotels, **Juan Carlos de León**, CEO of **GF Hoteles**; **Federico Fuster**, CEO of **Climahotels**; **José Rodríguez Pousa**, CEO of **Serco Hotel Group**; **Alberto Bernabé**, Senior Advisor at **PWC**; **Jaime Chicheri**, Revenue Manager at **Personas**, among others.

#techYfuturo: sponsored by American Express

The **#techYfuturo** forum on technology and the future will be showing how innovation and creativity are impacting the development of this industry through robotisation and artificial intelligence and how the humanisation of technology can accelerate tourism and thus have a positive impact on society.

Some of the sector's leading experts will be talking about all of this, including: **Álvaro Carrillo de Albornoz**, Managing director of **ITH**; **Sergio Zertuche**, Chief Sales & Marketing Officer at **Palladium Hotel Group**; **José Serrano**, CEO of **IZO España**; **Ignacio Ochoa**, Director of E-commerce, Contact Centres & Digital Marketing at **Iberostar**, **Federica Ilaria Fornaciari**, Global Executive Vice-president of **WAM Global**, **Isaac Vidal**, Chief Sales & Marketing Officer at **AR Hotels & Resorts**; **Julia López**, Vice-President & General Manager of Merchant Services at **American Express Spain**, **María Zarraluqui**, Global Development Vice-president of **Meliá Hotels International**, **Eduardo Maiza**, Experiences & Partnership director at **UMusic Hotels**, **Carlos Erburu**, Cluster General Manager at **Thompson Madrid & Hyatt Centric Madrid**; **Begoña Villacís**, Global Institutional Relations Director at **BeDisruptive**, **Juan Torres**, Technology Strategist Travel & Hospitality at **Microsoft**; **Lola Vilas** Country Manager of **Uber Spain**; **Guillermo Rojo**, High-performance athlete,

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researcher and exercise coach focused on astronaut fitness at the **Austrian Space Forum** and the **Lunares Research Center**.

#techYsostenibilidad: **sponsored by Dinapsis**

The application of appropriate technology and innovation gains relevance in this forum on sustainability as it can create a key differentiating factor in the service provided to the customer and, in addition, can help the tourism sector to better manage resources related to caring for the environment and society, which has an impact on the preservation of the future of our planet and, therefore, a greater alignment with the Sustainable Development Goals.

To this end, it will feature the most influential voices in the field such as: **Luis Quevedo**, Scientific journalist and writer at **Sulion**; **Ana Muñoz**, Deputy Director General for Tourism Development and Sustainability of the Secretary of State for Tourism; **Charo Izquierdo**, Journalist **Woman Action Sustainability (WAS)**; **Isabel Piñero**, Chief Sustainability Officer (CSO) at **Grupo Piñero** and Bahía Príncipe; **Inma de Benito**, Director of Tourism at **CEOE**; **Helena Burstedt**, Head of Hotels at **Alisenda Inmobiliaria** (Blackstone Group) and President of Mujeres Hospitality; **Susan Deer**, Director of Industry Relations at **ABTA-the Travel Agency**; **Manuel Butler**, Director of the Spanish Tourist Board office in London **Turespaña**; **Elena Galante**, director of the **Sustainable Mobility Observatory**; **Teresa Parejo**, Sustainability director at **Iberia**; **Ana Salazar**, Sustainability director at **AENA**; **Manuel Villalante**, Managing director of development and strategy at **RENFE**; and **Pedro Pierluisi**, Governor of **Puerto Rico** are just some of the participants.

#techYchallenge: **sponsored by Maarlab**

The forum dedicated to technology and destinations will be presenting the new challenges and trends in travel and the keys to innovative and integrated destination management. In a constantly evolving sector, it is essential to be at the forefront of technologies related to tourism management and promotion, without forgetting the human factor that is so important and so characteristic of tourism.

A whole host of industry professionals will be participating in the forum, such as **Jorgina Díaz**, President of **PTE Robótica**; **Elena Muñoz**, Digital Brand Manager at **Only You Hotels**; **Francisco García**, CISO at **Palladium Hotel Group**; **Jesús Mérida**, CISO for **Iberia**; **Jesús Feliz**, Manager of strategic sectors at **INCIBE**; **Jesús Herrero**, Head of the tourism markets

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at **Tecnalia**; **José Luis Bezares**, Deputy director-general for Cybersecurity at the **Ministry of Economic Affairs and Digital Transformation**; **Raúl Domínguez**, CEO of **Maarlab**; **Juan Gómez**, Head of Market Intelligence at **Forward Keys**; **Celia Romero**, CEO of **Inteligencia Turística**; **Natalia Bayona**, Executive director of the **UNWTO**; **Pablo Rodríguez**, Revenue Manager of the magazine **Viajar**; **Blanca Pérez-Sauquillo**, Deputy director-general for external tourism marketing at **Turespaña**; **Sergio Barreda**, President of the Influencers Committee of **IAB Spain**; **Isidoro Tenorio**, Digital communication and events coordinator at **AEDH**; **Arturo Bernal**, Minister of Tourism, Culture and Sports of the **Andalusian Regional Government**; **Nuria Montes**, Minister of Innovation, Industry, Trade and Tourism of the **Generalitat Valenciana**; **Marta Domènech**, General Director of Tourism of the **Generalitat de Catalunya** and **Javier García Cuenca**, President of the **ITH**.

#techYdestino will be hosting the 7th edition of the **AMT Smart Destinations Awards 2024** to be held on 25 January from 4pm where the mayors of the eight municipalities of the AMT will present the corresponding awards to finalists and winners.

#techandhotel

This is the showroom that will revealing the cutting-edge innovations with which visitors will be able to interact. More than 50 of the industry's leading companies will be showcasing these innovative and technologically advanced solutions together. They are collaborating together with the Hotel Technological Institute to present this recreation of the "hotel of the future".

[Check the FITURTECH 2024 programme in detail.](#)

About ITH

ITH is the hotel industry's response to the challenges that technological advances pose for entrepreneurs in the tourism industry. With eighteen years of history, the mission of this innovation centre, a member of the **Spanish Confederation of Hotels and Tourist Accommodation (CEHAT)**, is to promote the use of new technologies and management systems that contribute to improving the competitiveness, profitability, quality, efficiency and sustainability of companies linked to the hotel and tourism industry.

[Consult the FITURTECH 2024 programme in detail.](#)

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FITUR Woman 2024 will be providing the keys to developing an inclusive tourism sector

The fourth edition of the section organised by IFEMA MADRID, in collaboration with Women Leading Tourism and sponsored by the Seville City Council, is taking place at FITUR from 24 to 28 January 2024.

'Promoting Inclusion in Tourism' will be the theme around which three fundamental blocks for equality will be developed: employment, diversity and sustainability.

Madrid, 15 January 2024 - Under the heading of **'Promoting Inclusion in Tourism'**, **FITUR Woman**, organised by FITUR in collaboration with **Women Leading Tourism (WLT)** and sponsored by **Seville**, is presented as a unique opportunity to discuss the role of women in the workforce of the tourism industry and to highlight the key points that guarantee sustainable and inclusive tourism. The fourth edition of this section is taking place within the framework of **FITUR** in Hall 10 of **IFEMA MADRID**.

Together with national and international public and private sector leaders, this space will be highlighting aspects such as diversity, economic development, gender equality and female empowerment, which are in line with the **Sustainable Development Goals** and help to strengthen this sector.

Representatives from the governments of **Quintana Roo**, **Puerto Rico** and **Peru** will participate in the section to discuss the impact of tourism on female employment in Latin America, while diversity as a strategic lever and its tangible benefits will focus the debate on cities like **Valencia**, **Madrid** and business associations. In addition, the fourth edition of **FITUR Woman**, aligned with its commitment to giving visibility to female leadership, will feature business leaders from the **Seville City Council** who will share their experience and discuss their contribution to integration in the tourism value chain.

Three different blocks to ensure an inclusive and sustainable future

FITUR Woman is focusing on three aspects for the development of a more equitable tourism model in the field of employment: **employment**, **diversity** and **sustainability**.

Through the **employment** block, professionals will highlight the need to form inclusive teams in the workforce, based on the importance of minimising prejudices present in recruitment processes, and will be analysing the barriers that prevent the promotion of



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women and the strategies and best practices to reduce the gender gap in the workplace. This block will include the participation of national tourism companies from the world of aviation and hospitality.

The **diversity** block will be centred on the development of equal opportunities for all. In order to demonstrate the effectiveness of a culture of diversity, it will be demonstrating how companies with diverse teams achieve better results and are more competitive. The importance of promoting women's participation at all levels, including management and leadership positions, will also be highlighted.

Finally, the third block will be focused on **sustainability**, examining the positive impact of committing to sustainable and inclusive tourism management and, in line with Spain's Sustainable Tourism Strategy 2030, and analysing the impact, challenges and trends of the industry's pillars of sustainability: economic, environmental and social.

Women are becoming increasingly present in society and in the performance of economic activities that contribute directly to the development of communities. An example of this is tourism, where, according to the **World Tourism Organization**, women make up the majority of the workforce. In the case of **Seville**, tourism is one of the activities with the highest contribution to GDP, close to 20%, and is key to the generation of direct and indirect jobs and to the economic, social and cultural development of the city, with a powerful multiplier effect on other industries.

"In Seville we want to promote women's leadership and promote true inclusion and equality of women in the tourism industry. To this end, in addition to tourism policies, we develop projects that place women at the centre, such as the 'Woman Friendly Destination' mark, a quality label that focuses on the added value that Seville brings to women. We are a city with exceptional safety conditions, as endorsed by the distinction awarded to us in 2021 by WLT by Women Leading Tourism, and we strive every day to be an inclusive and safe destination for women, making our visitors feel part of the city's idiosyncrasy, thanks to the friendly and hospitable character of the people of Seville," said **Ángela Moreno, Delegate of Tourism of the Seville City Council**.

FITUR Woman 2024 Agenda

24 January

11.30am Reception

11.45am Welcome and opening remarks by the President of Women Leading Tourism

12 noon The impact of female employment in Latin America. The experience of public authorities

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12.30pm Seville, a success story in integration. Business experiences in different segments

1pm Panel I. Building inclusive teams. The vision of companies

1.30pm In favour of diversity

1.35pm Panel II. Diversity, a strategic lever with tangible benefits. The vision of cities

2pm For sustainability

2.05pm Panel III Social impact of tourism

2.25pm Institutional closure

Drinks reception

The **FITUR Woman** section will become a meeting point during **FITUR** for professionals to share their best practices, knowledge and proposals for improvement to increase the presence and projection of women in the tourism sector.

About Women Leading Tourism

Women Leading Tourism promotes and encourages the presence of women in the highest corporate governance bodies in tourism and addresses the challenges resulting from insufficient female presence in senior management in the tourism industry. It also works to mentor a new generation of women who have an important role to play in the tourism sector.

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Inaugural agenda of the FITUR 2024 sections

FITUR 4all

Date and time: 25 January at 11.30 a.m.

Venue: Room N103 of the North Convention Centre

Participants: Francisco J. Sardón Peláez, President of Impulsa Igualdad, and representative of IFEMA MADRID

FITUR Cruises

Date and time: 24 January at 11.15 a.m.

Venue: Hall 4

Participants: Jesús García, founder and editor-in-chief of Cruceroadicto

FITUR LGTB+

Date and time: 24 January at 16:30

Venue: Hall 9

Participants: Almudena Maillo, Delegate of the Tourism Department of Madrid City Council, Mariano de Paco, Minister of Culture, Tourism and Sport of the Community of Madrid, Miguel Sanz, Director General of Turespaña and Jordi Hereu Boher, Minister of Industry and Tourism of the Government of Spain.

FITUR Next

Date and time: 24 January at 12:30 p.m.

Venue: Nucleus Halls 6 - 8

Participant: Daniela Freund, member of the FiturNext Advisory Board and Professor and Researcher IQS (URL)

FITUR Screen

Date and time: 24 January at 12:00 noon

Venue: Hall 10



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FITUR Sports

Date and time: 25 January at 10:40 a.m.

Venue: Hall 4

Participants: María Valcarce, Director of FITUR, Juan Cierco, President of the CEOE Tourism Council, representative of Turespaña, Andrés de la Dehesa, President of AFYDAD - Spain is Sport, Dominique Maulin, Director of A tout France Spain and Portugal A tout France, and José Manuel Rodríguez Uribes, President of the Spanish Sports Council.

FITUR Talent:

Date and time: 25 January at 10:00 a.m.

Venue: Hall 10

Participant: Francisco Javier Palazón, director of EDUCATION 3.0

FITUR TECHY

#TechandSustainability

Date and time: 24 January at 11:30 a.m.

Venue: Hall 10

Participants: representative of the Secretary of State for Tourism and Javier García Cuenca, President of ITH.

#TechYdestination

Date and time: 24 January at 11:30 a.m.

Venue: Hall 10

Presentation: The challenges of the destination (Space dedicated to the sponsoring destination or ITH board of directors) and technological challenges, knowledge, customer attraction and experience, management, marketing, etc.

#TechYfuture

Date and time: 24 January at 11.30 a.m.

Venue: Hall 10

Participants: Álvaro Carrillo de Albornoz. General Manager. Hotel Technological Institute



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#TechBusiness

Date and time: 24 January at 11.30 a.m.

Venue: Hall 10

Participant: Jorge Marichal. President of CEHAT

FITUR Woman:

Date and time: 24 January at 11.45 a.m.

Venue: Hall 10

Participant: Maribel Rodríguez, President of Women Leading Tourism

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Exhibitor news by sector at the 44th edition of the International Tourism Fair

International Destinations

ECUADOR, Partner Country at FITUR 2024, will showcase a rich and diverse tourism offer

Ecuador, Partner Country of FITUR 2024, invites you to discover that the true pleasure of travelling lies in exploring the country. This extraordinary destination, located in Latin America, promises an unforgettable adventure as you cross its four worlds: Galapagos, Coast, Andes and Amazon. "You'll enjoy short journeys, changing climates and a fascinating connection with mystical cultures. From the amazing diversity of the Amazon to the warm beaches of the coast, through the majesty of the Andes with its imposing peaks and heritage cities, to the amazing Galapagos Islands with its natural scenery, every corner of Ecuador will charm you, as it has everything you are looking for as a traveller, in one place".

BEIRAS E SERRA DA ESTRELA (PORTUGAL) will offer nature and beautiful landscapes.

Beiras e Serra da Estrela (Portugal) will be present at FITUR. In the Central Region you will find the highest mountain in mainland Portugal, with an altitude of 1993 metres: the Serra da Estrela. The Serra da Estrela is recognised by its nature, scenic beauty, mountainous slopes, trails, rivers, glacial valleys and the diversity of its fauna and flora, such as herds of sheep led by Serra da Estrela dogs. In addition, there is a wide and diverse complementary offer in the territories surrounding the mountain range, masterfully integrated in the four key and representative products of the territory: sensations and flavours, culture and history, nature and adventure, and health and wellness.

BOLIVIA will attend FITUR with eight companies from the tourism sector

The Government of the Plurinational State of Bolivia, through the Ministry of Productive Development and Plural Economy, the Vice-Ministry of Tourism and the Tourism Promotion Programme for the Salar de Uyuni and Lagunas de Colores Destination (PDUL), will participate in FITUR 2024. Bolivia will showcase the country's vast wealth, promoting and promoting the routes and products that make up Bolivia's tourist, historical, cultural and natural offer, including the Salar de Uyuni and the Coloured Lagoons. On this occasion, eight tour operators (HI BOLIVIA TRAVEL AND TOUR, TURISMO COLQUE, TURISBUS, BUHOS TOUR, TOP TOUR, INSIDE SUCRE, CLIMBING SOUTH AMERICA, CRILLON TOURS) and the national airline Boliviana de Aviación (BOA) will join forces to present this fascinating proposal.



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BRAGA shows its historical greatness in the heart of Minho

Winner of the "World's Best Emerging Tourism Destination" category at the World Travel Awards in 2023, Braga is coming to FITUR to showcase a city where history can be felt and experienced, while at the same time promoting a promising future. Located in the heart of Minho, this destination is a strategic point for those wishing to visit the green area that stretches between the Atlantic coast and the Gerês National Park. Heritage and culture characterise this tourist destination, which will be showcasing its full offer at the International Tourism Fair. Those interested will be able to visit its stand and taste typical sweets or sample its most outstanding wines.

BULGARIA presents itself as a beautiful, safe and opportunity-rich destination

Bulgaria presents itself at the fair as a beautiful, safe and opportunity-rich European tourist destination. Its Ministry of Tourism has put all its efforts into promoting the country as a year-round destination, with favourable conditions for various types of tourism: cultural heritage, mountains, sea, mineral waters and many natural landmarks: caves, waterfalls and alpine lakes. It is a country with thousands of years of history and a cultural heritage spanning ancient civilisations. The Bulgarian stand will present a special selection of Bulgarian wines, the most exciting wine destinations, and the country as an enogastronomic destination and a place for alternative and sustainable tourism in four seasons. The presentation will take place from 12 p.m. and 4 p.m. during the five days of the exhibition.

CAMEROON: all the varieties of relief, climate, fauna and flora of Africa

Cameroon, a leading tourist destination located at the end of the Gulf of Guinea, at the crossroads of West and Central Africa, will offer at FITUR almost all the varieties of relief, climate, fauna and flora of Africa. This diversity gives rise to a wide range of activities and discoveries such as ecotourism, hiking, ornithology, mountain tourism and safaris, guaranteeing tourists great moments of escape and excitement. This rich panorama, combined with its openness to the Atlantic Ocean, the diversity of its people and the richness of its culture, have earned Cameroon the nickname "Africa in miniature".

COLOMBIA is committed to sustainable tourism for its six regions

Colombia will be present at FITUR with a delegation of around 40 tourism companies, supported by the Ministry of Trade, Industry and Tourism and accompanied by ProColombia, to showcase the best of what it has to offer with a focus on sustainability and the development of its six tourism regions. "Colombia, the country of beauty" is the new narrative of the Latin American country understood in its multiple dimensions such as natural landscapes, cultural diversity, gastronomic richness and the warmth of its people.

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A unified message promoting a destination of authentic and transformative experiences with the capacity to attract international travellers. The main products promoted in the market are conventions, culture, events, nature and adventure, sun and beach and incentive travel.

CONGO BRAZZAVILLE unveils the attractiveness of its natural parks

A trip to the Congo offers many possibilities for visitors. The Republic of Congo, also known as Congo-Brazzaville, offers the opportunity to stroll through the streets of its capital Brazzaville or its museums, sunbathe on its beaches, and wander through its nature reserves and parks. The National Parks of Conkouati Douli, where leatherback turtles nest, Odzala-Kokoua, where gorillas, buffalo and elephants coexist, and Nouabalé-Ndokki, frequented by the spotted hyena (and whose presence remains unique in the dense forest), will not fail to enchant the traveller. The wooden statuettes and masks of the Tekes and the nail fetishes of the Bembes are the majority of Congolese handicrafts, while music and dance, as in many African countries, play an important role.

CROATIA is promoting its infrastructures and its hotel capacity

The Croatian National Tourist Board will be present at FITUR with a stand where it will be possible to see how in 2024 the country is continuing to invest in infrastructure, such as the Omiš bypass and a second tunnel in Učka. In terms of hotel capacity, new hotels have opened in Split and Zagreb, among others, under the new Art'otel brand, and a new Hilton Curio is scheduled to open in Opatija in 2024. Overall, Croatia is repositioning its offer in terms of quality and sustainable tourism, with an emphasis on added value. At the fair, the country will be offering to discover its diversity by exploring the mainland regions, taking a city break to Zagreb or enjoying any of its cultural, natural or gastronomic offerings all year round.

CHILE, a wide range of tourist services and experiences

Chile lands yet another year at FITUR to showcase its new products and tourist attractions for the Spanish and international markets, highlighting its wide range of tourist services and experiences in the country's five macro-areas. These are the northern zone, with the Atacama Desert; the Central Valleys with wine tourism; the southern zone of Lakes and Volcanoes, an important focus of adventure tourism; and Chilean Patagonia, a world-class nature destination. 2024 is a very special year for this country, as it has recently received different distinctions from the media and the international tourism sector, being awarded as the "World's Best Green Destination" at the last edition of the World Travel Awards (WTM). In addition, Lonely Planet, National Geographic and The New York Times have singled out Chile as one of the best destinations to travel to this year. The beauty of its nature, its rich culture and its growing commitment to sustainability have positioned the country as an attractive benchmark for international tourism by 2024.

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SLOVENIA, important reasons to visit their stand at FITUR

Slovenia provides important reasons for tour operators, travel agents and the media to visit its stand at FITUR. It presents itself at the fair as a leading destination in responsible and ecological tourism, with an outstanding value in the field of culture and art, as well as in its gastronomic aspect. Visitors to its stand will also be able to discover the new hotel openings and renovations, as well as the unique tourism packages on offer.

GAMBIA, the smiling coast of Africa

The Gambia Tourist Board will be present at FITUR. The Gambia, often referred to as "The Smiling Coast of Africa", is a small West African country known for the warm hospitality of its people, its rich and vibrant culture, its unspoilt and pristine Atlantic beach resorts, its adventure packages, the navigable Gambia River and its diverse landscapes. "Explore the enchanting beauty of The Gambia at our stand. Immerse yourself in our diverse destinations, from our rich and diverse cultures, pristine beach resorts with modern resorts to exceptional service. Experience the first class hospitality of the locals, adding an extra layer of delight to your trip. Delve into our rich history on Kunta Kinteh Island, next to the ancient stone circles of Wassu, and discover the tranquillity of nature on Baboon Island, home to chimpanzees, hippos, crocodiles and a variety of bird species in their wild habitat". The Gambia's exhibition invites you to explore its unique cultures and delight in a range of products and services, from vibrant cultural experiences to the wonders of nature and ecotourism, to adventure tourism and delicious cuisine offering local and international flavours.

HONDURAS has a great diversity of tourism products

Honduras will take advantage of its presence at FITUR 2024 to increase business opportunities and present the diversity of its tourism products. The country will be represented by the Minister of Tourism, Yadira Gómez, and the Deputy Minister, Reizel Vilorio, as well as officials from the Honduran diplomatic mission in Spain and entrepreneurs from the Honduran private tourism sector. The event will be attended by a wide representation of the country's tourism industry, such as Infinity Bay & Beach Resort, Mayan Princess & Beach Resort, Fantasy Island, Paradise Beach Resort, Andy Paraíso Tours, Catrachas Tours, Nissi Tours, and Instituto Hondureño del café (IHCAFE), among others. Also, from 24 to 28 January there will be Honduran coffee tastings and on 27 and 28 January there will be artistic performances by folkloric groups.

INDONESIA invites international tourists to discover its treasures

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Indonesia will expose fair visitors to destinations such as the world's largest Buddhist temple, the temple of Borobudur (Central Java), the living volcano of Mount Bromo (East Java), home of the Komodo dragons, Labuan Bajo (East Nusa Tenggara), and the crystal clear dive sites of Wakatobi (South East Sulawesi) and Morotai (North Maluku). The improved infrastructure and connectivity of the archipelago makes this a dream destination.

ISLA MAURICIO will focus on more ecological products and services.

Mauritius will participate in FITUR 2024 in a year in which it expects visits to the island to increase to 1.4 million tourists. Together with the Mauritius Tourism Promotion Authority, they will showcase at the fair their priority of promoting cultural visits, wellness getaways, sustainable tourism and business and leisure trips to this destination. In addition, eco-friendly products and services will also have a strong presence in a destination that appeals to all types of travellers. And, in order to reinforce this belief, Mauritius will develop multiple events and specific B2B and B2C campaigns to position this destination as the perfect getaway.

ISRAEL to promote trips to Jerusalem and Tel Aviv

Israel Ministry of Tourism will be promoting long weekend getaways to Jerusalem and Tel Aviv at its stand. Tel Aviv is a bustling and very modern metropolis with a Mediterranean flavour, a trendy atmosphere and ample leisure opportunities with an authentic Middle Eastern flavour, not to mention excellent gastronomic offerings. Just forty minutes away, experience a completely different pace and life: Jerusalem, a city of unparalleled splendour. Then there is St. John of Acre, a walled city on the Mediterranean Sea where you can discover the history of the Knights Hospitallers and Crusaders. And Nazareth, the city of Jesus Christ's childhood and a staple of Christian pilgrimages. On 25 January at 13:00 there will be a meeting with travel agencies specialising in pilgrimages. And on 26 January at 13:00 there will be a Shabbat welcoming ceremony. During the professional days there will be a raffle with specially designed T-shirts with the image of Israel's most emblematic cities.

ITALY comes to the Fair with more than 65 co-exhibitors

ENIT, Italy's official tourism agency, will be present at the fair to showcase impressive destinations such as the regions of Calabria, Campania, Emilia Romagna impressive destinations such as the regions of Calabria, Campania, Emilia Romagna, Liguria or Piemonte, among others, as well as the airline company I.S.A. and Piemonte, among others, as well as the airline ITA Airways and more than 30 companies, including hotels and tour operators. As a novelty, Italy is celebrating the Marco Polo Year to commemorating the 700th anniversary of the death of the great Venetian explorer and merchant. The hidden



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beauty of the city of Pesaro, chosen as Italy's Capital of Culture 2024, will also be on display at the fair.

KARS: nature, history and winter enchantment

Nestled on the north-eastern border of Anatolia, next to the Caucasus, Kars captivates not only for its natural wonders, but also for its history and winter charm, as will be seen at FITUR. Over the centuries, Kars has been a melting pot of civilisations, from Persian and Armenian to Byzantine, Seljuk, Ottoman and Russian, establishing itself as a key settlement centre.

MADHYA PRADESH, spiritual and cultural heritage

Known as the 'heart of India', Madhya Pradesh is presented at FITUR as the desired tourist destination. Imposing monuments, temples and national parks with a wide variety of wildlife are some of the treasures hidden in this geographical location. It also has three UNESCO-declared sites: Sanchi, Bhimbetka and Khajuraho. Madhya Pradesh offers an impressive spiritual and cultural scene, as well as adventure with activities such as jungle safaris and water sports. Visitors to their stand can sample their signature dessert 'Gayak' as well as the snack 'Ratlami Sev'.

MALTA, one of the Mediterranean's great secrets

Malta will be present at FITUR. Considered one of the great secrets of the Mediterranean and made up of the islands of Malta, Gozo and Comino, the Maltese archipelago has more than 7,000 years of history and one of the best climates in Europe. It offers great tourist attractions, from archaeological sites declared World Heritage Sites by UNESCO to authentic film sets. Its natural areas, including caves and reefs, are ideal for those who love diving and underwater experiences. In addition, in 2024, the country will host its first art biennial "Maltabiennale". Additional activities at the Malta stand will include a messenger booth: a message booth that gives all guests the opportunity to express themselves freely and explain "the first thing that comes to mind when you hear Malta".

MARAÉY, a Brazilian paradise destination to discover

Maraey, winner of the award for Best Mixed-Use Development in the Americas, is presenting this privileged destination in detail at FITUR. Located 45 kilometres from Rio de Janeiro, this natural paradise stands out for its pristine beaches, lagoon coastline, good communications by land, sea and air and, in short, a unique proposal backed by a luxury residential offer, as well as all the engines of tourism: sun, beach, nature, culture and sports. It also has the first university in hotel management and an educational project to professionalise the tourism sector. All these factors, and more to be explored at its stand, position Maraey as a benchmark for tourism and exclusivity in Brazil.



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MEXICO will present quality services and its project "The Mayan Train".

Mexico, recognised as one of the most emblematic destinations in the world, invites FITUR attendees to visit its stand to discover the friendliness and quality of its services. Those interested will also be able to meet different experts in event organisation, who will offer information on the latest trends, as well as governors and secretaries of state who will provide an expert view of this destination. New this year, Mexico will be presenting its ambitious "Mayan Train" project, which will connect the states of Chiapas, Tabasco, Campeche, Yucatán and Quintana Roo via a 1,500 km railway network. Governors and secretaries of state will also be present, and on 24 January, the ribbon will be cut.

MOLDOVA invites you to immerse yourself in its unique charm.

The National Tourist Board of the Republic of Moldova will present at FITUR its diversity of cultures and traditions, natural landscapes, wine regions and excursions, historical sites and monasteries, adventure routes, gastronomy and hospitality. According to its officials, the 7 reasons to visit the Republic of Moldova are as follows: "explore Moldovan wine and wineries; experience hospitality and slow travel in the Moldovan countryside; create your own adventure in Moldovan nature; join Moldovan festivals and events; try traditional Moldovan cuisine; medical tourism opportunities; the bonus for business travellers and digital nomads: fast internet and coworking spaces.

MONTENEGRO, hospitality in the pearl of the Adriatic Sea

Cultural diversity, historical heritage and natural beauty are the key features of Montenegro, a tourist destination where hospitality is also a top priority. From the mountain peaks to the enchanting coastline of the Adriatic, through nature reserves and five national parks, caves and canyons, as well as 117 beaches. Visitors to the stand will also be able to see the latest developments in the country, such as the cable car, which opened in the summer of 2023 and runs through the Lovćen National Park, offering panoramic views of the park and the mountainous region around the former royal capital of Cetinje.

MUNICIPALITY OF POMBAL offers a historical journey through the five senses

The Municipality of Pombal invites visitors to discover this territory located a few kilometres from Coimbra. A magnificent mountain, an imposing castle, a growing city or an untamed thing, are some of the possibilities offered by this destination. Its important cultural heritage stands out for its unique monuments, natural landscapes or astonishing architecture. At their stand they will provide information about places such as the Serra de Sicó, a natural treasure, the convent of Clarissas, or the figure of de Carvalho e Melo, Marquês de Pombal. To visit Pombal is to discover a unique territory, to live new experiences and to better understand its history. In addition, all the information is



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completed with a diverse agenda of activities and presentations available to all those attending the fair.

MUNICIPALITY OF VIANA DO CASTELO will showcase its heritage and facilities

The City Council of Viana do Castelo (northern Portugal) will be present at FITUR 2024 with its own tourism promotion stand within the "Visit Portugal" area. Viana do Castelo is the northernmost Atlantic city in Portugal, located about 25 minutes from Porto International Airport and 60 minutes from Vigo Airport. Moreover, the city is easily accessible by motorway and seaport, where visitors can enjoy a remarkable quality of life, both for its tranquillity and urban safety and for the richness of its natural, monumental and historical heritage, as well as for its excellent cultural, sporting and social facilities.

NICARAGUA presents a country full of charm

The hidden jewel of Central America, Nicaragua, kicks off 2024 by promoting its varied offer at FITUR. Its space will showcase the country's different attractions and relevant news, as well as its tourism offer. Impressive ecosystems, beautiful colonial cities full of history and traditions, fascinating flora and fauna and delicious gastronomy are some of the proposals that travellers will be able to discover with this destination. It also stands out for its exuberant nature, dozens of volcanoes and biodiversity. This charming land invites you to get to know the kindness and generosity of its people, who will make your visit pleasant and unforgettable.

WESTERN PORTUGAL will dazzle with its tourist gems

The West of Portugal is shown at FITUR as a splendid region that extends over an area four times the size of Madrid, full of mountains, forests and dazzling beaches. It is the scene of notable events such as the World Surfing Championship in Peniche, the Chocolate Festival in Óbidos or the Torres Vedras Carnival. The West is easily accessible from Lisbon airport, offering a perfect combination of historical richness, such as the Castle of Óbidos and the Monastery of Alcobaça, with the adrenaline of water sports on its dozens of beaches, not forgetting the biggest wave in the world at Nazaré beach. The region shines in gastronomy, mixing tradition and innovation, accompanied by great award-winning wines. With a wide range of cultural, gastronomic and adventure experiences, Western Portugal is the perfect destination to recharge your batteries and experience unforgettable moments.

NATIONAL TOURISM ORGANISATION OF SERBIA introduces new branding

The National Tourism Organisation of Serbia, responsible for the domestic and international promotion and marketing of the Serbian tourism product, will introduce a new brand: Experience! Serbia. It will offer information on Vivid Cities, My Danube, Exciting Nature, Cultural Mosaic and Place to Meet.

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PARAGUAY will value its union with nature

Paraguay, located in the heart of South America, will showcase its main attractions at FITUR. It is a young nation, just over 210 years old, united to its own nature because it bears the name of its main river and also united to its roots because that name is in Guaraní, the language of those who originally inhabited these lands. The fauna and flora is dispersed in two completely different regions, where the visitor can get to know the ecosystems inhabited by more than 800 species of birds and mammals. Its cultural value lies in the 19 indigenous ethnic groups, in the heritage of the mixture between Europeans and native peoples, in the tangible and intangible heritage made by the Jesuits and Franciscans, in the value of the people through their war episodes, in the ancestral nature of its gastronomy, in the careful hands of the artisans and, above all, in the warmth of its people.

PROMPERÚ will be represented at FITUR by a large delegation of companies from the sector

"Our participation in FITUR 2024 is essential in order to continue with the rapid reactivation of the sector, as well as to keep our destination in the minds of international travellers and strengthen relations with the commercial channel to promote Peru and contribute to the growth of the Spanish outbound market," said Angélica Matsuda, executive president of PROMPERÚ. To this end, "we have a large delegation of companies from the sector - 30 co-exhibitors (tour operators, lodges, hotels and trains), which will complement our participation". At this edition of FITUR "we are concentrating on promoting Peru as a well-established and safe destination, with 593 tourist attractions". Likewise, "we are promoting our varied tourism offer, including culture, nature and adventure. Let us remember that we are a purely cultural destination, which is predominant and highly valued. In fact, in the last World WTA 2022, we were recognised as the Leading Cultural Destination and Leading Tourist Attraction in the World: Machupicchu, as well as Leading Culinary Destination in the World, a category we have won 10 times, positioning ourselves as a gastronomic destination".

PUERTO RICO, a vibrant destination in style

Renowned for being a diverse and vibrant Caribbean destination, Puerto Rico surprises at FITUR to share its charm in style. This paradise presents the perfect combination of natural beauty, rich history and culture, and a variety of adventures. As proof of this experience, visitors to its stand will be able to enjoy a 10-metre high zip line free of charge, which simulates one of the island's best-known adventures. Activities such as live music, tastings and virtual reality, among others, will also be available to the public. The offer to show the charms of this tourist destination is also guaranteed by the hand of representatives of Puerto Rico who will be available to visitors to guide those who want to discover this treasure.

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QATAR TOURISM will show how it promotes the tourism sector in Qatar.

Qatar Tourism will be showcasing the country's best attractions at FITUR. It is the official government agency responsible for developing the national strategy, licensing and promoting the tourism sector in Qatar. QT facilitates partnerships with relevant government entities and encourages investment and private sector participation to ensure the growth of the hospitality and tourism sectors. It also plays a key role in the creation of annual events and exhibitions that enhance Qatar's position as a leading tourism destination.

DOMINICAN REPUBLIC showcases its unique and varied paradisiacal destination

Dancing to the rhythm of merengue, enjoying the best beaches in the world, staying in impressive resorts, exploring ancient ruins or living ecotourism adventures, are some of the endless options that the Dominican Republic has to offer. Its variety allows you to choose the ideal destination according to your preferences. Punta Cana, synonymous with rest and relaxation by the sea; Puerto Plata, a vast landscape of sea and mountains; Samaná, secluded beaches and hidden caves; Santo Domingo, architecture and history; La Romana, turtles, coral reefs and natural wealth; Miches, the ideal setting for adventurers. At FITUR, the Dominican Republic offers an immense variety that positions it as one of the dream tourist destinations.

REGIONE SARDEGNA to present its new hotel structure

The Sardinia Region will participate in the new edition of FITUR showing its most recent innovations that position this island as a dream tourist destination. With its crystal-clear beaches and cultural heritage, Sardinia offers a wide variety of possibilities, with a focus on ecotourism. On this occasion, Sardinia unveils its new hotel structure: the nautical hotel, conceived from the perspective of avant-garde tourism sustainability. On 24 and 25 January (5 p.m.), attendees will be able to enjoy exclusive afterworks for professionals at its stand, where they will be able to share Sardinian culture and gastronomy.

SAN JUAN, PUERTO RICO, will encourage living history

San Juan, Puerto Rico, celebrates the transition from the "Celebration of History" to the emotional chapter of "Live Your History", on the 50th anniversary of San Juan Bautista. It will invite visitors to take control of their own history in a city that highlights the deep historical and cultural connection between San Juan, Puerto Rico, and Spain. With the "Vive Tu Historia" campaign, it shares the diverse experiences available and invites everyone to explore the authenticity and beauty the city has to offer. San Juan offers a variety of attractions, including its long history, beautiful scenery, breathtaking monuments, beautiful beaches and delicious and varied cuisine. Complemented by its



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accessibility, Spanish language, warm climate and friendly people, it is an ideal, special and unique destination.

SLOVAKIA TRAVEL to promote Slovakia as a tourist destination

SLOVAKIA TRAVEL, a national organisation that supports the development of tourism in the Slovak Republic, will be present at FITUR with the aim of promoting and presenting Slovakia as a tourist destination. It will invite visitors to travel to this beautiful country and be amazed by the diversity of its landscape. From the southern lowlands to the northern highlands. Fresh water, rushing rivers and calm lakes. Lush forests with beautiful flora and fauna. 180 castles, ruins and UNESCO World Heritage Sites. Picturesque villages and vibrant towns. Enjoy wine in the vineyards and feel-good spas, as well as its diverse culture and delicious cuisine. On 24 January (11 a.m.) they will present the destination and on 26 January (2 p.m. - 11.15 a.m.) they will hold a quiz for visitors to their stand.

THAILAND, meaningful and exclusive travel experiences

Thailand will showcase its main attractions at FITUR. The Spanish market is one of the main European outbound tourism markets to Thailand, as revealed by the figures with which it closed 2023. The Land of Smiles offers a variety of significant and exclusive travel experiences in the northern, northeastern and central regions of the country, with potential and appeal for the Spanish market, related to handicrafts, culture and traditional dances. The market segments identified for 2024 are honeymoon, health and wellness, LGBT+ community and golf. A programme of cultural experiences in Thailand will be held during the fair, designed to immerse participants in the country's rich artistic heritage and traditions.

TAIWAN to report on Lunar New Year traditions and customs

Taking advantage of the arrival of the Lunar New Year, the Taiwanese stand will offer information on the traditions and customs of this special celebration, the most important holiday of the year for the Taiwanese, and those who wish will be able to find out which animal in the horoscope determines, according to traditional belief, their character, personality and destiny. During the five-day fair, other activities will also be held for visitors, who will be able to get their name in calligraphy, taste local products and participate in social networking.

SETÚBAL TOURISM, identity, charm and character by the sea

Setúbal Tourism (Portugal) will participate in FITUR. In the city, visitors will find renovated spaces adapted to contemporary times, with soul and many stories to tell. And all this in one of the most beautiful bays in the world. This exhibitor proposes a Portugal to be



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discovered, opting for sustainability and personalised, uncrowded experiences. "The exclusivity and character of Setubal's people and places will impress you".

VENEZUELA: talent, quality and social inclusion

VENETUR will present at FITUR the latest developments in tourism in Venezuela, which has a strategic vision, national talent, quality of service and a sense of social inclusion; and works to promote and position the beautiful destinations of the country, a megadiverse land. Visitors to the stand will be able to see a catalogue of varied products and services, adapted to the changing demands of the national and international market. In Venezuela you will find immeasurable scenic beauty, friendly and warm people, adventure and sustainability, love for culture, folkloric manifestations and festivals that reflect the idiosyncrasy and talent of the people. As well as its rich gastronomy, love for sport and youth, reflected in the promotion and holding of important events that excite and bet on the union and fraternity, as well as connectivity, cooperation and quality of service.

VISIT BAIXO ALENTEJO discover a vibrant and attractive destination

The Baixo Alentejo region, located in the south of Portugal, will attend this international event to discover a region of incomparable beauty, characterised by stunning landscapes, rich traditions and a unique culture. Its participation at FITUR will highlight the distinctive attributes of the Baixo Alentejo, wine and regional product tastings, new tourism products or musical demonstrations with its traditional singing, a UNESCO Intangible Cultural Heritage of Humanity. The wonders of Alentejo can be discovered at their stand through the extensive programme of activities they have developed for visitors.

VISIT BRUSSELS will report on new developments and events planned for 2024

Brussels will show at FITUR why it is a destination rich in history, architecture, gastronomy and culture, as well as other possibilities offered by this unique, warm and welcoming city. Visit Brussels representatives will be attending visitors to its stand, proposing possible partnerships and providing information on all the new developments and events planned for 2024. Among other attractions, they will promote the new hotels, places to discover the local gastronomy, the "Belgian Beer World" museum, the comic and beer festival, the Christmas market, etc.

VISIT FINLAND to showcase the European Region of Gastronomy 2024

Visit Finland will be present at FITUR to present its main news for the year. Among the most important of these is that Saimaa will be the European Region of Gastronomy 2024. Located in the Finnish region of Lakeland, it is fast becoming a top international destination for food lovers due to its commitment to the importance of cultural and culinary uniqueness. Sustainability is another important theme in a destination committed



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to the planet, encouraging visitors to travel in a more meaningful way to help the well-being of the community.

VISIT JORDAN invites you to discover the rich diversity and hospitality of JORDAN.

Jordan, known as the 'Switzerland of the Middle East', is participating in the International Tourism Fair to showcase its commitment to local communities and suppliers, as well as to welcome travellers who want to explore its landscapes. The destination will reaffirm its commitment to sustainability with initiatives such as eliminating the use of single-use plastic on press and familiarisation trips. Jordan's charm has made it one of Spain's favourite tourist destinations, with up to 60,000 Spanish tourists a year. Therefore, it invites all visitors to FITUR to learn more about its proposal with all the information available at its stand.

VISIT MALDIVAS presents an immersive exhibition

The Maldives presents an immersive exhibition at FITUR showcasing adventure, romance, luxury and cultural exploration. The destination has a wide range of accommodation, from resorts to cosy guesthouses and hotels, as well as cruises with a variety of unique experiences. Among the possibilities on offer to visitors are activities such as identifying fish species and savouring authentic local cuisine through delicious tastings, as well as immersing oneself in local heritage through traditional attire.

VISIT OMAN travels in search of unforgettable experiences

Visit Oman arrives at FITUR as the digital travel booking portal of the Sultanate of Oman. It provides travellers and travel agencies access to this tourism market with a wide range of suppliers offering travel and tourism services, transport, accommodation and experiences through a dynamic digital platform. This makes it easier for international tourists and travel agents to find the right experiences, and for suppliers to market their products to travellers around the world. Visit Oman facilitates travel with a seamless digital booking process.

VISIT PANAMA considers Spain one of its priority markets

For Visit Panama "it is of utmost importance to participate in FITUR 2024, Spain being one of our priority markets, where we will have the opportunity to highlight the extraordinary richness and diversity of Panama's natural and cultural heritage, the quality of its services and the experiences that visitors can enjoy in our country". "At this year's edition of FITUR we want to highlight the work that our local communities and tour operators are currently developing through the creation of new itineraries and experiences with local communities in the interior of the country (beyond Panama City), working closely with the World Tourism Organization (UNWTO) and the Panama Tourism Authority in the Innovative Community Tourism Experiences Competition held in May 2023." Panama will host two events, in an



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effort to promote these and other experiences, focused on sustainability and adventure, well aligned with Panama's offerings: Meaningful Travel Summit and Adventure Travel World Summit 2024, Adventure Travel Trade Association.

VISIT PORTUGAL presents the largest stand in its history with 116 companies, all its tourism regions and several municipalities.

This year is the 50th anniversary of the Carnation Revolution, which is why Visit Portugal has invited a master paper craftswoman to make carnations for all visitors at its stand. This edition of FITUR is also an opportunity to get to know the new Turismo de Portugal campaign with twelve commitments for the tourist of the future. With the slogan "It's not Tourism. It's Futurism", it aims to inspire people to take an active role in the changes that tourism needs, from fighting overcrowding, respecting the territories and the elements of nature, protecting traditions and local communities, valuing their heritage and gastronomy and contributing together to a positive impact. Moreover, as a novelty, will be integrated in the stand the tourism representatives of Setúbal, Douro Communities, Municipalities of S. João da Pesqueira, Community of Viseu Dão Lafões, Municipalities of Braga, Tomar, Gondomar, Viana do Castelo, Castelo Branco, Covilhã and Barcelos, Wine Commission of Bairrada, Community of Baixo Alentejo and the regions of Beiras and Serra da Estrela with their plan of activities during the weekend.

ZAMBIA in the top ten destinations for travellers in 2024

Zambia arrives at FITUR to demonstrate that it is one of the top 10 tourist destinations for travellers in 2024, according to ABTA. This option is home to the best and most luxurious safari lodges in Africa, located in the most prestigious and select national parks, saturated with wildlife. The iconic and spectacular Victoria Falls is just one example of the treasures this destination holds. In addition, this year Zambia will host events such as the 2nd UNWTO Regional Brand Africa Conference, the Tourism Investment Forum in Livingstone and the 2nd Tourism Education and Hospitality Summit in Lusaka.

Destinations in Spain

ARAGON, a thousand flavours and one destination.

Aragon has opted for the union of gastronomy and tourism in a stand that combines landscape, cultural wealth, raw materials and all the diversity offered by the Aragonese territory. In this way, gastronomic tourism is the guiding thread to showcase the region in all its dimensions, linking nature with gastronomy in a space filled with vertical gardens full of fruit, vegetables and greens. The programme includes showcookings, performances,

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product presentations, talks, debates, entertainment and dramatised performances, as well as different types of activities related to Aragonese food and wine.

CANTABRIA will promote the Camino Lebaniego and the Camino de Santiago North

Under the slogan 'The Way continues' Cantabria will say goodbye at Fitur 2024 the Jubilee Year Lebaniego, which ends on April 14 with the closing of the Puerta del Perdón of the Monastery of Santo Toribio, and invite visitors to continue discovering the community through its roads with the Camino Lebaniego and the Camino de Santiago Norte as the two major routes of reference. The community comes with an offer for every type of traveller and options for 365 days. From gastronomy to surfing or the varied and rich historical heritage to the new attractions of natural tourism that flourish throughout the region or the different options presented by its capital, Santander, and the specialisation of the initiatives that have arisen around rural, sports or cultural tourism. A promotion focused on presenting Cantabria as a destination of infinite resources where the traveller is allowed to enjoy unhurriedly and be part of the local ethnography and landscape, key to the tourist success that the region has had in recent years, breaking visitor records.

CASTILLA-LA MANCHA will offer a game to travel to the region and taste its gastronomy

Castilla-La Mancha will participate as an exhibitor at FITUR 2024 with a very prominent presence and a stand full of light, colour and activity. The five provinces of the region (Albacete, Ciudad Real, Cuenca, Guadalajara and Toledo) will be the protagonists, with their own significant and immersive spaces, where, through a game of screens and fun experiences, travellers will be able to "travel" to this inland region of Spain, while tasting the gastronomy and wines of the land. The natural surroundings of Castilla-La Mancha and its monumental heritage will also be the stars of the stand. The destination will also be present at FITUR LGBT+ and FITUR Screen.

CASTILLA Y LEÓN, a destination for heritage, enogastronomic and rural tourism

The promotional slogan for the new Castilla y León stand at FITUR 2024 will be "Castilla y León, Legacy of Spain". The region will present itself with a new, spacious, elegant and highly evocative stand design, highlighting its leadership in Spain as a destination for heritage tourism, food and wine and quality rural tourism. All this will be done not only through various thematic spaces, but especially through immersive reality. Visitors to the Castilla y León stand will live a great experience in which they will be able to get to know the main tourist resources of our territory in a more attractive and appealing way. The theme of the Castilla y León stand will focus on highlighting the World Heritage Sites of Castilla y León, where its territory is a leader, the promotion of food and wine, with a space dedicated to wine tourism with the 9 Wine Routes, and also highlighting the leadership in rural tourism through the promotion of the quality brand Posadas Reales.



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CATALONIA, a tourist attraction in view of the America's Cup

At the fair, Catalonia will showcase its different attractions in cultural tourism, gastronomic tourism, sports tourism, family tourism and active tourism, among others. In addition, on the occasion of the America's Cup 2024 in Barcelona, Catalonia will have a space dedicated to this event where visitors can enjoy an immersive experience through virtual reality goggles and learn about the most internationally renowned regatta. Among other new features, at FITUR the region will present its destination sound brand so that visitors to its stand can see and hear what Catalonia sounds like in a 360-degree experience.

COMUNIDAD VALENCIANA arrives at FITUR with a very professional stand and a strong presence of tourism brands

The Region of Valencia arrives at FITUR 2024 with a highly professional stand, prepared to showcase the best of this destination, with a strong presence of its tourism brands, municipalities and, above all, the companies that will accompany them to showcase the region's offerings. The community is working hard to promote the value of experiential products through its CreaTurismo strategy, where it currently has more than 1,000 member companies for the development and promotion of specialised, segmented and experiential-based tourism product programmes. In fact, the central part of the stand will be occupied by these companies, which will arrive at FITUR with an intense agenda of meetings and presentations. Sustainability will be another of the central themes of the promotion. Compliance with the Sustainable Development Goals is essential to achieve a better positioning in the markets, which are increasingly demanding on these issues. For this reason, its destinations and the tourism sector of the Valencian Region have been working for some time on the implementation of tools aimed at improving quality and sustainability indicators, and to offer a product that respects the environment.

EUSKADI will present an 8-stage route through the Basque Country

FITUR will once again this year become a showcase for the wide variety of tourism in the Basque Country. This autonomous community will present one of the products that brings together and summarises its commitment to sustainable, balanced, non-seasonal and respectful tourism. "This is the Grand Tour, an 8-stage route through the Basque Country that seeks to strengthen our strategic commitment to sustainable tourism. In the first place, it promotes deseasonalisation, as it can be done at any time of the year and, thanks to the diversity of plans, it offers activities to be enjoyed in all seasons. Secondly, it extends the length of stay, as it includes plans encompassing different tourism products that allow visitors to extend their stay in the Basque Country by taking the most appropriate routes and activities to suit their tastes: family plans, cycle touring, hiking, surfing, industrial



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tourism, urban plans, gastronomy, visits to wineries and wine tourism, among others". Finally, "the Grand Tour promotes the balance of flows, offering many more options than those of our attractive capital cities, which are a great source of attraction and which we are using as springboards on which to promote tours throughout the territory".

GALICIA reinforces its sustainability with innovative proposals

Galicia is presented at Fitur 2024 as a destination that reinforces its sustainability with innovative proposals that will allow to know the territory through the natural and differential resources of the destination, as explained by Turismo de Galicia. The 1,000 square metre stand will be renewed and will showcase the importance of this resource in the Galician landscape and in tourist activity: the people of the sea and their trades, the rivers, waterfalls, activities in contact with nature, the rain... The value of local trades and raw materials will also be highlighted, with a commitment to local and creative craftsmanship in live workshops. Approximately 50 presentations are expected to be organised during the professional days. The novelties of the new edition of the tourist trains of Galicia will be announced, in a fair in which the first lines of work of the Tourism Strategy of Galicia 2024-2030 will also be given, which will be launched this year in the Galician Community and there will be talk of new initiatives to know some of the heritage and unknown 'treasures' of the Camino de Santiago, or new places to visit in the natural areas, among other proposals. In addition, Galicia is expected to officially assume the coordination of Green Spain in an event to be held on Thursday 25 at 16.00 hours in the Basque Country's stand.

THE BALEARIC ISLANDS are committed to sustainable and circular tourism

At FITUR, the Balearic Islands will present their new tourism strategies, projects and new developments for 2024, focusing on sustainable and circular tourism that enhances its attractions and preserves the qualities that make this territory a paradise on earth. In addition, the islands will position their cultural and sports tourism offer and encourage demand in the low season. They will participate with an accessible and sustainable stand, featuring the four islands, Mallorca, Menorca, Ibiza and Formentera, as well as various town councils and co-exhibitors from private companies. The stand is inspired by the Mediterranean and is set in the Posidonia, a marine plant synonymous with sustainability, commitment and beauty. On the 24th of January a press conference will be held with the presence of the President of the Balearic Islands, Margalida Prohens, and the Minister of Tourism, Culture and Sports of the Balearic Government, Jaume Bauzá; and on the 25th of January another with the participation of tourism representatives from each of the islands: Mallorca, Menorca, Ibiza and Formentera. In addition, on the 24th of January at 5:30 pm there will be a tasting of local wines and oils.

ISLAS CANARIAS will once again commit to environmental protection

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The Canary Islands stand will have a number of new features, including a space with 14 desks and 42 additional places for the press (especially radio stations). In addition, the number of meeting/working tables for the exclusive use of local businesses will be considerably increased to 55, and the number of freely available working tables will be increased to 25. There will also be a new space for institutional presentations and lectures. Moreover, in line with the firm commitment to environmental protection, the digital information on destinations has been updated, and the digital information resources have been expanded with a new category, the "personalised selection of suggestions", which will offer proposals to users based on their travel interests. The app, which can be used in conjunction with the information points on each island, will be connected in real time to the Canary Islands brand's database of tourism resources.

MADRID will present its rich and varied tourist offer in an innovative way

The Community of Madrid will present its rich and varied tourism offer in an innovative way at FITUR 2024. With an interactive exhibition route in real time, through 9 large format screens, visitors will be able to discover, through live connections or broadcasts, different tourist resources in the region, from the best known to the most innovative or lesser known (monuments, museums, restaurant cuisine, wineries, flamenco clubs, villages, amusement parks, shops, routes and natural areas...), with the possibility of interacting with the reporters in charge of each of the broadcasts. This format will provide each visitor with unique content in real time. In addition, historical characters will entertain the presentation of the novelties of the World Heritage destinations in Madrid (Alcalá de Henares, Aranjuez and San Lorenzo de El Escorial), and the tourist offer of the four regions that make up MadRural will be presented: Las Vegas and La Alcarria, Sierra de Guadarrama, Sierra Norte and Sierra Oeste, because Madrid is also a destination for nature and active tourism. On the other hand, there will be presentations of new gastronomic products, such as the "Guía de restaurantes con solera", by Hostelería Madrid; as well as the varied and vibrant nightlife offer.

NAVARRA commits to sustainable, accessible and welcoming tourism

Navarre presents its sustainable, accessible and welcoming tourism offer at FITUR 2024. The slogan "The other footprint" alludes to its firm commitment to sustainability, ecology and inclusiveness. The tourism experiences in the Kingdom of Navarre will be showcased at this international fair through active and nature tourism, with mountain biking as the star product, cultural tourism and gastronomy and wine tourism based on local products, with a quality offer. The territorial and heritage diversity of this autonomous community surprises everyone who visits it, which together with the warmth of its people makes it a perfect destination for travelling in an efficient, respectful, uncrowded, unhurried way, connecting with the land and living an experience that will last in the memory.

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CÁDIZ to attend FITUR as a tourist city 365 days a year

Cádiz will attend FITUR as a tourist city 365 days a year. The Cadiz City Council wants to promote the city's culture and history as tourist attractions, in addition to the beaches and traditional festivals such as Carnival and Easter Week, when the capital of Cadiz receives a large number of visitors. Cádiz has also become the setting for major events that have served to deseasonalise tourism in the city. A clear example of this is the Gran Regata, the South International Series Festival and the SailGP. The city is therefore presenting itself at Fitur as a tourist destination all year round, with its culture and history as major attractions.

CEUTA will show the mark of numerous cultures

Ceuta will be at FITUR once again this year, as a European city nestled on the African continent, where numerous cultures have left their mark over the centuries. A fact that makes it a territory with a unique richness and that today we can see reflected in vestiges such as the Caliphate Gate. But this can be seen not only in its streets, but also in the secrets of its seabed, bathed by the Mediterranean Sea and the Atlantic Ocean. The coexistence of Muslims, Hindus, Jews and Christians makes Ceuta's gastronomy another of its most prized assets.

ARANDA DE DUERO TOWN COUNCIL, an underground city

The City Council of Aranda de Duero presents a stand showing ARANDA DE DUERO UN CIUDAD SUBTERRÁNEA/ARANDA ME GUSTA with the ethnological heritage of its wineries. It will also show different gastronomic, cultural and festive events that take place during the year, such as the Envero Awards (1000 tasters always get it right, 25 May 2024); the Sonorama Music Festival, from 7 to 11 August 2024; the Roast Suckling Lamb Days, during the month of June; heritage and tourist resources, such as museums, churches and underground cellars.

BETANZOS TOWN COUNCIL, on the 25th anniversary of the Feira Franca Medieval

Betanzos will be present at FITUR 2024, a year in which the 25th anniversary of the Feira Franca Medieval de Betanzos will be celebrated. A journey that began in 1998 and has become a symbol and benchmark for the city and the autonomous community. During the second weekend of July Betanzos remembers its past, enjoying the historical and cultural richness of the city, its people, commerce and hotels. It is a return to a time when Betanzos was the capital of Galicia, and the centre of Gothic art, with a port that connected with the whole world and from where the famous wine was produced. "Taking advantage of the FITUR fair, we will present the image of this commemoration and it will accompany us on our stand during the fair".

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HUELVA CITY COUNCIL, a wide-ranging programme of events in 2024

The Huelva City Council, as a driving and dynamic agent of tourism in the city of Huelva, will develop - in line with the Major Cities Plan and the recently approved Tourism Sustainability Plan - an extensive programme to promote events to be held in the capital of Huelva during 2024. To this end, it will promote the Marina del Muelle de Levante in the Port, which will enhance Huelva's maritime vocation as a destination. On the other hand, there will be a tourist presentation of events related to the local ethnographic heritage such as Easter Week, the Autumn Fair and the City of Huelva Flamenco Festival. As the home city of football in Spain, the Gañafote Cup will be promoted, as well as events related to national congress tourism that will have this city as a protagonist, such as the National Green Hydrogen Congress and the Iberian Congress of Travel Agencies.

LOECHES TOWN COUNCIL will present the 1st Instagrammable Route of Madrid

The town of Loeches will present at FITUR the 1st Instagrammable Route of the Community of Madrid. At its stand there will be 9 selfie points so that visitors can get to know the most interesting tourist attractions in Loeches, access information about what they are seeing and take a photo and upload it to social networks. On the other hand, the collaboration agreement between the City Council of Loeches and Casa de Alba Fine Food will be presented.

GUIJUELO TOWN HALL will have a tasting area and show-cookings.

The Guijuelo Town Council's municipal stand will have a business area, a tasting area and a show-cooking space. Thus, this stand will not only seek to promote local industry, commerce and catering, but also to demonstrate and publicise the fact that Guijuelo has one of the best products in the world. For this reason, gastronomy will once again be the reference point and the tastings will be joined by three show-cookings (gastronomic demonstrations) by the television chef from Salamanca, Fran Vicente, in which local establishments such as Viró Gastrobar will also take part. In addition, the XXXVIII Jornadas de la Matanza Típica or the Gastronomic Fair will be presented.

TORROX TOWN HALL will represent the history of the locality

The Torrox stand will represent a chronological order of the history of the town. It will start with a watchtower from the Muslim period, followed by the Roman sites and then the representation of the Plaza de la Constitución and its tourist attraction, the coloured umbrellas. At the stand there will be various gastronomic tastings. On Wednesday, migas (fried breadcrumbs) will be served with arriera salad; on Thursday, avocado cream toast



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with anchovies and onions; and on Friday, a mango ajoblanco will be served, followed by arropías and donuts.

CASTELLÓN to offer beach and inland destinations

The Castellón Provincial Tourist Board, as the body responsible for promoting tourism in the province of Castellón, is taking its full range of sun and beach destinations in the Mediterranean, as well as inland destinations, to FITUR this year. Products such as cultural, sporting, nautical, health, family and rural tourism will have their place at the Castellón stand. The Board's strategic commitment at this edition focuses on gastronomic tourism and cycle tourism through the Product Clubs "Castelló Ruta de Sabor" with more than 400 associated companies and entities and "Castellón Cycling" with more than 100 associated companies in the first year. Not forgetting festival tourism, for which Castellón is an essential destination.

IBIZA celebrates its 25th anniversary as a World Heritage Site

Ibiza will be presented at FITUR as a World Heritage Site reaching its 25th anniversary. The island has always been a crossroads through which many civilisations have passed over the centuries. It has been an enclave of passage for Phoenicians, Romans, Byzantines, Arabs... and in the 20th century, a place of pilgrimage for artists. All these peoples have left their mark on the island, which allows us to enjoy a mosaic of cultural heritage as varied as it is fascinating. 2024 marks the 25th anniversary of the declaration of World Heritage: "Ibiza, biodiversity and culture".

LA GOMERA surprises with nature, sustainability and digital development

La Gomera is preparing to stand out at FITUR with a tourism strategy based on nature and sustainability. In addition, with a view to attracting visitors, the Canary Island is seeking to consolidate itself as a unique tourist destination thanks to different action plans such as the network of trails or the improvement of energy efficiency, all with the technological backing that differentiates its products and services. This paradise has different plans that help to guarantee the safety of tourists, reduce their impact on the territory and preserve the island's natural values by ensuring their conservation.

MURCIA TO PROMOTE THE 2024 JUBILEE YEAR OF CARAVACA DE LA CRUZ

The Region of Murcia will display the full potential of its tourism offer at the 44th edition of the International Tourism Fair in Madrid. Its stand will optimise the visibility and presence of the Jubilee Year 2024 of Caravaca de la Cruz, which will be this year's star product. They will also make various presentations such as the Presentation of the Jubilee Year of Caravaca de la Cruz 2024, the 1st World Convention of Holy Cities of Christianity, promotion of Holy Week and official presentations of the 34 regional municipalities. Likewise, during



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the weekend they will complete their participation in FITUR with a full agenda of activities for all the public.

OVIEDO, SPANISH CAPITAL OF GASTRONOMY 2024

The Spanish Capital of Gastronomy will be present at FITUR with its own stand dedicated to Oviedo, elected Gastronomic Capital 2024, where visitors will be able to find evocative photographs of Asturian cuisine to accompany the year's slogans: "The world would be different without fabada"; "Without good gastronomy, there is no quality tourism", Ferran Adrià, chef; "Gastronomy makes the world more tolerant and diverse", José Andrés, chef; "Oviedo is like a fairy tale", Woody Allen, filmmaker. And all this together with images of exquisite creations of avant-garde Asturian cuisine, the most emblematic dishes of Oviedo and the most attractive corners of the city. On Thursday 25 January, at 13:00, the Capital of Oviedo ceremony will take place. The Mayor of Oviedo, Alfredo Canteli, will receive from the Mayor of Cuenca, Darío Dolz, the symbol of the new headquarters where to eat well, healthy, healthy and cheap. At the end of the protocol ceremony, Asturian cider will be poured.

PLAYAS DE JANDÍA, a paradisiacal tourist destination

The municipality of Pájara, located in the south of the island of Fuerteventura (Canary Islands), will be at FITUR to showcase its dream tourist attractions. Costa Calma, Esquinzo, Solana Matorral and Morro Jable are part of the wide variety of this tourist destination, which is characterised by its paradisiacal beaches, considered the best in Europe. Due to its warm climate, its natural wealth and its landscapes, Pájara hosts a series of successful events such as the World Windsurfing and Windfoil Championship (36th edition in 2024), the Playa de la Cebada Cultural Week, Morro Jable Carnivals and Jandía Pride, among others. This destination also boasts typical gastronomy, such as Majorero cheese and goat meat, which is one of the experiences most valued by visitors.

PUERTA DE ANDALUCÍA, historical, heritage, nature and gastronomic experience

Puerta de Andalucía discovers at the fair this destination formed by the municipalities of Andújar, Bailén, La Carolina and Linares. Locations with all the ingredients to become a unique experience in every way, at the gateway to Andalusia. Andújar offers a wealth of fauna and game. It also has the last internationally recognised refuge of the Iberian Lynx. Bailén, offers the olive oil and pottery tradition that allows you to discover the essence of this town. La Carolina, founded as the Illustrated Capital and model on its famous silver and lead mines in Sierra Morena. Finally, Linares discovers its deep-rooted mining tradition in a cosmopolitan city with an impressive archaeological heritage and musical legacy. In addition to these destinations, Puerta de Andalucía completes its agenda with a wide variety of activities throughout the days of the fair.

ROQUETAS DE MAR, a diversified tourist offer

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Roquetas de Mar will be presented at FITUR as the favourite destination in the province of Almería, consolidated in sun and beach tourism. It has 16 km of coastline, with a total of 9 beaches, 6 of which are urban, fully accessible and sustainable. They have been awarded with different flags: Q for quality, S for sustainability, Ecoplayas, Blue Flag, etc. However, Roquetas de Mar has a diversified and quality tourist offer for visitors to choose at any time of the year. For this reason, under the slogan "Si quiero, Roquetas de Mar", this year at FITUR Roquetas de Mar presents its complete tourist offer, with all those elements that make it attractive and irresistible for all types of visitors, paying special attention to sports tourism and cultural tourism.

SEVILLE will present the Biennial of Flamenco

The XXIII edition of the Flamenco Biennial will take place in 2024 and there will be a presentation at the Seville stand on Wednesday at 5.30 pm. In addition, Seville will sign an agreement with Mastercard Europe to promote sustainable tourism. This is a study on the impact of tourism on neighbourhoods. In addition, a work created by Artificial Intelligence through the messages that visitors have left about the city will be presented. It will be presented on Wednesday at 15.15 at the Seville stand. In 2024, Naturaleza Encendida arrives in Seville at the Real Alcázar and will be presented on Wednesday at 18.00h. at the Seville stand. In addition, as part of the FITUR WOMAN programme, there will be a meeting between women entrepreneurs from the city's tourism sector.

TORREJÓN DE ARDOZ PRESENTS ITSELF AS ONE OF THE MOST FASHIONABLE CITIES IN SPAIN

Torrejón de Ardoz arrives at FITUR as one of Spain's Fashionable Cities, having become a national benchmark as a family Christmas tourist destination, being the 1st European Christmas Capital and declared a Festival of Tourist Interest for Mágicas Navidades, the Christmas Park of Spain. Its participation in the fair will reveal to the public a space for families to enjoy that stands out for its quality and variety of tourist attractions, including the Europa Park, a large green area with reproductions of emblematic monuments. They will also highlight the cultural tourism on offer at the fair with Easter Week, declared a Festival of Tourist Interest, the City Museum, the Casa Grande and sports tourism, with major annual events and the world's best futsal team, Movistar Inter.

VILLAVICIOSA DE ODÓN will surprise with its wealth of tourist attractions

Villaviciosa de Odón, a quiet municipality in the southwest of Madrid, arrives at FITUR to surprise the public with its wide variety of natural areas. With more than 60% of its territory dedicated to natural spaces, it offers a rich combination of fauna and landscapes, such as El Monreal, El Sotillo and El Forestal. In addition to its natural heritage, the town stands out for its history, culture, monuments, parks, fountains and sculptures, together with a varied gastronomic and accommodation offer. Monuments such as the Castle and the Casa-



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Palacio de Manuel Godoy reflect its legacy from the time of the Catholic Monarchs to the present day. The parks and gardens, such as the Castle and the Historic Garden, add to the charm, as does the historic quarter with its old mansions and centuries-old gardens, which will be on show at the fair.

Hotels and accommodation

CORAL HOTELS reconceptualises the Coral Compostela Beach Golf Complex

Coral Hotels will take advantage of its presence at FITUR 2024 to present the ambitious reconceptualisation of the Coral Compostela Beach Golf complex. Among the most notable innovations are the 16 exclusive Swimp Up flats, authentic jewels of privacy and elegance with private pool and furnished terrace. This unique product completely redefines the holiday experience in Tenerife, adapting to the needs and demands of the most discerning guests. On the other hand, at Coral California, a transformation project has been carried out converting the roof floor into a spectacular chill-out terrace, thus offering a new space for guests to enjoy. At the same time, leading an integral reform in its rooms and creating a modern and fresh atmosphere.

DERBY HOTELS COLLECTION to present its new projects at FITUR 2024

Derby Hotels Collection will present its new projects at FITUR 2024, in a year in which it once again reinforces its gastronomic proposal and its art collections as hallmarks, according to Anna Pons, the group's Sales and Communications Director. In addition, it will share its work plan through the Sustainable Development programme. The company will present the group's new projects at the fair, in a year in which Derby Hotels Collection "once again reinforces its gastronomic proposal and its art collections as distinctive hallmarks, with the aim of offering the best service and a differentiated and exclusive proposal for the client".

EVENIA HOTELS presents its latest refurbishments and openings

Evenia Hotels will present major innovations at FITUR 2024. The extensive refurbishment carried out at the Gran Evenia Bijao in Panama has enabled them to provide the hotel with a water park, as well as modernising the swimming pools and improving the gastronomic offer with renovated buffets, new themed restaurants and 24h All Inclusive service. Furthermore, in Panama, not only has the Gran Evenia Bijao been renovated, but the Bella Vista Sky Bar, the spectacular rooftop bar of the Gran Evenia Panama, which offers breathtaking views of the city, has also been inaugurated. And in Spain, the historic Coral Hotel in L'Estartit has undergone a complete transformation to become the Evenia Coral Boutique Hotel, ready to once again become the hotel of reference in the north of the Costa Brava.

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GRUPO HOTUSA will have KEYTEL, RESTEL and EUROSTARS at its stand.

Grupo Hotusa, one of the outstanding leaders in the hotel sector, is making a strong return to FITUR, presenting a collaborative stand that brings together three of its leading brands: Keytel, Restel and Eurostars. This space not only represents the group's consolidated presence at the fair, but also a platform for the presentation of valuable solutions aimed at boosting the development of the tourism sector.

Keytel: Sustained Growth and Focus on Competitiveness. Keytel, in its unwavering commitment to independent hotels, celebrates a successful year of expansion, surpassing the 3,200 hotel partners mark. The company maintains its unwavering focus on providing its partners with the necessary tools to maintain and improve their competitiveness in the market.

Restel: More than 130,000 Outlets and 15,000 Global Customers. Restel, a key player in the group, excels at marketing more than 130,000 properties worldwide. With an impressive customer base of over 15,000 customers worldwide, Restel continues to be an influential player in the international travel industry.

Eurostars: Portfolio Expansion in 18 Countries. Eurostars, the leading Spanish hotel chain and the eighth largest in Europe, presents exciting new developments as it expands its portfolio to more than 250 hotels in 18 different countries. This expansion reflects Eurostars' continued commitment to excellence and geographic diversification.

In addition to the presence at the stand, Grupo Hotusa will offer a series of additional activities during the days of the fair to enrich the attendees' experience.

HESPERIA WORLD will show its new and extensive hotel offer

Hesperia World, manager of Grupo Inversor Hesperia, arrives at FITUR 2024 with important new features and the presentation of the new Hesperia Sevilla hotel, recently refurbished and due to reopen in February. Among the different options it will be showcasing at the fair is its catalogue with the main urban destinations in Spain and a wide variety of holiday resorts located in Lanzarote and Majorca, which are marketed under the Secrets and Dreams brands and have undergone complete refurbishments, and the recently reopened Grand Hyatt La Manga Club Golf & Spa, the first hotel to operate under this brand in Spain. Hesperia World will be presented at FITUR with the aim of offering visitors a singular and unique proposal.

HOSPEDIUM HOTEL GROUP to offer innovative services and benefits

Hospedium Hotel Group, the Independent Hotel Chain, will be present at FITUR offering a series of innovative services and advantages that make it possible to implement



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improvements in the competitiveness and profitability of the hotel sector. These services include marketing, cutting-edge proprietary technology, professional advice and personalised assistance. The main objective of its participation in the fair is to promote networking, to have the opportunity to meet and exchange experiences and to establish new strategies for the growth of the network of associated hotels. Among its main proposals and future goals are the optimisation of the usability of the PMS in the cloud, new agreements with channels, integration with payment gateways and the implementation of chatbot with AI, as well as the increase of direct sales.

HOTELES SANTOS expects to close new deals at FITUR

With a view to FITUR 2024, Hoteles Santos aims to strengthen relations with its main *partners*, close new collaboration agreements, share the keys and challenges of the future of the industry and publicise its products and services among the end public. This Spanish hotel chain has been serving its customers for more than 50 years, characterised by excellent customer service, high quality, elegance and luxury. It has 12 establishments located in Baqueira, Barcelona, Granada, Madrid, Malaga, Mallorca, Murcia, Santander, Valencia and Zaragoza.

HYATT HOTELS CORPORATION will be present at FITUR through its 4 collections

Hyatt Hotels Corporation, based in Chicago, will be present at FITUR 2024 through its 4 collections: Independent, Boundless, Timeless and Inclusive Collection. Continuing with its strategic expansion plan, the company recently announced the reinforcement of its luxury portfolio with the opening of more than 35 hotels and resorts by 2025 in highly sought-after destinations around the world. These new openings include the Thompson Sevilla (2026) or the Dreams Madeira Resort & Spa (2024). The company has also recently redesigned World of Hyatt, its guest loyalty programme, with more than 40 million members worldwide.

LEONARDO HOTELS, diversity of destination and hotel catalogues

Leonardo Hotels will showcase its enormous project of more than 270 hotels in 121 destinations and 18 countries, with more than 50,000 rooms. Visitors to its stand will be able to discover its catalogue, which ranges from frontline resorts in the Balearic Islands to modern corporate hotels in the heart of cities such as Madrid and Barcelona. In addition, through Leonardo Advantage Club, their free benefits programme, they guarantee exceptional discounts and advantages.

MARINA D'OR CIUDAD DE VACACIONES, one of the main tourist resorts in Spain

The stand will present the new project for the Marina d'Or resort town, recently acquired by Grupo Fuertes and Magic Costa Blanca with the aim of investing in a more attractive model,



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diversifying the offer and improving the customer experience, together with the challenge of internationalisation, to become one of the leading resorts in Europe. New developments will be unveiled at FITUR, such as the new theming of the hotels in the new Marina d'Or. In addition, the rest of the Magic Costa Blanca chain's accommodation will also be present, with special attention to the 'Adventure' family accommodation and the exclusive 'Villas Gallery' line of hotels.

MELIÁ HOTELS INTERNATIONAL to highlight its youngest brand and its 2024 openings

Meliá Hotels International will participate in FITUR with a very important focus on its youngest brand, ZEL Hotels, the result of its alliance with Rafael Nadal, which had an extremely successful debut in Mallorca last summer, and on the new Paradisus Salinas and Paradisus Gran Canaria, which are being extraordinarily well received". He will also present the major openings for the year 2024. For Meliá, FITUR is "an unmissable annual event that marks the start of the 'tourism year' in our most important market, as well as being a fundamental meeting point for young talent with FITUR Talent, where we always participate very actively".

SILKEN HOTELES will focus on the expansion of the chain with four pillars

Silken Hoteles will direct its focus towards the expansion of the chain through four fundamental pillars. The first focuses on the creation of new holiday destinations, diversifying the MICE concept that has traditionally defined the company. During the fair, its efforts in sustainability will be highlighted, underlining the defined objectives, as well as its commitment to the environment. In addition, the chain will highlight its growth in the areas of sport, culture and corporate social responsibility. And finally, the loyalty strategy will be another fundamental pillar, consolidating the relationship with its customers through the chain's recent loyalty programme.

Travel agencies and tour operators

AG BOUTIQUE JOURNEY, your way to Italy

AG BOUTIQUE JOURNEY will propose its way to Italy. It is a DMC established in Rome for more than 23 years. The firm is under the umbrella of AG GROUP, which owns a collection of six 4-star boutique hotels. This year's novelties that can be seen at FITUR are the following: inauguration of Rome Thompson, a 5-star hotel by Hyatt; Andrea Bocelli 30th Anniversary - live concert, in Lajatico, Tuscany; Divina Italia, guided train tour, package; street food in Rome, Pizza, Pasta, Suppli, Ice cream tour; and Friuli Venezia Giulia, a package to discover the culture and gastronomy of a region of infinite beauty.



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TOURIST PROVIDER GROUP explores every corner of Austria

With more than twenty specialised companies, tourist offices, agencies and hotel chains, the Tourist Suppliers Group will provide FITUR visitors with the best information about the country. Products, destinations and tailor-made programmes for enjoying a dream trip.

ALADINIA, gifts and unique tourist experiences

Aladinia, Spain's ecommerce specialist in experiential gifts, will be at FITUR to present more than 4,000 original proposals from its offer, covering all levels. From spa and relaxation, getaways, adventure, gastronomy, flights to driving, Aladinia surprises with unique and diverse experiences. Its flexibility also allows you to purchase these vouchers, which are valid for 5 years, with free exchanges and fast delivery in digital format or gift box.

AMIGO TOURS, new horizons from the hand of TURICARD

Amigo Tours returns to FITUR to share its news and strategic plans for 2024. The company dedicated to the activities sector continues to improve its prices and tourist offerings in order to provide ideal experiences for its customers. In this way, it highlights its recent expansion in Italy, where in a few months it will begin to operate new products from Milan and Rome. Finally, the Amigo group has created the company Turicard, which offers Mexico City's first tourist card, making it easier for visitors to plan their stay in the city in a more flexible way. The firm is looking forward to an exceptional year and is eager to share its vision with all those attending the fair.

AMI TOUR, specialists in Italy

AMI Tours will be presenting itself at FITUR as a travel wholesaler specialising in tourism in Italy. From leisure trips to incentive trips, it offers its extensive experience to guarantee a quality B2B service. Thanks to its in-depth knowledge of the country, it provides a wide range of tourist services and selected hotels.

AMS VOYAGE presents the main attractions of Algeria

AMS Voyage will present at FITUR the main attractions of Algeria, the largest country on the African continent, with an area of 2.3 million square kilometres, an extraordinary landscape and a fascinating culture. This territory also has a diverse natural and historical wealth. Each city has its own particularities, both in the north, such as Oran, Kabylia, Constantine, and in the south, such as Ghardaïa, Timimoune, Tamanrasset, Djanet, and so on. Algeria also has seven UNESCO World Heritage sites: Kalâa des Béni Hammad, Djémila, Casbah d'Algiers, Vallée du M'Zab, Timgad, Tipasa and Tassili n'Ajjer.

WOMEN FOR DIALOGUE ASSOCIATION will strengthen its project "Women and Tourism".

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For the sixth consecutive year, the Women for Dialogue Association is attending FITUR to raise awareness of the situation of women in the tourism sector. As a novelty at this edition, the association will show the points on which its "Women and Tourism" project is based. Among the presentations they will be making is "Guided tours of women and heritage", where they will showcase UNESCO sites in Spain incorporating the point of view of women. They will also show the recent update of their website, which allows for better visibility of the association's objectives. On 24 January (16h.) in room A.7.1 (1st floor Hall 7) the inaugural conference *Women and Heritage: UNESCO Heritage in Spain* will take place. On 25 January (12 noon) the round table on Health and Wellness Tourism for Women will take place at its stand. And finally, on 26 January (12 noon) at its stand, the association will present the *5th Women Tourism Friendly Awards*, which recognise those destinations and experiences with exemplary treatment in relation to tourism and women.

BALKAN PEARLS TOUR OPERATOR

Balkan Pearls Tours Operator offers a wide range of tailor-made tours and services in Albania and the Balkan countries. With its participation in the fair it will showcase its cultural, adventure or historical experiences, as well as special activities; rafting, water activities, cooking classes, meetings with local experts either in family, groups of friends or individual. Personalised attention for all audiences with Balkan Pearls Tour Operator at the International Tourism Fair.

BALUMA CRUISES presents its jewellery on premium cruises

Baluma Cruises, representative in Spain of Celebrity Cruises and Azamara Club Cruises, arrives at FITUR to surprise those who love blue tourism with its premium and luxury cruise experiences. Celebrity Cruises, noted for its contemporary design, gastronomy, spa and entertainment, will present its new ship, Ascent, which will operate from Barcelona and other points in the Mediterranean. For its part, Azamara, the luxury shipping line of smaller ships, will offer immersive experiences in the destination, with personalised treatment and unique opportunities to reach ports that other larger fleets do not reach. In addition, they are already selling their round the world service in 2026 where they will visit 36 countries, more than 150 nights and 13 exclusive events.

CENTRAL DE RECEPTIVOS, five continents in one single stand

Central de Receptivos presents itself as a consolidator of Spanish-speaking international incoming agencies around the world. This year, it arrives at FITUR at an expanded stand with the presence of 16 co-exhibiting incoming agencies offering services in countries on five continents. They will offer travel agents a unique opportunity to explore and discover authentic and exciting travel experiences for their clients, with the guarantee and quality that comes with belonging to this group. In addition, visitors will be able to participate in raffles and competitions with the incoming agents.

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CINCO ESTRELLAS CLUB will strengthen the collaboration with travel agencies.

Cinco Estrellas Club's main objective at FITUR will be to continue strengthening collaboration with travel agencies, the recommendation and marketing channel par excellence. In addition, the fair will be "the place to strengthen ties with other players in the sector such as correspondents, partners, airlines and suppliers", according to the company. Cinco Estrellas Club's programmes and circuits for destinations stand out for their cultural content, meticulously prepared by its experts, and the variety of experiences designed to satisfy all types of public. In addition, its business philosophy is committed to promoting more sustainable and responsible tourism.

CALIMA, experience and variety of destinations to suit all tastes

Calima meets again with FITUR attendees at a stand with a relaxed and pleasant atmosphere. In addition to the usual Calima family incoming travel agencies, the company will be presenting its new partners in Qatar and Chile at this edition: Dpha Transit Tours and Turavion.

CLIO MUSE TOURS will surprise you with its innovative self-guided tours.

Clio Muse Tours will showcase its eye-catching proposal based on smart guides at this tourism event. Based in Athens, Greece, the company has more than 550 tools that offer this virtual experience to 26 countries and in seven different languages. These solutions empower tour operators, travel agents and museums to increase revenue and improve customer engagement and satisfaction.

CRUCEMUNDO presents its selection of river cruises for 2024

Crucemundo will showcase its selection of European river cruises for 2024, adding several new itineraries to its collection. Full information on the 2024 river cruise portfolio is now available on the company's website (crucemundo.es) and the new brochure will be presented at FITUR. Among the range of its river routes, highlights include new cruises on the Douro in Portugal, on the waterways of Belgium and on the peaceful and picturesque Moselle in Germany.

GOLDEN TOWER CRUISES, tourist experiences and a line of business focused on MICE

Cruceros Torre del Oro will be showing its latest innovations at FITUR. The company's beginnings date back 40 years, with the inauguration of the first tourist cruise on the Guadalquivir River. Today, in addition to tourist experiences, it has developed an interesting line of business focused on the MICE sector: the rental of luxury boats for events. This proposal allows organisers to have a unique space in the heart of Seville, perfectly equipped and connected to the city's areas of interest. Cruceros Torre del Oro



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has a large fleet of boats and different options of furniture and even catering to adapt to the needs, capacity and budget of each occasion.

CRYSTAL CONCEPTS-TURKEY will offer a wide variety of services

In 1972 Crystal Concepts-Turkey started its great dream of showing Turkey to the world. Today, it offers services in Europe, the Middle East and Asia, Africa and Oceania. Its offer includes regular tours, tailor-made individual services, accommodation, tours, transfers and other activities. It also works with religious groups, students, corporate incentives for big events, etc.

DOBLEMENTE, tourist booking management at the click of a button.

Doblemente stands out at the International Tourism Fair as the tourism reservation management software for theme parks, ski resorts, reservation centres, specialised incoming agencies and more. In this way, they offer interested parties the development of websites with features such as a booking engine or a management and invoicing system, among others. On 24 January (3 p.m.) they will be giving a *talk on The digital revolution in online tourism distribution* in the Segittur space.

DOMINION TOURS will encourage luxury tours of the Rockies

Dominion Tours will showcase itself as an inbound tour operator located in Western Canada with its own fleet of vehicles and local guides, operating exclusively in Spanish. Among its new products for 2024, it will highlight its luxury tours in small groups through the Rockies; its cruises with guide/companion in Spanish and a selection of complete trips that offer the possibility of visiting the untamed lands of Canada and Alaska; and a large selection of tailor-made trips to enjoy Western Canada, through its product of experiences. It will also announce the opening of an office in Madrid in March.

DORAK, receptive in Turkey

Dorak Holding will be presented at FITUR as an incoming agency in Turkey. A brand with 52 years in the market, which began as Dorak Tour, to take the big step and become Dorak Holding. As a holding company, it also has buses, hotels and restaurants in various cities, and hot air balloon rides in Cappadocia, among others? The company is very happy about its growth, going through changes, with new projects and being able to realise its dreams. Their goal this year is to continue growing, incorporating new destinations and always showing our novelties in order to continue consolidating and expanding in all markets.

DUNAS TRAVEL, 15 years of experience in Egypt

Dunas Travel will take its new proposals to FITUR. The company has more than 15 years of experience in the tourism industry in Egypt and its work has been praised and highlighted



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not only in Africa, but also in Europe and America. It has been awarded as the best incoming agency in the country for four consecutive years, especially recognised in the Spanish and Brazilian markets. The firm prepares itineraries of all kinds, whether private, group or customised, providing all the necessary attention to ensure a wonderful experience in Egypt, whether through a regular package or a fully customised private trip.

EURONA, high quality WIFI connection services

Eurona, a company dedicated to connectivity with more than 20 years of experience, is coming to FITUR with great news. The company will be offering tourism sector professionals its five-star WIFI services, enabling visitors to enjoy a perfect connection at all times, whether in hotels, airports or on cruise ships. Visitors to its stand will receive a free Eurona eSIM card, which allows them to enjoy data free of charge whenever they wish.

EUROPAMUNDO VACACIONES will offer over 600 new circuits

The tour operator Europamundo Vacaciones returns to FITUR unveiling exciting new developments and more than 600 new tours for the 2024/2025 season. These tours expand the available offer with more specialised options, seeking not only to visit the must-see spots but also great unknown gems that seek to leave behind problems such as overcrowding. These are more complete and sustainable trips. Some examples are the new circuits through Spain and Portugal such as the new route through the Basque Country; Catalonia and the South of France; Burgundy-Alsace; Black Forest and southern Germany; Puglia and Sicily; new and expanded routes through Scandinavia with new options through the Fjords... In addition to a continued commitment to the Middle East and long-distance destinations: Saudi Arabia, Japan, China, Korea... A great novelty for 2024 for the Latam market are the River Cruises.

EUROPEANDO to exhibit its regular tours to Italy

Europeando will be present at FITUR showing its new products for 2024 and "confirming all the good things of the last two years, extremely successful, and with an eye to 2025, when we will celebrate our tenth year at the fair and face the Jubilee of Rome, with many surprises and novelties". The company continues to offer its regular tours to "the most beautiful and lesser-known parts of Italy, among pre-Alpine lakes, the Ligurian or Calabrian coast, the beauty of the Dolomite mountains, the villages of Tuscany, the vineyards of Piedmont and much more". And it "puts together private packages for small groups, schools, pilgrimages and unique experiential tours in Italy".

EXO TRAVEL, a variety of trips to suit the customer's taste

EXO Travel attends FITUR to offer its unique travel experiences. Among its extensive catalogue are services that include leisure, luxury and adventure trips for individuals,

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groups or events (MICE) in Vietnam, Thailand, Cambodia, Laos, Myanmar, Indonesia, Malaysia, Singapore, Japan, Korea and Saudi Arabia. EXO Travel wants to share its passion for perfection and commitment with its clients.

EXPLORA UGANDA, sustainable tourism programmes

Explore Uganda is the stand of the Exclusive Sustainable Tour Operators Association of Uganda (ESTOA), the association of tour operators that provides visitors to the fair with sustainable experiences. Its tour programmes connect travellers with nature through eco-lodges in remote locations in Uganda. Interested tour operators will be able to learn about projects for the generation of "carbon credits", anti-plastic policies or other island tourism projects to discover the country's cultural customs and help the community. The Ugandan Embassy in Spain will also be present at this stand.

FANTASTICA CHINA discovers the wonders of the Ibero-American market

The incoming operator Fantástica China will show the fair attendees all the possibilities offered by the Asian continent - China, Hongkong and Macao. In this way, they will seek to offer the best quality-price ratio thanks to the experience and dedication of their professional operators who have up to 30 years of experience in the tourism sector.

FLY FOR VACATIONS

Fly For Vacations (FFV) continues to consolidate its position as a tour operator specialising in providing the most authentic tourist offers in Cuba. Thus, in addition to covering the main destinations on the Caribbean island through various special FFV programmes, the main novelties include the exclusive marketing of the Hotel Beltrán de Santa Cruz, in the heart of Old Havana; the proposal of new tourist programmes in Cayo Largo del Sur, in alliance with Blue Diamond Resorts; and the promotion of Cayo Paredón Grande as a new FFV destination on the Jardines del Rey key, in the north of Cuba.

FOLLOW THE TRACKS SAFARIS, adventures the fascinating African wildlife

Follow The Tracks Safaris attends this international meeting to discover one of the most pristine and biodiverse African countries, Botswana. The company offers mobile safari adventures to explore the Okavango Delta, a UNESCO World Heritage Site. The more adventurous guests can find out about these experiences from a pure and authentic point of view, hand in hand with locals. In addition, those who prefer can enjoy the best lodges and camps in incredible natural enclaves for a tailor-made trip.

GRANDI NAVI VELOCI, experiences with state-of-the-art ships

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The shipping company Grandi Navi Veloci (GNV), part of the MSC Group, is attending the fair to offer the best routes and services with the latest fleets in the sector. Thus, in 2024 it will incorporate state-of-the-art ferries to guarantee maximum enjoyment for its customers, as well as greater energy efficiency. The company is also committed to digitalisation and will install Wi-Fi, video and digital screens on board each of its ships, which will allow access to the information and services they want. GNV also has a Maritime Support Centre that facilitates continuous monitoring and support to vessels in real time. Visitors to its stand will be able to experience a virtual reality journey and discover the Mediterranean.

JULIÀ GROUP

Grupo Julià will participate in FITUR 2024 in a very important year for the company as it celebrates its 90th anniversary since its founding in 1933. Ninety years of service and commitment to its customers have enabled it to become one of Spain's leading companies in inbound tourism and occasional passenger transport. The company will take advantage of its presence at the fair to remind all professionals and visitors who visit its stand of this anniversary. Furthermore, in terms of new products, Julià Travel continues, on the one hand, to improve its catalogue of urban activities to offer the best experiences and tickets to the main monuments in Madrid, Barcelona and the Costa del Sol. On the other hand, it continues to operate and consolidate its offer of English Only tours specifically for the English-speaking public and for small groups of a maximum of 24 people. In addition to its bilingual tours in Spain, Portugal and Morocco, in centrally located, high quality hotels, it has recently included extensions to Italy and, soon, to France.

JORDAN EXPERIENCE TOURS, specialised in all kinds of incoming tourism.

Jordan Experience Tours presents itself at FITUR as a wholesale operator in Jordan specialising in all kinds of incoming tourism for groups, individuals, tailor-made tours, pilgrimages, incentive groups and regular tours. Its headquarters are in Amman and it has its own offices in Petra and Aqaba. Its main market is Spanish, followed by Italian and other markets such as Brazil, Latin America, etc. It has a wide range of regular programmes, professional native Spanish-speaking guides and hotel contracts.

JOYMARK VIETNAM TRAVEL: tours in Vietnam, Laos, Cambodia, Thailand & Indonesia

Joymark Vietnam Travel will present its latest developments, including its tour offerings in Vietnam, Laos, Cambodia, Thailand and Indonesia. The company offers MICE, incentive, honeymoon, classic, adventurous, cultural and historical options. It also has proposals for families and those looking to travel for adoption.

JUMBO TOURS will strengthen its incoming business with high quality standards.

Jumbo Tours Group will show at FITUR its goal of consolidating its position in the inbound business by maintaining and increasing its high quality standards, expanding

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its network of destinations around the world, increasing its product portfolio and with its new JTG DMC Affiliates programme. In addition, it has signed a strategic alliance with TBO to create Jumbonline Accommodation & Services, which will allow them to offer their platforms and services to a larger number of customers. On the other hand, it will give new impetus to The Hub, its BPO, expanding its portfolio of services and clients. And finally, it is working on the creation of the "Innovation Hub" in collaboration with the UNWTO.

LITHUANIA TRAVEL will promote the cultural and gastronomic richness of the country.

Lithuania Travel will be inviting visitors at FITUR to experience Lithuania's rich culture, delicious cuisine and the promise of relaxation at its spa resorts. At its stand it will be possible to taste a tree cake, the "Šakotis", as well as other products of Lithuanian cuisine. 2024 marks the 100th anniversary of the Lithuanian Song Festival, a celebration that will be shared with visitors to the fair.

LUXOR TRAVEL & TOURISM: services in Jordan, Syria, Lebanon and Saudi Arabia.

Luxor Travel & Tourism will present the following services in Jordan and Syria, as well as in neighbouring Lebanon and Saudi Arabia: incentive tours, guaranteed departures, cultural and tailor-made trips, individual tours, cruises, hotel reservations, car rental, organisation of conferences, forums and congresses, tours for research purposes, adventure and exploration trips, and special interest tours.

NEXOTRAVELS will propose a complete catalogue with new activities

NexoTRavels offers a guided visit to the island of Corisco with a city tour to discover the colonial ruins and stroll along the white sands and clear waters of the place. On the other hand, it offers a guided visit to the Ndjanmanguila village, starting with a canoe ride through well-preserved mangroves, where you will meet the Combe family who run this ecological farm, their customs and way of life. This will be followed by a complete catalogue of new activities.

OLYMPIC TOUR SERVICE proposes trips to build unforgettable memories

With more than 20 years of experience, Olympic Tour Service offers all kinds of trips in Uzbekistan and other "stan" countries of Central Asia: cultural, gastronomic, adventure, leisure, etc. Their professional trajectory has allowed them to design, plan and execute trips to the historical cities of Uzbekistan such as the mythical Samarkand, the sacred Bukhara and the magical Khiva, which will captivate you with its endless tales and oriental legends, and its architectural monuments that will leave no one indifferent.

PAST & PRESENT JOURNEYS, unique tailor-made experiences

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Past & Present Journeys will explain its work as a local receptive, which becomes the gateway to unique and tailor-made travel experiences, always opting for quality tourism. The firm carefully chooses the chain of services and has the best ratings from travellers. As a destination that can offer sea, mountains, good gastronomy, cultural richness and a long history with several UNESCO protected World Heritage cities, Albania becomes a great choice.

PATAGONIA DREAMS offers you the chance to enjoy the glaciers

Patagonia Dreams is coming to FITUR from the town of El Calafate, Santa Cruz, Argentina, representing its "incredible destination, where the glaciers are located". It is an incoming operator with online sales, specialising in destinations, with personalised customer service and fast, effective, quality services. It offers a complete catalogue in Calafate, Chaltén and Torres del Paine. It has its own fleet of vehicles and its aim is that passengers can enjoy Los Glaciares National Park with a complete and tailor-made itinerary.

PROMO TRAVEL will showcase its trips to the Middle East

Promo Travel, established in the Middle East for 20 years, is one of the pioneering agencies in Saudi Arabia, where it has interesting programmes adapted to Spanish-speaking tourists, and also combined with the surrounding countries such as the United Arab Emirates, Bahrain, Qatar and Jordan. It has native Spanish-speaking guides and a team of Spaniards who know Arabic and have been living there for many years. The firm uses comfortable and modern means of transport and works with all categories of hotels from 4* to the most luxurious 5*.

RAHAYEB DESERT CAMP, the gateway to Jordan's treasures

Rahayeb Desert Camp is attending the International Tourism Fair to showcase the captivating landscapes of Wadi Rum, Jordan. The company presents a perfect blend of authentic Bedouin-style oasis experiences with traditional yet luxurious accommodation. In addition, Rahayeb Desert Camp also organises excursions to iconic destinations such as Petra and Aqaba for those who want to discover the rich heritage, adventure and tranquility of this unique offering.

RATPANAT LUXURY & ADVENTURE, unique safari experiences in Africa

Having breakfast a few metres from a herd of hippos in the Masai Mara, enjoying a scenic flight over the skeleton coast and the Namibian desert, spending a night camping in the wild in front of the crossing of the great migration on the Mara River or sleeping under the stars in one of the largest salt flats in the world in Botswana, are some of the exclusive proposals of Ratpanat Luxury & Adventure, tour operator and travel agency specialising in



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the organisation of safaris in Africa, which belongs to the Ratpanat Group. Ratpanat offers exclusive itineraries by truck and 4x4 throughout East and Southern Africa, complete with unforgettable experiences and accommodation in unique locations, such as the Ngorongoro Crater Ring.

RIDA INTERNATIONAL TRAVEL & TOURISM: daily departures and private tours

Rida International Travel & Tourism, a leading Destination Management Company (DMC) noted for over 57 years in the travel industry and exceptional service, will be showcasing its latest innovations at the show. Based in the UAE, Lebanon, Saudi Arabia, Jordan and Morocco, its emphasis on safety and security is reflected in its fleet of luxury vehicles. It ensures daily departures and private tours in Spanish and Portuguese (and over 20 other languages), offering a range of diverse excursions and attraction tickets. With 3 to 5-star hotel bookings, it guarantees an unforgettable experience, combining a rich culture with a modern outlook.

ROMANIA - WORLD TRAVEL GROUP - DMC will offer unique trips and experiences.

The Romanian incoming tour operator based in Bucharest - Romania comes to FITUT to showcase its wide range of tourism offer with tailor-made trips for visitors. With extensive experience in the MICE and leisure sector since 2002, Romania - World Travel Group - DMC. Trekking and cultural visits, individual trips and Dly And Drive, cultural tours in Romania; Bulgaria - Romania; Republic of Moldova - Romania; Serbia - Romania and also Serbia - Romania - Bulgaria - Macedonia - Albania, religious pilgrimages or *city breaks*, are some of the proposals that they will offer to the visitors of the fair to live their best experience in Romania.

SALADINO TRAVEL, itineraries for all types of travellers

Located in Turkey and the United States, Saladino Travel is a tour operator offering trips at FITUR to explore the world with a professional service. Each of its experiences stands out for having its seal of quality with the closest and most professional service. Among its variety of destinations are Turkey, Dubai and Greece with guaranteed services with blocked departures with Turkish Airlines, private groups or luxury trips.

SAMATRAVEL TOUROPERADOR, one of the leading Tour Operators

At the fair, SamaTravel will showcase its work as an issuer of Spanish cultural tourism to Egypt and one of the leading tour operators in the domestic market, with a charter operation with several weekly departures from various points in the country, including the only direct flight to Sharm El Sheikh from Madrid. In addition, the tour operator works other destinations in Europe, Asia, Africa and the Middle East, highlighting its new



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Multidestination charter, which offers different departures each week, combining different countries always with direct flights and avoiding the heavy circular itineraries in an exclusive and unique offer.

SPLENDID TRAVEL & TOURISM, variety of destinations in the Middle East

With more than 22 years of experience, the tour operator Splendid Travel & Tourism will be at FITUR to showcase its wide range of destinations in the Middle East. Egypt, Dubai and Saudi Arabia are the countries where this company's clients can benefit from high-quality tourism experiences without intermediaries. Its wide range of products includes regular programmes, cultural trips, honeymoons, religious pilgrimages, adventure activities and much more.

SURPRISE TOURISM LLC will be coming up with new and exciting destinations

Surprise Tourism LLC, a Dubai-based DMC (destination management company) operating in Dubai, Oman and Egypt, will showcase exciting new destinations and selected travel experiences, emphasising the fusion of luxury and cultural immersion. The company will present innovative products and services, from tailor-made desert adventures in Dubai to exclusive Nile River cruises in Egypt. Visitors to FITUR 2024 will be able to see how Surprise Tourism LLC is introducing cutting-edge technologies, enhancing travellers' experiences. In addition, the company's stand will showcase the charm of the Middle East, enticing visitors with a visual feast of vibrant cultural elements and luxurious landscapes.

TITAN TRAVEL introduces "à la carte" travel for its customers

Titan Travel, with more than 20 years of experience, will bring to FITUR its professional services in group management throughout Europe. This tour operator will offer advice at its stand to visitors so that they can achieve their trip "à la carte", i.e., with all the services to suit the client's tastes. In addition to this, they have a support service 365 days a year to resolve any queries and ensure that the destination is ideal.

TRAVEL EUROPE will showcase its innovations as an international tour operator.

Travel Europe will showcase its work as an international group tour operator at the fair. Its clientele consists mainly of B2B companies from French, Spanish and English-speaking countries. The company currently has a total of 150 employees at its headquarters and 15 branches across Europe. It covers a wide range of packages: land only and air packages; cruises, hotel accommodation, hiking tours, city or weekend trips... and pays great attention to an up-to-date product portfolio.

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VERED HASHARON, tangible experience in unforgettable travels

The Vered Hasharon travel group is presenting its wide range of tourist destinations at FITUR. With more than five decades of experience in creating tailor-made trips, Vered Hasharon allows you to explore Israel, the Middle East, Europe and Africa. At its stand, attendees will be able to obtain a trip with the characteristics of their choice, from individual experiences to groups, conventions or business trips.

VIAJES CANARIAS EUROPA will present its latest news as a wholesaler.

Viajes Canarias Europa (Vce) will participate in the International Tourism Trade Fair, FITUR 2024, showing its latest developments as a wholesaler that provides its services to large tour operators, companies and groups/incentives.

VIETNAM ORIGINAL TRAVEL

Vietnam Original Travel will be offering tailor-made trips in Vietnam, Indochina, Thailand and Myanmar at FITUR. Its aim is to offer original, authentic and unique experiences, combining cultural sites, natural wonders and meaningful encounters. The firm meticulously takes care of every aspect of its trips, adapting to the preferences and budgets of its clients, from activities such as trekking and cycling to the careful selection of accommodation such as hotels and cruises. Its adaptable itineraries cater to specific preferences, encouraging immersion in the essence of the country beyond the typical tourist attractions.

Transport and mobility

AIR EUROPA to surprise with a functional, modern and sustainable stand

The Air Europa airline will surprise at this year's FITUR with a functional, modern and sustainable stand. It will have some examples of its Business seats, which will be available to anyone who wants to come and check out their comfort and convenience. It will also have an avant-garde XL screen on which a variety of destination and fleet content, among other things, will be projected. As a symbol of clean energy, the stand, made largely from recycled elements, will be covered by the Dandelion, a plant that is among the most highly valued in the natural world. On the 24th, at 16:00 hrs, the stand will have a barista offering a Panamanian coffee tasting; and on the 25th, at 12:00 hrs, the renowned Puerto Rican singer Luis Fonsi will be present to present the plane recently named after him.

AUTOCARES CASAL will present a fleet with an average age of 5 years.

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Autocares Casal will present itself at the fair as the leading private passenger transport company in Seville, the city where it is based. The company has a large and modern fleet of coaches and minibuses with an average age of 5 years, made possible by the incorporation of new units every year. Its specialities include tours around Andalusia and MICE services, transport for congresses, company trips and the different events that take place every year in the city.

AVIANCA will showcase world-class experiences

With more than 104 years of history, the airline Avianca will be present at FITUR to showcase its wide range of trips. Avianca currently offers 42 weekly flights from Colombia to Europe (Spain and the United Kingdom). At the fair, they will showcase their plans for 2024 to enhance the experience of Business Class travellers to and from Europe. In addition, they will combine the local with the best of the world to give them a first class experience, with a new in-flight menu proposal and a new amenity kit.

CATHAY PACIFIC to offer its air routes to connect travellers from around the world

Cathay Pacific, Hong Kong's home-grown airline, will showcase its expertise in connecting travellers from around the world to their favourite destinations in the Asia-Pacific region. Its key differentiator is a special attention to detail and customer needs, from the travel search process to the flight experience itself, as well as the arrival at the destination or the stay at the airport. The company has been voted the World's Best In-flight Entertainment Airline and continues to innovate with renowned chefs and in-flight menus with different options.

CENTAURO to present its 100% digital mobility proposal at FITUR

Centauro, the car rental company owned by Mutua Madrileña, has been offering its customers mobility solutions for more than 50 years, bringing together new technologies to take the car rental experience to the next level. Visitors to its stand will learn in detail how this company has been revolutionising mobility for years, promoting a 100% digital process from the moment the service is contracted until the vehicle is collected at the main destinations in Spain, Italy, Portugal and Greece. On 25 January, the company will unveil its latest developments at an event that will take place from 13:00 h.

EMERALD AND SCENIC CRUISES: exclusive premium boutique yachts

Emerald and Scenic Cruises will report at FITUR on the launch of new and exclusive premium boutique yachts; and on Emerald Sakara and Emerald Azzurra, with 100 guests, high level gourmet cuisine, and marina with water sports. He will also report on the 228-



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guest Scenic Eclipse luxury expedition yachts, with 7 gourmet restaurants, 2 helicopters and submarine on exclusive routes; as well as the entire Fluviales 2024 fleet.

GRIMALDI LINES to showcase the latest developments in the maritime sector

The Italian shipping company Grimaldi Lines will be exhibiting at FITUR with a wide-ranging agenda of activities to bring the latest trends in the sector. On Wednesday 24 they will hold a breakfast with local produce from Italy and the Balearic Islands (10am), the presentation of Tapalma 2024 + showcooking and showcooking (12pm) and the presentation 'Trasmed with sport'. On Thursday 25th they will repeat the breakfast and will hold two high level meetings: The sportsmen Alberto Contador and Óscar Pereiro will visit their stand (12:30 h.) and, later, they will have an appointment with travel agencies in Spain with showcooking (13:30 h.). On Friday 26th, the last professional day of the fair, there will be a meeting with influencers from the Spanish travel sector as well as the appointment of the new Trasmed ambassadors (12 noon) and, finally, a showcooking and tasting of Balearic rice dishes (1pm) with the master rice cook and member of the Spanish national competition cooking team, Kike Martí.

IRYO to unveil its multimodal strategy to facilitate mobility

Iryo is attending FITUR 2024 to present its revolutionary multimodal strategy in Spain, in collaboration with Air Europa, with which it will connect two points through a single ticket that integrates the different means of transport required. In addition, during the trade days, visitors to its stand will be able to enjoy a variety of gastronomic activities, Iryo talks and *showcooking*s.

LATAM AIRLINES strengthens its position in Spain by expanding routes to South America

LATAM Airlines will promote at FITUR its new route between Madrid and Bogotá, which will operate from July 2024, in addition to the existing routes from Spain to Santiago de Chile, Lima and São Paulo. The new connection will have a frequency of seven flights a week and will offer travellers greater comfort and flexibility to fly between the two capitals. LATAM Airlines thus strengthens its presence in the Spanish market and consolidates its leadership in the transatlantic segment in Europe, where it has an extensive network of destinations. The airline offers its passengers the possibility of connecting from Madrid, Barcelona, London, Milan, Rome, Frankfurt, Lisbon and Paris with more than 120 cities in Latin America through its regional hubs in Brazil, Chile, Colombia, Ecuador and Peru.

MOVENTIS to open a new garage in Madrid

Moventis, the public transport division of Moventia, a family-owned multinational that has specialised in the mobility sector for over 100 years, will be present at FITUR. The company offers urban and intercity land transport services, as well as occasional services. As a



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novelty, in 2024 Moventis will start up a new depot in Madrid, a facility equipped with cutting-edge technology and highly trained personnel, which will allow it to set up a permanent base in one of the areas with the highest demand for discretionary and repeated services, improving urban and regional mobility. The company will also start new shuttle services at Madrid and Mallorca airports. This strategic step will make it possible to meet the growing needs of air transport, providing efficient and comfortable solutions for travellers.

OK MOBILITY will present its major commitment to global mobility

OK Mobility attends its regular appointment at FITUR to present first-hand its great commitment to global mobility. Through rental, subscription and purchase, the company offers efficient, customised, sustainable and real-time solutions. To this end, and with the intention of responding to all users' mobility demands, it has more than 70 OK Stores located in the main tourist destinations in 15 countries: Spain, Portugal, Italy, Germany, Greece, Malta, Croatia, Montenegro, Serbia, the United States, Morocco, Albania, Romania, France and Turkey.

UBER FOR BUSINESS offers services adapted to each company

Uber for Business offers Uber services tailored to each business. Through a powerful, free global platform, companies of all sizes can manage the most popular Uber products in one place, including rides, food delivery with Uber Eats, and coupons and gift cards. The free platform adds value by providing information on sustainability, efficiency and cost centralisation through a dashboard. More than 200,000 companies worldwide, half of the Fortune 500, rely on its customisable solutions available in 10,000 cities around the world.

VUELING to reaffirm its commitment to sustainability

Vueling celebrates 20 years at FITUR, reinforcing its commitment to sustainability. At this edition, it will review the main milestones in its history and address the main sustainability challenges of the future, such as the Single European Sky project. The company will also present its new air route plans for 2024. Visitors to the stand will be able to discover 'The Vueling Sky', a unique structure created in collaboration with the Institute of Advanced Architecture of Catalonia (IAAC), which is the centrepiece of the stand and shows the trajectories of the flights made over the last two decades through an innovative design.

Entities, companies and associations

AEPT will advise and guide the tourism professional

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The Spanish Association of Tourism Professionals will be present at FITUR to advise tourism professionals and guide them in their queries and needs. As a novelty, there will be a special promotion to become a member of the AEPT with advantageous conditions. In addition, the Official Association of Tourism Professionals of the Community of Madrid will be presented, and the Hermestur XXIV and Madrid Acoge XV Awards will be presented.

CENTRAL AMERICA TOURISM PROMOTION AGENCY discovers treasures in the Americas

The Central American Tourism Promotion Agency (CATA) will surprise at the fair with memorable destinations. Central America connects the ancestral legacy of the Mayan World with modern vitality, between two spectacular seas: the Caribbean and the Pacific. Belize, Guatemala, Honduras and El Salvador are some of the paradises that visitors will be able to discover. The variety of activities is also guaranteed with surfing, bird watching and gastronomy. The air networks make it easy to land in paradisiacal enclaves to suit everyone's tastes; wonders in the Mayan World, experience the reef in the Caribbean or disconnect immersed in the nature of its enclaves. CATA will ensure an offer in Central America that will leave no one indifferent.

AL ANDALUS BIENESTAR will contribute to holistic wellness

Al Ándalus Bienestar will present its latest developments at FITUR. It is a group dedicated to holistic wellbeing, helping people to cultivate their integral connection and bringing beauty to the world. Its first and most outstanding project, HAMMAM AL ÁNDALUS, since 1998, recovers the tradition of the Andalusian Arab Bath, with innovative massages and experiences and natural products. Its new concept of HALMMA massage centres offer multi-sensorial experiences and services exclusively for one or two people.

AR Vision to announce CultuAR developments for digitisation of destinations

AR Vision will present the progress that has been made in CultuAR, the digitalisation tool for destinations, which works with augmented reality. CultuAR is already working with more than 250 destinations, both nationally and internationally, developing web and app solutions, and using augmented reality as a transversal element in the experience offered to tourists. Milestones such as belonging to the committee for the digital transition in tourism of the European Union or having achieved the exclusive solution certificate will be passed on to the destinations. In addition, the way in which CultuAR helps to manage the destination will be presented.

AMADEUS unveils at FITUR music tourism as a trend for 2024

Amadeus will participate in FITUR to showcase the latest technological developments and innovations with its commitment to improving the experience for travellers. In this way, they will highlight music tourism as the new travel trend for 2024. Likewise, during the fair, they will reveal the new ways tourists are looking for to connect and experience life. In



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addition, the company plans to organise several activities, including a presentation together with Viajes Amaia on music tourism as a trend in the spotlight for 2024, and a panel on digitalisation as a path towards a more sustainable tourism sector, together with experts from Iberia, Accenture and the OECD (25 January, 16:00, stand 8C18, Hall 8).

HOTEL BUSINESS ASSOCIATION OF MADRID, a stand on CSR

The stand of the Madrid Hotel Business Association will be designed and produced by its collaborating partner, IKEA. It will be a unique space in continuous movement that represents current events, innovation, style and craftsmanship, from a sustainable point of view. The design of the stand will revolve around CSR in its three aspects - environmental, economic and social. To this end, the hoteliers have relied on suppliers and organisations that work with business models focused on sustainability and circularity. In this edition, importance has been given to the km0 product with a nod to the gastronomy of the Community of Madrid in order to transmit to visitors the essence of Madrid, its culture, heritage, trends, its green spaces and its life. As a novelty in this edition, fashion will be present in the uniforms and footwear of the staff. In addition, different activities and workshops will be held during the three days under the umbrella of the concepts that represent the new stand design.

ASSOCIATION AND NETWORK OF CASTLES AND PALACES touring Spain's historical heritage

The Association and Network of Castles and Palaces will showcase Spain's historical and architectural heritage at the International Tourism Fair, promoting its appreciation, dissemination and access for all. Its main product, the technological platform, aims to include all the country's monuments, promote the tourist destinations around them and generate return impressions for both visitors and members of the network. This tool also includes online sales and electronic ticketing, between the different tourism segments and the owners and managers of tourism products with heritage and cultural content. In this way, the Association and Network of Castles and Palaces will show the public cultural experiences around the monuments and singular events such as musicals; gastronomic days, weddings and banquets, or tastings and samplings, among others. In addition, during the weekend there will be a family gymkhana to discover all the heritage possibilities in a fun way.

IBERO-AMERICAN WELLNESS TOURISM ASSOCIATION presents its news

The Ibero-American Wellness Tourism Association will present its latest developments at FITUR. This association promotes, develops and trains in Wellness Tourism and similar topics; it is interested in creating alliances with other institutions and presenting its



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projects to government bodies; and it will be at the fair with some of its associates who have different wellness proposals, such as programmes for groups and individuals.

AVAIBOOK BY IDEALISTA will enrich the offer of vacation rental managers.

AvaiBook by idealista visits FITUR for the second consecutive year. All holiday rental managers and those interested in the sector will be able to receive advice from idealista's holiday rental software experts. On 25 January, a series of activities will be held with industry partners so that vacation rental managers have the opportunity to enrich their offer and improve the positioning of their ads. Attendees will be able to join the Aloja Experience affiliate programme to receive free products to offer to their guests and Ok My Stay, to be able to build a website with all the information that the host wishes to provide to their guests. In addition, 2 free AvaiBook by idealista plans will be raffled.

AVIS to show its commitment to a more sustainable transport future

AVIS will demonstrate to the attendees of the International Tourism Fair that it is possible to have means of transport that respect the environment. Its stand, with a design centred on the three Rs, reduce, recycle and reuse, will showcase technological innovations to improve the rental experience. AVIS also reflects its commitment to national sport by sponsoring Atlético de Madrid, the Royal Spanish Handball Federation and the Spanish Basketball Federation. Visitors to the fair will be able to take part in interactive games to win prizes such as official jerseys or match tickets.

CAF to present its new tourism strategy

For the second consecutive year, CAF - Development Bank of Latin America and the Caribbean, will participate in FITUR to promote a more decisive contribution of the sector to the sustainable and economic development of the region, improving the competitiveness of its destinations and strengthening its positioning in the main global tourism circuits and trends. CAF's tourism strategy, which will be presented at FITUR 2024, is focused on improving the region's tourism infrastructure, mobilising more public and private financing for high-impact tourism projects, increasing connectivity between destinations, and helping to mitigate the effects of climate change, among others. During the days of the fair CAF will organise experiences and presentations at its stand Coffee: 10:30 and 14:00 | Cocoa: 11:30 and 15:30 Rum: Wednesday - 17:00 and Thursday to Sunday - 16:30. In addition, numerous presentations can be followed in the space.

CEAV brings together hundreds of professionals from the tourism industry

The Spanish Confederation of Travel Agencies, CEAV, is once again attending FITUR to analyse the latest developments in the sector. Its stand will bring together more than 100 tourism professionals who will hold business meetings in the B2B space to witness meetings and presentations that will boost the tourism sector, networking and destination



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specialisation. CEAV is holding one of its most important professional events, *Welcome To FITUR*. In its third edition, new professional agreements and new developments in training and technology will be presented. Among them, the new guide to Champagne wineries will be unveiled. CEAV's agenda will be rounded off with many more new features at its stand. On 25th January (10am) networking and training at a breakfast with Central America and, later, a gastronomic event with Estrella Galicia (1pm). On 26th January, there will be a presentation with Macao, a region of China (12:30pm) and an exclusive lunch & learning with Ecuador (2pm).

CIVITATIS to report on its expansion plan

Civitatis will present the business projects of its platform, which is tackling an expansion plan already underway in strategic markets in Latin America (Mexico, Argentina, Colombia, Chile, Uruguay, Brazil...) and Europe (Italy and France).

MORELIA MUNICIPAL PHILMIC COMMISSION to facilitate film production

The Municipal Film Commission of Morelia is a recently created project of the City Council of Morelia, Michoacán, Mexico, attached to the Secretariat of Culture, whose main objective is to facilitate the administrative steps necessary for film production. As part of these actions, the commission will be in charge of the creation of a portfolio of local artists and actors that will facilitate the contracting of these for possible productions, thus benefiting the creative industry of the city and facilitating with the portfolio the choice of artists for audiovisual productions to be carried out in the city. In addition to being an important catalyst for the film industry, this commission promotes tourism and local culture, as well as generating significant economic benefits.

CRYSTAL SOUND

Crystal Sound, European developer and manufacturer of acoustic systems used by the tourism, education and MICE sectors, will be exhibiting its latest innovations at FITUR. The company offers rental, maintenance and sales services for state-of-the-art devices, developed with innovative technologies that combine modern design with great functionality and ease of use. These include radio and audio guides.

DAMAVIS to facilitate intelligent data management

Damavis, a big data and artificial intelligence consultancy, will present at FITUR 2024 a stack of technological solutions focused on maximising profits through intelligent data management to improve the customer experience and anticipate market changes: predictive analysis (prediction of market demand, conversions, cancellations, etc.); marketing analytics with a 360° customer approach; dynamic pricing strategies to analyse data in real time and automatically adjust fares; customer sentiment analysis based on surveys and opinions to measure online reputation; and dynamic pricing strategies to



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analyse data in real time and automatically adjust fares.); marketing analytics with a 360° customer focus; dynamic pricing strategies to analyse data in real time and adjust rates automatically; customer sentiment analysis based on surveys and opinions to measure online reputation; and interactive, real-time data visualisation of the main business kpis to speed up decision-making.

DITGESTIÓN to present its technological innovations for travel agencies

Ditgestion will be exhibiting at FITUR and will have its own space for meetings and information requests, where it will present the new technological innovations implemented for travel agencies: the new Haiku Vuela air consolidator and the DIT TV screens. The new platform, which is already available, presents functionalities that allow greater autonomy in its use, as well as real-time synchronisation with the main GDS and NDC. With regard to the screens, soon to be integrated in the physical agencies, "they show a different proposal to what we currently find in the market".

FIESTA IS MADRID organises a programme of promotional schemes and offers

Fiesta is Madrid is organising a programme of promotional plans and offers aimed at FITUR trade visitors and exhibitors with the aim of enlivening their leisure time, once their working day is over. Noche Madrid, renowned for being the soul of nightlife in the capital, will offer a unique experience. In addition to its traditional stand, it has prepared a series of activities aimed at promoting Madrid's nightlife with leisure proposals.

FUTUROSCOPE will catch visitors at its stand in a tornado

Visitors to the Futuroscope stand at FITUR will be caught up in a tornado in Tornado Hunters, voted best attraction in the world. They will experience the action in the centre of a 470m circular screen² with special effects and live scenes, all on a platform that goes up, down, tilts and rotates. The adventure will continue at the Target Mars space training centre to become an astronaut. You will be able to discover other successful attractions that were awarded best attraction in Europe or best attraction in the world. They will fly over the 5 continents with "The Extraordinary Journey", become a mini-Moy and experience a wonderful world with "Arthur the 4D Adventure" and nothing better to end the day than the wonderful night show "The Key of Dreams". New in 2024, from July, a new park will open next to Futuroscope, AQUASCOPE, the indoor water park where sensations are guaranteed.

GALICIA TRAVELS to offer activities to connect tourists and pilgrims

GALICIA TRAVELS is an incoming company in Galicia that connects both tourists and pilgrims with the different wonderful places in Galicia. At the fair they will present group



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and private tours mainly in Galicia, but also throughout Europe and Morocco. They also offer activities and experiences in Santiago de Compostela.

GRUPO PIÑERO will organise a number of meetings and events at FITUR

Grupo Piñero will hold a meeting of wellness experts at FITUR to analyse trends in wellness travel. Cayo Levantado Resort is the only luxury hotel with a wellness offer that includes physical, mental and holistic wellness in the Caribbean region. Taking advantage of the resort's cutting-edge techniques and treatments, Grupo Piñero will bring together wellness experts to analyse the growing trend towards luxury wellness travel. Moreover, as part of the "We are Ecoists" movement, which promotes awareness of environmental sustainability, Grupo Piñero will be presenting, for the second year, its awards, which recognise Grupo Piñero's partners and suppliers for their efforts to add unquestionable value in terms of sustainability. In addition, Soltour, Grupo Piñero's tour operator, has prepared various round tables called "Soltour Talks", which will feature important figures from the sector to talk and debate on various topics. In addition, several agreements will be signed to announce collaboration with various destinations and a specialised meeting between Encarna Piñero and another important figure in the sector. On the other hand, Grupo Piñero will have various activities linked to the culture of its different destinations around the world and will offer some Meet & Greets of shows for which it is renowned in its hotel offer.

GRUPO RV EDIPRESS, news for tourism and travellers

Once again, Grupo RV Edipress brings to the fair the latest news and professional proposals from the tourism sector and for the maximum enjoyment of the traveller. On this occasion it will have more than 20 hours of live broadcasting of its programme 'Miradas Viajeras', both on television (Movistar +) and radio (Capital Radio) where it will uncover stories of destinations, companies, projects and thematic areas. Among the events to be held at its stand, it will present, on the one hand, a new edition of the PICOT, an international tourism sector event aimed at the media, information professionals and the sector. And, on the other hand, it will officialise 'Red de pueblos gastronómicos de España', a pioneering and innovative product club, presided over by the RV Edipress Group, and its CEO, Mr. Fernando Valmaseda, which will be launched in 2024.

GYMKANA DIGITAL TURÍSTICA will bring the villages closer to the visitor

Gymkana Digital Turística will tell stories of the villages through digital and face-to-face routes in the form of a gymkhana. With a network of more than 150 stories, these destinations can thus attract more visitors, raise awareness of their culture and heritage, improve the visitor experience and generate economic development in local commerce. Also new this year is the "Did you know that...?" project, which uses QR codes to discover what is behind the people who give their names to the streets, the most important

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buildings, the most important activities, and even enigmas to make family visits more dynamic. On Thursday 25 January, at 1 p.m., it will organise a gamification workshop on the opportunity for tourism and rural development at FITUR Know-how & Export (Hall 10).

iHOLA! VIAJES will inspire and give visibility to destinations

iHOLA! Viajes will attend the fair as the best support to inspire travel and give visibility to destinations and projects. The magazine and its website are essential prescribers because of the trust they awaken in travellers and advertisers. Thousands of readers and users trust the magazine and have inspired it to design the new paper special. "We have renewed the design of the cover and the interiors; changed the content structure to achieve a more updated and modern image; incorporated a large block with lifestyle sections, which we have called Inspiration, with gastro, architecture, design, sustainability, shopping, hotels, urban life... And always without renouncing the editorial aspects that have contributed to our success".

GRUPO EXCELENCIAS, communication services in different areas

The Exclusivas Latinoamericanas-Grupo Excelencias exhibitor will attend FITUR to offer its products and services from different areas of the world of communication. On this occasion it will also be celebrating its renowned awards that congratulate projects in the world and gastronomy.

INSTITUTE FOR SPANISH TOURIST QUALITY, a differentiating leap for companies

The business association Instituto para la Calidad Turística Española improves the competitiveness of the tourism sector through voluntary certification of issues such as sustainability, safety and quality. At this edition of the fair, ICTE will guarantee those interested a leap in the quality of their business. In addition, the organisation also carries out standardisation, training and promotion activities for its certified organisations, thus recognising their efforts and dedication. During the days of the fair, its stand will host bilateral meetings with other participating organisations.

iURBAN presents its multi-lingual Virtual Assistant in a spectacular stand

iUrban comes to the International Tourism Fair with a great technological innovation: the first Virtual Assistant with GPT technology capable of answering in 95 languages. This tool can improve the experience of both hotels and travellers on a large scale. Likewise, another of its great technological innovations is Azure GPT, which analyses tourism data in real time. To showcase all its advances, iUrban has prepared a stand that will be the closest thing to a virtual office driven by an avatar, which will generate a tour based on the questions asked. Also, on 24 January, CEO Andrés Martínez Vidal, a specialist in generative AI in tourism, will give a practical workshop on the use of GPT technology in tourist offices.



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LO MEJOR DE LAS AUTONOMÍAS will offer tastings from different communities

Lo Mejor de las Autonomías will offer at its stand every day different tastings of products from the different autonomous communities of Spain.

LOOTTIS, an LGTBIQ+ space where to express yourself with pride

The LOOTTIS company will attend FITUR LGTBIQ+ to establish relationships with companies in the tourism sector interested in welcoming its users to their establishments. It will also be holding various raffles, tastings and merchandising giveaways throughout the days of the event. As a novelty, there will be a blackboard vinyl and felt-tip pens in the colours of the collective's flag to show pride on the wall. Finally, as every year, its exclusive LGTBI Agenda will be available for purchase at the stand. All visitors will receive a gift and will be able to participate in numerous raffles. On Friday 26 January there will be an "Oil Tasting" from 11:00 a.m., at the hands of the expert millers Sucesores Hermanos López.

JUNIPER TRAVEL TECHNOLOGY, technological solutions for the tourism industry

Juniper Travel Technology will offer technology solutions for the travel industry. The firm has been driving the [LS1] potential of more than 450 companies in 50 countries for 20 years. It has five divisions, each designed to address the specific needs of companies in the travel industry: Juniper Traveltech, Juniper Airlines Vacations, Juniper Cruises by IST, Juniper Experiences by Nexus and Juniper Vervotech.

LADEVI MEDIOS Y SOLUCIONES will show all its portals and publications.

Ladevi Medios y Soluciones will be showing all its new products at FITUR. The group published its first magazine in Argentina on 20 February 1989 and since then, on an interrupted basis, has been carrying out B2B and B2C communication in the tourism sector. In 2023 it had portals and publications with audiences in the Spanish-speaking world, in addition to those specific to 7 countries: Argentina, Chile, Colombia, Ecuador, Spain, Mexico and Peru.

LORO PARQUE brings the excitement of a spectacular theme park to FITUR

Loro Parque, rated as the most beautiful zoo in the world and twice recognised as the Best Zoo in the World by Tripadvisor, will be present at FITUR. According to the company, "it is the greatest international exponent of species protection and animal welfare". Not in vain, Global Humane, the world's largest animal welfare certifier, accredits it with the Humane Conservation Certificate for the best zoo in Europe. The experience of visiting the zoo will soon be enhanced with Coral Kingdom: a unique space where you can immerse yourself in the largest coral reef outside the ocean. The most advanced virtual reality and real nature will envelop the visitor in a living scenario of overwhelming beauty.

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MASTERCARD - TOURISM INNOVATION HUB to announce innovations for unique experiences

Mastercard will present the work of its global Tourism Innovation Hub at FITUR 2024. It will showcase the first Gen AI tourism solution for SMEs and the launch of Tico Treasures, a unique digital platform that allows the purchase of handmade products made by tourists visiting Costa Rica. Also, attendees will be able to access its data platforms and insights for the tourism sector. In addition, through the "Carbon Footprint Calculator", a tool used by destinations and travellers will allow visitors to know the carbon footprint associated with their spending, and how to offset it. Mastercard's agenda is completed with the visit to its members and partners from all over Spain, Europe and Latin America, who will offer talks and round tables with experts in which the challenges and opportunities of the sector will be presented.

MINISTRY OF AGRICULTURE, FISHERIES AND FOOD: awards, presentations and activities

At FITUR, the Ministry of Agriculture, Fisheries and Food (MAPA) will be deploying a wide-ranging programme of initiatives with which to discover Spanish destinations and products. On Wednesday 24, there will be a demonstration of white-cup ham cutting techniques (10:00), a tasting of Asturian cheeses (10:30), and presentations will be given on the Natural Trails of the Principality of Asturias, the Sierra de Alcaraz Greenway Nature Trail and the Val de Zafán Greenway Nature Trail (from 11:00). The day will end with Caminos Naturales Vías Verdes de Jaén (16:30). On 25th January they will present the Camino Natural de l'Antic Trenet (10am), a tasting of Valencian citrus fruits and persimmon from the riverbank (10:30) and there will be a round table discussion on 'Caminos Naturales como producto turístico sostenible' (14:30). Friday 26th will start with the talks Camino Natural Vía de la Plata and Camino Natural Vía Verde de Villablino a Villaseca (from 10 a.m.), followed by a tasting of sausages from León. At 13.00 there will be a round table discussion on 'Accessibility and Nature Trails'. The day will end with a talk on the Val de Zafán Greenway Nature Trail and a tasting of olive oils. The MAPA activities will continue over the weekend for the enjoyment of all the public.

MONTEPRAMA, tourism for all

The Mont'e Prama Foundation is responsible for the promotion of the Natural Archaeological Park of the Sinis Peninsula (Sardinia), combining cultural and beach tourism. It manages the Goat Museum and key archaeological sites, such as the ancient city of Tharros, the tower of San Giovanni, the hypogeum of San Salvatore and the necropolis of Mont'e Prama. The Natural Archaeological Park of the Sinis Peninsula offers a wide range of attractions for individual travellers, organised groups, families and couples

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interested in guided tours, road trips and authentic experiences linked to history, nature, traditions and local gastronomy. The Mont'e Prama Foundation offers guided tours in several languages, nature itineraries with environmental guides, a seaside restaurant and a panoramic tourist train in Tharros.

N'PY RESA reinvents skiing and makes it accessible

N'Py, Nouvelles Pyrénées, presented themselves at FITUR as innovators and forerunners, reinventing skiing and making it accessible for more than 15 years. Its creative strength lies in the grouping of 8 ski resorts, 5 bike parks and 2 sites of natural and cultural interest. It has the largest ski area in the Pyrenees, with 400 km of slopes, including Peyragudes, Piau Engaly, Grand Tourmalet, Pic Du Midi, Luz Ardiden, Cauterets, Gourette and La Pierre Saint Martin. Each of the 8 resorts has its own particularities, from large areas with wide pistes to more alpine areas with twists and turns or pistes through forests.

OCTORATE, all-in-one technology for the tourism sector

Octorate surprises at the fair with a software with all the tools to facilitate the comprehensive management of accommodation. After a complete improvement of its platform, with updated functions such as integration with WhatsApp Business and check-in and check-out functions, the company will unveil at this edition all its new features that reaffirm its commitment to excellence in hotel management, such as optimised maintenance management, rate plans and a new design of the Booking Engine.

OFIMÁTICA, experience in solutions for the tourism sector

With more than 42 years of experience, Ofimática will showcase its solutions based on the latest technology and utilities. OfiViaje, OfiTour for the management of retail and wholesale agencies and its OfiHotelcloud tool for the management of hotels stand out. Its professionalism has earned it the trust of more than 400 clients, with improvements in its services on a daily basis.

PADI EMEA is committed to diving and ocean exploration

PADI (Professional Association of Diving Instructors) will present its new products at FITUR. It is the world's largest organisation for diving and ocean exploration, operating in 186 countries and territories, with a global network of more than 6,600 dive centres and resorts and more than 128,000 professional members worldwide. Issuing more than 1 million certifications each year, and more than 29 million certifications to date, PADI empowers people around the world to seek adventure and save the ocean through underwater education, life-changing experiences and travel.

PIPELINE SOFTWARE: latest versions of its application suite

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Pipeline Software will present the latest versions of its suite of travel agency software applications. WEB ORBIS is a completely new version of its specialised ERP solution for travel agencies; Orbis Booking is a new version of its online booking engine with more direct xml integrations of suppliers (hotel, experiences, airline tickets, TT00's, etc.); Orbis Portal offers new functionalities introduced in its commercial website generator for tourism products; and Orbis Hotels Pro is the new version of its B2B hotel metasearch engine.

RED DE JUDERÍAS DE ESPAÑA showcases the heritage of Jewish communities

The Red de Juderías de España-Caminos de Sefarad, made up of municipalities that have, in their medieval sites, an architectural, historical and cultural heritage, a legacy of the Jewish communities that inhabited them, will immerse visitors in the rich history of the Spanish Jewish quarters through 5 routes that connect their 21 cities: Ávila, Barcelona, Béjar, Cáceres, Calahorra, Córdoba, Estella-Lizarra, Hervás, Jaén, León, Lorca, Lucena, Monforte de Lemos, Plasencia, Ribadavia, Sagunto, Segovia, Tarazona, Toledo, Tudela and Tui; and will highlight the important historical legacy of the great names of Jewish culture in Sepharad. On Wednesday 24th, at 1 p.m., there will be a family photo of mayors and institutional representatives of the member cities of the Network of Spanish Jewish Quarters.

TRAVELWIFI will offer a wide variety of products

TravelWifi, a temporary internet access company, covers more than 130 destinations. The company offers a wide range of products, from physical SIM cards and eSIM cards, to portable hotspots and travel accessories. It has opened 6 retail shops, in France (Paris), Spain (Madrid, Barcelona, Malaga, Palma) and Switzerland (Zurich), located in high-end tourist districts and also inside airports.

TURESPAÑA to showcase Spain's commitment to sustainability

TURESPAÑA will showcase different aspects of Spain's commitment to sustainability at its stand and will have a space dedicated to the celebration of the 40th anniversary of the creation of the organisation. It will also present the content of the actions carried out through its Central Services and the network of Spanish Tourist Offices Abroad in three areas: support for the marketing of Spanish tourism products and services abroad; the content of public policies on tourism developed by the State Tourism Administration; and the relevant initiatives of different stakeholders in the tourism sector with which the State Tourism Administration collaborates. In its conference area, TURESPAÑA will organise different presentations of products, destinations and activities.

TURISMARK will help to improve business strategy.

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Turismark, a leading company in the marketing and management of tourist establishments with more than 10 years of experience, will showcase customised solutions at FITUR for independent hotels and small chains seeking to optimise their sales and stand out in the market. Visitors to its stand will find a professional team to help them boost their business.

GREENWAYS, a tool to promote a new outdoor culture

The Spanish Railways Foundation is once again attending FITUR. The Spanish Greenways stand will be located in Hall 9 with the sign "Vías Verdes/Greenways". It will also be accessible virtually at Fitur LIVE Connect and with participation in the FITUR 4All and FITUR Sports sections. Greenways are an ideal instrument for promoting a new culture of leisure, tourism and outdoor sports, active, healthy and sustainable mobility in our society. The Spanish Railways Foundation, through its Greenways Management Department, is responsible for promoting, energising and publicising the Spanish Greenways Programme on a national scale.

VOXEL, solutions for the digitisation of hotels and tour operators

Voxel returns once again this year to FITUR to showcase its technological solutions for the digitisation of hotels and tour operators. In addition, the company, which specialises in the development of disruptive technological solutions for B2B payments and electronic invoicing, has this year spearheaded the Manifesto for the Fair Implementation of the Electronic Invoicing Law in the Tourism and Horeca Sector.

Technology

Know - How & Export section

ARKIKUS will allow time travel with hyper-realistic heritage recreations

The startup Arkikus will open a technological window at the fair so that the public can discover what the world's past was like. Thus, in its sixth participation in FITUR, Arkikus will surprise with its interactive applications that generate hyper-realistic recreations of heritage sites, where you can see architecture, environments and even people who existed in the past. Those interested will be able to discover new developments at the stand, such as the apps developed in Iruña-Veleia (Álava), Canillas de Aceituno (Málaga) and Encartaciones (Bizkaia). These unique tourist experiences also generate a great impact and economic return by increasing the flow of tourists to heritage sites and generating routes of cultural interest.

ATMobile Apps: new developments in tourist information apps

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The Aragonese company ATMobile Apps (Aplicaciones Turísticas En Movilidad S.L.) will present its latest developments in the development of tourist information apps for mobile devices. Specifically, it will show its developments in the production of destination audiovisual content, such as the 360 Virtual Tour, Drone Video and Immersive Video 180-3D, 360-3D, 180-2D and 360 2-D, to be viewed with virtual reality glasses. As for the production of virtual experiences, its stand will feature the virtual reconstruction in 2D and 3D of situations and scenarios that have been lost or transformed over time, the virtual construction of fictitious situations and scenarios, and virtual game experiences.

AUMENTUR will propose to destinations to adopt its smart platform

Aumentur will propose to destinations to adopt in 2024 its smart platform for them, which allows them to show visitors not only geolocated routes and visitor guides in any language, but also the agenda of cultural and tourist events of interest. Thanks to the new artificial intelligence engine, Aumentur adds recommendations to each user's profile based on their tastes, available time and opening hours. From the platform itself, an intelligent data analysis system allows the manager to optimise the city's services and flows, combining the app's usage information with other data sources already available. Aumentur will carry out demonstrations at its stand of 360° virtual scenarios, gamified mixed reality and universal accessibility of tourist content.

DINGUS, technology for hotels

With 1,400 hotels on five continents, with 375,000 rooms available and half a thousand integrations with sales operators, Dingus is making its debut in 2024 as an individual exhibitor after sharing a stand at previous editions of FITUR. This will allow it to develop its activity at the fair with greater comfort and visibility, deploying a team of 16 professionals who will attend to customers, leads and partners, sharing the latest news and making this year a successful campaign for hotels and channels powered by Dingus technology.

DOBLEMENTE, tourist booking management at the click of a button.

Doblemente stands out at the International Tourism Fair as the tourism reservation management software for theme parks, ski resorts, reservation centres, specialised incoming agencies and more. In this way, they offer interested parties the development of websites with features such as a booking engine or a management and invoicing system, among others. On 24 January (3 p.m.) they will be giving a *talk on The digital revolution in online tourism distribution* in the Segittur space.

LOOKISH TRAVEL GUIDE, intelligent and audio-visual technology for the tourism industry

Lookish Travel Guide will bring to the International Tourism Fair its extensive experience in technological and audiovisual development services. They are also professionals in the technological part of tourism sustainability plans at the destination. Those who come to



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their space will be able to benefit from the products that their "Turnkey" project includes services such as virtual reality, digital photography, promotional videos, professional audio guides in any language, as well as different audiovisual resources in sign language, among other proposals.

PARK4DIS promotes accessible tourism

Park4Dis will show how it promotes accessible tourism and local business development, while positioning cities as accessible tourist destinations, ensuring the inclusion and autonomy of people with reduced mobility. Nemi's flexible transport services simplify connections and improve the overall travel experience.

PROYECTOS INMERSIVOS S.A. will provide tools for the dissemination of tourist destinations.

The company Proyectos Inmersivos S.A. will surprise at its stand with different innovative tools that promote different tourist destinations such as digital tourist viewpoints, VR parties, virtual museums, among others. Its offer will be completed with activities such as the workshop "*Unforgettable Tourism Experiences*", on 22 January (12:00 p.m.). on 22 January (12 noon), which allows you to travel through technology and enjoy projects such as "*El Desembarco 2023*" which represents the Moors and Christians festival in Villajoyosa.

SIEN CONSULTING, planning and consultancy projects for the tourism sector

With more than 10 years of experience, the Sien Consulting team will show at FITUR how it develops planning and consultancy projects for the tourism sector, both nationally and internationally, with a strong focus on the digital and sustainable transformation of tourism destinations. It is part of the DTI Network and is a reference consultant for the DTI-CV Network (Valencian Community).

TICKAMORE by IACPOS, ticketing and access control services

With more than 23 years of experience, Tickamore by Iacpos will offer at FITUR its comprehensive and modular ticketing and access control service for cultural and leisure centres. In addition, on 26 January (1 p.m.) in the SegitturLab space, it will give an informative talk on all the details of its products.

UNBLOCK will present its new project to revolutionise the tourism sector.

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UnBlock comes to this edition with great innovations that will enable cities, spaces, businesses and people in a simple way. On this special occasion, they will present their innovative project "Global Digital Identity, secure and trusted through Web3" that will provide a personalised tourism experience. They will also unveil other innovations and updates such as the new Global Digital Identity with blockchain technology, FastCheckin, unBlockSmartEvents or unBlockpay, among other works.

Travel Technology Section

AMENITIZ to showcase optimised booking engine

Amenitiz will showcase the future of hotel technology at FITUR with new and interesting improvements. Its optimised booking engine has already multiplied direct bookings for thousands of hoteliers. Amenitiz PriceAdvisor, its dynamic pricing tool, suggests rates according to demand, seasonality and competition, increasing occupancy and revenue.

ASKSUITE, AI-powered solutions for the hospitality industry

Asksuite, provider of AI-powered communication solutions for the hospitality industry, will be present at FITUR. The company announces its recent win at the HotelTechAwards 2024, taking the title of 'Best Livechat & Chatbot' for an unprecedented fifth consecutive year. The 2024 win is particularly significant, marked by 624 positive reviews from verified hoteliers, with an incredible 98% recommendation rate from these customers.

AVIRATO, essential tools for complete and efficient management

Avirato offers the public at FITUR its team of specialists who will advise those interested on its products for the complete management of all types of accommodation. Online check-in and check-out, integration with WhatsApp, Yield Manager, Loyalty Club, Email Marketing, Domotics, TPV Restaurant or a booking centre, are some of the many options the company offers and with which it claims to help direct hotel bookings by up to 50%.

BEONx to present a sustainable profitability platform

BEONx introduces a revolutionary sustainable profitability platform that goes beyond the conventions of revenue management by comprehensively addressing overall hotel quality, operational efficiency, profitability and sustainability across all operations to drive hotel profitability.

BESAFE GROUP, flexible and reliable insurance for tour operators and travellers

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Dedicated to insurance technology specialising in hospitality and travel, BeSafe Group will be at FITUR highlighting its innovative technological approach to flexible insurance for both tourists and companies in the sector. On this occasion, the company will be promoting its star product: BeSafe Rate. This service offers a prepaid rate with insurance included that not only ensures revenue for hotels, tour operators and agencies in the event of cancellations, but also protects travellers in the event of illness or accidents.

BOOKINGMOTOR BY CARRUSEL showcases online sales system

Bookingmotor by Carrusel will present its version 5C/2023, an online sales system, which has the API load of more than 120 tourism service providers, including hotel brokers, hotels, channel managers, transfer providers, activities, tours, flights, assistance cards, rebooking systems, payment gateways, ERP, supported by a powerful Backoffice that handles all the operations of a B2B2C company, with solutions for wholesalers, retailers and DMC's. It allows you to quote, book, collect, manage payments, configure users, markups, white labels, and other functions. It has "manual upload" for its own products (hotels, transfers, activities, tours) and offline sales upload. It is present in 20 countries on five continents, with more than 70 clients.

CANARY TECHNOLOGIES, digital solutions for hotel management

Canary Technologies, awarded in 2023 as one of the most innovative companies, will showcase its innovative technology dedicated to guest management at this edition of the fair. Through a comprehensive platform they have developed, hotels can streamline their processes, improve staff efficiency, enhance the guest experience, minimise chargebacks and reduce payment fraud. This digital solution is already trusted by more than 20,000 hoteliers in 80 countries.

CHOOSE FRANCE will present new products from French companies

Choose France and Business France will be present at FITUR. Business France, the French agency for the internationalisation of companies, is tasked with developing French companies and their exports, as well as prospecting and welcoming foreign investment in France. For its part, Atout France, the French agency for tourism development, will help to strengthen France as an attractive destination and boost the competitiveness of companies in this sector. In this context, the two agencies, in partnership with BPI France (Public Investment Bank), will join forces and support various companies:

Broke and abroad. "The BROKE AND ABROAD travel platform makes tourism more inclusive and accessible to an audience that has been overlooked by traditional players: 18-35 year olds, students and young professionals".



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Ezus. "EZUS' mission is to support travel organisers and optimise their productivity. Our tool makes it possible to centralise all supplier data (images, availability, rates, etc.) and customer data (needs, constraints, etc.) in the same software. In addition, it is possible to easily and quickly design a customised project with personalised deliverables. Our main concern is to ensure that our customers do not waste time.

Guidap. "Manage your bookings, planning and accounting from a single space with GUIDAP, our management software for leisure activity companies. GUIDAP is a software for activity companies and tourist sites that allows managers to manage their entire business from their smartphone. Online activity marketing and on-site sales, schedule management and accounting are all handled in a single tool".

Chlorofil. "A low carbon solution for the hospitality industry, it is a free access calculator that respects the Carbon Balance method and allows all operators to measure their greenhouse gas emissions in all areas. It is also a complete management tool that offers several functionalities: benchmarking against peers, accessing key ratios, setting up an action plan using available resources, setting reduction targets and tracking progress".

Keru Project. "KERU is an innovative and pioneering company in the creation of digital memories. It collaborates with French and international cultural sites to strengthen the connection of these places with their public, offering visitors unique and unprecedented experiences. The company is based at STATION F and is a member of the SISTA Entrepreneur network".

mTrip. "It offers white label mobile solutions for all players in the travel sector. They have a diverse portfolio of clients (leisure, business, MICE, tourist offices, airlines, etc.) present on all continents. With many years of experience, it has become the leader in itinerary applications for travel agencies".

PeeK'in. "It is a start-up founded in 2018 that offers tourism professionals a complete solution that allows them to automate, through digitisation, the management of their guests' lost objects. PeeK'in already has more than 430 hotel customers in France who have registered more than 260,000 objects, of which more than 36,000 have been delivered in 90 countries."

The City Hub. "It develops an operational system around the smart city that is materialised in an application whose objective is to promote the city, the province, the region and its cultural offer".

CLORIAN, innovation for consolidated ticket sales

Clorian is a company dedicated to ticket sales. Founded in 2013 as a start-up, it is attending the international tourism fair to showcase its advanced technological tool that allows



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comprehensive ticket management, through specialised modules (sales, billing, reporting, access control, etc.) providing a complete and efficient solution. The company operates nationally in Spain's main tourist attractions such as the Sagrada Familia, the Reina Sofia Museum and the Guggenheim Museum, as well as internationally in countries such as Mexico and France and, from 2024, it plans to expand to Italy and Hungary. As part of its participation in the fair, on 26 January (10am), a Clorian professional will lead a workshop to discuss key strategies for increasing average ticket prices and achieving maximum occupancy in tourist and cultural venues, based on the example of its platform.

DELTA INFORMÁTICA showcases its renewed recognition engine for ID cards and passports

Delta Information Technologies will present its renewed OCR recognition engine for ID cards and passports. It is an extremely fast and robust "cloud" version to enhance online check in systems. It is very easy to integrate into developments and PMSs and, as it is a Cloud service, it requires no installation or maintenance, reducing ownership costs.

DIDATRAVEL: technology-driven travel

DidaTravel, a global technology-driven travel distribution company based in China, will present its latest developments at FITUR. It works with more than 30,000 customers worldwide, including agencies, tour operators, wholesalers, OTAs, travel management companies (TMCs) and airlines. It has more than 70,000 direct hotel contracts and more than one million products from 600 suppliers.

DUVE revolutionises the guest experience

Digital keys, online check-in and even an app for guests in their native language. Thus, with great technological innovations in the sector, Duve, the innovative platform that offers a unique personalised experience for each guest, appears at the fair. At its stand you will be able to learn about the latest of these innovations that are leading the digital transformation of the hotel sector.

GUESTPRO will answer why a vertical PMS is needed

GuestPro will show how, unlike a traditional horizontal PMS, GuestPro's vertical model natively integrates all points of contact with the customer, i.e. the entire hotel vertical, automating and optimising a large number of tasks in the reservations, reception and revenue departments, without the need to integrate anything. GuestPro is a new generation solution, which leaves behind the "total" horizontal model (ERP + PMS + F&B) to focus on the modules necessary for excellence in the hotel vertical (PMS + Channel Manager + Engine + CRM + WebDesk).

HOLIPAY proposes a method of payment in instalments for the hotel industry

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Holipay will showcase an innovative method of payment in instalments for the hospitality industry. It works in a simple way: the guest confirms the booking with a fixed amount of 49 euros, while the rest is divided into payments on the first and fifteenth of each month, the last payment being the day before check out. Activation is done directly in the booking engine or in the CRM so that it can be easily used.

HOTELGEST to integrate artificial intelligence in the management of reservations

Hotelgest will highlight the integration of artificial intelligence to optimise reservation management and customer experience. It will also present its new app for iOS and Android, designed to improve communication between hotel staff and guests, team efficiency and customer satisfaction. The company takes a step forward in digital interaction with the introduction of its WebApp for customers.

HOTELIGY, technological solutions for the hospitality industry

Hoteligy, the company with the latest hotel innovation for the hotel sector, will present its latest innovations at the fair, including the Guest App with new modules for managing treatment bookings, tracking internal vehicles in real time and geolocated self-ordering, improving the customer experience. Hoteligy is a global benchmark in the sector with more than 350 hotels in its portfolio and new markets such as Vietnam, Maldives, Hungary and Germany.

IDEAS revenue management software

IDeaS will present its revenue management software and services designed to help hospitality professionals optimise their revenue strategies and maximise profitability. Visitors to the stand will discover how it is possible to calculate the additional revenue opportunities that can be generated with the IDeaS revenue growth calculator.

MIZE to present its platform for optimising travel companies

MIZE will be showcasing its comprehensive offering for the complete management of the booking process at its stand. In addition, with its fully automated, artificial intelligence-based platform, it optimises the potential of travel companies, generating revenue through its suite of fintech products. On 24 January (5 p.m.) they will be holding a happy hour for visitors and on 25 January (12 p.m.) they will be holding a Tech Talk with a technology partner.

NEOBOOKINGS: hotel technology, CRM and business intelligence

Neobookings will present hotel technology designed for each hotel or chain, with systems that stand out for their agility, personalisation and efficiency. In payment processing, the



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firm has transformed the automation of card payments to make them faster, safer and simpler. In addition, it will showcase loyalty programmes that strengthen brand loyalty, as well as its advanced CRM and business intelligence solutions.

NEW HOTEL SOFTWARE office innovative management solutions for the hospitality industry

Newhotel Software offers innovative management solutions for the hotel sector, raising the standard of efficiency and operational excellence. Its products are designed to meet the specific needs of hotels and hotel groups, providing simplified and effective management. Newhotel Cloud PMS Suite is an integrated modular system that maximises the operational efficiency of hoteliers.

NORAY will showcase its hotel and technology DNA

Noray will present its latest innovations at FITUR. It is a company with hotel and technology DNA that has been helping hotels to take control of their business with the support of the latest technology for almost 45 years. More than 1,500 clients throughout the Iberian Peninsula, Balearic and Canary Islands rely on its smart-PMS to take the efficiency, profitability and management of their hotels to the next level.

OPENCHECK, simple processes with the help of technology

Openchek specialises in manufacturing machinery dedicated to check-in in the hotel industry. For this occasion, they seek to help this sector to innovate its business model, focusing on the possibility offered by technology to streamline processes in order to make them more comfortable and simple.

PARTNER TECH iberia will promote three products

Partner Tech Iberia will promote three main products at FITUR. Firstly, the Autocheck-in ACH Kiosk, innovative solutions for hotels, with no waiting and no timetables. Secondly, the Cleo C10 all-in-one POS, which offers superior performance in a compact and minimalist design, elevating the payment experience in retail and hospitality. And thirdly, the Diana POS, a point-of-sale solution, with a slim design and reduced footprint that fits perfectly in hospitality environments looking for stylish and powerful solutions.

PAYNOPAIN showcases payment solutions for the hotel sector

At this edition of FITUR, the company specialising in payment solutions will offer the latest innovation in its services to facilitate hotel management. Its products include Paylands, an adaptable, secure and intuitive payment gateway available for all devices, as well as specialised payment methods for smartphones. They will also showcase their latest



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payment tool that allows manual or automated payments, adapting to the needs of the business.

PKFARE, a global B2B travel marketplace

PKFARE is presenting itself at the show as a global B2B travel marketplace that sources, aggregates and delivers airline ticket, hotel and accommodation information. With its global resources, machine learning technology and dynamic coverage and payment model, PKFARE offers travel agents around the world integrated solutions that include real-time inventory data, best buy pricing, multilingual customer service and diversified product portfolios. PKFARE offers real-time inventory from more than 600 airlines and over 650,000 hotels in more than 100 countries and regions.

ROOMCLOUD to present the latest version of the Content Manager at FITUR

RoomCloud offers hotels and property managers software dedicated to OTA distribution (channel manager) and online sales (booking engine). At FITUR 2024 it will present the latest version of the Content Manager, a section of the channel manager designed to send content such as photos, descriptions, services and rate plans directly to the main OTAs. The content manager avoids the need to manually update all channel extranets, allowing for automated and more efficient management of property operations.

ROOMMATIK, redefines the hotel experience with check - in solutions

Key dispensers, QR codes or check - in through kiosks and online or Roommatik ECO, an energy control system for rooms with presence sensors, are some of the hotel solutions that Roommatik will showcase at this edition of the fair. This company, present at Travel Technology, combines advanced technologies with two decades of experience and global presence to provide cutting-edge solutions that will improve the efficiency and comfort of the hotel industry.

ROOMPRICEGENIE compares tariffs with the competition

RoomPriceGenie allows you to ensure that rooms are priced correctly every night. Designed specifically for the independent hotelier, it is quick to implement, intuitive to use, easy to understand and transparent. It makes it possible to save time comparing rates with competitors and will ensure you never leave money on the table.

CEGID REVO presents its 360° approach to the food and beverage service sector

Revo, integrated into Cegid in September 2023 and renamed Cegid Revo, will highlight its presence at FITUR with food and beverage services for large hotel chains, resorts,



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aparthotels, hostels and campsites. At this edition of the fair, Cegid Revo is presenting its 360º approach to the overall experience, improving both the employee and customer experience to achieve better business results. In addition, the company is developing artificial intelligence capabilities that will enable hotels to benefit from dynamic pricing for food and beverage products. Through machine learning, prices adapt based on sales history and real-time variables, such as weather and ongoing events.

REDFORTS SOFTWARE HOTEL SOFTWARE offers an all-in-one solution

Redforts is an all-in-one hotel software suitable not only for hotels, but also for tourist flats, B&Bs, holiday rentals and any other type of property. It offers online PMS, channel manager, booking engine, revenue manager, rate shopper, document scanner, online payments, and many integrations (locks, kiosk, etc).

REVBELL combines AI with tourism expertise

Revbell will be presented as a revenue management system that combines artificial intelligence and expertise in more than 25 tourism-related industries. It is a revenue management platform developed by N&C, which enables MR teams to make informed decisions at the right time, with the right intensity, on various metrics: pricing, length of stay (LOS) restrictions, categories and inventory. The key innovation of revbell is "nancie", a virtual analyst.

SH360, through Guestin, will bring online reception services to the market.

The Guestin brand lands at FITUR to offer functionality in the online reception of the market through an intuitive remote service based on personal contact. Guestin provides complete hotel management assistance, physically supported by totems installed in the accommodation, a new device that uses the most innovative technology and allows audiovisual communication with the call centre. Personalised assistance will be guaranteed at the fair by means of the products presented by the company.

SITEMINDER presents its platform to generate more income

SiteMinder will bring to the show its platform used by hoteliers to generate optimal revenue results, which helps both small independent properties and large groups and chains generate more revenue through industry-leading distribution, real-time information, direct booking systems and guest communication tools to keep guests coming back to book.

SOFTUR SA, solutions for the complete management of the tourism sector

Softur SA presents at FITUR different IT solutions that facilitate optimal business management for the industry. Travel agencies, wholesale operators, inbound operators,



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student tourism companies, representatives and portals can benefit from these functionalities that provide agile and dynamic management of all the components of a company, with integrations that will allow them to take their businesses towards new goals.

SUITEPAD, new forms of financing through hotel technology

Suitepad will showcase at FITUR its new pricing model that will allow the hotel sector to move towards digital transformation. Suitepad technology is based on a rate that depends on the hotel's success and is directly linked to operating profit. In this way, the tourism industry will be introduced to a new product that adds differential value to the customer experience.

TECH TOURISM CLUSTER will include 5 technology companies

The Cluster in Tourism Technology of Catalonia will participate in FITUR with 5 companies, which will represent the organisation developing technology in various areas of the tourism sector's value chain. Artificial intelligence, chatbots, connectivity and software development will be its main attractions.

- **Bookline:** development of voice assistants with artificial intelligence that automate telephone bookings for hotels and restaurants.
- **Beroni:** specialised in the development of software solutions and complementary services for the travel and tourism industry, especially for the travel agency sector. Its online booking platform Wasabi-s, currently used by more than 800 travel agencies and 6 management groups, stands out.
- **GNA Hotels Solution:** hotel innovation and technology consultancy, designs customised web projects and offers online marketing solutions.
- **Wifirst:** specialising in managed wifi in the hospitality and student residence markets, it offers a network capable of absorbing the dramatic increase in Internet consumption, as well as high value-added services.
- **Niikiis:** software to help SMEs become more competitive by digitising and automating HR tasks and processes.

THE HOTELS NETWORK

The Hotels Network (THN) will be present at FITUR. It is a direct growth platform leveraged by more than 19,000 hotels worldwide, which has launched Predictive Audiences to boost return on advertising investment (ROAS) for hoteliers. Powered by



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AI and a hospitality-specific algorithm, this innovative tool helps optimise retargeting campaigns, driving high-value users back to the hotel's website.

THINKING boosts the hotel direct channel

Thinkin will present its new products at FITUR, together with Hotelinking, Roiback, CendynCRM and Onlinetravel, companies that collaborate together. All of them are proposing a visit to their Direct Channel Lounge to discover how to boost the hotel direct channel and improve profitability through cutting-edge technologies. They will show solutions ranging from digitalisation and process automation, captive wifi portal, web development, booking engine and digital marketing, customer loyalty, call centre services, to dynamic flight plus hotel packages.

TRAVEL COMPOSITOR to highlight new artificial intelligence engine

Travel Compositor will highlight its new artificial intelligence engine called AI trips, "the first and revolutionary engine capable of, through a question to the system, having the trip of your dreams booked in just a few clicks". The company will have an area where visitors can try it out in situ. In addition, 2024 is Travel Compositor's tenth anniversary, so it will feature some of the launches and innovations that the more than 500 TravelC brands around the world will be able to experience, as well as the projects it will be working on.

TRAVELGATEX will feature some twenty co-exhibitors

TravelgateX will showcase its commitment to innovation and growth in the tourism sector at FITUR. Some twenty tourism companies from around the world will be participating as co-exhibitors at the company's stand. And visitors to the stand will have the opportunity to explore the advanced TravelgateX marketplace, which offers a comprehensive platform for interaction between tourism service providers and buyers. From hotels to travel agencies, the TravelgateX marketplace facilitates connection and collaboration to drive efficiency and growth in the industry.

TRAVELITE, digital transformation of the hotel industry

Travelite is at the International Travel Show to showcase its innovative platform designed to streamline travel industry operations and better serve its customers. Powered by Salesforce CRM, the platform is one of the most comprehensive solutions for end-to-end digital travel management.

TRAVELTEK has a direct connection to more than 300 suppliers.

Traveltek will present its new products at FITUR. The company, which specialises in technology for the tourism sector, has direct connections with more than 300 suppliers



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including cruises, hotels, flights, transfers and activities. It provides different solutions (API, B2B Portal, B2C Web...) for travel agencies and tour operators around the world and operates with clients in any market. It has a complete in-house solution for agencies and call centres (iSell/iBos) where quotations, bookings and daily management of reservations can be made.

TRUSTYOU, simple and productive customer communication

Trust You will present its AI platform for improving customer experience to the public at FITUR. With it, the relationship between guests and hotels is facilitated with processes that allow better understanding of web reviews, responding to customers or improving positioning with positive ratings, among other utilities, in order to help make the best business decisions for the sector.

TURISCOOL, HORECA growth through online training

At the fair, Turiscool will promote the sustainable growth of companies in the HORECA sector through continuous training for all its employees and departments. The company is presenting an exclusive digital platform for the sector that provides useful, up-to-date and specific online training. Its product includes features such as personalised follow-up, digital onboarding, learning from smartphones and more than 80 of its own product courses, with new ones every week.

YALAGO, competitive direct contracting rates

The Yalago sales team will attend FITUR 2024 with its own stand, where it will showcase the latest additions to its holiday portfolio for the Spanish traveller. The company is part of the Emirates group and is one of the fastest growing wholesalers worldwide. Specialising in holiday destinations, Spain has become the second largest outbound market for Yalago, thanks to the competitive direct booking rates it offers to domestic customers.

WELCOME PICKUPS redefines hospitality with advanced services

Welcome Pickups redefines hospitality with advanced transportation services that perfectly suit hotel guests and vacation rentals. The company also partners with airlines, travel agencies and OTAs, creating a seamless and enjoyable experience for travellers from arrival to departure. With a score of 4.9/5 on platforms such as Trustpilot, Trip Advisor and Reviews.io, this innovative software solution shows a strong commitment to guest and traveller satisfaction.

WE LOVE DATA, technological benefits for the hospitality industry

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We Love Data will contribute to the technological facet of the International Tourism Fair. Through its cutting-edge offer, it will facilitate the management of the hotel industry, turning data into crucial information for decision-making. Among its wide-ranging proposal, there are tools that help to maximise revenue, address human resources management, strengthen the relationship with guests or train the sector, among others.

WORLDLINE will feature the latest payment devices based on Android technology.

Worldline will have the latest payment devices based on Android technology at FITUR, along with the most innovative solutions. These include those related to the exploration of virtual worlds and their impact on the new customer journey, including the immersive virtual reality payment and shopping experience, as well as virtual reality headsets.

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Annex. Plan of sectors and sections

Distribution map FITUR 2024



HALL 1

AFRICA

HALL 3

THE AMERICAS

HALL 5

SPAIN

HALL 7

SPAIN

HALL 9

SPAIN



HALL 4

EUROPE



HALL 6

ASIA-PACIFIC
MIDDLE EAST

HALL 8

COMPANIES
TRAVEL TECHNOLOGY

HALL 10

COMPANIES



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