

Sun & Blue is the most important congress on Tourism and Blue Economy in Europe, and Almería city - with its perfect combination of sustainability and tourism on a global scale - is the ideal location for hosting the 2024 edition.

The tourism industry is ready to seize the transformative opportunities offered by different fields, paving the way towards a smarter and more personalized tourist experience. In this context, the Congress will outline future challenges where artificial intelligence, social networks, and emerging technologies like virtual reality will stand as the driving force redefining the way Blue Tourism will be traveled and enjoyed.

In the occasion of the 2024 edition - that will take place from 20 to 21 November - renowned experts from various fields providing services and solutions, innovations and technology will meet: to share strategies, success stories and first level relationships to innovate, differentiate and stand out in terms of Sustainability and Impact Economy; to stay updated on the latest trends, products, and specific solutions for each segment of Blue Tourism; to bring together a collective or social objectives around blue tourism and its management (infrastructures, physical environments, productive fabric, etc.); to present projects and strategic plans, showcasing initiatives, programs, and policies aimed at promoting sustainable and responsible tourism; to promote environmental awareness, boosting local economies, and generating sustainable employment opportunities linked to the protection of marine resources.

Supporting the delicate balance between economic development, marine ecosystem conservation and welfare of local communities, the Sun & Blue will bring together key members of the value chain of smart coastal, inland, and river destinations; representatives of the public sector with management capabilities in urban planning, infrastructure, port and cruise activities or natural resources (municipalities, provinces, associations of municipalities, tourism boards, environmental departments, autonomous communities, tourism ministries, public tourism entities, etc.); private individuals and companies specializing in blue tourism (hospitality, heritage, gastronomy, water sports, cultural experiences, etc.); and finally scientific institutions, associations and foundations.

The congress - that in its last edition it has had the support and collaboration of more than 25 companies and 40 associations of the industry - has the institutional sponsorship of the Ministry of Tourism, Culture and Sport of Andalusia, the City Council of Almeria, the Provincial Council of Almeria and the Ministry of Sustainability, Environment and Blue

Economy of Andalusia.

**More Information available on:**

<https://sunandbluecongress.com/en>

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