

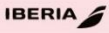
Fitur

SOCIO FITUR



Somos viajeros.
Somos turismo.

Línea Aérea Oficial



MEMBRO AFILIADO

22-26
Ene
2025

Recinto Ferial
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PRESS KIT

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#WeAreTourism

#FITUR2025

#OrgullososFITUR

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Key Information

FITUR 2025	
Dates	22nd to 26th January 22, 23 and 24 January - Professionals only 25 and 26 January - Public and professionals
Place	IFEMA MADRID (Spain)
Timetable	22, 23 and 24 January: from 10am to 7pm. 25th January: from 10am to 8pm 26 January: from 10am to 6pm
Edition:	45
Participating companies:	9.500
Main exhibitors	884
Countries/Regions/ International companies	156
International official representations	101
Surface	9 Halls
Participants	Wholesalers / Travel Agencies / Incoming - Hotels - Catering / Catering - Spanish official organisations - National Tourist Offices and other Foreign Promotion Agencies - Professional Associations - Transport - Incentives, Meetings and Congresses



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	<p>- Media - Know How and Technology - Leisure and Culture - Health Tourism - Residential Tourism - Festival Tourism - Cinema Tourism - Service Companies</p>
Sectorisation	<p>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 Hall 5: Spain Hall 7: Spain Hall 9: Spain and FITUR 4all and FITUR LGTB+ Hall 6: Asia-Pacific and Middle East Hall 8: Business, Travel Technology and FITUR Hall 10: Companies and FITUR FITUR Know-How & Export, FITUR Lingua, FITUR Talent, FITUR Techy, FITUR Screen and FITUR Woman</p>
10 Sections	<p>FITUR 4all FITUR Cruises FITUR Know-How & Export FITUR LGTB+ FITUR Lingua FITUR Screen FITUR Sports FITUR Talent FITUR Techy FITUR Woman</p>
FITUR Sustainability Observatory	<p>FITUR Next. 2025 Challenge: How can tourism contribute to sustainable food management?</p>

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FITUR Awards	XXV FITUR-Jorge Vila Fradera Tribune Award VI Sustainable Stand Award XLV Best Stands Awards XX Active Tourism Awards
Parallel Activities	CIMET 2025 January 21st
FITUR Partner Country	Brazil
Organised by	IFEMA MADRID
Member of	UFI, Union of International Trade Fairs UNWTO, World Tourism Organization
Official Transport:	IBERIA
More information and social networks	ifema.es/fitur linkedin.com/company/fitur-madrid/ facebook.com/FITURMadrid twitter.com/fitur_madrid instagram.com/fiturmadrid/ youtube.com/FeriaFitur

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FITUR 2025. Presentation

FITUR 2025 highlights the Transformative Role of the Sector and Its Commitment to Sustainability and Innovation

The 45th edition reflects the positive outlook of the industry and reaffirms FITUR's leadership as the world's premier trade fair by participants and attendees.

Brazil participates as Partner Country in an edition that continues to grow: 9,500 participating companies from 156 countries, and 884 main exhibitors.

Organized by **IFEMA MADRID**, the International Tourism Trade Fair (FITUR) brings together the global tourism market in its 45th edition, showcasing from **January 22 to 26** the outstanding performance of the tourism industry in 2024 and the promising expectations for 2025. In this context of strength, the industry gathered around **FITUR** seeks to emphasize **its pride in belonging to the sector**, its transformative role, and its steadfast commitment to **sustainability and innovation**, aspects present not only in its themed sections but also in the offerings from destinations and companies.

FITUR once again opens the international tourism trade fair calendar, reaffirming its leadership as the number one event in terms of participants and attendees, with the support of all public and private stakeholders in the sector's value chain. This is evidenced by the figures presented during today's press conference at IFEMA MADRID, attended by a broad institutional and sectoral representation: **9,500 participating companies, 156 countries, and 884 main exhibitors** showcasing their offerings across nine pavilions, including **101 countries with official representation**.

The strong response from the sector at **FITUR 2025** is expected to be reflected in attendance figures, with an estimated **150,000 professionals** attending from Wednesday to Friday and around **100,000 general public visitors** over the weekend. This significant turnout is projected to generate an economic impact of €445 million for Madrid, positively influencing sectors such as transportation, hospitality, catering, culture, and entertainment.



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FITUR: A Key Global Meeting for Tourism

Following a clear recovery in 2024 post-pandemic, **FITUR 2025** is characterized by growth. The number of main exhibitors with stands reaches 884, representing a 10% overall increase and a 19% rise in international participa

This international focus, central to the objectives of the International Tourism Trade Fair, is also reflected in the **101 official country representations**—six more than the previous edition—and the inclusion of eleven new countries in 2025, primarily from Africa and Asia.

Reflecting the growing impact of technology and innovation in the tourism sector, the **Travel Technology** area has expanded, **featuring over 100 companies from around the world** in its 45th edition, marking a sustained 6% growth.

With these impressive figures, FITUR continues to focus on business, dedicating three exclusive days to professionals from January 22 to 24, while also reaching travelers during the weekend, opening its doors to the general public on Saturday, January 25, and Sunday, January 26.

Among the novelties of 2025, **Brazil's** participation as **Partner Country** stands out, showcasing its diverse tourism offerings and continuing to boost its global positioning as a destination. According to **Embratur**, by October 2024, Brazil had received **13%** more international travelers compared to the same period in 2023.

The Future of Tourism: Business, Knowledge, and Sustainability

With 790 million international tourists generating a direct global economic impact of approximately USD 3.4 trillion in early 2024 (according to **UNWTO**), FITUR 2025 aligns with the sector's global challenges and reinforces its commitment to driving business, sharing knowledge and best practices, and promoting responsible tourism. The event invites professionals to champion the sector's critical economic and social role.

In this new edition, FITUR announces the renewal of its 10 sections, promoting sustainability and business by connecting the tourism industry with other sectors that generate new traveler niches. This is the case of **FITUR Cruises**, (developed with CRUCEROADICTO), which will showcase the cruise industry's commitment to environmental sustainability, destination protection, and the positive impact on local communities; **FITUR LGTB+**, a segment that represents more than 10% of global tourists,

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which will highlight diversity and inclusion; **FITUR Lingua**, a space that addresses the opportunities of language tourism and its role in the decentralization and de-seasonalization of tourism, developed with FEDELE; **FITUR Screen**, returning in collaboration with SPAIN FILM COMMISSION, which will connect the film industry with tourism; and **FITUR Sports**, organized in collaboration with AFYDAD, which will show how sports tourism drives sustainable tourism.

Also notable are **FITUR Techy**, created with ITH, which will address how AI is revolutionizing travel management; **FITUR Talent**, which presents a focus on the challenges of talent, training, and development; **FITUR Woman** FITUR Woman, sponsored by Extremadura and organized in collaboration with WOMEN LEADING TOURISM, aiming to promote female leadership; **FITUR Know How & Export**, a space created with SEGITTUR in collaboration with ICEX for Spanish tourism companies to showcase their potential and services, and the second edition of **FITUR 4all**, sponsored by Mallorca, which will promote the development of accessible tourism and highlight initiatives from destinations and companies in this area through the II FITUR 4all Awards and the first Guide to Best Practices, all supported by IMPULSA IGUALDAD.

The **Sustainability Observatory**, **FITURNEXT**, in collaboration with Aqualia, will explore how tourism can contribute to sustainable food management. Continuing its 2023 roadmap, **IFEMA MADRID** will measure **FITUR**'s carbon footprint (scopes 1 and 2) as part of its commitment to sustainability and low-impact events. For the first time in 2025, scope 3 emissions—indirect emissions resulting from **FITUR**'s activities—will also be measured.

Additionally, highlight the sponsorship of **Puerto Rico** for the free WiFi network at **FITUR** and the new virtual maps tool that **FITUR** provides to visitors to enhance their experience at the Fair.

Finally, for the first time, **FITUR** partners with **Holafly**, the leading eSIM company in Europe, to offer visitors 24 hours of free eSIM during the fair days, providing them with high-quality and 100% secure connectivity by scanning a QR code. With over 8 million users and more than 48,000 reviews, it is the highest-rated eSIM in the world.

Weekend at FITUR

During the weekend, on Saturday, January 25 and Sunday, January 26, **FITUR** opens its doors to the general public, offering a unique opportunity to embark on a global journey

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without leaving the nine pavilions of IFEMA MADRID. Visitors will be able to experience a vibrant schedule of interactive activities organized by exhibitors, including live music performances, gastronomic tastings, accessibility awareness sessions, craft workshops, and contests. Additionally, they will have access to direct information about the extensive tourism offerings of various destinations, from distant paradises to local treasures.

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Brazil, Partner Country of FITUR 2025, showcases its vast potential and tourism diversity at the Fair

Brazil will present natural and cultural destinations and experiences, including Rio de Janeiro, the Brazilian Carnival, the Amazon rainforest, and its renowned gastronomy.

Brazil, the Partner Country of **FITUR 2025**, will showcase its vast potential and tourism diversity at the **International Tourism Trade Fair**, held from January 22 to 26, and organized by **IFEMA MADRID**. With its stand located in Pavilion 3, Brazil will present natural and cultural experiences from various regions, reinforcing Spanish interest in these segments, according to **Brazil's Minister of Tourism, Celso Sabino**. "This includes options from Rio de Janeiro, our Marvelous City; the Brazilian Carnival, which enchants visitors from around the world; the breathtaking landscapes of the Amazon rainforest; our renowned gastronomy; and destinations and experiences that make visiting Brazil a unique and unforgettable journey."

Brazil's presence at **FITUR** also aims to promote lesser-known destinations and increase the length of international tourists' stays. "We will make the Brazilian pavilion at the 2025 fair one of the event's main attractions, offering immersive experiences, cultural presentations, and business meetings designed to encourage investments and collaborations."

Diversity, sustainability, and innovation are essential pillars in **Embratur's** strategy for promoting Brazilian destinations internationally, explains **Marcelo Freixo, President of the Brazilian Agency for International Tourism Promotion**. "We boast destinations rich in culture, nature, and unique experiences, such as Alter do Chão, bathed by the waters of the Amazon rivers near Belém, or the flooded desert of Lençóis Maranhenses, a UNESCO Natural Heritage site in northeastern Brazil, which in 2024 joined 23 other Brazilian sites recognized as World Heritage. Additionally, with six unique biomes—Amazon, Cerrado, Atlantic Forest, Pantanal, Pampas, and Caatinga—Brazil has reinforced its position as a global leader in biodiversity. Our strategy focuses on promoting destinations with diverse approaches: adventure tourism, Afro-tourism, events and corporate incentive travel, LGBTQIAP+ tourism, birdwatching, luxury tourism, and, of course, sun and beach."

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Brazil will feature over **500 m²** of space at **FITUR 2025**, including its official representation through **EMBRATUR**, regional stands, and a significant business delegation comprising airlines, tour operators, and hotel chains committed to excellence and tourism innovation.

Advances in Brazilian Tourism

The year 2024 was established as the best in history for international tourism in **Brazil**. Proof of this is the record-breaking figure of **6,657,377** foreign tourists visiting the country, marking a **12.6%** growth compared to the previous year. The consolidated data was released in January 2025 by the Ministry of Tourism, **Embratur**, and the Federal Police (PF). In December alone, **690,236** foreign visitors came to Brazil, an **11.1%** increase compared to the same month in 2023, making it the third-best December in the historical series.

"It is a joy to share such positive numbers for our country. This increase reflects our efforts to promote **Brazil's** image abroad. Strategic advertising campaigns, destination development, participation in international trade fairs, our UN Tourism office in Rio de Janeiro, and the strengthening of partnerships both domestically and internationally have boosted our visibility, showcasing the diversity of experiences Brazil offers, including its natural landscapes, resources, and cultural heritage," highlighted the Minister of Tourism, **Celso Sabino**.

Public and private sectors in the country are working together to expand their capacity to welcome these tourists properly. "We have improved our transportation infrastructure, airports, hotels, and tourist attractions, including museums and sustainably certified beaches as well as major national parks." Additionally, "we are achieving remarkable results with our policies to attract international flights, with a **19%** increase in **2024** and the projection of new key routes for this year."

Brazil, FITUR 2025 Partner Country

Brazil is the **FITUR** Partner Country for the first time in the fair's history, "one of the most influential in the world and which kicks off the international calendar of trade fairs in the sector," according to the Brazilian Minister of Tourism. "After a year of unprecedented records in Brazilian tourism, **2025** promises to exceed our expectations in terms of results

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and global visibility, and **FITUR** will be a showcase for us to present all of **Brazil's** potential, especially in a period when we will also host **COP 30** and the **BRICS** Summit."

As the Partner Country of the fair, "**Brazil** will expand its presence in the global tourism market, with significant impacts on the country's promotion and the arrival of visitors from all over the world to our destinations, from north to south." Thus, "we will leverage **FITUR's** enormous visibility to highlight all our diversity and establish Brazil as one of the world's tourism leaders," he concluded.

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Official participation of countries in FITUR 2025

updated as of 10 January, 2025

OFFICIAL COUNTRY PARTICIPATION

	AREA	COUNTRY	EXHIBITOR	Nº STAND
1	AFRICA	Cape Verde	Cape Verde Tourism Institute	1C09
2	AFRICA	Cameroon	Cameroon Ministry of Tourism and Leisure	1C14
3	AFRICA	Congo	Congo Ministry of Cultural, Tourism, Art & Leisure Industry	1C10
4	AFRICA	Côte d'Ivoire	Ministère du Tourisme et des Loisirs	1A06
5	AFRICA	Gabon	Embassy of the Gabonese Republic	1A12
6	AFRICA	Gambia	Gambia Tourism	1A02
7	AFRICA	Ghana	Ghana Tourism Authority	1C02
8	AFRICA	Guinea	Ont Guinée SA	1B06
9	AFRICA	Equatorial Guinea	Ministry of Tourism of Equatorial Guinea	1A04
10	AFRICA	Kenya	Kenya association of Tour Operators	1C12
11	AFRICA	Madagascar	Nosy Be Tourism Board	1D19
12	AFRICA	Morocco	Moroccan Tourist Office	1C04-1C01
13	AFRICA	Rep. of Mauritius	Mauritius Tourist Board	1C05
14	AFRICA	Mauritania	National Tourist Office of	1C03
15	AFRICA	Mozambique	Instituto Nacional do Turismo Mozambique	1B03
16	AFRICA	Namibia	Namibia Tourism Board	1B04
17	AFRICA	Rep. of Congo	Office National du Tourisme RD. Congo	1C07
18	AFRICA	Senegal	Senegal Tourism	1C06
19	AFRICA	Seychelles	Seychelles Tourist Office	1B02
20	AFRICA	Sierra Leone	Sierra Leone National Tourist Board	1A08
21	AFRICA	Tanzania	Tanzania Destination	1D06
22	AFRICA	Tunisia	Tunisia Tourism	1C08

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23	AFRICA	Uganda	Uganda Embassy	1A01
24	AFRICA	Zimbabwe	Zimbabwe Tourism Authority	1D07
25	AMERICA	Argentina	Visit Argentina	3C08
26	AMERICA	Bahamas	Bahamas Ministry of Tourism	3B15
27	AMERICA	Bolivia	Plurinational State of Bolivia	3C09
28	AMERICA	Brazil	EMBRATUR - Brazilian Tourist	3B08
29	AMERICA	Chile	Chilean National Tourism Service	3C16
30	AMERICA	Colombia	PROCOLOMBIA	3C02
31	AMERICA	Costa Rica	Costa Rican Tourism Board	3C10
32	AMERICA	Cuba	Cuban Tourist Office	3B09
33	AMERICA	Ecuador	Ministry of Tourism of Ecuador	3C04
34	AMERICA	USA	U.S.A. Welcome! Pavilion	3B10
35	AMERICA	El Salvador	Central America Tourism Agency	3D06
36	AMERICA	Guatemala	Guatemalan Tourism Institute	3B11
37	AMERICA	Honduras	Honduran Institute of Tourism	3D04
38	AMERICA	Jamaica	Jamaica Tourist	3C06
39	AMERICA	Mexico	MEXICO	3B02-AVD02
40	AMERICA	Nicaragua	Nicaraguan Institute of Tourism	3D00
41	AMERICA	Panama	Panama Tourism Promotion Fund	3C14
42	AMERICA	Paraguay	SENATUR	3B16
43	AMERICA	Peru	PROMPERU	3B07
44	AMERICA	Puerto Rico	Puerto Rico Tourism Company	3B04
45	AMERICA	Dominican Republic	Mtro. de Turismo Dominican Rep.	3B01-3A05
46	AMERICA	Uruguay	Uruguay Ministry of Tourism	3C12
47	AMERICA	Venezuela	VENETUR	3A06
48	ASIA-PACIFIC	China	China Tourism Office in Spain	6D01
49	ASIA-PACIFIC	South Korea	Korea National Tourism Organisation	6D09
50	ASIA-PACIFIC	Philippines	Philippine Department of Tourism	6C13
51	ASIA-PACIFIC	Hong Kong	Cathay Pacific	6C14
52	ASIA-PACIFIC	India	Le Passage to India	6A11

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53	ASIA-PACIFIC	Indonesia	Embassy of the Republic of Indonesia	6D10
54	ASIA-PACIFIC	Maldives	Visit Maldives	6C05
55	ASIA-PACIFIC	Japan	Japan National Tourism Organization	6C01
56	ASIA-PACIFIC	Macao	Macau Tourism	6D11
57	ASIA-PACIFIC	Malaysia	Tourism Malaysia	6D12
58	ASIA-PACIFIC	Nepal	Nepal Tourism Board	6A03
59	ASIA-PACIFIC	Sri Lanka	Sri Lanka Tourism Promotion Bureau	6D03
60	ASIA-PACIFIC	Thailand	Tourism Authority of Thailand	6C03
61	ASIA-PACIFIC	Taiwan	Taiwan	6B10
62	ASIA-PACIFIC	Uzbekistan	Tourism Committee of Uzbekistan	6D05
63	ASIA-PACIFIC	Vietnam	Vietnamtourism-Hanoi	6A25
64	EUROPA	Albania	Albanian Ministry of	4C15
65	EUROPA	Andorra	Andorra	4C06
66	EUROPA	Armenia	Armenia The Hidden Track	4B25
67	EUROPA	Austria	Austria - Agrupación Proveedores Turísticos	4C17
68	EUROPA	Azerbaijan	Azerbaijan Tourism Board	4B04
69	EUROPA	Belgium	visit.brussels	4C10
70	EUROPA	Bosnia and Herzegovina	Tourism Association of Sarajevo Canton	4C27
71	EUROPA	Bulgaria	Bulgaria - Ministry of Tourism	4D02
72	EUROPA	Croatia	Croatian National Tourist Board	4A02
73	EUROPA	Slovakia	Slovakia Travel	4C19
74	EUROPA	Slovenia	Slovenian Tourist	4C09
75	EUROPA	Spain	TURESPAÑA	9C02
76	EUROPA	Finland	Visit Finland	4C08_02
77	EUROPA	France	B.T. France - Bolshoi Tourism	4G34
78	EUROPA	Georgia	Georgian National Tourism Administration	4C11
79	EUROPA	Greece	Greek National Tourist Office	4C13
80	EUROPA	Iceland	Visit Iceland	4C08_01

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81	EUROPA	Israel	Israel, Ministry of	4C05
82	EUROPA	Italy	Turismo Italiano - ENIT SpA	4C16-4C18
83	EUROPA	Latvia	Investment and Dev. Agency of Latvia	4G18A
84	EUROPA	Lithuania	Lithuania Travel	4C25
85	EUROPA	Malta	Visit Malta	4E10
86	EUROPA	Moldova	Republic of Moldova	4C21
87	EUROPA	Montenegro	Montenegro National Tourism	4C23
88	EUROPA	Norway	Visit Norway	4C08
89	EUROPA	Poland	OF. National Office of Tourism of Poland	4C12
90	EUROPA	Portugal	Portugal Tourism	4G01
91	EUROPA	Czech Republic	#VisitCzechia	4C14
92	EUROPA	Romania	Romania World Travel	4B15
93	EUROPA	Serbia	Serbia National Tourism Organisation	4F02
94	EUROPA	Turkey	Mno Travel	4A27
95	MIDDLE EAST	Egypt	Egyptian Tourism Authority	6E04
96	MIDDLE EAST	Iraq	Association Of Travel & Tourism/Iraq	6F14
97	MIDDLE EAST	Iran	Iran Tourism	6D04
98	MIDDLE EAST	Jordan	Jordan Toursim Board	6D02
99	MIDDLE EAST	Oman	Oman Ministry of Heritage & Tourism	6D06
100	MIDDLE EAST	Palestine	Palestine, The Holy Land	6D08
101	MIDDLE EAST	Qatar	Visit Qatar	6F02

PARTICIPATION OF COUNTRIES REPRESENTED BY TITULAR EXHIBITORS

	AREA	COUNTRY	EXHIBITOR	Nº STAND
102	AFRICA	Algeria	Ams Voyage	1A13
103	AFRICA	Benin	Loana Travel	1A07
104	AFRICA	Botswana	Follow The Tracks Safaris	1A09
105	AFRICA	Guinea-Bissau	Consulmar Travel	1D15

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106	AFRICA	Somalia	Sahan Tourism Company	1B01
107	AFRICA	South Africa	Amazing Africa	1A03
			Natural Selection	1A15
108	AFRICA	Zambia	Zambia Institute Tourism & Hospitality	FITUR Talent
109	AMERICA	Canada	Alaedin Travel Canada	3D13
			Canada	3C22
			Global Tourisme	3D12
			IATA	8A20
110	ASIA-PACIFIC	Australia	Terra Nova Australia	6F09
111	ASIA-PACIFIC	Bhutan	Bhutan Rila Expeditions	6A33
112	ASIA-PACIFIC	Cambodia	Focus Asia	6C07
113	ASIA-PACIFIC	Kyrgyzstan	Silk Road Destinations	6A27
114	ASIA-PACIFIC	Mongolia	Mongolia Samar Magic Tours	6A35
115	ASIA-PACIFIC	New Zealand	Pacific	6B17
			Airalo	8F24
116	ASIA-PACIFIC	Singapore	Exo Travel	6A04
117	ASIA-PACIFIC	Turkmenistan	Ayan Travel	6A10
118	EUROPA	Germany	Tailor-made Bayern	4B10
			Friends	9D16
			GIATA	8F09
			Meininger	4E09
			Miller	4B06
			OsaBus	4G09

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			Pliant GmbH	8D74
			TrustYou GmbH	8D40
			TUI Group	10F34
119	EUROPA	Cyprus	Cyprus-Knossos Travel	4B11
120	EUROPA	Denmark	VOS Incoming Nordic Countries	4B23
121	EUROPA	Ireland	ABBEY - The destinations Experts	4F29
122	EUROPA	The Netherlands	SHR	8F24B
			FareHarbor	8F66
			Mews	8F23
			RoomRaccoon	8D10
			Travel Trade Holland	4C10A
123	EUROPA	United Kingdom	ATS Travel	4E07
			Axis & Globe Travel	4D12
			Big Bus Tours	8A29
			ETOA European Tourism Association	4G44
			Eurowelcome /Anglovision Tours	4A05
			eviivo.com	8D62
			Green Motion and U-Save	10F32
			Interopa Holidays	4E36
			Lighthouse	8D02
			Padi	4E21
			Sabre	8F33
			SiteMinder	8F03
			Titan Travel Tour Operator	4A20
			Tour Partner Group	4D18
			Triptease	8F29
			Welcome Pickups	8D50
124	EUROPA	San Marino	Podium Tour Operator	4A23
			San Marino International SRL	4E15
125	EUROPA	Switzerland	AlpTransfer - AlpExcursion	4F24

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			Black Yeti Switzerland	4F27
			RoomPriceGenie	8D46
126	MIDDLE EAST	Saudi Arabia	Promo Travel	6G08
			Arabian Connection Tourism	6G16
			Atlantis Dubai	6G26
			Desert Adventures Tourism	6F12
			Sanyog gupta voyages	6G28
			Splendid Travel &	6F04
			Surprise Tourism LLC	6G12
127	MIDDLE EAST	United Arab Emirates	Yalago	8F62
128	MIDDLE EAST	Lebanon	Baalbeck 7th Sky	6G32
			Rida International	6F05

PARTICIPATION OF COUNTRIES REPRESENTED BY CO-EXHIBITORS

	AREA	COUNTRY	COEXPOSITOR	Nº STAND
129	AFRICA	Ethiopia	Absolute Ethiopia	6C07
130	AFRICA	Rwanda	SawaSawa Africa	6G04
131	AMERICA	Belize	Mesoamerica Tours	3D04
			Splash DMC and Dive Center	3D06
			Verdante Travel DMC HND	3D04
132	AMERICA	Greenland	GJ Travel	4C08_01
			Nordis Travel	4D04
			Polar Lands Travel	4C08_01
133	ASIA-PACIFIC	Kazakhstan	Aventura Travel	4E04
			Turan Asia	6B08
134	ASIA-PACIFIC	Laos	Nomadic World	6C03
135	ASIA-PACIFIC	Myanmar	Discovery DMC	3A16
			Myanmar Voyages Int'l Tourism Co.,	6B06
			One More Destination	6C03



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136	ASIA-PACIFIC	Pakistan	Adventure Pakistan	6B08
137	ASIA-PACIFIC	French Polynesia	Tahiti Nui Travel	6G03
138	ASIA-PACIFIC	Tajikistan	Orom Travel	6A27
			Pamir Travel	6B08
139	EUROPA	Hungary	Nagyutazás.hu Online Travel Agency Ltd	4D08
			Travemo Club DMC	4A02
140	EUROPA	Luxembourg	Mosa DMC	4D08
141	EUROPA	Macedonia	Balkan Prime Tours	4D02
			Macsun Travel	6G03
142	EUROPA	Sweden	Stromma Netherlands	4C10A

PARTICIPATION OF COUNTRIES REPRESENTED IN LIVECONNECT

- 143. Aruba
- 144. Angola
- 145. Burkina Faso
- 146. Bangladesh
- 147. Belarus
- 148. Haiti
- 149. Kuwait
- 150. Libya
- 151. Monaco
- 152. Malawi
- 153. Niger
- 154. Nigeria
- 155. Togo
- 156. Ukraine

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FITUR PARTNER



Press Kit

Press Presentations

International Press Centre (Halls 2-4)

WEDNESDAY 22 JANUARY

SKAL (13:00 - 13:45)

The Republic (15:15 - 15:45)

Soy Caribe Magazine (16:00 - 16:45)

Eviivo (17:00 - 17:45)

THURSDAY 23RD JANUARY

Mauritania (10:00 - 10:45)

Presentation 'Guide to Good Practices in Accessibility' by IMPULSA IGUALDAD
(11:15 - 11:45)

Republic of Moldova (12:00 - 12:45)

Poland (13:00 - 13:45)

Egypt (14:00 - 14:45)

Cuba (15:00 - 15:45)

Belgium (17:00 - 17:45)

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FITUR PARTNER



Press Kit

FRIDAY 24 JANUARY

Radio Intercontinental (11:00 - 12:00)

Bravent (12:15 - 13:00)

Press conferences and stand presentations

WEDNESDAY 22 JANUARY

Handing over of the keys of the 2 new Rosabus Mercedes-Benz coaches

Organised by: Autocares Rosabus

Stand: 8A21

Time: 10:00

Inauguration of the Philippine stand

With the presence of Phillipe J. Lhuillier, Philippine Ambassador to Spain.

Organised by: Philippines

Stand: 6C03

Time: 10:00

Presentation Magical Towns of Spain

Organised by: Magical Towns of Spain

Stand: 7C26

Time: 10:00

Press conference to present the 'Future Mobility Study'.

With Isabel Fernández, Deputy Director of Europcar Mobility Group in Spain and Portugal; Gerardo Bermejo, Chief Financial Officer of Europcar Mobility Group in Spain and Portugal and Cristian Bardají, Director of the RACC Mobility Area.

Organised by: Europcar

Stand: 10C14

Time: 11:00

Muafrika Experience press conference

Organised by: Muafrika Experience

Stand: 1D70A

Time: 11:00

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FITUR PARTNER



Press Kit

Galicia Professional Agenda

Organised by: Galician Tourist Board - Xunta de Galicia
Stand: 9C07/9C09
Time: 11:45 onwards
Full programme in the [link](#)

Presentation by the President of the Government of the Balearic Islands of the "Process of transformation for the sustainability of the Balearic Islands: you are the reason".

Organised by: Illes Balears
Stand: 7B08
Time: 12:00

Inauguration of the stand by Real Travel CEO and presentation of the digitalisation work in Costa Rica on the Real Travel mobile platform.

Organised by: Real Travel
Stand: 3C11
Time: 12:00

Presentation of the gastronomic competition 'Tapalma Mallorca 2025'.

Organisers: Tramed - Grimaldi Lines
Stand: 10E10
Time: 12:00

Inauguration of the Ecuador stand

With the participation of the delegation of authorities from Ecuador and the country's official representatives in Spain.
Organised by: Ecuador
Stand: 3C13
Time: 12:00

Inauguration of the Israel stand

With representation from the Israeli Ministry of Tourism and the Israeli Embassy in Spain.
Organised by: Israel
Stand: 4C05
Time: 12:00

Press conference Madhya Pradesh

Stand: 6B05
Time: 12:00

Official presentation of Cicerone, a generative AI tourism assistant

Organised by: iUrban

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FITUR PARTNER



Press Kit

Stand: 7C12

Time: 12:00

EISITalks. Trends in operational management and guest experience.

Organised by: EISI SOFT

Stand: 8D20

Time: 12:00

Presentation of Kananga novelties

Organised by: Kananga

Stand: 1D04

Time: 12:00

Presentation of tourism proposals for Navarre

Organised by: Navarra

Stand: 9C13

Time: 12:00

Inauguration of the Canada stand

Attended by the Canadian Ambassador Jeffrey Marder and the Canada-Spain Chamber of Commerce.

Organised by: Canada

Stand: 10C04

Presentation of the Spanish Capital of Gastronomy 2025

Organised by: Alicante

Stand: 7A06

Time: 11:30

Inauguration of the Peru stand

Organised by: Peru

Stand: 3B07

Time: 12:30

Meliá Hotels International press conference

Organised by: Meliá Hotels International

Stand: 10C04

Time: 12:30

Presentation of the Rivas Vaciamadrid Town Hall stand

Organised by: Rivas Vaciamadrid City Council

Stand: 9A06

Time: 12:30

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FITUR PARTNER



Press Kit

Presentation of new Travelance partners and news

Organised by: Travelance
Stand: 8C20
Time: 13:00

Press conference Japan

Organised by: Japan
Stand: 6C01
Time: 13:30

Interclub Launch

Organised by: Intermundial
Stand: 10E04
Time: 13:00

Presentation Andean Travel Company

Also, raffle for a cruise to the Galapagos Islands.
Organised by: Andean Travel Company
Stand: 3C13
Time: 14:00

Presentation SKAL

With the presence of the president of Ekal España, Francisco Rivero, presentation of the diploma of Skal de Madrid to the Egyptian Salah Atris, presentation of the venue for the 2027 Skal International congress in Cadiz and cocktail party.
Organised by: SKAL
Stand: 10A68
Time: 14:00

Natural Selection Safaris press conference

Organised by: Natural Selection Safaris
Stand: 1A15
Time: 14:00

Cashless Technology in Hotels: Simplifying Access and Payments

Stand: SeggiturLab Space
Time: 14:00

Introducing a sustainable and committed airline

Organised by: Air Europa
Stand: 10C06
Time: 14:00

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FITUR PARTNER



Press Kit

Presentation of the Mining Park of Aljustrel and the Tourist Route "From the Mine to the Wine of Talha": Industrial Tourism in the Iberian Pyrite Belt (Aljustrel Town Council)

Organised by: Baixo Alentejo

Stand: 4E06

Time: 15:00

Presentation of Yuvod technological innovations

Organisers: Women for Dialogue and Education

Stand: 8F56

Time: 15:30

Press conference Ecuador

Convened by the General Secretariat of the Andean Community (CAN)

Organised by: Ecuador

Stand: 3C04

Time: 15:30

Presentation of the film 'Los Restos del Pasar'.

With the presence of the directors Luis (Soto) Muñoz and Alfredo Picazo

Stand: Turespaña (9C02)

Time: 15:30

Amadeus announces new partnership in Mobility

Complete [programme](#)

With **Ruth Sanz**, EMEA Account Manager - Mobility Provider, Amadeus; **Fernando Martín**, Co-founder and CEO, Eccocar; **Alejandro Costantino Oglini**, CEO, K10 Mobility

Organizers: Amadeus

Stand: 8C18

Time: 16:00

Travel Trends 2025: The Transformation of the In-flight Experience and the Rise of Asia

Complete [programme](#)

With **Christian Boutin**, General Manager Spain and Portugal, Amadeus; **Paula Lafora**, Customer Experience Director, IBERIA

Organised by: Amadeus

Stand: 8C18

Time: 16:00

Press conference Visit Buenos Aires. International inbound tourism results 2025

Chaired by Valentín Díaz Gilligan, President of Visit Buenos Aires, accompanied by Karina Perticone, Executive Director of the entity.

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FITUR PARTNER



Press Kit

Organised by: Visit Buenos Aires
Stand: 3C01
Time: 16:30

Presentation "Where one woman thrives, a whole community flourishes".

Organisers: Women for Dialogue and Education
Stand: 7A33
Time: 16:00

EISITalks. Application Interoperability in Process Automation

Organised by: EISI SOFT
Stand: 8D20
Time: 16:00

Presentation of Maraey Rio de Janeiro agreements

Organised by: MARAEY Rio de Janeiro
Stand: 3B08_A
Time 16:00

Presentation "The craft tradition of Badalona".

Organised by: Badalona
Stand: 7C28
Time 16:30

Presentation of Sara Sálamo, New Ambassador for Landmar Hotels 2025

The shared Tenerife origins of both the actress and director and the two resorts owned by the hotel chain in the western part of the island were key to this partnership. Sara Sálamo will address the media and share details about her new collaboration, which includes the filming of a mockumentary.

Organizer: Landmar Hotels
Stand: Association of Tourist Municipalities of the Canary Islands (Hall 9)
Time: 17:00

Think Tank Blue Islands: Blue and Circular Islands

With the presence of **Iлона Shekyants**, Deputy Director General for Sustainability of the Secretary of State for Tourism; **Jaume Bauzà**, Minister for Tourism, Culture and Sport (Balearic Islands); **Tara Morton**, Ambassador to Spain (New Zealand); **Eduardo Jorge Silva**, Ambassador to Spain (Cape Verde) and **José Manuel Lapeña**, Consul General to Spain (Seychelles).

Organised by: Balearic Islands
Stand: 7B08
Time: 17:00

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FITUR PARTNER



Press Kit

Presentation Cabras and the Sinis peninsula: the archaeological natural park of the central-western coast of Sardinia

Organised by: Fondazione Mont'e

Stand: 4E23

Time: 17:00

Interwork. International event

Organised by: Intermundial

Stand: 10E04

Time: 17:00

THURSDAY 23RD JANUARY

Galicia Professional Agenda

Organised by: Galician Tourist Board - Xunta de Galicia

Stand: 9C07/9C09

Time: 10:15 onwards

Full programme in the [link](#)

Presentation of new Indochina tours

Organised by: Joymark Travel Vietnam

Stand: 6A21

Time: 10:30

Presentation and launch of the XIII Islamic Festival of Mértola: the territory with the greatest legacy of Islamic heritage and culture in Portugal (Mértola Town Hall)

Organised by: Baixo Alentejo

Stand: 4E06

Time: 10:30

Air Europa Los 40 Principales Aircraft Presentation

Organised by: Air Europa

Stand: 10C06

Time: 10:30

Presentation of financial results, new projects and openings of Sercotel

Organised by: Sercotel

Stand: 10C07

Time: 10:30

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FITUR PARTNER



Press Kit

Gastronomic Tourism: Ibero-America as a Destination

Presentation by the Union of Ibero-American Capital Cities (UCCI) of two key initiatives for sustainable gastronomic tourism in Ibero-America: 'A Journey of Flavours: Principles for the sustainable development of gastronomic tourism in Ibero-American cities' and the 38th edition of the Ibero-American Cities Magazine.

Speakers: **Almudena Maíllo del Valle**, Councillor for Tourism of Madrid City Council and Secretary General of UCCI; **Sandra Carvão**, director of the Department of Market Intelligence, Policies and Competitiveness UN Tourism; **Luciana Binaghi Getar**, Director General of UCCI; **Luis Suárez de Lezo**, President of the Royal Academy of Gastronomy of Spain; **Chef Tita**, Ambassador of the New Dominican Cuisine and Executive Chef of Aguaji Restaurant; **Iñaki Gaztelumendi**, Consultant Verne Tourism Experts; **Pablo Llano**, Director General of the NGO Cesal and **Valentín Díaz Gilligan**, president of the Tourism Board of the City of Buenos Aires.

Organised by: Union of Ibero-American Capital Cities (UCCI).

Stand: Community of Madrid (9C03)

Time: 11:00 a.m.

Press conference

Organised by: iryo

Stand: 10C11

Time: 11:00

Presentation of the Natural Ways Fragrances

Organisers: Ministry of Agriculture, Fisheries and Food

Stand: 9C14

Time: 11:00

Presentation 'Una década de El Camino a Vela'

Celebration of the 10th anniversary of El Camino a Vela, a pioneering initiative for sustainable nautical tourism, as well as the twinning of the towns that have hosted the Crossing most faithful to the Camino de Santiago by sea. With the presence of **Ana Cristina Gozalo**, Turespaña; **Federico Fernández-Trapa**, Promoter and Captain of the crossing and **Patricia Alcubilla**, coordinator of El Camino a Vela.

Stand: TURESPAÑA (9C02)

Time: 11:00

Garnacha Picnic

Organized by: Zaragoza

Stand: 7B11

Time: 11:30

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FITUR PARTNER



Press Kit

Press conference Palladium Hotel Group

Organised by: Palladium Hotel Group

Stand: 10D16

Time: 11:30

Press conference Tramed- Grimaldi Lines

Present were Ettore Moracce, CEO of Tramed and Mario Massaroti, CEO of Grimaldi Logística España.

Organisers: Tramed - Grimaldi Lines

Stand: 10E10

Time: 11:45

Avis - Spanish Basketball Federation Sponsorship Renewal Event

With the presence of Elisa Aguilar, President of the Spanish Basketball Federation.

Organised by: Avis

Stand: 10D08

Time: 12:00

Skal and Complutense University of Madrid sign agreement

In the presence of the Vice-Rector for Planning, Coordination and Institutional Relations, José María Coello de Portugal

Organised by: SKAL

Stand: 10A68

Time: 12:00

Tourism challenges between Spain and Portugal

Organised by: Travelance

Stand: 8C20

Time: 12:00

Navarre as an enogastronomic destination

Stand: 9C13

Time: 12:00

Madhya Pradesh Tourism press conference

Stand: 6B05

Time: 12:00

EISITalks. Business intelligence for hotel operational management

Organised by: EISI SOFT

Stand: 8D20

Time: 12:00

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FITUR PARTNER



Press Kit

Zaragoza, World Grenache Capital

Official presentation of this project with the presence of the mayor of Zaragoza, **Natalia Chueca**, along with exceptional ambassadors such as the Princess of Asturias Award for Sports, **Teresa Perales**, the winner of Masterchef 11, **Eneko Fernandez**, and the actor **Rafa Maza**.

Organized by: Zaragoza

Stand: 7B11

Time: 12:30 p.m.

Tourist accessibility presentation

Jesús Hernández-Galán, Director of Accessibility and Innovation at the ONCE Foundation and Director of the European Centre for Accessibility.

Organised by: SKAL

Stand: 10A68

Time: 12:30

Presentation of the Arganda Uprising, future regional tourist interest festival

Organised: Arganda del Rey

Stand: 9A07

Time: 12:30

Engaging AI Conversations

Organised by: Silken Hoteles

Stand: 10E14

Time: 12:30

Press conference. Jubilee 2025 Israel

With the participation of Gustavo Riveiro D'Angelo (Director of Pastoral of Tourism of the EEC), Fr. Luis Quintana (Legal representative of the Custodian of the Holy Land in Spain), Ms. Carlota Valenzuela (Pilgrim) and Christian Galvez (Editor, publicist and TV presenter).

Organised by: Israel

Stand: 4C05

Time: 12:00

Presentation of Acción Accesibilidad Villablino

Organisers: Ministry of Agriculture, Fisheries and Food

Stand: 9C14

Time: 12:30

Presentation island of Fuerteventura

Organised by: Fuerteventura Island Tourist Board

Stand: 9C04_02

Time: 12:30

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FITUR PARTNER



Press Kit

Tour operator alliances

Organised by: Travelance
Stand: 8C20
Time: 13:00

Presentation stand Badalona

With the presence of the Mayor of Badalona, Xavier García Albiol.
Organised by: Badalona
Stand: 7C28
Time: 12:30

Presentation of novelties in the Hertz fleet

Organised by: Hertz
Stand: 10D12
Time: 13:00

Sector trends

Organised by: Silken Hoteles
Stand: 10E14
Time: 13:15

Presentation of the 1st National Congress on Tourism and Sport in La Nucía

Organised by: AEDH-Spanish Association of Hotel Managers
Stand: 10D01
Time: 13:30

Presentation of the film 'Los Restos del Pasar'.

With the presence of the directors Luis (Soto) Muñoz and Alfredo Picazo.
Stand: Cordoba Provincial Council
Time: 13:45

EISITalks. EISIVerse immersive management

Organised by: EISI SOFT
Stand: 8D20
Time: 16:00

Press conference Vincci Hoteles

With the presence of Carlos Calero, General Manager of Vincci Hoteles
Organised by: Vincci Hoteles
Stand: 8C17
Time: 16:30

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FITUR PARTNER



Press Kit

Natural Selection Safaris press conference

Organised by: Natural Selection Safaris

Stand: 1A15

Time: 17:00

2nd Edition of the Nightlife Guide of the Community of Madrid

Presentation to promote and attract international tourism to the region with its range of entertainment and shows and which aims to serve as a reference point to get to know Madrid's nightlife.

Organised by: Fiesta is Madrid (Noche Madrid)

Stand: 9C03

FRIDAY 24 JANUARY

Presentation of the TUI Field to Fork - Regenerative Alentejo (Regenerative Tourism) project

Organised by: Baixo Alentejo

Stand: 4E06

Time: 10:30

Presentation of Air Europa aircraft Pablo López

Organised by: Air

Stand: 10C06

Time: 10:30

Galicia Professional Agenda

Organised by: Galician Tourist Board - Xunta de Galicia

Stand: 9C07/9C09

Time: 10:15 onwards

Full programme in the [link](#)

Presentation Splendid Travel & Tourism

Organised by: Splendid Travel & Tourism

Stand: 6F04

Time: 11:00

Natural Selection Safaris press conference

Organised by: Natural Selection Safaris

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FITUR PARTNER



Press Kit

Stand: 1A15

Time: 11:00

Presentation Alicante Spanish Capital of Gastronomy

Organised by: Alicante City Council

Stand: 7A01A (Central Plaza stand Comunitat Valenciana)

Time: 11:30

Presentation 'Ambassadors of the Badalona Brand'.

Talk by the Mayor of Badalona, Xavier García Albiol with Badalona businessmen Enrique Tomás and José Elías (AUDAX).

Organised by: Badalona

Stand: 7C28

Time: 12:30

Presentation of the Extremadura tourist train

Organised by: SKAL

Stand: 10A68

Time: 12:00

Presentation of products and promotions to Peru

Organised by: All Peru Tours and Travel SAC

Stand: 3A19

Time: 12:00

Navarre Day. Institutional event

Organised by: Navarra

Stand: 9C13

Time: 12:00

Presentation of the Visor Socio-economic Study of Nature Trails.

Organisers: Ministry of Agriculture, Fisheries and Food

Stand: 9C14

Time: 12:30

Presentation of Norwegian Cruise Line

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FITUR PARTNER



Press Kit

Organised by: Norwegian Cruise Line (FITUR Cruise Village)

Stand: 4E14

Time: 12:45

Mundukos Talk - "How to live travelling".

Organised by: Intermundial

Stand: 10E04

Time: 13:00

Welcome Ceremony Kabalat Shabbat

Organised by: Israel

Stand: 4C05

Time: 13:00

Presentation of the book "Cien sonrisas de cinco estrellas" (A hundred five-star smiles), by Antonio M. Contreras

Organised by: SKAL

Stand: 10A68

Time: 12:00

Presentation of the Nature Trails Passport

Organisers: Ministry of Agriculture, Fisheries and Food

Stand: 9C14

Time: 13:30

Press Conference of Portugal dos Pequenitos and Portugal Green Travel - DMC

Presentation of the new tourism package combining culture, education and tradition aimed at tour operators and B2B.

Organised by: Portugal dos Pequenitos and Portugal Green Travel

Stand: 4G18

Time: 15:00

Presentation 'Golden Cup Badalona 2025'.

Organised by: Badalona

Stand: 7C28

Time: 16:00

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Awards Agenda at FITUR 2025

WEDNESDAY 22 JANUARY

16:00 Nominations **Mencey Futurista of Honour Awards** (Stand 8C05)

- Mencey Futurista Award for the City of Excellence with Festivals of International Tourist Interest: (Pamplona), San Fermin Festival; (Cadiz), Cadiz Carnival; (Seville), Seville April Fair; (Santa Cruz de Tenerife), Santa Cruz de Tenerife International Carnival.
- Mencey Futurista Award for the Wine Tourism Experience with Roots and Authenticity: DO Ribeira Sacra (Galicia); DO Lanzarote (Canary Islands); DO Valdepeñas (Castilla-La Mancha); DO Priorat (Catalonia).
- Mencey Futurista Award for Emblematic Rural Destination in Spain: Valle de Arán (Huesca, Aragón); Cangas de Onís (Asturias); Ribeira Sacra (Orense, Galicia); Isla de La Gomera (Canary Islands).
- Mencey Futurista Award for the Most Innovative Technological Company in Tourism: The Wise Dreams; Spring Hoteles; Mabrian Technologies; Room Mate Hotels.
- Mencey Futurista Award for the Most Exclusive Independent Tourist Establishment in Spain: Royal River, Luxury Hotel (Tenerife); Can Lluç Hotel Rural (Ibiza); Hotel Lobby Rooms & Suites (Seville); Castilla Termal Monasterio de Valbuena (Castilla y León).

16:30 Responsible and Sustainable Tourism Award (FiturTechYSustainability Space)
Organised by Fundación Intermundial together with Fitur and UNWTO. During the ceremony, explorer Pablo Nemo will give a talk on sustainability and respect for local communities.

17:00 **Hermestur and Madrid Acoge Awards** (Stand 9C03)

THURSDAY 23RD JANUARY

12:30 pm **Award Ceremony Pueblos Mágicos de España** (Stand 7C26)



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FRIDAY 24 JANUARY

12:00 VI Tourism Women Friendly Awards (Women for Dialogue and Education) (Stand 7A33)

15:30 II FITUR 4all Awards

FITUR Awards for Best Stand in the categories of institutions and autonomous communities, countries and companies.

FITUR Sustainable Stand Awards

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NP Programmes in the FITUR 2025 and FITUR NEXT Observatory sections

FITUR 4all 2025 presents its conferences and activities for promoting accessible tourism

In collaboration with **IMPULSA IGUALDAD** and with the support of **Mallorca**, unveils its innovative programme to advance accessibility in tourism with activities, presentations, the 2nd FITUR4all Awards and the 'Accessibility Best Practices Guide'.

FITUR 4all, the section of FITUR dedicated to accessible tourism, organised in conjunction with **IMPULSA IGUALDAD** and with the support of **Mallorca**, announces the programme of activities for its second edition in 2025. The conference, which is taking place on **24 and 25 January** within the framework of the **International Tourism Trade Fair**, will be addressing key issues in talks given by national and international experts on topics such as social sustainability, technology in accessibility or the importance of the value chain in destinations.

In addition, on **Saturday 25 January**, there will be a special day held on '**Connecting with Equality**', with workshops, aimed at the general public where they can explore topics such as regenerative tourism and services for customers with specific needs. Activities will also include an accessible free tour and a showcase of inclusive initiatives designed to promote barrier-free tourism experiences.

'Accessibility Best Practices Guide' and FITUR4all 2025 Awards

The presentation of the '**Best Practices Guide to Tourism Accessibility by Fitur4all**' will also take place in parallel to the conference, and which includes the most outstanding accessibility projects developed between 2023 and 2024 due to their positive impact, potential and replicability.



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The **2nd FITUR4all Awards** will also be held on **24 January**, recognising those destinations, companies and institutions that have implemented exemplary initiatives to promote inclusive tourism. The winners in each category -Inclusive National Destination, Inclusive International Destination, Inclusive Tourism Company and Inclusive Organisation or Institution- will be announced during the fair and will receive a trophy, a diploma and a distinctive mark that can be used in their communications.

Full programme of FITUR 4all 2025

The conference will feature presentations by experts, among which leading professionals from the tourism and accessibility sectors have already confirmed their participation.

Friday 24 January

10.15am-10.30am Entrance and accreditation

The conference will be hosted by journalist Paco Nadal

10.30am-10.45am Official opening of the conference

FITUR+IMPULSA IGUALDAD

Representatives of IMPULSA, FITUR, MALLORCA.

10.45am-11.00am- Mallorca a destination for all

Presentation of Mallorca as sponsor.

11.00-11.30 España como destino referente en turismo accesible (*Spain as a benchmark destination in accessible tourism*)

Isabel Martín, head of Spanish Tourism Office Toronto; **Manuel Butler**, head of Spanish Tourism Office London, and **Jaime Alejandro**, head of Spanish Tourism Office Tokyo.

11.30am-12.00pm Sostenibilidad social como eje transformador en el turismo (*Social sustainability as a transformative pathway in tourism*)

Participants: **Igor Stefanovic**, UNWTO accessibility coordinator; **Virginia Puchades**, accessible tourism expert at Visit Benidorm; **Madeleine Burns Vidaurrazaga**, Peru's Vice Minister of Tourism; **Karina Fortete**, advisor in Tourism Development of the Municipality of Montevideo. Moderated by **Isabel Novoa**, president of ISTO.

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12.00pm-12.30pm La tecnología y los espacios de datos como vía de desarrollo del turismo accesible (*Technology and data spaces as a way of developing accessible tourism*)

Andrés Martínez, CEO & Cofounder iURBAN; **Dolores Ordóñez**, CEO Anysolution; and **Daniel Martínez**, Director of Visita Gijón.

12.30pm-1.00pm El transporte aéreo y la inclusión (*Air transport and inclusion*)

Participants: **Miguel Tenorio**, Airport Manager Eastern Spain, IBZ & MAH Vueling; **Ivor Ambrose**, director of ENAT; **Xavier Mascarell**, Customer Accessibility Strategy Manager British Airways; and **Jesús Hernández**, Director of Accessibility and Innovation at Fundación ONCE. Moderated by **Linda Ristagno**, Assistant Director IATA.

13.00-13.30 Distribuidores de viaje, actores clave en el turismo accesible (*Travel distributors, key players in accessible tourism*)

Participants: **Mercedes Tejero**, manager CEAV; **Esther Villena**, Global Head of Social Sustainability Amadeus; **Ricardo Fernández**, CEO of Destinia; and **Carmen de Santa Ana**, Vacation Director VECI. Moderated by **Miguel Carrasco**, COO TUR4all Travel.

1.30pm-2.00pm La cadena de valor del turismo accesible y su importancia en los destinos españoles (*The value chain of accessible tourism and its importance in Spanish destinations*)

Blanca Jiménez Cuadrillero, Councillor for Tourism, Events and City Brand of Valladolid City Council; and representatives of the Community of Madrid, Seville City Council and the Generalitat Valenciana. Moderated by **Francisco Sardón**, President of IMPULSA IGUALDAD.

2.00pm-2.15pm Institutional closure

By **IMPULSA+FITUR+MALLORCA**

2.15pm-3.30pm Networking cocktail reception

3.30pm Award Ceremony



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Saturday 25 January

FITUR4all conference: Conecta con la igualdad. (*Connect with equality.*) Awareness-raising workshop on accessible tourism. (From 10.30am)

10.30am-11.30am Regenerative, accessible and purposeful tourism workshop for students

11.30am-12.30pm Workshop on customer care with accessibility needs and experiences

Accessible Free Tour with Civitatis 2 shifts TBA

12.30pm-1.00pm Accessible festivals and their impact on responsible tourism

1.00pm-1.30pm Accessible showcase

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Fitur Cruises 2025 presents its most comprehensive programme with activities, awards and the participation of major cruise lines

Talks by professionals, cruisers meet-ups, activities and the third edition of the Cruceroadicto Awards mark the agenda of this edition dedicated to the growing blue tourism.

Organised by FITUR together with Cruceroadicto.com, the section will be held within the framework of the International Tourism Trade Fair from 22 to 26 January.

FITUR Cruises, the space dedicated to the world of cruises at the **International Tourism Trade Fair** organised by **IFEMA MADRID**, promises a packed programme of activities and presentations aimed at both professionals and the general public with which to discover the latest news and future trends of the industry.

Over the five days of the Fair (**22 to 26 January**), **FITUR Cruises**, organised by FITUR in collaboration with **Cruceroadicto.com**, announces different initiatives aimed at showcasing the essence of cruise tourism. **Cruise Campus** is an innovative system of mini-courses that, in a practical way and with the help of experts in different areas of marketing, communication and even professional travellers, will be dealing with aspects related to the cruise experience from all perspectives.

At the weekend, in addition to the Cruise Campus talks, the popular **Cruise Scavenger Hunt** sponsored by Intermundial will be taking place, in which teams must solve clues and visit a series of cruise ship stopover destinations throughout the FITUR halls to enter a final draw to win cruises for two, excursion vouchers or travel insurance.

Along with this, on **Thursday 23 January**, FITUR Cruises will hold the third edition of the **Cruceroadicto Awards** in an event attended by the finalists in each category. These international awards are the only cruise awards voted 100% by the Spanish-speaking travel community. In this regard, to guarantee that it is the traveller who has the last word, these are the first awards in Spain to be certified by the AENOR quality mark 'commitment to transparency and impartiality'. The awards will be presented in the categories of best ship, cruise line and port of the year 2024.

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Likewise, this edition has an important participation with leading cruise lines, such as **Costa Cruises** (Italy); **Baluma Cruises**, representatives in Spain of **Celebrity Cruises** (United States) and **Azamara** (United States); **NCL Holding**, with **Norwegian Cruise Line** (United States), **Oceania Cruises** (United States) and **Regent Seven Seas** (United States) and **Emerald Spanic** cruise agency and representatives in Spain of **Emerald Cruises** (Australia) and **Scenic Luxury Cruises** (Australia). **Shore2Shore**, a company dedicated to excursions and tours for cruises in Spanish, will also be present.

Full programme of FITUR Cruises 2025

Wednesday 22 January

Puertos de encrucijada: Los destinos de cruceros entre la bienvenida y el desafío (*Stopover ports: the destinations of cruises between the welcome and the challenge*)
(Frank Babinger, Professor at the Faculty of Commerce and Tourism UCM)

Descubre la experiencia de navegar en una compañía premium (*Discover the experience of sailing with a premium company*)
(Celebrity Cruises / Azamara)

La opción más completa para las vacaciones (*The most complete option for holidays*)
(Costa Cruises)

Thursday 23 January

¿Cómo es y qué busca el crucerista? (What is the cruiser like and what does he/she look for?) Trends for 2025
(Cruceroadicto.com)

Cómo viajar en ultra-luxury con todos los lujos incluidos (*How to travel in ultra-luxury with all the luxurious extras included*)
(Regent Seven Seas Cruises)

¿Qué es realmente un crucero de lujo? Claves para comercializarlo (*What really defines a luxury cruise? Keys to marketing it*)
(Emerald Spanic)

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2024 CRUCEROADICTO AWARDS

Announcement of the winners of the third edition in an event attended by the finalists in each category: best ship, cruise line and port of the year 2024.

Friday 24 January

Your World. Your Way. Redefiniendo los cruceros ultra premium (*Redefining ultra-premium cruises*)

(Oceania Cruises)

Claves del éxito y popularidad de las excursiones de cruceros en español (*Keys to the success and popularity of Spanish-speaking cruise tours*)

(Shore2Shore)

¡Disfruta MÁS en tus vacaciones! (*Enjoy MORE on your holiday!*)

(Norwegian Cruise Line)

Saturday 25 January

Un faro de esperanza en el mar (*A beacon of hope at sea*)

(Mercy Ships Spain)

El seguro de viaje: Tu aliado para unas vacaciones de crucero perfectas (*Travel insurance: Your ally for a perfect cruise holiday*)

(Intermundial)

CRUISE SCAVENGER HUNT sponsored by Intermundial

Coffee & Cruises

A meet-up opportunity for both seasoned cruisers and those who are new to this wonderful world and are planning their first trip.

Sunday 26 January

Cruisers breakfast meet-up on Sunday morning

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FITUR Know-How & Export 2025 is full of surprises with an innovative programme on digitalisation and technology applied to tourism

With the participation of 57 technology companies, the 13th edition of FITUR Know-How & Export will be focusing on technological solutions for the modernisation of the sector and will present the 'The AI for Tourism Awards 2025'.

The **13th edition** of **FITUR Know-How & Export**, organised by **FITUR** and **SEGITTUR**, in collaboration with **ICEX España Exportación e Inversiones**, is being held from **22 to 26 January** at **IFEMA MADRID**. During the conference, the section's programme is featuring a range of activities including round tables and conferences on the digitisation of tourism, data spaces and the Smart Destinations Platform (SDP), which will highlight the impact of technology on the management and development of the sector.

Other key events at **FITUR Know-How & Export** include the **2nd edition of 'The AI for Tourism Awards 2025'**, awarding the Best AI Solution applied to tourism and the **Segitturlab** innovation area, aimed at professionals and managers in the tourism industry, which will feature an extensive programme of workshops, available for .

The section will bring together **57 technology companies** distributed over 40 exhibition stands, which will be offering innovative solutions from hotel digitalisation to intelligent destination management, positioning technology as a key factor for the development of tourism.

Full programme of FITUR Know-How & Export, Hall10

Wednesday 22 January 2025

12.00pm - ¿Cómo los fondos Next Generation han impulsado la digitalización de pymes turísticas? (How have Next Generation funds boosted the digitalisation of tourism SMEs?)

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Moderated by: **José María Pérez**, director of the Tourism Programmes and Economic Affairs Division, State Secretariat for Tourism. Participants: Begoña Pérez, CEO, Zas Jobs; María Tomás, expert, Forwardkeys; **César Urbina**, creative director, Iralta and **Javier Pascuet**, Tourism and Innovation Consultant, Girona Camping Association.

1.00pm - La internacionalización del modelo DTI (*The internationalisation of the STD model*)

Moderated by: **Beatriz García**, project manager at SEGITTUR. Participants: **Karina Fortete**, director of Tourism Planning and Management, Tourism Division, Municipality of Montevideo; **Ramón Pomés**, advisor on Smart Tourism Destinations, Ministry of Tourism of Cuba and **Etzon Romo**, general manager, Quito Tourism

4.00pm - Oportunidades de negocio para las empresas turísticas y tecnológicas españolas en Brasil (*Business opportunities for Spanish tourism and technology companies in Brazil*)

Moderated by: **Bárbara Blaudt Rangel**, director of the Department of Planning, Intelligence, Innovation and Competitiveness, Ministry of Tourism of Brazil; **Juliana Bettini**, IDB Tourism Specialist; **Saulo Ribeiro dos Santos**, Municipal Secretary of Tourism, São Luís de Maranhão Wellington and **Rafael Medeiros**, analyst at the Municipal Institute of Tourism, Curitiba Tourism.

5.00pm - Oportunidades de negocio para las empresas turísticas españolas en México (*Business opportunities for Spanish tourism companies in Mexico*)

Moderated by: **José Loira González**, head of the Department of Construction and Tourism Solutions, ICEX España Exportación e Inversiones. Participants: **Roberto Delgado Gallart**, CEO, Mundo Cuervo - Tequila; **Ricardo Niño**, CEO, VANTI; **Margarita Carbajal**, founding president, Federación Empresarios Turísticos A.C. Nacional.

Thursday 23 January 2025

10.30am - Plataforma Inteligente de Destinos: innovación en la gestión de los destinos inteligentes (*Smart Destinations Platform: innovation in smart destination management*)

Moderated by: **Ezequiel García**, IR director, SEGITTUR. Participants: **Enrique Martínez**, chairman of SEGITTUR; **Carlos Tejedor**, director of the General State Administration at

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Telefónica Empresas España; **Inmaculada de Benito**, head of Tourism, CEOE; **John Mora** vice-president, Smart Cities Commission, AMETIC.

11.30am - La vinculación de los destinos con la Plataforma Inteligente de Destinos *(Linking destinations to the Smart Destinations Platform)*

Moderated by: **Enrique Martínez**, chairman of SEGITTUR. Participants: **José Guillén Parra**, deputy mayor and councillor for Urban Development and Smart City, Murcia City Council; José **Javier Ruiz Arana**, mayor of Rota; **José Marcial Rodríguez Díaz**, executive councillor for Tourism, Consell de Mallorca; **Javier Fernández Rodríguez**, director general for Digital Strategy and Artificial Intelligence, Autonomous Community of the Principality of Asturias.

12.30Pm - Los casos de uso del turismo en la plataforma inteligente de destinos *(Tourism use cases on the smart destinations platform)*

Moderated by: **César Lapuente**, SEGITTUR, Participants: **Julia Hümpfner**, mobility technician, DOYMO S.A. (Multimodality use case); **Pablo Burgos Casado**, Digital Councillor for Culture, Tourism and Sport, Madrid City Council (Multimodality use case); **Kepa Olabarrieta**, director, Bilbao Convention Bureau and **Ana Isabel Hernández Sánchez**, Salamanca Tourism Manager.

4.00pm - Espacio de datos de turismo para impulsar la transformación del sector *(Tourism data space to drive the transformation of the industry)*

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

Participants: **Marius Gómez Cazorla**, head of public sector sales, TSystems for Spain and Portugal; **Alejandro Mullor**, Tourism Lead at Microsoft; **Antonio Alcolea**, deputy director general of Development of Programmes, Governance and Promotion, Directorate-General of DATA, SEDIA

4.45pm - Presentation of STD distinctive marks

5.30pm AI and tourism competition

Awards ceremony



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Friday 24 January 2025

10.30am - Buenas prácticas de la economía circular en el sector turístico (*Best practices of the circular economy in the tourism sector*)

Moderated by: **Eduardo Martínez Domínguez**, CEO Hidria. Participants: **Fátima Cachafeiro**, head of the Barbanza Arousa Community of Municipalities; **Idurre Altuna**, director, Hotel Olarain and Arístides Bermejo, general coordinator of Tourism, Cordoba City Council and **Laura Álvarez**, product manager, Senda Ecoway.

11.30am - El modelo MISEA. Creación de producto turístico vinculado al sector primario (*The MISEA model. Creation of a tourism product linked to the primary sector*)

Moderated by: **Kevin Salvador**, Consultant GlobalDit. Participants: **Felipe Puertas**, tourism technician, Costa Tropical de Granada Community of Municipalities; Miguel Miralles, owner and CEO, "Es Treurer" agrotourism, Pla de Mallorca; **Jesús Sanz**, co-owner, Quesos Campoveja (Serrada - Valladolid) and president of the Asociación de Quesos de Bodega de Valladolid and **Virginia Borges**, director of Tourism Promotion of La Rioja.

12.30pm - "Del Futuro al Presente: IA Generativa para impulsar Destinos Turísticos" (*From the Future to the Present: Generative AI to boost Tourist Destinations*)

Moderated by: **Andrés Martínez**, CEO Iurban. Participants: **Adrián Gómez**, CIO Tourism and Sport, Andalusia; **Antonio Jara**, CSO Libelium **Elisabet González**, Head of Tourism, Barcelona Provincial Council and Leire **Bilbao**, manager Visit Benidorm.

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FITUR Lingua 2025 to highlight the importance of language tourism for the development of the industry

Organised by FITUR and FEDELE on 22 January, experts will be showcasing language tourism as a driver of cultural, educational and economic development.

FITUR Lingua, the section dedicated to language tourism, is holding its conference on **Wednesday 22 January** in **Hall 10** of **IFEMA MADRID** under the slogan '**Language as a tourism asset: challenges and trends**'. The space, organised by **FITUR** in collaboration with **FEDELE** (Spanish Federation of Associations of Spanish Schools for Foreigners), is to feature a full programme of **presentations and round table discussions** at which industry professionals, institutions and companies will be addressing the strategic pillars for the evolution of this constantly growing sector.

This programme will be covering aspects such as sector fundamentals and data, success stories in language tourism in Spain and other countries, current challenges and opportunities for growth, as well as the crucial role of public policies and international collaboration in the development of language tourism.

Consolidated since its creation in 2021, **FITUR Lingua** will also have a **networking area** for **FEDELE** member centres, enabling visitors to interact with agents from different tourism segments interested in language tourism. In this way, the section is positioned as a meeting point for language tourism, where language will be highlighted as a driving force for cultural, educational and economic development.

Full FITUR Lingua 2025 programme, Hall 10 of IFEMA MADRID

10.30 - 11.40am Sector fundamentals: research and database for language tourism.

- **10.30am** Welcome and presentation of FEDELE, with **Eva Laguna**, president of FEDELE
- **10.45am** Preliminary Data - Sectoral Report 2024, with **Daniel Escalona**
- **11.00am.** **Round table discussion on sector data and needs**, moderated by **David Trigo** with the participation of **Cristina Ceballos**, Faculty of Tourism and

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Finance at the University of Seville and **Bárbara García**, collaborating researcher at Spain Education Programs.

11.40am - 12.15pm **Beyond Spanish: success stories in language tourism for other languages**

- **11.40am** The language tourist in Spain and other countries
- **11.50am** Discussion on language tourism in other countries and how to improve tourism services for language learners. Moderated by: Elena Fernández.

Participants: **Sossy Vega**, SIC International Student Identity Card, **Carlos Soler Montes**, ELEUK and **Marcelo García**, Asociación de Centros de Idiomas in Argentina.

12.15pm - 12.45pm **Coffee break with catering service**

12.45pm - 1.45pm **Challenges of language tourism: transforming challenges into growth opportunities**

- **12.45pm** Talk on the main challenges of recent years and how they have affected language tourism.
- **1.05pm** Round table discussion on current challenges and untapped opportunities

Participants: **Francisco Gutiérrez**, as speaker and moderator, **Daniel Escalona** as speaker and moderator, **Guillermo Escribano**, Director General of Spanish in the World and **David Gómez**, from the Visit Valencia Foundation of the Valencian Community.

1.45pm - 2.30pm **Towards an institutional strategy: Role of Public Policy and International Collaboration**

- **1.45pm** Presentation of best practices, strategy and results in international collaboration
- **2.05pm** Institutional interviews on new projects and agreements to be reached between institutions

Participants: **María Córdoba**, as speaker and moderator, **Nuria Vaquero**, Instituto Cervantes, **Scott Markham**, FECEI (Spanish Federation of Language Teaching Centres) and **Eva María Pulido**, ICEX España Exportación e Inversiones.

2.30pm - 4.00pm **Networking session for participants with a glass of Brut wine.**

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FITUR LGBT+ 2025 boosts diversity with an innovative and inclusive programme

With a packed agenda and international participation, FITUR LGBT+ 2025 will be exploring global trends, presenting events and showcasing success cases in inclusive tourism.

FITUR LGBT+ will once again be bringing together professionals, institutions and travellers at **IFEMA MADRID** from **22 to 26 January** in the largest space dedicated to inclusive tourism. Under the slogan **'Diversity in every Destination'**, and in collaboration with **JN Global Project**, this space reaffirms its role as a reference point for learning about the latest industry trends and the positive impact of diversity in tourism.

Located in **Hall 9** at **FITUR**, this section will be the setting for a series of conferences that include networking spaces, **discussion forums** and presentations of **success stories**. The meetings will feature **industry experts and leaders** who will be sharing innovative strategies to promote inclusivity in tourism.

This programming is complemented by a vibrant weekend schedule of shows and performances for the general public including drag shows, live music, fashion shows and performances celebrating diversity and inclusive culture.

FITUR LGBT+ full programme, Hall 9

Wednesday 22 January 2025

1.00pm - Presentation of the Seville LGTBI Stand Official presentation of the stand dedicated to LGTBI tourism by the Seville City Council.

1.30pm - Torremolinos: The Origin of Paradise A look at the history of Torremolinos as a pioneering destination in LGTBI tourism.

1.50pm - Presentation of the FITUR LGBT+ 2025 Award: Torremolinos Recognition of Torremolinos for its leadership in the development of inclusive tourism.

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4pm - Gay Games Valencia 2026: News and Perspectives Presentation of the progress and expectations of the Gay Games to be held in Valencia.

4.30pm - Cullera Beach Pride 2025 Presentation of the Cullera Beach Pride event, highlighting its innovation and natural environment.

5.15pm - INSTITUTIONAL INAUGURATION OF FITUR LGBT+ 2025

Thursday 23 January 2025

11.00am - REDD. Spanish Network of Destinations for Diversity

Presentation of tourist destinations in Spain committed to inclusion and diversity.

11.30am - Visit Miami LGBTQ+

Round table discussion on Miami as an inclusive and diverse destination.

12.00pm - Presentation of the video Melilla LGTBIQ+

Promotion of Melilla as an inclusive destination that fuses history, culture and diversity.

12.30pm - Almeria: "Destinos en los que sentirte tú" (Destinations where you feel you)

Day with local institutions highlighting diversity in the region.

1.00pm - Alfaheal Health Tourism Agency

Presentation of the only LGTB+ friendly agency in Turkey and its health tourism offer.

1.30pm - Presentation Gandía Pride 2025

Announcement of the event and cultural and festive activities of Gandía Pride 2025.

4.00pm - Diversity, Accessibility and Sustainability: LGBTQ+ events on the Costa Blanca

Promoting the Costa Blanca as a welcoming destination for the LGBTQ+ community.

4.30pm - Benidorm, an LGBTQ+ friendly destination all year round

Presentation of Benidorm as an inclusive reference point with an annual tourism offer.

5.00pm - Presentation IGLTA International LGBTQ+ Travel Association

Introduction to the mission and activities of the International LGBTQ+ Travel Association.

5.30pm - Fulanita Fest 2025

Festival full of performances and cultural activities celebrating diversity

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Press Kit

Friday 24 January 2025

11.00 am – Chueca Diversa

Presentation of the association and its support for inclusive business in Madrid.

Weekend activities, 25 and 26 January 2025

Saturday 25 January

11.30am - Libertad Montero

12.00pm - Show Pride Melilla - Pinkchadora

12.30pm - Gandia Pride presents: Roser

1.30pm - Juntxs al fresco

3.00pm - Libertad Montero

3.30pm - Show Pride Ibiza

4.00pm - Show Dance by Alfa Heal

4.30pm - Chueca Diversa presents: José Perea Parade

5.30pm - Show & Music

Sunday 26 January

11.30am - Stella Marinera

12.00pm - Krystal Forever

12.30pm - Performance Javy Martín by Gran Canaria

1.00pm - Gandia Pride presents: Kler

3.30pm - Libertad Montero

4.00pm - Lara Sajen

4.30pm - Chueca Diversa presents: The Black & White Show

5.30pm - Show & Music

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Tourism industry experts debate about sustainable food management in the sector at FITURNEXT

Professionals such as Rafael Fernández-Álava from Costa Cruises, Ana Díaz Perez from the Spanish Ministry of Agriculture, Mayte Alonso G^a de Vinuesa from Tourism of Extremadura, and Álvaro Sánchez López from Iberostar Hotels & Resorts lead the program of FITURNEXT from January 22 to 25.

FITURNEXT, the **FITUR** Observatory, dedicated to promoting good tourism practices in terms of sustainability, publishes the full programme of its sixth edition in alliance with Aqualia, a benchmark brand in the management of the integral water cycle. From 22 to 25 January at the **Madrid International Tourism Trade Fair (FITUR)**, the Observatory will combine the awards ceremony for the winning initiatives of the **FiturNext 2025 Challenge** with dialogues, conferences, round tables and talks with professionals from the sector that will highlight food sustainability in tourism.

An inauguration dedicated to the winners of FITURNEXT 2025

The agenda will begin with the inauguration on 22 January at 12:30h (CET) and a subsequent speech by **Francisco Rodríguez**, head of tourism at Ideas for Change, who will explain the **FiturNext 2025 report 'Towards sustainable food management through tourism'**, an analysis document with the keys, guidelines and good practices to promote accessible resources for sustainable food management in tourism. The presentations will be followed by the **presentation of awards to the winning initiatives of the 2025 Challenge**, and throughout the day they will present their winning projects in the three categories of the Observatory in this edition.

The Sustainable **Rutas Gastronómicas Sostenibles de Extremadura** initiative, promoted by the Regional Government of Extremadura's Department of Culture, Tourism, Youth and Sport, winner in the Destinations and Other Territories category, will talk about its rural agrotourism programme based on local products that connect culture, nature and local gastronomy. On the other hand, **Hurtigruten Cruises**, winner in the HORECA and Transport Sector category, will present its circular food system that reduces food surplus in its travel offer. Finally, the company **Too Good To Go**, winner in the category Other Agents of the Food Chain in Tourism, will present its app that connects establishments that have surplus food with users who can buy these products at a reduced price.

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In addition, the finalist initiatives of this edition will also have a special mention during the ceremony: WASP-Alentejo Wines Sustainability Programme, Hungry for Finland, STAY GREEN by H10 Hotels, Honest Food: Iberostar and sustainable food management, Gourmet Catering & Events and Naria, Intursa: Hotel Food Rescue Programme, Sustainable Food in Hotels by Futouris, Finca la Floración and Arqueogastronomy.

Round tables on the tourism industry and public policies

The FiturNext 2025 programme includes an agenda of activities including talks, conferences and round tables with professionals and experts from the sector committed to food sustainability.

One of the most anticipated activities is the round table discussion between **Rafael Fernández-Álava**, Communication and External Affairs Director of Costa Cruceros, **Álvaro Sánchez López**, Global Director of Sustainability at Iberostar Hotels & Resorts and **Rosa Nordfeldt**, Director of Sustainability at Air Europa. The dialogue will focus on how the tourism industry can reach zero surplus, its business opportunities and services.

The event will also feature another round table dedicated to public policies in this sector with **Ana Díaz Perez**, Deputy Director General for Food Quality and Sustainability, Spanish Ministry of Agriculture, and **Mayte Alonso G^a de Vinuesa**, from the Directorate General for Tourism of Extremadura. In addition, there will also be space for talks organised by the sponsor, **Aqualia**, keynotes from Brazil, this year's FITUR partner country, and sessions dedicated to technology, regeneration and heritage and their contribution to the 2025 Challenge.

There will also be space for two roundtable discussions organized by the sponsor, Aqualia. The first, titled "**Opportunities of the Circular Economy in Water Cycle Management**", will take place on Thursday, January 23 at 13:00 and will feature the participation of **Victor Monsalvo**, Head of the Eco-efficiency Area in the Innovation Department at Aqualia; **José Manuel Alcántara**, General Director of Arcgisa (Water and Waste of Campo de Gibraltar); **Juan Franco**, Mayor of La Línea (Cádiz); Ignacio Gragera, Mayor of Badajoz; and **Silvia Heredia**, Mayor of Écija (Seville).

On January 24 at 13:00, a second meeting will be held under the title "**Benefits of Sustainable Water Management in Tourist Cities: Success Stories**", with **Rocío Santiago**,

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Director of Studies and Operations at Aqualia, **Carmen Ferrer**, Mayoress of de Santa Eulària des Riu (Ibiza) and **Antonio Osuna**, Mayor of Mérida (Badajoz).

There will also be keynotes from **Brazil**, the Partner Country of **FITUR** this year, as well as sessions dedicated to technology, regeneration, heritage, and its contribution to the 2025 Challenge.

Finally, the **FiturNext** Observatory will organise a debate with the public to explore the 2026 Challenge and its **positive impact** on the tourism industry. The final touch will take place on Saturday 25th with a workshop with universities to reflect on and analyse future opportunities in the sector.

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FITUR Screen 2025 reinforces its global reach with Spain and Mexico in starring roles

The association presents its Ambassador of the Year awards to Esperanza Ibáñez, Director of Public Policy for Spain and Portugal at Netflix, and to the Content Legal Strategy Unit at Grupo Telefónica, led by Clara Ruipérez de Azcárate.

FITUR Screen, a section dedicated to screen tourism, is taking place from 22 to 26 January at **IFEMA MADRID**, organised in collaboration with the **Spain Film Commission** and announces its seventh edition with a greater international projection and a programme comprising various activities and presentations, opening up new opportunities for destinations around the world to share their resources and collaborate in the development of screen tourism.

The **Spain Film Commission's Ambassador of the Year Awards** will be presented at the opening of **FITUR Screen** on 22 January at 12.30 pm. This year's winners are **Esperanza Ibáñez**, Director of Public Policy for **Spain and Portugal at Netflix**; and the **Content Legal Strategy Unit at Grupo Telefónica**, led by **Clara Ruipérez de Azcárate**, for their unwavering dedication to the growth of the audiovisual industry and its global expansion. They join the recognition that Spain Film Commission has been awarding for several years to prominent personalities such as Rishabh Chopra in 2024; James Costos in 2019; and Aitana Sánchez Gijón in 2020; thus highlighting the continuity and relevance of this award in the promotion of the international audiovisual industry.

In addition to these awards, the **Best Production Award** will be presented on Friday 24 January to **"Rita"**, the debut film by Spanish actress and director Paz Vega, for the creativity and quality of the production, as well as its ability to consolidate Spain's image as a leader in the audiovisual industry.

More than fifteen presentations with Mexico heading the cast

As for the presentations at **FITUR Screen**, **Grupo Piñero**, producers of the film "Amanece en Samaná", filmed entirely in one of its hotel complexes in the Dominican Republic; or the



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presentation of **SetJettters**, an innovative app that connects users with locations of iconic films and series, promoting film tourism.

With a pioneering vision and greater international development, FITUR Screen 2025 has three new collaborating destinations in **Mexico**: the states of Jalisco, Morelia and Michoacán, which stand out for their historical, cultural and natural wealth and which will be presented as great exponents of film tourism, consolidating themselves as reference destinations for international audiovisual productions.

Mexico's participation reinforces the importance of FITUR Screen's international projection, consolidating its position as a key platform for connecting destinations around the world with the opportunities offered by the audiovisual sector. Spain Film Commission, as co-organiser of the section, is committed to highlighting Mexico's role in the global film industry and promoting international collaborations that foster the exchange of talent, locations and experiences between the two countries, opening new doors for the growth of the industry on both sides of the Atlantic.

Likewise, this edition of FITUR Screen has **eight partners from the Spain Film Commission network**: Andalucía Film Commission, Aragón Film Commission, Canary Islands Film, Cantabria Film Commission, Extremadura Film Commission, Madrid Film Office, Rías Baixas Film Commission, Valladolid Film Commission, Vigo Film Office and Zaragoza Film Office, which will be promoting their territories at the trade fair.

These **collaborators** are joined by CETT, SETJETTERS, Ciudad de la Luz Film Studios, Comunitat Valenciana, Grupo Piñero, Lloret de Mar Film Commission and La Palma Film Office, consolidating a strategic network that reflects the diversity and richness of the locations and services that Spain offers as a leading global film tourism destination.

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FITUR Sports 2025 presents an innovative programme on sports tourism, sustainability and marketing

The third edition of FITUR Sports, organised in collaboration with Spain is Sport - AFYDAD, taking place from 22 to 26 January at IFEMA MADRID, will be redefining the future of sports tourism.

The third consecutive edition of **FITUR Sports**, which is being held as part of the **International Tourism Trade Fair** from **22 to 26 January** organised by **IFEMA MADRID**, completes its professional days of the Fitur Sports Tourism Summit with some high-level presentations that will shed light on the keys to the growth of global sports tourism and predict the future trends in the industry. Organised in collaboration with **SPAIN IS SPORT - AFYDAD**, the Spanish Association of Manufacturers and Distributors of Sporting Goods, the programme will focus on the following topics **Outdoor sport, competitive sport, sporting events & sports marketing**.

Fitur Sports is completed with the **Fitur Sports Zone**, an area for exhibitions, business meetings and networking, with the new addition of dedicated time slots for networking and B2B meetings through the Fitur Sports section and the Fitur Live Connect app. At the weekend, Fitur Sports Brands & Events will be centred on B2C activations of the exhibitors with the general public.

The official opening of **FITUR Sports 2025** will take place on **Thursday 23 January in the section's own space** located in **Hall 4** of the Exhibition Centre in the presence of FITUR Director **María Valcarce**, the President of Spain is Sport - AFYDAD **Andrés de la Dehesa**, as well as representatives of the CEOE Tourism Council, Turespaña and the High Council of Sport.

In addition, the main public and private actors will be present throughout the conference, as well as the different federations and professional associations linked to sport and tourism, and major sponsors involved.

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Full programme of FITUR Sports 2025, in Hall 4 of IFEMA MADRID:

Wednesday 22 January: Outdoor sports

The thematic area of the first day will bring the experiences of renowned industry companies, such as Wikiloc, Runnea, Orange and SEGITTUR. Also attending will be representatives from the European Cyclist Federation and Conbici - Eurovelo Spain; Sports of the Diputación de Albacete to discuss cycle tourism, and the Latin American Sports Tourism Network and Almeria Sports Destination. The day will also feature the participation of Carlos Coloma, ex-Olympic MTB athlete and founder of the BH Coloma Team.

10.45am - 11am.	Fitur Sports Presentation
11am - 11.45am	Trends in sports tourism and the active leisure consumer
11.45am - 12.30pm	Cycle tourism as a driver of socio-economic development
12.30pm - 1pm	<i>Speed networking</i>
1pm - 1.45pm	Innovation and sports tourism destinations
1.45pm - 3pm	<i>Speed networking & lunch</i>
3pm - 3.45pm	Marketing strategies in sports tourism
3.45pm - 4.30pm	Challenges of the sustainability of sports tourism in the natural environment
4.30pm - 5pm	<i>Speed networking</i>
5pm - 5.45pm	Hybridisation of services in active tourism (companies devoted to activities, rental and sale of equipment).
5.45pm - 6.30pm	<i>After summit speed networking</i>

Thursday 23 January: Competitive sport, sport events and sports marketing

The second professional day will open the section and will be dedicated to all kinds of sporting events and competitions, with personalities from the sports sector such as, **Javier Guillén**, president of Vuelta España; **Alberto Tomé**, councillor of sports of the Community of Madrid; **Fran Sánchez**, councillor of sports of the Region of Murcia; **Bernabé**



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Cano, Mayor of La Nucía; **Gorka Lerchundi**, director general of sporting events of the Junta de Andalucía; **Jose Luis Hidalgo**, director of operations of the Spanish Swimming Federation; **Jorge García**, director of competitions of the Spanish Triathlon Federation; **Fabian Quesada**, director of ADESP, Spanish Sports Association, among other representatives from hotels such as Playitas Resort Fuerteventura and agencies such as BCD Sports.

10.30am - 11am Fitur Sports official opening

11am - 11.45am The impact of sporting events on territories and communities

11.45am - 12.30pm Nominations for official sports competitions. Strategies, challenges and opportunities

12.30pm - 1pm *Speed networking*

1pm - 1.45pm Social networks as a marketing lever in sports tourism

1.45pm - 3pm *Speed networking & lunch*

3pm - 3.45pm Sustainability and inclusion in sporting events and facilities

3.45pm - 4.30pm Keys to marketing travel for competitive teams and athletes

4.30pm - 5pm *Speed networking*

5pm - 5.45pm The sports tourism professional of the present and the future

5.45pm - 6.30pm *After summit speed networking*

Friday, 24 January: Competitive sport, sport events and sports marketing

The last day will open with a session on ticketing for sporting events with professionals such as **Juanan Fernández**, quality director of the Triathlon Challenge Family; **David Rumbao**, Events, Sponsorship & Marketing Manager of Rock&Roll Madrid Marathon and **Alberto Zaro**, Associate Founder & Sales director of Rock the Sport. Sports tourism as a generator of memorable experiences will be discussed with **Juan Méndez**, director of Madison Sports Marketing and Victor Casanovas of Sevenmila. There will also be representatives from Olympia Quirónsalud.

The Fitur Sports Tourism Summit will close its doors with a luxury session on sport business events with **Rafael Grande**, managing director of the Event Manager Association;

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Iñaki Collado, president of the Association of Incentive Agencies "I de MICE" & CEO of Imagine Events & Incentives, **Angel Holgado**, general manager of the Grand Hyatt La Manga Club, and a representative from Club Barcelona Football Club.

11am - 11.45pm	Trends in ticketing for participatory sporting events
11.45am - 12.30pm	Memorable experiences as key to the success and satisfaction of sports tourists (athlete & fan engagement).
12.30pm - 1pm	<i>Speed networking</i>
1pm - 1.45pm	Trends in sport and health
1.45pm - 2.30pm.	MICE & Sports. A Sports Business Events segment with great development potential
2.30pm - 3pm.	<i>Closing speed networking</i>

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FITUR Talent 2025 Showcases Talent as the Key to the Future of the Tourism Industry

Sector leaders to share best practices, innovative strategies, and success stories to foster human capital as the driving force of global tourism.

FITUR Talent will celebrate its sixth edition on Thursday, January 23, in Hall 10 of IFEMA MADRID, in collaboration with the media outlet EDUCACIÓN 3.0. Under the theme "How to Attract and Retain Talent in the Tourism Industry: Best Practices and Success Stories", the section, organized by FITUR, will present a comprehensive program led by human resources experts, representatives of academic institutions, companies, and industry leaders.

With **RRHH Digital** as the Media Partner, **FITUR Talent** will offer a day of debate and inspiration focused on practical solutions tailored to the sector's needs, emphasizing people, talent, training, and professional development. Sponsored by and featuring participation from prominent companies and organizations, the program will explore innovative strategies, highlighting the role of technology, vocational training, and personalized organizational policies.

Complete FITUR Talent 2025 Program, Hall 10

11:00 – 11:30 THTES 2025: Bridging the Skills & Knowledge Gaps in Africa's Travel, Hospitality, and Tourism Industry. Zambia Institute for Tourism and Hospitality Studies

Speaker: Ms. Mulemwa Moongwa

This session will explore collaboration opportunities for educators and employers in Latin America and Africa. It will also introduce the upcoming tourism education summit in Zambia, emphasizing the importance of human capital in the continent's tourism development.

11:40 – 12:15 Creating Opportunities in Hospitality and Tourism Fundación Mahou San Miguel

Speaker: Isabel Ponce Velasco, Project Coordinator at Fundación Mahou San Miguel

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This presentation will showcase the Fundación Mahou San Miguel's Creating Opportunities program in Hospitality and Tourism, which provides talented young people with the training to become the hospitality professionals of tomorrow.

12:20 – 12:50 *New Age Talent. Turistec.*

Speakers: **Bartolomé Deyà Tortella**, Professor at the Faculty of Tourism, Universitat de les Illes Balears; **Jaume Monserrat Quintana**, President of Turistec; **Mireia Faugier Santaularia**, CEO of DirectBeds

The experts will highlight the role of technology as a transversal tool in tourism activities and a critical catalyst. They will showcase elements like AI that are reshaping work practices and business models to achieve greater integration between talent and companies.

13:00 – 13:30 *Shaping the Future of Hospitality: The Next GM Spain 2025. Les Roches*

Speakers: **Rubén Marín Nicolás**, President of AEDH Talento Joven; **Nacho González Vázquez**, National Vice President of AEDH Talento Joven; **Guillermo Suárez**, Postgraduate Regional Executive at Les Roches

This session will present an initiative designed to identify and develop the next generation of leaders in the Spanish hospitality industry, through a strategic collaboration between AEDH and Les Roches. The presentation will highlight the program's key phases and emphasize the importance of collaboration between industry, academia, and key tourism institutions.

13:35 – 14:05 *Listen and Connect: Personalization and Engagement in Talent Retention* **GEHOCAN**

Speakers: **Montse Pereira**, Director of People and CSR at Grupo Valora; **Sonia Martínez**, President of GEHOCAN and HR Director at Gloria Thalasso & Hotels; **Daniel Padrón**, HR Director at INCABE, Heineken Canarias; **María Isabel Almandoz**, Director of People, Talent, and Culture at Canarian Hospitality

In this roundtable discussion, experts will share their insights on how talent management in the tourism industry relies on the internal practices organizations implement to listen, connect, and engage their teams.



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16:00 – 16:30 The New Era of Talent: Change or Revolution?

Speaker: **Mireia Faugier Santaularia**, Professor at the Faculty of Tourism, Universitat de les Illes Balears

This presentation will examine whether the transformation of talent represents a change or a revolution, focusing on digitalization, continuous training, and connections with new generations as key factors in attracting and retaining professionals in an evolving work environment.

16:40 – 17:10 Boosting Competitiveness in the Wine Tourism Sector through Vocational Training. Escola d'Enoturisme de Catalunya

Speakers: **Begoña Fernández Benítez**, Tourism Coordinator at Escola d'Enoturisme de Catalunya; Gerard Domingo Blanch, Director of Escola d'Enoturisme de Catalunya

This presentation will explore how vocational training can become a cornerstone for driving competitiveness in the wine tourism sector.

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AI, innovation and sustainability, protagonists of FITURTECHY 2025 programme

Experts such as Jorge Marichal, CEHAT; Javier García, ITH; Javier Gándara, Airline Association; Alba Renai, virtual influencer trained by Generative AI; Julia López, American Express Spain; Jesús Serrano, Microsoft; Olivia Estrella, Turisme Comunitat Valenciana; Miguel Mirones, ANBAL and ICTES; Inma de Benito, CEOE; and Kike Sarasola, Room Mate Group.

FITURTECHY, the benchmark space for technology, innovation and sustainability in tourism organised by **FITUR** and the **Hotel Technology Institute (ITH)**, will hold its **17th edition**, inspired by the tales of 'A Thousand and One Nights', on 22, 23 and 24 January at **IFEMA MADRID**. Under the slogan '**A Thousand and One Journeys**', its content will be structured in Hall 10 around **four thematic forums** (business, destination, sustainability and future) and the iconic hotel of the future, **techYhotel**.

In this edition, **FITURTECHY** reaffirms its position as a meeting point for the tourism sector, offering a platform for reflection and learning that seeks to explore the balance between technology, AI and sustainability as the cornerstones of the evolution of modern tourism. This year it will also feature the Welcome & VIP Area, sponsored by **Grupo Cooperativo Cajamar**

Programme of the four FITUR TECHY2025 forums:

TechYnegocio "Aladino 4.0: Business and its marvellous lamp", sponsored by AdQuiver

The forum will be opened by **Alba Renai**, an innovative creative project that represents the values and messages of society in general and young people (Gen Z and Young Millennial) in particular, promoting a respectful and positive interaction between AI and the user. This conference will analyse how companies can adopt innovative and sustainable leadership, using the "marvellous lamps" of technology to face the challenges and opportunities of the sector, as well as the strategies and trends that improve profitability and promote business models aligned with sustainability standards, essential for success in an increasingly competitive environment.

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Jorge Marichal, President of CEHAT; Javier Gándara, President of the Airline Association; **Ricardo Fernández**, CEO of Destinia; **Daniel Mayo**, Managing Director of Vivood Landscape Hotels; **Bruno Hallé**, Partner and co-head of Hospitality Spain at Cushman & Wakefield; **Oscar Perelli**, Executive Vice President of Exceltur; **Cristina Cabañas**, President of Guitart Hotels; and **José Guillermo Díaz Montañés**, CEO of ARTIEM.

Also, on 22 January, TechYnegocio will host the presentation of the outstanding **Sergestur awards: 'The 150 most influential professionals in the tourism sector in Spain'**.

TechYFuturo "The Genius of Tomorrow's Wishes", sponsored by American Express

The forum will explore how technological advances are shaping the future of tourism, highlighting the role of AI and innovation in transforming travel experiences. It will also explore how technology is enabling us to keep the magic of tourism alive, creating memorable experiences that last beyond time.

It will feature the participation of leading professionals such as **Julia López**, Vice President of American Express Spain; **Jesús Serrano**, Principal Product Manager at Microsoft; **María Soto**, Microsoft Artificial Intelligence MVP & Head of Innovation and Marketing at Bravent; **Alejandro Bosch**, co-founder of Miluna Open Nature Rooms; **Sergio Zertuche**, Chief Sales & Marketing Officer at Palladium Hotel Group; **Pablo F. Iglesias**, Hacker & Founder of CyberBrainers; **Erik Burghard**, Director of Digital Transformation at Paradores; **Diego López Román**, IoT, Tourism & Smart City & IoT Manager at Telefónica España; **Mariola Valladares**, General Manager of Gran Hotel Miramar; among others.

TechYdestino: "A magic carpet to travel the world", sponsored by Maarlab

This forum will focus on the keys to innovative destination management, exploring how technology can transform the way we promote, manage and experience the destinations of the future. Through the integration of technology with services, strategies for creating more efficient, tourist-friendly and sustainable destinations will be explored.

In addition, **Smart Tourism Destinations (STD)** and the opportunities offered by technology to enrich the traveller experience will be discussed. It will also explore the challenges of tourism marketing and how digital innovation and AI can give visibility to the cultural and social richness of each destination.



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Among the participants were the eight **mayors** of the municipalities of the **Alliance of Sun and Beach Tourist Municipalities**; **Inma de Benito**, Director of Tourism, Culture and Sport of CEOE; **Kike Sarasola**, President of Room Mate Group; **Verónica Camacho**, President of the Ibero-American Association of Tourism and Wellness; **Diego de Ponga**, CEO of Port Hotels; **Juan Carlos Sanjuán**, president of Casual Hotels; **Juan Martínez**, IoT product manager for Smart Cities, Smart Building and Mobility at Telefónica Spain; **Lola Vilas**, Country Manager Spain at Uber; and **José Rodríguez**, CEO of Sercotel.

On 22 January the eBook 2025 '**Digital transformation of the destination: Digital twins in the tourism sector**' will be presented and on Thursday 23 the **Hosteltur Tourism Personality Award 2024** will be presented at 13:00h and the **AMT Smart Destinations Awards 2025**, at 17:20h.

TechYsostenibilidad: "The oasis in the desert", sponsored by Veolia

The space will discuss how technology can contribute to the creation of more sustainable tourism, addressing key issues such as resource management efficiency, reducing the environmental footprint and generating positive impacts on local communities. Experts will delve into strategies such as circularity and food waste management in the sector, as well as the crucial role of both businesses and travellers in driving a shift towards more responsible practices.

Mónica Chao, president of Woman Action Sustainability; **Nayara Fuentes**, Director of Sustainability at Nestlé Nespresso, S.A.; **Olivia Estrella**, Director of Tourism Innovation at Turisme Comunitat Valenciana, INVATTUR; **Maricruz Cádiz**, Deputy Director of Tourism Development at Visit Valencia; **Pablo Hernández**, General Manager of Hoteles RH; **Santiago Máñez**, Managing Partner of Caro Hotel Valencia; **Juanma Sánchez**, owner and operations director of Caro Hotel Valencia; **Gabriel Llobera Ramis**, Marketing & Communications Manager at Garden Hotels; **Miguel Mirones**, president of ANBAL and ICTES; and, **Pili Malagarriga**, director and co-founder of Segundo Mundo RSC, are some of the experts.

TechYhotel, with Enovam and Telefónica Empresas as energy partner and technology partner, respectively. The interactive 'Hotel of the Future' showroom will feature the collaboration of more than 40 leading companies and will showcase the most cutting-edge trends, allowing visitors to interact with the technologies that are transforming the hotel experience into a journey that goes beyond destinations.

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FITURTECHY amazes with TechYhotel, a technological immersion into the tourism of tomorrow

TechYhotel, a unique showroom at FITUR, will be capturing the latest developments in the field of technology, offering an immersive experience aimed at inspiring and transforming the hotel and tourism industry.

Madrid, 17 January 2025 - As part of the 17th edition of **FITURTECHY 2025**, the section organised by **FITUR** and the **Hotel Technology Institute (ITH)**, being held between **22 and 24 January** within the framework of FITUR, is presenting a new edition of **TechYhotel**. On this occasion it will be offering an immersive experience, with a tour of six themed environments inspired by 'One Thousand and One Nights'. This space, located in **Hall 10B03** of **IFEMA MADRID**, will combine tradition and cutting-edge technology thanks to the participation of more than 40 leading companies in tech solutions and sustainability.

This showroom will concentrate technological capabilities (AI, robotics, automation, hyper-personalisation, sustainability and advanced systems integration) that are redefining the hotel industry into about 250 square metres. Visitors will be able to ask wishes to the genie with the lamp, try out an **exoskeleton**, enjoy immersive **virtual reality** experiences, interact with **avatars in real time** or witness how **robots** and **artificial intelligence** (AI) are playing an important role in the future of the hotel sector.

A space designed for the future

Designed by architect and interior designer **Miguel Soler**, the space integrates cutting-edge technology to transport visitors to the environment related to the world of adventures and fantasies of the fairytale of '**One Thousand and One Nights**'. The aim was to create a functional space to showcase innovative tech applications in a three-day pop-up format. In addition, **Sabia Proyectos**, experts in hotel theming, has provided the thematic touch to achieve a balanced fusion between technology and tradition.

The '**Barro con Alma**' (clay with soul) signage, designed by the ceramist Mayche Ayllón, president of Fundación Llamada Solidaria, adds a human and sustainable touch to the space. Made from recycled clay, it includes pictograms as an accessible and universal language, paying tribute to the victims of the Dana weather phenomenon in Valencia.

An Immersive Experience: six thematic spaces

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The TechYHotel showroom is designed around **six themed spaces** entitled 'One thousand and one journeys' and inspired by showing the key tech solutions that will mark the future of the industry, guided by the technology of NaviLens codes adapted by Ilunion.

The tour kicks off in the **Technology Souk**, a vibrant marketplace where the coexistence and collaboration between humans, robots and AI, necessary for the transformation and evolution of tourism, is materialised. Thus, robots and interactive avatars act as part of the hotel staff, while solutions such as Wipass revolutionise check-in and wearable devices such as Ray-Ban Meta glasses and EizyHotel.ai software simplify operational management through real-time artificial intelligence. This space also combines hyper-personalisation and sustainability, with innovations such as the PressReader personalised digital library and the AguaPARS atmospheric water generator, which converts air humidity into drinking water, among other innovations on display. In this space, it is worth highlighting the first eco-sustainable technological amenity created by the ITH Robotics Club that allows guests to enter the digital world and enjoy a 360º stay.

At the **Sultan's Palace**, the comfort and well-being of staff and guests are paramount. This area fuses ergonomics and sustainability with recycled textiles, ergonomic beds and eco-sustainable solutions such as high-performance silent minibars or Smart Lockers from PERSEO by BTV. Visitors will also be surprised by the implementation of exoskeletons designed to prevent injuries and improve staff posture, showing how technology can humanise and improve working conditions in the hotel sector.

Innovation reaches a new level in **The City of Baghdad**, where robotics and automation become essential elements. Advanced robots from PUDU Robotics optimise the cleaning and transport of goods, while a fully automated interactive bar offers a unique entertainment experience. In addition, initiatives such as the SUCO Sessions by Wipass combine technology and wellness to offer moments of digital disconnection in this futuristic environment.

The **Menara Garden** offers a sustainable respite inspired by the magical oases. Technology takes centre stage with electric vehicles, photovoltaic floors that generate clean energy and sustainable decoration that includes vertical gardens and decorative panels made in Spain. This space symbolises the perfect balance between nature and innovation.

Health tourism and inclusion are reflected in **The Genies' Sea**, a therapeutic space designed to stimulate all the senses. In collaboration with Fundación Llamada Solidaria,

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this multisensory area proposes new ways of integrating interactive materials and accessible technologies in hotels, guaranteeing relaxing environments adapted to people with special needs. ABSOTEC's decorative eco-sustainable sound absorbing solutions stand out for ensuring healthy and relaxing spaces with a cutting-edge design.

Finally, the magic becomes tangible in **Ali Baba's Cave**, where interactive surfaces and advanced automation redefine the guest experience. The 'Open Sesame' voice access control and Signify's magic mirrors are just some of the solutions that this space is showcasing, while tourist accommodations have the opportunity to receive personalised technological diagnostics courtesy of the ITH Robotics Club and Uground AI.

With interactive activities such as exoskeleton testing, immersive experiences, AI, robot interaction and AI-generated real-time robotic diagnostics, **TechYHotel** promises to captivate visitors and position itself, as in previous editions, as one of the main attractions of the **International Tourism Trade Fair taking place from 22 to 26 January at IFEMA MADRID**. A unique opportunity to experience how technology is revolutionising tourism and redefining the human experience within the framework of 'One Thousand and One Journeys'.

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FITUR Woman will be putting a spotlight on women's leadership in tourism

The section, organised by FITUR together with Women Leading Tourism (WLT), is celebrating its fifth edition focused on boosting women's sense of pride in belonging to the tourism sector.

The **International Tourism Trade Fair**, organised by **IFEMA MADRID** and taking place from 22 to 26 January, will be the setting for FITUR WOMAN, the space that provides visibility to the role of women in the tourism industry. Organised by **FITUR** and **Women Leading Tourism (WLT)**, it is celebrating its fifth anniversary with the support of Extremadura and under the concept '**Pride of Belonging**', which will be exploring the emotional bond of people with tourist destinations and their impact on the social well-being and sustainable development of countries, regions and local communities.

Alongside this, women's leadership will be the central theme of **FITUR WOMAN**, which will bring together prominent leaders from the business and government spheres to highlight how women and their role in the management of companies and public bodies can elevate pride in tourism to a new level.

Maribel Rodríguez, president of Women Leading Tourism, stresses that "It's time to intelligently manage, with the participation of all actors, safeguarding the sense of belonging of the resident population in tourist areas. We must avoid depersonalisation; authenticity is not only a key differentiating value for destinations, but also an opportunity for regions seeking to position themselves in the global market in a sustainable and competitive way. Promoting tourism in this way not only attracts visitors, but also generates a local sense of pride, preserves heritage and ensures the well-being of future generations.

Extremadura is presenting itself this year at **FITUR Woman** as an example of how to integrate female leadership into the development of tourism that preserves local identity and generates opportunities. A reference destination in terms of sustainability that promotes a tourism sector with a triple positive impact on the environment: social, environmental and economic. We support **FITUR Woman** as a space that inspires and gives visibility to the role of women as a driving force for change in the tourism sector.

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FITUR Woman: programme preview

The FITUR WOMAN 2025 programme will include several key panels to explore Pride of Belonging from different perspectives.

'**Destination and Culture**' will analyse how tourist destinations can maintain their cultural authenticity. Experts will be addressing the DNA of local communities, strategies for involving the resident population and the importance of promoting and safeguarding the cultural identity of tourist destinations.

The '**Tourism Industry**' panel will be looking at sustainable and inclusive tourism companies that foster a working environment that retains the best talent, offers opportunities for professional development and promotes a workplace that employees can feel proud of belonging to.

Among other key events and highlights, this space will feature **high-level ministerial talks, special guest speakers and dedicated networking areas**, as well as a platform for sharing experiences, discussing challenges and exploring new solutions for the future of the tourism sector.

With this new edition, **FITUR WOMAN** continues to give more visibility to women in the tourism industry and empower them, reinforcing the International Tourism Trade Fair's commitment to continue building inclusive, sustainable and people-centred tourism.

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Exhibitor news by sector at the 45th edition of the International Tourism Fair

International Destinations

BRAZIL, partner country of FITUR 2025: natural and cultural experiences (3B08)

Brazil, partner country of FITUR 2025, will present natural and cultural experiences from various corners of its territory, reinforcing visitors' interest in these segments. "This includes options from Rio de Janeiro, our Marvelous City; the Brazilian Carnival, which enchants visitors from all over the world; the stunning landscapes of the Amazon rainforest; our renowned gastronomy—in short, destinations and experiences that make a visit to Brazil a unique and unforgettable trip." Its presence at FITUR also seeks to promote destinations that are still little known, in addition to increasing the length of stay of international tourists in the country. "We will make the Brazilian pavilion at the fair one of the main attractions of the event, offering immersive experiences, cultural presentations, and business meetings aimed at encouraging investments and collaborations." Their stand will host different activities: on Wednesday, January 22, there will be a Capoeira demonstration (11:30 AM – 12:00 PM), a presentation of the Rota das Emoções, a cooking show of typical cuisine from the northeast of Brazil, and a Tap Air Portugal raffle (1:30 PM – 2:00 PM), closing the day with a masterclass and tasting of Caipirinha (5:30 PM – 6:00 PM). On Thursday, January 23, there will be a culinary experience designed to highlight the unique flavors of the Brazilian state of Mato Grosso do Sul (1:00 PM – 2:00 PM), demonstrations of Caipirinha preparation, and a presentation of "Brazil Travel Specialist" with LATAM Airlines and ACAVe. On Friday, January 24, there will be a culinary demonstration of Pará cuisine (1:00 PM – 2:00 PM) and Caipirinha (4:00 PM – 5:00 PM). During the weekend, the general public will be able to enjoy more activities in the Brazil space to continue discovering the wonders this country has to offer.

ALBANIA to promote the country's gastronomic delights (4B12)

Albania will showcase its culinary traditions at FITUR as a key part of its tourism promotion. The country's stand will feature a forum on Albanian gastronomy, highlighting regional specialities and their cultural significance, along with a lively 'Albanian Night' featuring traditional food, music and dance. Visitors will also be able to taste traditional drinks and learn how they are made. The Albanian National Tourism Agency will also be present to discuss opportunities for collaboration with tour operators and provide information on Albania's various tourist destinations, from its stunning beaches to cultural heritage sites. This initiative aims to position Albania as a top destination for gastronomic, cultural and adventure tourism, offering tailor-made travel experiences for visitors.

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ARMENIA, a destination to discover every season (4B25)

Armenia presents itself as a unique destination combining cultural heritage, breathtaking landscapes and a rich culinary tradition. In addition to its classic offer, it invites you to explore emerging segments such as adventure tourism, ecotourism and opportunities for digital nomads in its vibrant cities and rural landscapes. The "Armenia Through Seasons" campaign highlights experiences designed for every season of the year, showcasing the country's versatility and charm at any time.

BAIXO ALENTEJO, a Portuguese region that will show its beauty (4E06)

Baixo Alentejo, located in the south of Portugal, is a region of incomparable beauty, characterised by stunning landscapes, rich traditions and a unique culture. With the aim of promoting and highlighting the charms of this "Alentejo" jewel, several promotional activities have been scheduled for FITUR 2025. During the event, its distinctive attributes will be highlighted, from its gastronomy to the enriching experiences that visitors can discover when visiting the region. Its natural heritage will also be promoted through its offer of outdoor activities, such as hiking trails, cycle touring and the Caminhos de Santiago. The "Visit Baixo Alentejo" stand at FITUR 2025, promoted by CIMBAL - Comunidade Intermunicipal do Baixo Alentejo, will be a vibrant and attractive space, designed to transport visitors to the authenticity and hospitality that this Alentejo region has to offer.

BUENOS AIRES, a benchmark in culture, innovation and unique experiences (3C01)

Buenos Aires, one of the largest cities in the world, is the cultural capital of South America. "Its streets display a unique beauty that is the product of the combination of its history, its customs, its culture and the diversity of its people. It is also a city that is constantly renewing itself and is a leader in creativity and innovation". On this occasion, Visit Buenos Aires will show attendees a wide variety of attractions and activities that are presented as unique experiences in the calendar of events of the city, positioning itself among the best tourist destinations in the world, for leisure and business travel.

BULGARIA: a journey through history, nature and flavours (4D02)

Bulgaria invites visitors to discover a country with a rich cultural heritage and natural beauty. With more than 40,000 historical sites, seven of them UNESCO World Heritage Sites, and captivating landscapes, this destination promises unique experiences. In addition, they will offer daily exclusive wine tastings at 12:00 and 16:00, highlighting local varieties such as the legendary Mavrud. The aromas of the iconic Damask rose and the flavours of its famous gastronomy, such as Bulgarian yoghurt, complement this unforgettable experience. Bulgaria claims to be a place where history, nature and modern luxury converge.

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CANADA combines nature, adventure and luxury in every experience (3C22)

Canada, renowned for its natural wonders and vibrant cities, arrives at FITUR 2025 as a destination that combines adventure, luxury and authenticity. Discover its imposing mountains, crystal-clear lakes and modern metropolises on a unique tour of its regions. Air Canada, the country's leading airline, offers connections to more than 200 destinations, making it easy to access these unforgettable experiences. Canadian Receptive Tours customises itineraries in the east, while Dominion Tours invites you to explore the west coast with services in Spanish. In addition, A World of Cruises presents breathtaking Alaskan tours, departing from Vancouver. With the presence of Ambassador Jeffrey Marder and the support of the Canada-Spain Chamber of Commerce, Canada is positioned as a must-see destination in 2025.

COLOMBIA arrives at FITUR with its largest ever delegation (3C02)

Colombia arrives at FITUR 2025 with the largest delegation in its history: 50 key players in the sector, including tour operators, accommodation establishments and regional entities. This outstanding participation, led by the Ministry of Trade, Industry and Tourism and ProColombia, reaffirms the country's commitment to promoting its tourism offer on the global stage. Colombia's 460 m² stand will become a meeting point for visitors from all over the world, who will be able to immerse themselves in a unique experience that combines biodiversity, culture and sustainability. Designed to the highest standards of sustainability, the space will also host special moments such as the commemoration of the 500th anniversary of the founding of Santa Marta, the country's oldest city. Attendees will be able to enjoy authentic Colombian coffee, discover traditional handicrafts and explore the wonders of the country's six tourist regions.

CROATIA: Innovation and sustainability in a destination full of contrasts (4A02)

Croatia is positioned as a unique destination that combines history, traditions and new experiences. From its beautiful coastline to its rich cultural heritage, it offers a sea to enjoy, a cuisine to savour and outdoor activities to explore. Croatia is not just sun and sand; it is a country of striking contrasts with key products such as MICE tourism, cycle tourism, nautical tourism, wellness and active holidays, complemented by gastronomy that reflects the diversity of each region. With nine international airports and a modern road network, it is easily accessible from all major European capitals. In 2025, Croatia will continue to stand out for its quality, ecological sustainability and new tourism offerings, such as the opening of hotels and attractions. Ideal for romantic getaways, adventures, business or family holidays, Croatia offers options for all travellers.

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COVILHÃ will showcase the uncommon beauty of its landscapes and nature (4G05)

Covilhã will showcase an undiscovered destination with an extensive network of hiking trails and viewpoints, countless churches, thematic museums and coveted urban art that make it an excellent destination for those who like to appreciate every corner, making art the link between past, present and future. And it is with an eye to the future that the UNESCO City of Design kicks off this year's triennial, considering art as a challenge to modernity and one of the pillars of its dynamic, to which the student community of the University of Beira Interior (UBI) also contributes. Alongside it, the delicacies that characterise the local gastronomy reflect the people, the knowledge and the flavours of a city rich in unique products. Cherovia and pastel de molho delight children and adults alike, with annual festivals everywhere.

DOURO, TÂMEGA E SOUSA, invites you to live experiences, emotions and adventures in union with nature (4E05B)

Douro, Tâmega e Sousa presents itself as a destination where mountains, rivers, historic centres and authentic villages intertwine in a landscape of singular beauty. This territory invites you to discover its history, its cultural heritage and the traditions that are part of the identity of its people. It is a journey through the centuries, exploring art, customs and stories that reveal the essence of this region. The experience would not be complete without sitting at the table to enjoy an authentic gastronomy, full of knowledge and flavour, accompanied by a toast with a unique wine, the fruit of an exceptional territory. In addition to its tourist charms, Douro, Tâmega e Sousa is also a region of opportunities, with a highly specialised industry and an entrepreneurial vocation that makes it an ideal place to invest.

ECUADOR presents itself as a diverse and unique tourist destination (3C04)

Ecuador will showcase its cultural, natural and adventure richness, with an offer that includes the Galapagos Islands, the Coast, the Andes and the Amazon, with the inauguration of the stand on 22 January 2025, at 12:00, with the participation of the delegation of authorities from Ecuador and the country's official representatives in Spain. During the ceremony, the ribbon will be cut together with the 25 representatives of the Ecuadorian tourism industry, as well as the authorities of the five Autonomous Decentralised Governments. In this space, products and services will be available for exploration and tasting.

PHILIPPINES arrives at FITUR 2025 with record number of Spanish visitors (6C03)

The Philippines will be making its debut at this year's FITUR, surpassing the record number of Spanish visitors to the country in November 2024. In this regard, Philippine airports are an important point of operations for airlines that connect with Spain, such as Qatar

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Airways, Turkish Airlines, Cathay Pacific, ETIHAD Airways and Fly Emirates, and facilitate tourism between countries to discover the wonders of the Philippine country.

FINLAND: Spanish record summer season and forecasts for 2025 (4C08)

Visit Finland presents its destination where Spanish tourism has grown especially in the summer months (+30%), and the number of charter flights to Lapland for the winter of 2024 has increased by 20% positioning Spain as the third most important market in arrivals to the region "These figures confirm that Spain remains a key market for Finland and our goal is that it continues to consolidate and that more and more Spaniards can enjoy the incomparable offer that our destination offers," says David Campano, Country Manager of Visit Finland in Spain. In addition, Helsinki has been named the world's most sustainable tourist destination, demonstrating the country's commitment and objective to be an increasingly sustainable destination in the last year. Oulu will be European Capital of Culture by 2026. Located in a strategic region close to the Arctic Circle, it combines the richness of its arctic nature with a vibrant cultural offer.

GAMBIA promotes sustainable and congress tourism in West Africa (1A02)

The Gambia, known as "The Smiling Coast of Africa", is presented at FITUR 2025 as a friendly and safe destination, just a 4-hour flight from Madrid or Barcelona. With a rich cultural diversity, beautiful beaches, UNESCO World Heritage Sites and impressive wildlife, it offers a perfect combination of relaxation and adventure. The Gambian government is committed to sustainable tourism with the "Tourism Diversification and Resilience" project, backed by a \$68 million investment. This plan aims to improve infrastructure and expand tourism experiences, from adventure tourism to luxury resorts. In addition, The Gambia is growing as a congress tourism destination, with the new 4,000-seat Sir Dawda International Conference Centre being a highlight.

GHANA will highlight a vibrant culture and unforgettable experiences (1C02)

The Ghana Tourism Authority will present at FITUR the attractions of this country with a vibrant culture and unforgettable experiences. Visitors to its stand will be able to "discover Ghana, the hidden gem of West Africa, where rich culture combines with breathtaking natural beauty; explore ancient kingdoms, colonial fortresses and vibrant festivals that showcase African heritage; experience the country's diverse wildlife, waterfalls and national parks, including Kakum National Park and Mole National Park; visit UNESCO World Heritage Sites such as Elmina Castle and Cape Coast Castle; attend Ghana's lively festivals such as Akwasidae, Homowo, Egua Fetu Afahye, Asafotufiami, etc.; and do business in Ghana's modern spaces and do business in the modern and perfect conference and exhibition spaces".

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GUATEMALA, one of Latin America's top tourist destinations (3B11)

The Guatemalan Institute of Tourism (INGUAT), as a government office, will promote Guatemala as one of the top tourist destinations in Latin America. Antigua Guatemala was recently nominated by National Geographic as one of the top 25 destinations to visit. In addition, UNESCO has declared the kite-making technique of Santiago and Sumpango, in Sacatepéquez, as Intangible Heritage of Humanity, which places this tradition as another tourist destination to visit.

JAPAN focuses on luxury, experience and sustainable travel (6C01)

The Japan National Tourism Organisation (JNTO) will showcase the following three main tourism proposals at FITUR for travellers visiting Japan for the Osaka World Expo 2025: luxury travel with destinations and experiences where travellers can escape from the everyday and enjoy a few special days; promoting lesser-known and less crowded regional and local destinations that are yet to be discovered; and promoting sustainable travel that preserves the environment and culture. Japan is a country brimming with natural beauty, culture, world-renowned cuisine and unimaginable diversity. We invite you to find the perfect travel destination at the Japan stand at FITUR.

JORDAN to be promoted as "The Kingdom of Time" (6D02)

With a bold platform through "Kingdom of Time", Jordan will be presented at FITUR as an accessible, intriguing and multifaceted destination that appeals to the growing global tribe of intrepid travellers; explorers and independent, active and digitally empowered travellers seeking a journey with meaningful experiences and human connection. Jordan will showcase its new tourism image, as an authentic reflection of a destination that, within a land that can be driven across in less than a day, fuses a dizzying collage of geology and nature; diversity, rich history, a tradition of spirituality and faith; and a contemporary Arab culture of openness and warm hospitality that welcomes all for leisure, business and healing.

MAURITIUS ISLAND will highlight sustainable luxury (1C05)

Mauritius will be highlighting cultural visits, wellness breaks, sustainable tourism and business and leisure travel at FITUR. It is "an idyllic island that shows all its natural might in the middle of the Indian Ocean, a place where the horizon turns turquoise blue and your feet sink free and happy on the white sands of endless beaches". Travelling to this corner of the world is "an unforgettable experience that connects you with nature and brings out the best in you. And it's just a flight away from Madrid.

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MEXICO participates in FITUR with a large business display (4A04)

Mexico will have a special presence at FITUR in the Americas pavilion, whose official participation will feature the largest exhibition space in its history. The Mexican Ministry of Tourism has announced that it will bring together the largest representation of the nation's states with a significant staging of the country's tourism offering, which 'will provide an opportunity to promote the cultural, heritage and gastronomic wealth of the country's 32 entities to the more than 150 countries that will be present at FITUR, as well as to tourism sector operators worldwide'.

MACAO: cultural heritage, gastronomy, festivals and technology (6D11)

Among the tourism products designed to enhance the visitor experience that Macau will present at FITUR is its cultural and artistic heritage. Another attraction is gastronomic tourism, with a varied culinary scene that blends Portuguese and Chinese influences. Added to this is entertainment and events, including shows, concerts and international events. WSe will place special emphasis on upcoming festivals and events that attract audiences from all over the world". We will also "showcase our smart tourism initiatives, including digital platforms for easy navigation, contactless services and personalised travel planning tools".

MADHYA PRADESH: Heritage, nature and culture in the heart of India (6B05)

Madhya Pradesh Tourism invites you to discover the heart of India, a destination that combines historical heritage, wild nature and vibrant culture. It has UNESCO World Heritage treasures such as Khajuraho, Sanchi and Bhimbetka, along with renowned national parks such as Kanha and Bandhavgarh, ideal for unique safari experiences. Other highlights include spiritual destinations such as Ujjain and Omkareshwar, and the historical charm of the forts of Gwalior and Mandu. Visitors will be able to learn about eco-tourism initiatives, cultural festivals and regional culinary delights. The stand will offer interactive workshops, performances and food tastings, showcasing the diversity and richness of this unique destination.

MARAEY, a new destination 45 km from Rio de Janeiro (3B08_A)

MARAEY is a new Destination being developed in a unique location, just 45 kilometres from the city of Rio de Janeiro, awarded Best Mixed-Use Development in the Americas by the International Property Awards. It will be present at FITUR 2025 at a cutting-edge stand in the Brazil area, which stands out for its design, innovation and sustainability, the absolute pillars of MARAEY.

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MATOSINHOS: A universe of experiences, flavours and discoveries (4G16)

Matosinhos is a vibrant destination that combines tradition with modernity and is full of attractions for all types of travellers. Renowned for its strong connection to the sea, this unique destination enchants foodies with its unique restaurants celebrating fresh fish and seafood. For those passionate about nature and adventure, Matosinhos offers beaches ideal for surfing, sailing and other water sports, as well as being a staging point for the Pilgrims' Roads to Santiago, which reveal breathtaking coastal landscapes. Industrial tourism is a growing bet, allowing visitors to explore the local economic dynamism. The Church of Bom Jesus de Matosinhos, the Boa Nova Tea House or the Marés Swimming Pools invite cultural, heritage and architectural discovery. "The presence at FITUR, one of the largest tourism fairs in the world, reinforces this position as a multifaceted, dynamic and internationally renowned destination". On 25 January at 13:20 at the Visit Portugal stand (4C02 and 4G01) they will give a brief presentation of the destination.

MUNICIPALITY OF GONDOMAR, "Goldsmith Capital" in Portugal" (4G03)

Gondomar is known as the "Capital of Goldsmithing" in Portugal. Filigree occupies a prominent place among the creations of local goldsmiths; handmade, it is produced in small family workshops with techniques handed down from generation to generation. The destination presents the Filigree Route and allows you to visit the traditional workshops, meet the authentic goldsmiths of Gondomar and learn about the entire artisan production process. This visit begins at the Municipal Museum of Filigree of Gondomar, which has a varied collection of tools and machinery donated by local goldsmiths who wish to share and make their craft known to the general public, and a valuable collection of unique pieces, including the "World's largest filigree heart" and the "Filigree dress with the signature of Micaela Oliveira", as well as the most emblematic pieces of traditional Portuguese filigree.

NAMIBIA will highlight its connections, infrastructures, landscapes and culture (1B04)

Namibia will highlight at FITUR the advantages of a country with optimal travel connections from Europe, well-maintained infrastructure, diverse and unique landscapes, a profound culture, a friendly and welcoming attitude, national parks rich in wildlife and luxury accommodation at affordable prices. "We plan to showcase the country as one of the preferred holiday destinations in Southern Africa; showcase Namibia's unique selling points through qualitative engagements with prominent industry players from around the world; create and maintain awareness of the destination's brand values to the international travel trade and host media; and provide business matching platforms for Namibian operators with the international travel trade and media."

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ÓBIDOS, historical and cultural charm on the west coast of Portugal (4F22)

Óbidos, located on the west coast of Portugal, is a picturesque village known for its rich historical and cultural heritage. Its medieval castle, cobbled streets lined with whitewashed houses and its architectural heritage, encompassing Gothic, Renaissance and Baroque styles, make it a unique destination. In addition to its historical beauty, Óbidos offers a vibrant cultural agenda, with literary festivals, concerts and themed events throughout the year. The Óbidos Lagoon allows you to enjoy outdoor activities such as water sports, golf with views of the Atlantic and bird watching. In gastronomy, the highlights are the caldeirada de pescado (fish stew) and the traditional Ginjinha de Óbidos, served in a chocolate cup. Recognised as a Creative City of Literature by UNESCO in 2015, Óbidos combines its historical legacy with cultural proposals, attracting visitors from all over the world.

PROMPERÚ: a tribute to its cultural roots and tourism offer (3B07)

Peru arrives at FITUR 2025 to present its traditions and cultural manifestations that continue to be celebrated to this day, reflecting the richness and diversity of its ancestral heritage. At the heart of these celebrations is Inti Raymi, one of the country's most emblematic festivities, which is an example of how Peru keeps its customs alive and shares them with the world. In addition, together with 30 Peruvian companies, the country will also present the best of its nature, adventure and gastronomic offerings, with the aim of positioning Peru as a must-see destination for international travellers.

POLAND expands its offer: new destinations and unique cultural proposals (4C12)

At FITUR 2025, Poland is increasing the number of its co-exhibitors, both in its *trade* segment and in the destination segment (cities and regions). For the first time, alongside the leading cities of Warsaw and Krakow, the city of Gdansk, winner of the 2019 Princess of Asturias Award, will seduce Spanish travellers with its varied offer, including its Christmas market, proclaimed the best in Europe in 2024-2025, according to European Best Destination. Wrocław and the region of Lower Silesia and the city of Lublin, which will become the European Capital of Culture in 2029, will repeat the event in Madrid with more proposals adapted to satisfy the different interests and current travel motives. Within cultural tourism, Poland is strongly committed to its gastronomic culture.

PORTUGAL will host 120 companies at its stand (4G01)

The Portugal stand at FITUR 2025 will host a total of 120 Portuguese companies and will surprise visitors over the weekend with a lively programme of tastings of various Portuguese products, such as sweets, wines and other delicacies. There will also be presentations on routes, hotels and destinations, as well as dancing and singing. The country will be showcased as a destination that has new things to reveal every year. "We

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have just launched a new campaign entitled 'Portugal is art', which draws attention to the need to look at everything around us with the eyes of a privileged person. Everything is art, from the simplest meal to a painting in a museum, a piece of handicraft or the sunrise and sunset in a lost village".

REPUBLIC OF CONGO: vast natural treasures and sustainable tourism (1C10)

Congo will highlight its vast natural treasures, in particular its internationally renowned national parks, notably Odzala-Kokoua and Nouabalé-Ndoki, two rare areas that are home to exceptional biodiversity, explains Marie-France Lydie Hélène Pongault. The country's Minister of Cultural Industry, Tourism, Arts and Leisure says they will also present "initiatives in favour of sustainable tourism and wildlife protection, unique elephant safari experiences and sport fishing for Mbenga tiger fish in our majestic Congo River". In addition, emphasis will be placed on "the development of ecotourism, in particular the enhancement of the Congo Basin's forests, and its cultural tourism".

SARAJEVO fuses tradition, history, culture and nature (4C27)

The Sarajevo Canton Tourism Association proudly presents the vibrant capital of Bosnia and Herzegovina. Surrounded by majestic mountains and lush nature, Sarajevo is a year-round destination combining unique cultural and religious sites, exceptional gastronomy and the warmth of its people. Committed to preserving its heritage and sustainable tourism, Sarajevo invites travellers to discover its unique charm, from its historical treasures to its natural wonders.

SENEGAL, an emerging tourist destination in West Africa (1C06)

The Senegalese Tourism Promotion Agency (ASPT) will present its main innovations at FITUR 2025, which form part of an ambitious tourism strategy. Senegal will take off with an innovative vision of African tourism. Among the flagship projects for 2025 are the Toubacouta Ecopark, an ecological tourist complex in the heart of the Sine-Saloum; the Maison du Tourisme, modern visitor centres in Dakar and in the main tourist centres; and medical tourism, with the development of specialised establishments in Dakar, Mbour, Saint-Louis and Cap Skirring. It will also showcase its digital innovation with "Senegal at a click", which is revolutionising the tourism experience. This platform offers reservations and information in real time.

SERBIA, one of the main European destinations (4F02)

Serbia's tourism sector is booming, with a remarkable 11% growth in revenues, reaching €2.1 billion by 2024, according to the National Tourism Organisation of Serbia. The country has become one of the top European destinations, especially for foreign guests. A large number of new hotels open daily, many of them on display at the NTOSerbia stand. Serbia

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offers various tourism segments, from eco-travel to gastronomic experiences. In particular, the country will celebrate its first Michelin-starred restaurants in 2025: Langouste in Belgrade and Fleur de Sel in Novi Slankamen. In addition, Serbia hosts vibrant cultural events and festivals and boasts natural wonders such as numerous national parks and historic sites, including many monasteries on UNESCO's World Heritage List. Adventure tourism further enriches Serbia's offerings. Moreover, Belgrade offers countless attractions and a famous nightlife.

TAIWAN at FITUR 2025: Formosa Island, the heart of Asia (6B10)

Named "Formosa Island" by Portuguese navigators in the 16th century for its beauty, Taiwan continued to be a focus of interest for navigating peoples in later centuries, and the Spanish settled in the north of the island in the 17th century. 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 anyone who wishes to do so can find out which animal in the horoscope determines, according to traditional belief, their character, personality and destiny.

TERRAS DE TRÁS-OS-MONTES, experiences to awaken the senses (4G04)

Terras de Trás-os-Montes is located in the north-east of Portugal. The destination stands out for its Iberian centrality and proximity to Spain. It is rich in flavours and knowledge, landscapes and crops, customs and people. "Get to know: three world heritage sites; Walk: nine routes, nine landscapes, nine themes to discover; Discover: six wonders of Portugal; Eat: at the table with Trás-os-Montes, Feel: nature that awakens the senses; Celebrate: traditions, live moments. In the Terras de Trás-os-Montes there are experiences that awaken the senses and create memorable memories. A destination with a taste of nature and tradition just over three hours from Madrid".

TURKEY surprises with its diversity and cultural richness (4C07)

Turkey will show the novelties of its wide tourist offer, which revolves around culture, a rich gastronomy, sport and tradition. Spanish tourism is one of the most important for Turkey, with almost 300,000 visitors from Spain in 2024. In addition, the country continues to make a strong commitment to sustainable growth in its main traditional markets, with a growing number of visitors, attracted by the diversity and cultural richness of the main tourist destinations of Türkiye such as the cities of Antalya, Istanbul, İzmir and Muğla, which stand out not only for their dreamlike landscapes and crystalline beaches, but also for their wide range of history.

VENEZUELA to be shown as the synthesis of South America vis-à-vis the Caribbean (3A06)

Its special location in the north of South America and the size of its territory make Venezuela not only a Caribbean country, but also an Atlantic, Andean, Guiana, Plains and Amazonian country", as will be shown at FITUR, offering such a diversity of landscapes that it could be considered the synthesis of South America and the Caribbean. "Venezuela is a land privileged by nature, endowed with spectacular natural scenery that allows it, throughout its territory, to develop any type of tourist, recreational and contemplative activity. The majesty and megadiversity of its habitat confirm this. "Our country has a variety of climates, beaches, mountainous regions, beautiful landscapes, a wealth of flora and fauna, artistic and cultural manifestations, among other attractions. This activity in this Land of Grace has a wide range of hotel, gastronomic and recreational infrastructure for the accommodation and relaxation of tourists.

VISIT BRUSSELS, history, architecture, gastronomy and culture in Europe (4C10)

This unique and welcoming destination is present at FITUR to transmit to attendees the attraction of a city that encompasses history, architecture, gastronomy and culture through unforgettable experiences for those who visit it. During the days of the fair, the Visit Brussels space will also have 16 partners from various sectors who will offer advice, provide first-hand information on all the news and events planned for 2025 and will be open to establishing possible collaborations to discover this country.

VISIT OMAN to strengthen its presence in the Spanish market at FITUR (6E01)

Participation in FITUR 2025 is key to strengthening Oman's presence in the Spanish market, according to the destination's officials, as the fair "provides an ideal space to showcase Oman's rich culture, natural beauty and unique experiences to Spanish travel professionals". The objective at the fair will be to "raise awareness, foster new partnerships, promote our local DMCs and position Oman as one of the top destinations for Spanish travellers, supporting our international tourism growth strategy".

VISIT MALTA, a quality tourist destination with something for everyone (4E10)

Visit Malta's participation in FITUR 2025 will be characterised by the great tourism possibilities offered by the archipelago and its continuous evolution as a quality tourist destination. Among the new features for this year's edition will be, on the one hand, the official sponsorship of Visit Malta together with Alberto Contador's cycling team, which will now be called Polti Visit Malta. The recent opening of MICAS (Malta International Contemporary Art Space), which aims to consolidate Malta as a world destination for contemporary art, will also play an important role. There will also be room to highlight the archipelago within the category of Military and Film Tourism, not forgetting its great



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attraction as a destination for hiking and religious pilgrimages (with the Certification of the Maltese Way of St. James). Similarly, data corresponding to Spanish tourism on the island will be highlighted.

VISIT PANAMA will showcase its gastronomic richness (3C14)

Panama will showcase its gastronomic wealth at FITUR 2025 with chefs Mario Castrellón (Maito) and Isaac Villaverde (La Tapa del Coco), featured in the Best Restaurants in Latin America. Hall 3 will offer tastings, folkloric presentations and a 360° virtual tour of the country's attractions. In addition, "Menú Panamá" will be announced, an event that in April 2026 will highlight culinary routes such as Afro cuisine in Colón, Chinese-Panamanian fusion in El Dorado and haute cuisine in Las Perlas, with cooking shows, festivals, exclusive dinners and cultural activities that celebrate the diversity of the country.

QUITO, a key destination full of culture and flavour to discover (3C04)

Quito, recognised as a UNESCO World Heritage Site, returns to FITUR to showcase the latest developments in its wide range of tourist attractions, which revolve around a rich gastronomy, culture and tradition. Its tourism delegation, headed by Etzon Romo, General Manager, and Belén Heredia, Director of Promotion, will be showcasing its potential to the Spanish market, one of the city's main destinations, during the five days of the fair. The Ecuadorian capital is surprising for its historic centre full of colonial churches, squares and monasteries. Surrounded by mountains and volcanoes, the city is synonymous with modernity and tradition, as well as a key starting point for exploring the Ecuadorian Andes.

Destinations in Spain

ARAGON will combine tradition with modernity and sustainable experiences (7A21)

At FITUR, Aragon will present a modern and diversified image in terms of territories and tourism products, with a wide range of activities such as ecotourism, wine tourism, astro-tourism, family tourism, slowdriving and cultural tourism, through its historical, artistic, natural, heritage, cultural and gastronomic wealth. It will combine tradition and heritage with progress and modernity, showing a transition from historical and traditional Aragon to modern and avant-garde Aragon. The stand will feature both outdoor experiences, nature, mountain and active tourism, as well as technological and immersive experiences. And it will be presented as a destination for sustainable experiences. It will be open, with three lively themed spaces, many activities and presentations, and a large screen showing the main attractions.

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BADALONA will showcase its gastronomic, cultural and diverse essence (7C28)

With almost five kilometres of coastline, Badalona is a privileged city, strategically located just a few minutes from Barcelona and only 25 minutes from Josep Tarradellas airport. Its beaches offer the perfect setting for both relaxation and water sports. The Badalona Canal represents an ambitious urban transformation project, with leisure areas, restaurants and nautical activities, making it a central hub and a key point of attraction. Badalona's gastronomic offer stands out for its Mediterranean essence, perfectly combining tradition and the avant-garde. At Christmas, the city becomes a destination full of magic and unforgettable experiences. Badalona fuses the beauty of the Mediterranean with an unbeatable cultural, sporting and gastronomic offer.

BENIDORM awarded as European Green Pioneer of Smart Tourism 2025 (7A01)

Benidorm celebrates its recognition as a European Green Pioneer of Smart Tourism 2025, an award that highlights its leadership in sustainability against six other European cities of less than 100,000 inhabitants. This milestone reaffirms its commitment to responsible tourism and its ability to innovate in the sector. In addition to sun and beach, Benidorm is expanding its offer to attract all types of travellers. From sports tourism, with events such as the Benidorm Half and the World Cyclocross Championship, to active tourism, with routes such as the Sierra Helada Natural Park. The city is also committed to its cultural wealth, with the Boca del Calvari Museum and the Tossal de la Cala Roman archaeological site, and its renowned Mediterranean gastronomy, with emblematic dishes from the Costa Blanca.

CANTABRIA, the four signs of nature (9E14)

Cantabria is committed to sustainable, deseasonalised, decentralised and quality tourism, according to the regional government's Minister of Culture, Tourism and Sport, Luis Martínez Abad. "Tourism that values our natural wealth, our culture, our gastronomy, but above all our people. Tourism that respects the landscape and the countryside". FITUR is "an unmissable event and a strategic meeting for the future of tourism in Cantabria", where this region will once again show the world "all its wealth and its charms". This year "those who visit us at FITUR will find a stand representing the four signs of nature: fire, water, air and earth. And all of these can be found in our region. I am sure that those who come will have a unique experience that they will not forget".

CASTELLÓN, nature, beaches and culture for all tastes and moments (7B03)

Castellón is the perfect place to enjoy nature, beaches, culture and gastronomy. A small diamond that has everything you need for a weekend getaway, a holiday by the sea or an experience with friends, as a couple or alone. The city has all the services necessary for a pleasant stay, with a wide range of hotels, flats and holiday rentals. Likewise, the network of shops and restaurants is extensive, with restaurants for all tastes and a unique

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gastronomic variety. Castellón has a section specialising in congresses, offering support in organising events that will be a success for both congress participants and their companions. During the fair, on Wednesday 22nd January they will be presenting 'El Eclipse', as well as other cultural activities and a showcooking of arroz a banda. On Thursday 23rd January they will present the 'Festival del Viento' and, on Friday 24th January, Castellón, ciudad de deportes (Castellón, city of sports).

CASTELLDEFELS presents its destination with multiple options and a historical treasure (7C18)

Castelldefels, just 20 kilometres from Barcelona, is the perfect choice for those who want to combine relaxation and adventure in a unique setting. Among the new features at this year's FITUR, they will be presenting the International Magic Festival and will be holding a showcooking of typical rice dishes. This destination has golden sandy beaches, bathed by the crystal-clear waters of the Mediterranean, inviting you to enjoy the sun and sea breeze all year round, while the mild, sunny climate guarantees unforgettable blue days. For the more active, it offers a wide variety of water sports such as windsurfing and kitesurfing, and routes to explore nature in its purest state. Castelldefels also holds a historical treasure: its imposing castle, where the history of piracy is brought to life in an interactive museum. "Don't miss the exciting international magic festival and the delicious gastronomic experience of its famous Castelldefels Rice. A destination full of charm that will captivate you at every turn".

CATALONIA will have a stand with a strong gastronomic accent (7B10 and 7B13).

In 2025 Catalonia has been designated as a World Region of Gastronomy, as the Catalan Tourism Agency points out. "This distinction will enable us to position our destination as a world benchmark for food and wine tourism, and in this sense, the Catalan stand at FITUR 2025 will have a strong gastronomic accent". Catalonia's renewed commitment to family tourism will also play an important role, as will cultural tourism, thanks above all to two special celebrations: the 50th anniversary of the Joan Miró Foundation and the 1000th anniversary of Montserrat. "And, of course, there will be all the proposals of the different tourism brands that make up the Catalan offer: Costa Brava, Costa Barcelona, Costa Daurada, Terres de l'Ebre, Barcelona, Terres de Lleida, Paisajes Barcelona, Val d'Aran and Pirineus". In addition to having their photo taken at the PortAventura *photocall* on the occasion of its 30th anniversary, during the weekend visitors will be able to follow the routes of the Grand Tour of Catalonia through a virtual reality experience and see the F1 car on display at Circuit de Barcelona-Catalunya.

EXTREMADURA, a destination characterised by authenticity (7B07/7B09 and 9E17)

Extremadura is presented at FITUR as an ideal inland destination for those who shun overcrowding, inviting you to discover the essence of a life at a slower pace and the

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authenticity of its people. A region committed to sustainability which, at this new edition of FITUR, is showing its international projection under the slogan 'Extremadura extraordinary, a destination for the world', giving visibility to everything it excels in areas such as culture, nature, rural life, gastronomy and sport, with experiences that will captivate travellers from all over the world. 'Extremadura is a heritage powerhouse that offers a journey to the origins of history, one of the best preserved and most diverse natures in southern Europe and a paradise for birdwatching and stargazing. It also stands out for its exceptional aquatic resources, which make it the Autonomous Region of Spain with the bluest flags on inland beaches. All of this is accompanied by an exceptional gastronomy with star products such as acorn-fed Iberian ham'. There will be an intense programme of presentations and informative round tables during the three days for professionals and weekend activities for the public.

ALAIOR, unique and personalised experiences throughout the year (7C20)

Alaior Town Council will present its cultural and tourism offer at FITUR 2025, highlighting the destination as a unique place for luxury and cultural tourism all year round. With a focus on local heritage, traditions and gastronomy, Alaior will offer personalised experiences for visitors looking to get to know the island from an authentic perspective. In addition, leisure and cultural activities will be promoted that will make Alaior an attractive destination for both national and international tourism.

ILLES BALEARS will invite reflection on natural resources (7B08)

The Balearic Islands come to FITUR with a new stand that invites reflection on the use and care of natural resources, inspired by water and its ecosystems. The aim is to position itself as a destination committed to sustainable tourism that seeks a balance between its visitors and those who live there. The stand is fully accessible and sustainable and will have specific areas for the 4 islands, Mallorca, Menorca, Ibiza and Formentera, as well as different town councils and co-exhibitors from private companies in the tourism sector, in addition to its own area for meetings. The Balearic Islands will be making various presentations at FITUR, and the islands' local products will also be showcased through a gastronomic space offering workshops and tastings. During the weekend, various activities will take place, such as clay figure painting workshops and tastings themed around local products from each of the islands, led by prestigious chefs.

LA RIOJA will be projected as a unique, attractive and sustainable destination (9C12)

Under the slogan 'La Rioja, tu mejor historia', the Autonomous Community presents its tourism offer in a stand alluding to letters as a vehicle for the identity of a region that aspires to become an open book in which each visitor writes his or her own story. To this end, has sought a versatile configuration, with multi-purpose scenarios in which to develop a balanced proposal between the professional and the more informative and popular. The

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analogue image based on traditional literature, represented by large books throughout the space, with a Riojan theme, is combined with the technology of large screens on which audiovisuals about the region and support for the rest of the presentations will be projected.

ALICANTE, new Spanish Capital of Gastronomy 2025 (7A06)

The city of Alicante is proclaimed as the new Spanish Capital of Gastronomy 2025. A presentation will take place on Wednesday 22 January in the central square of the hall where the Valencian Community is located, where Alicante's projects will also be announced.

IBIZA celebrates its history and looks to the future with exciting new features (9C01)

Ibiza arrives at FITUR after celebrating the 25th anniversary of its declaration as a World Heritage Site. Among its new features, in the spring of 2025 they will open the Sa Caleta Interpretation Centre to explain how the first Phoenicians who settled on the island lived, in the southeast area of the island, where new archaeological remains, recently brought to light, can be visited. At the same time, the first Parador Hotel in the Balearic Islands will open its doors in Ibiza in 2025 and will be located in one of the most emblematic places on the island, Dalt Vila, the old city of Ibiza, declared a World Heritage Site. This accommodation will have 66 rooms and will be open all year round.

FUERTEVENTURA to announce various events and festivals (9C04_02)

The Fuerteventura Island Tourist Board will highlight the following events at FITUR: The 38th International Kite Festival, from 10 to 16 November 2025 in Corralejo, Grandes-playas, Fuerteventura; the Beach Party Festival, on 25 and 26 July 2025, on the beach of El Castillo (Caleta de Fuste), with concerts, dynamic activities for families and a gastronomic area; the 6th edition of Romance with Betancuria at the end of June 2025; and the Dramatised Routes through the Historical Village of Betancuria, in the months of July and August 2025.

GALICIA, a gateway to authenticity and sustainability at FITUR 2025 (9A25)

Galicia presents at FITUR 2025 its annual promotion proposal as a tourist destination in a bid to consolidate itself as a welcoming, authentic destination with international projection. It does so with a programme made up of 47 presentations in which the people, the climate, nature, quality and cultural resources take on a special role in an attempt to satisfy a tourist who is increasingly looking for enriching life experiences. A reused and redesigned space will welcome visitors with the slogan 'You're already in Galicia'. It is the gateway to a destination where quality, biodiversity and sustainability are the cornerstones of a journey through the tangible and intangible heritage of Galicia's tourism offer. The stand integrates elements of nature from the coast, the interior and the climate as a

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refuge, represented by the rich vegetation and biodiversity of the community. Cultural resources are present through the tangible and intangible heritage, together with the millenary natural heritage that continues to live on, having an impact on social and economic spheres. Discover all the professional agenda in this [link](#).

GRAN CANARIA, island charm 365 days a year (9C04_07)

Gran Canaria Tourism, through the stand integrated in the Canary Islands space, will present to the public the main tourist attractions of the island, including its sun and beach offer, as well as a renewed accommodation offer. "On this occasion we want to give greater prominence to the complementary offer, focusing on improving the destination and the product on offer, together with the new segments of the island's offer, such as the gastronomic product, the one linked to active tourism and the one based on offering experiences 365 days a year". In addition, they will highlight the convenience that Gran Canaria offers today for the national client, which allows a historical connectivity with direct flights from 21 national airports. As a novelty this year, the 21 municipalities of the island will present their most outstanding attractions, be they leisure, gastronomy, culture, the calendar of top-level sporting events with infinite possibilities 365 days a year, as well as their charms and scenic beauty.

PINTO, a tour through historical heritage and gastronomy (9E20)

Pinto Town Council will be present at the 45th edition of FITUR to promote its municipality through its historical heritage (Pinto Tower, Monumental routes, ArqueoPinto prehistoric park, Civil War archaeological site, etc.) and its gastronomic heritage of chocolate tradition (Pinto navels). In addition, during the weekend there are different activities for all audiences to get to know the essence of the municipality.

RIVAS VACIAMADRID presents its label "Made in Rivas" (9A06)

At FITUR, the Rivas Vaciamadrid City Council will present the start of an ambitious initiative: the launch of the "Made in Rivas" seal. This label seeks to identify and group together all companies, products and initiatives that originate in our city, becoming a symbol of quality, innovation and local pride.

"FITUR will be the ideal showcase to present this idea to our neighbours, companies and institutions, functioning as a launching pad and as an open invitation for more Rivas Vaciamadrid companies and initiatives to join in". The aim is to create a solid network that represents the best of Rivas Vaciamadrid, highlighting its economic, cultural and social dynamism.

TORROX will show visitors a destination with an idyllic coastline (7C10)

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With a stand of 100 meters, Ayuntamiento de Torrox will present the coastal image, with a beach bar, sun loungers, beach sand and graphic image on the floor that want to recreate the waves of the sea and the lighthouse that represents the Torrox Lighthouse. With this space they are looking for constant interaction with the visitors of the fair, a beach bar. Wednesday will be the day dedicated to the promotion of Torrox, on Thursday they will present the future projects of the government team, and Friday will be dedicated to the promotion of traditions, history and culture of Torrox, they will also promote the experiences and events that are taking place recently in the town.

NAVARRA: presents its offer with the narrative "Take care of our secret" (9C13)

For 2025, Navarre presents three proposals, promoting a new narrative line, "Take care of our secret", allowing the public to get closer to sustainable, local and authentic tourism in Navarre. "Huella Positiva", "Caminos centenarios, cielos eternos: descubre las Rutas Jacobeas de Navarra Bajo las estrellas", and "Navarra como destino enogastronómico", are the three unique, innovative options, with history and values. Each of these initiatives will be presented at the fair.

ZARAGOZA to conquer FITUR 2025 as World Grenache Capital of the World (7B11)

Zaragoza is dressed in Grenache at Fitur 2025, but Zaragoza is much more. On January 23, the city will present its ambitious project "Zaragoza, World Grenache Capital," led by Mayor Natalia Chueca. A picnic with Garnacha wines and tapas will welcome journalists, creators and prescribers, while a public presentation, with exceptional ambassadors such as the Princess of Asturias Award for Sports, Teresa Perales, the winner of Masterchef 11, Eneko Fernández, and actor Rafa Maza, will unveil the reasons why Zaragoza is in fashion. Zaragoza is Garnacha, but it is also the look of Goya immortalized in its streets, the monumentality of its two cathedrals and the placidity of the Ebro River that accompanies tourists and citizens in a warm embrace. Strolling through its friendly streets, enjoying a coffee with a view, or going into the heart of the "Tubo" to taste delicious tapas paired with the most exquisite garnachas, are experiences to look forward to in the city, epicenter of encounters and reunions. The mission for FITUR 2025: "To make it a must-see. Wine routes, an International Garnacha Festival and an urban vineyard are just some of the initiatives awaiting you."

Hotels and accommodation

CHECKIN HOTEL GROUP: international expansion to raise quality (4F08)

Checkin Hotel Group celebrates a successful 2024, with a record 26% growth in turnover. During the fair, the chain will present its renewed digital strategy, highlighting its new

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website and exclusive sites for its Checkin, DWO and Bakour brands, with a modern design and optimised navigation to improve the customer experience. In addition, it continues to consolidate its presence in key destinations such as the Canary Islands, Morocco, as well as other urban areas such as Soria, and announces its international expansion with the opening of Bakour Punta Cana Suites in February 2025. "At FITUR 2025, we consolidate our position as a dynamic and constantly evolving chain, committed to meeting the expectations of every type of traveller".

DERBY HOTELS COLLECTION, exclusive hotels open to the city (10F14)

Derby Hotels Collection redefines the concept of luxury in a unique cultural experience at the fair, with hotels in Madrid, Barcelona and London that function as authentic museums. With more than 5,000 pieces of ancient and contemporary art, the company integrates exclusive collections in its spaces, offering guests unforgettable experiences of hospitality and gastronomic excellence. Committed to sustainability and social action, Derby Hotels also promotes the recovery of cultural heritage as the main sponsor of the Fundació Arqueològica Clos - Museu Egipci de Barcelona, promoting Pharaonic art and its dissemination.

EVENTIA HOTELS: innovation and renewed experiences (8B05)

Evenia Hotels will present exciting new features at FITUR 2025 that reinforce its commitment to excellence and family tourism. Among the highlights, it will inaugurate the new Rio Aventura / Lazy River in Zoraida, a water attraction designed to offer fun and relaxation for all ages. It also celebrates the complete refurbishment of the Evenia Olympic Suites, with modern design rooms in aquamarine tones and renovated spaces for maximum comfort. On the other hand, the tropical jewel Evenia Bijao has been completely transformed with new rooms, a state-of-the-art water park, and fully modernised restaurants and common areas.

HOTUSA GROUP, through Keytel, Restel and Eurostars (10C09)

Grupo Hotusa is once again present at Fitur with Keytel, Restel and Eurostars Hotel Company, with a stand that helps to find valuable solutions for all types of hotels. Keytel maintains its strong commitment to independent hotels after a year in which it has seen a growth in the number of hotels, exceeding 3,600 associates in 87 countries, as well as maintaining its focus on providing its partners with competitiveness. Restel, on the other hand, markets more than 130,000 establishments, has more than 15,000 clients worldwide and manages a total of 3.5 million bookings annually. And finally, Eurostars Hotel Company is the leading Spanish chain by number of hotels, and the eighth in Europe, with 270 hotels in 20 different countries. This year, the company is entering Africa with two new hotels in Morocco.



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All regions of France with HOTELGROUPES-RESTOGROUPES (4B05)

Hotelgroupes-Restogroupes is the first grouping of independent hotels and restaurants in France, united around common values to welcome Group customers. Visitors to the International Tourism Fair will be able to discover its hotels, from all the French regions and Martinique, which combine hospitality and quality, meeting the specific needs of the client, whether they are groups for one night, for a stay, for a tour or stop-lunch, lunch or dinner.

HOTEL ISLA MÚCURA, an accommodation in the Colombian Caribbean (3D11)

Hotel Isla Múcura is a charming beachfront accommodation located on Isla Múcura, a tropical paradise in the Colombian Caribbean. This hotel offers guests a unique experience of tranquility and natural beauty. Comfortable beachfront rooms, local cuisine and a wide range of water activities such as snorkelling, diving and kayaking, visitors can enjoy an unforgettable holiday in a paradisiacal setting. In addition, during the days of the fair, the space will offer talks, product training, as well as souvenirs or boarding passes for next year's stay.

KARISMA HOTELS & RESORTS, innovation and excellence in hospitality (3A11)

Karisma Hotels & Resorts is an award-winning collection of luxury hotels operating an impressive portfolio of properties in Latin America, the Caribbean and Europe. With leading brands such as Nickelodeon Hotels & Resorts, Margaritaville Island Reserve by Karisma, BOR Hotel and Azul Beach Resorts by Karisma, they offer authentic and exclusive experiences. Internationally recognised, its hotels have received awards such as Condé Nast Traveler's "Top 30 Hotels in Cancun", the World Waterpark Association's "Leading Edge Award", Travel Weekly's "Magellan Awards", and the prestigious AAA Five Diamond and Four Diamond certifications.

Destinations for all tastes through LEONARDO HOTELS (4F06)

Leonardo Hotels presents a proposal for FITUR based on the diversity of its catalogue of destinations and hotels, where you can find everything from frontline resorts in the Balearic Islands to modern corporate hotels in the heart of cities like Madrid or Barcelona. In addition, they have exclusive corporate agreements tailored to the specific needs of companies, complemented by our free benefits programme, Leonardo Advantage Club, which guarantees discounts and other exceptional advantages. Attendees will be able to discover an impressive portfolio of more than 290 hotels in 132 destinations and 18 countries, being one of the fastest growing hotel chains in Europe and Spain.

LOPESAN HOTEL GROUP, networking and options for a diverse public (9E04)

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Lopesan Hotel Group reinforces its commitment to tourism excellence and innovation. With the aim of specifying new lines of business and reinforcing its operational strategy during FITUR, the team from the Sales and Marketing Department, which has travelled to Madrid, will develop an agenda consisting of more than 90 meetings. In addition, in the domestic market, they will present Gran Canaria, one of the group's key destinations and a key player thanks to its excellent connectivity with mainland Spain, highlighting airports such as Madrid, Barcelona and other cities such as Bilbao, Malaga and Seville. In addition, the company is committed to the deseasonalisation of tourism, focusing its efforts on periods such as spring and autumn, with the aim of attracting a more diverse public all year round.

MELIÁ HOTELS INTERNATIONAL to announce its openings for 2025 (10C04)

Meliá will present its new hotels, the result of the intense expansion that the company is experiencing, with an average of 30 openings per year. Among the most recent hotels are the new ME Malta (Malta), ME Lisboa (Portugal), Zel Punta Cana (Dominican Republic), Meliá Casa Maya (Mexico) and the recently refurbished Meliá La Palma (Canary Islands), among others. The company will also announce its next openings for 2025, which will continue to reinforce its leadership in the main destinations in the Mediterranean, the Caribbean and Southeast Asia, especially in the holiday and urban leisure segment. These openings, which also reflect the company's commitment to the luxury segment, not only underline Meliá's commitment to expansion and excellence, but also highlight the ability of its hotel brands to adapt to current trends and offer unique experiences to its guests.

PALLADIUM HOTEL GROUP, expansion and innovative proposals (10D16)

Palladium Hotel Group attends FITUR reaffirming a 2024 with outstanding economic and strategic achievements, marked by the launch of its new brand The Unexpected Hotels & Residences, which will debut in Ibiza in 2025 and in Al Marjan (UAE) in 2026. During the year, it returned to Barcelona with the 45 Times Barcelona Hotel, which after its renovation will become part of BLESS Collection Hotels, and celebrated the opening of Only YOU Sevilla Hotel. The group also began the refurbishment of Grand Palladium Bávaro Resort & Spa, bringing Family Selection to Punta Cana, and consolidated its entertainment proposition as a key element of its ten brands. By 2025, the group will focus its expansion in the Middle East, the Mediterranean, Mexico and the United States, as well as continuing its social and environmental commitment through Palladium Cares. All its new products and offers will be shown in detail to all visitors during the days of the fair.

RIU HOTELS & RESORTS, 97 hotels in 21 countries (8A25)

RIU Hotels & Resorts, founded in 1953 in Mallorca by the Riu family and now in its third generation of ownership, will show how it is dedicated to the holiday hotel industry. With 97 hotels in 21 countries, 78% of them offer the *All Inclusive by RIU* service. In 2023, RIU



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welcomed 6.4 million guests and employed 35,808 people. This year, the company opened, in the holiday segment, the Hotel Riu Palace Aquarelle, in a new destination in Jamaica, Falmouth; and two hotels in Mauritius: Riu Turquoise and Riu Palace Mauritius, the first with a family offer and the second with an Adults Only offer. In terms of the company's urban hotel segment, the Hotel Riu Plaza Chicago, the first RIU hotel in Chicago, was also opened, and the Hotel Riu Plaza Toronto, in Canada, was scheduled to open in 2024. RIU launched the *Proudly Committed* sustainability strategy in 2024, focusing sustainability in all its decisions.

R2 HOTELS will show its commitment to sustainable tourism (9D06)

R2 Hotels will showcase its commitment to sustainable tourism that protects the environment and benefits people. "We use energy-saving technologies, such as LED lighting and renewable sources, to reduce resource consumption. We also work to reduce our carbon footprint through responsible waste management and by promoting the consumption of local products. We are proud to support sport by sponsoring outstanding athletes such as golfer Nera Gerrido, the Guaguas Volleyball Club and Canarian wrestling, promoting local talent and sportsmanship. We also sponsor the Tran Tran festival, an event that celebrates creativity and art in all its forms, and we collaborate with Hospitán to bring art and smiles to Fuerteventura's hospitals, creating moments of joy and wellbeing for those who need it most. Our hotels integrate regional culture into their design and gastronomy, enriching our guests' experience and supporting local artisans and producers".

SERCOTEL will present important novelties (10C07)

Sercotel will present at FITUR 2025 "important new developments that reinforce its position as a benchmark in the tourism industry, consolidating its position as the second national chain with the most hotel franchises in Spain", according to the company. The hotel company will share its financial results for the 2024 financial year and will take stock of the previous year, in which it celebrated its 30th anniversary. It will also announce its turnover projections for 2025 and communicate significant advances related to the incorporation and status of new hotels that will be integrated into its portfolio. Sercotel will also organise a round table discussion on Thursday 23 January at 12:00 together with other leading hotel chains, to reflect on the impact and opportunities of the franchise model in the hotel sector in Spain.

SILKEN HOTELES celebrates its 30th anniversary at FITUR 2025 (10E14)

Silken Hoteles commemorates three decades of success in the hotel sector with a look to the future. The hotel chain will present its Expansion 2.0, driven by technological innovation and Attractive conversations, which combine 30 years of experience with the latest trends in the sector. Amado Jiménez will share the key projects, both current and

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future, to further consolidate the brand in the market. In this sense, in addition to human moderation, AI will play an important role in innovative staging. Meanwhile, Javier Villanueva and other industry experts will discuss trends in the tourism sector, providing a comprehensive view of the future of the industry. "In addition to the inclusion of the 30th Anniversary in the discourse of both blocks, between the two we will project a conceptual video that highlights the milestones and values built over time". In addition, during the 22nd and 23rd of January, from 12:00 to 13:00, Silken Hoteles will hold a meeting with its partners.

SIRENIS HOTELS & RESORTS new openings in dream destinations (10F06)

Sirenis Hotels is a family-owned company with origins in Ibiza and products in Mexico, Dominican Republic, Colombia, Cuba and Spain. During 2024 Grand Sirenis Riviera Maya has received important investments to orientate the product to deliver a unique gastronomic experience. At the same time, Sirenis Park View Havana, an emblematic hotel located in the heart of the Cuban capital, has been added to the portfolio. In the first months of 2025 we will add a hotel in Cartagena de Indias, Grand Sirenis Karmairi, which joins the recently opened hotel on the island of San Andres.

VINCCI HOTELES surprises with a living stand for a multi-sensory experience (8C17)

Vincci Hoteles presents at FITUR 2025 its innovative 'Vincci E-Motion' concept, a living stand that evolves and changes throughout the day, immersing visitors in a unique multi-sensory experience. Inspired by the natural cycles of the day, the stand transforms its atmosphere to reflect different times: dawn, midday and dusk, and in turn travels to different destinations. Through changes in lighting, immersive projections, sounds, characteristic aromas and textures, visitors will be able to explore emblematic Vincci Hoteles destinations with all their senses. This proposal goes a step beyond experiential tourism, highlighting the chain's commitment to innovation, emotion and sustainability.

Transport and mobility

AIR EUROPA will have a sustainable stand to transmit freedom (10C06)

The Air Europa stand will mainly convey the value of freedom. Its design, made with sustainable materials, represents the union of the earth and the sky with the aim of symbolising the connection of people with all the corners where the airline flies. Attendees will be able to experience the cabin of the Boeing 787 Dreamliner from the inside thanks to the use of virtual reality goggles. In addition, there will be an area with business seats and a giant screen on which various events will take place.

ALPTRANSFER - ALPEXCURSION, luxury vehicles to discover Switzerland (4F24)

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The company shows the essence of Switzerland in an exclusive and personalised way through a fleet of luxury vehicles, professional drivers and multilingual guides. They offer routes to destinations such as Zermatt, to admire the Matterhorn, and the tranquil lakes of Lucerne and Geneva, surrounded by incomparable landscapes. For skiing enthusiasts, they offer direct transfers to the most exclusive resorts such as St. Moritz and Zermatt. "If you are looking for peace and quiet, our excursions will take you to alpine villages such as Grindelwald and Lauterbrunnen, full of serenity. You can also enjoy a cultural experience with vineyard tours, wine tastings, and visits to watchmaking workshops." They also offer to discover the historic cities of Bern and Lucerne to immerse yourself in the full Swiss culture.

ALSA: Sustainable and Connected Tourist Mobility Solutions (10E06)

The mobility company ALSA will showcase its wide range of solutions designed to facilitate sustainable, multimodal, and connected tourist mobility at FITUR 2025. With innovative products and personalized services, ALSA reinforces its commitment to connecting people and destinations in an easy, safe, and environmentally friendly manner. Among its proposals are: "In the MICE segment for meetings, conferences, and incentives, we will present our comprehensive and tailored services across the national territory, including the Balearic and Canary Islands; airport transfers, now operating under the new Spain Transfer brand; transfers to Spanish ski resorts and Alpine resorts with our new transfer brand Alpybus; operation of zero-emission tourist boats for public transport services; and the operation of tourist trains and panoramic sightseeing buses." Additionally, ALSA is advancing its specialized cruise services company, Bc Tours, which is expanding its presence in ports across Spain and Portugal, offering customized transfers and excursions for cruise passengers. During FITUR 2025, ALSA will announce new agreements and renewals with key players in the tourism sector, further strengthening its leadership as a benchmark in sustainable tourist mobility.

CASAL COACHES, a fleet of 30 buses (4A15)

Autocares Casal, an almost centenary company based in Seville, will show its renewed fleet of buses, with two or three new units every year. It currently has a modern fleet of 30 buses, with an average age of five years. In 2025, it will debut three new 55 and 59-seater buses, two of them equipped with hybrid technology engines to help the environment. In addition, the company recently added a Mercedes V-Class seven-seater executive minivan to the fleet to serve smaller groups. Casal provides all kinds of tourist services such as transfers to and from the airport, hotels, conference centres, restaurants, estates, etc., as well as arrangements, excursions, tours around Andalusia and the rest of Spain and Portugal.

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ROSABUS COACHES, new fares and coaches (8A21)

The company will present its new fare which consists of compensation through the calculation of the carbon footprint for the emission of greenhouse gases, according to the type of vehicle and kilometres travelled on the service. It will also present the new SETRA/Mercedes luxury VIP coaches with 38 seats and all the comforts for the most exclusive groups. Rosabus specialises in tourist circuits and the MICE sector.

AVIS to present its Beep portal and its most advanced solutions (10D08)

The AVIS stand will highlight the company's most advanced solutions, including QuickPass and Self-Service Kiosks, two innovative tools that streamline the car rental process. In addition, AVIS will present its revamped Preferred Drive loyalty programme, which offers customers exclusive discounts and additional benefits on every rental. During the show, AVIS will also present Beep, a unique portal designed specifically for car rental professionals. The platform simplifies access to the company's ecosystem and strengthens collaboration with travel agents.

CATHAY PACIFIC & HONG KONG TOURISM BOARD (6C14)

Cathay Pacific will present itself as a 5-star airline from Hong Kong, specialising in connecting travellers from all over the world to their favourite destinations in the Asia-Pacific region. "Cathay Pacific is currently the only airline offering a direct, non-stop connection between Spain and one of Asia's major capitals, Hong Kong, with several flights a week from Adolfo Suárez Madrid-Barajas airport and, from 31 March, from Josep Tarradellas Barcelona-El Prat airport. The Hong Kong Tourism Board (HKTB) is a public body responsible for marketing and promoting Hong Kong as a tourist destination worldwide and enhancing the visitor experience on arrival. The HKTB aims to maximise the social and economic contribution of tourism to the Hong Kong community and to consolidate Hong Kong's position as a unique, world-class destination acclaimed by tourists.

EUROPCAR, proposals for alternative and quality mobility (10C14)

Europcar Mobility Group is one of the world's leading players in the mobility sector. It aims to offer its customers attractive alternatives to car ownership under the motto "We help to change the way you move". The company, which has a 75-year history, offers a wide range of car and van rental services on an hourly, daily or monthly basis for both companies and individuals. It has two brands: Europcar and Goldcar

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HERTZ presents its new fleet for a unique mobility experience (8A09)

Hertz, a benchmark in car rental, is participating in FITUR with more than a century of experience in the industry. The company will present its extensive fleet designed to cover all mobility needs, from its Premium range under the Hertz brand, to the Dollar and Thrifty options, focused on holiday tourism and mid-range solutions. With a dedicated travel agency team, Hertz reaffirms its commitment to collaboration and fare customisation. At its stand, attendees will be able to discover what's new in its fleet and explore cooperation opportunities for the coming seasons.

IRYO: combining rail innovation and gastronomy (10C11)

iryo has designed a space that combines the best train travel experience with the gastronomic proposal (HAIZEA) offered on board. Through an open-plan space and a simulation of the bar counter found on each of the trains in its fleet, this year's stand invites visitors to interact with each other and experience first-hand the values of quality, sustainability and innovation.

It will feature presentations of new partnerships, sponsorships and services, as well as gastronomic activations.

GRUPO JULIÀ highlights its commitment to sustainability and expansion (8C03)

Grupo Julià presents its innovations and commitment to sustainability at FITUR. The company has converted 20% of its fleet to dual-fuel systems, significantly reducing its CO₂ and NO_x emissions, and has signed an agreement with FlixBus to operate the Malaga-Lagos line. In addition, Autocares Nadal has been the official carrier for major events such as the World Mountain Bike Championships and the Women's Alpine Skiing World Cup. For its part, the Barcelona City Tour is transformed with 44 100% electric tourist buses, consolidating its position as the most environmentally friendly fleet of tourist buses in the world. In addition, Julià Travel strengthens its international presence with new tours in Portuguese and collaborates in the celebration of the millennium of Montserrat.

HIFE-La Hispano de Fuente en Segures S.A. (4E38)

Hife will be shown as a company dedicated to providing solutions for people's mobility. With 110 years of history, it offers proven experience in regular international bus services between Spain, Andorra and France, national lines serving the regions of Aragon, Catalonia, Valencia, Madrid and the Basque Country, regional lines, and urban lines in 9 towns; it also provides services to the public and private sector by renting buses from 5 to 90 seats for travel agencies, school transport, tour operators, sports clubs, companies, congresses and events. To this end, it has a modern fleet of 380 buses and coaches

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distributed among 15 operational bases. The group also manages bus stations, areas and service stations, with a clear commitment to technological innovation and excellence in the services offered.

MOVENTIS, commitment to innovation and environmental care (4A29)

Moventis, Moventia's public transport division, presents itself as a benchmark in mobility at FITUR 2025, highlighting its century of experience in innovative, safe and sustainable transport solutions. With operations in seven countries, the company annually transports more than 252 million passengers through its extensive fleet of buses, trams and urban bicycles. The company offers discretionary services designed for private clients, companies and groups, ranging from national and international tours to transfers for events, weddings, congresses and sporting competitions. It also offers specialised school services that prioritise safety and the accompaniment of minors.

RENFE, new services and image of Spain Rail Pass (10C01)

Renfe presents the latest innovations in its Alta Velocidad and Larga Distancia products and services at FITUR. Visitors will learn in detail about the advantages of the Más Renfe loyalty programme, which has reached the milestone of 4 million customers. In addition, the company will present the new image of the Spain Rail Pass, a product designed specifically for travellers living outside Spain who visit our country. The company will strengthen its collaboration strategies aimed at developing promotional and social responsibility actions in the fields of culture, science and sport. To this end, Renfe has planned a large number of meetings with institutions and public and private entities with which it shares these objectives.

OK MOBILITY, a variety of offerings to improve the quality of mobility (10D04)

OK Mobility attends its usual appointment at FITUR to present first-hand its great commitment to global mobility. Through rental, subscription, leasing and purchase, the company offers efficient, personalised, sustainable and real-time solutions. To this end, and with the intention of responding to all the mobility demands of users, the company has more than 70 OK Stores located in more than 20 countries: Spain, Portugal, Italy, Germany, Greece, Malta, Dubai, Croatia, Montenegro, Serbia, United States, Morocco, Albania, Romania, France, Turkey, Bosnia, Macedonia, Tunisia, Senegal and Gambia. In addition to its global geographical presence, the company offers a global mobility offer, providing users with different vehicle alternatives, from cars and motorbikes to industrial vehicles, camper vans and vehicles adapted for people with reduced mobility.

SERVIVUELO, air distribution for travel agencies (8C08)

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Servivuelo will be presented at FITUR as "the leading consolidator in the Spanish market". The company was created with the aim of providing a service to travel agencies. "Over the years, we have specialised in airline distribution, which is our core business. Our aim is to provide travel agencies with quality service, state-of-the-art technology and the most competitive fares. According to them, "we cover all airline product needs and, thanks to our global reach, we have a contracting volume with airlines in practically every destination in the world, which allows us to offer our clients negotiated fares for any destination".

Solutions for all organisations with UBER FOR BUSINESS (8A13)

Uber will showcase its Uber for Business solution at FITUR, designed for organisations of all sizes. Its service seeks to help companies simplify the transportation of their employees, customers and partners, allowing them to access reliable, safe and efficient trips in more than 10,000 cities globally. In addition, its platform facilitates cost control through advanced management tools and automated billing, eliminating manual processes and reducing errors. Other key benefits include flexibility to adapt to the specific needs of each business, cost transparency and the ability to generate detailed reports.

ELIFE TRANSFER, inland transport provider (3B22)

Elife Transfer will present itself at the show as a trusted provider of ground transportation (any type of vehicle worldwide), providing reliable service in 182 countries and 1,500 airports. With 20 million users and more than 5 million completed trips, Elife Transfer offers reservations, real-time tracking and flexible pricing on a diverse fleet, from sedans to 55-seat buses. Trusted for quality and safety, this company makes private transportation easy and accessible around the world.

VOLOTEA, one of the fastest growing independent airlines (10F24)

Volotea, founded in 2011 by Carlos Muñoz and Lázaro Ros, is one of the fastest growing independent airlines in Europe. In 2024, it reached 70 million passengers carried and operates in more than 110 airports, with operational bases in 20 cities, including Bilbao and Asturias. According to its projections, by 2025 Spain is set to be the airline's fastest growing market, with a significant 9% increase in seat capacity. The offer will increase from 3.3 million in 2024 to more than 3.6 million, reinforcing Volotea's strategic position in the country. With a fleet of up to 44 Airbus A319 and A320 aircraft and 2,100 employees, the airline expects to operate more than 80,000 flights and offer around 410 routes by 2025.

VUELING invites you to discover how an airline works from the inside (10C10)

Vueling presents at FITUR 2025 a space that represents "The Heart of Vueling", a unique structure where attendees can immerse themselves in the fascinating universe of our

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Operations Centre (iOCC), the engine that makes it possible for us to carry out between 600 and 700 flights every day.

Travel agencies and tour operators

ABOUND ROUTES, tailor-made trips in Asia (6B04)

Abound Routes will present itself as an inbound operator specialising in creating tailor-made tours in some of Asia's most fascinating and mystical destinations: India, Nepal, Bhutan, Tibet, Sri Lanka, Vietnam and the Maldives. The company designs private and personalised experiences for the most demanding travellers, combining comfort, exclusivity and authenticity, connecting travellers with the culture and spirituality of each destination. Its services stand out for being tailor-made private trips meticulously designed according to each client's preferences, immersive local experiences, yoga and Ayurveda retreats, charming boutique accommodation and specialised Spanish-speaking guides.

ADA VEGAS TRAVEL highlights its trips to Turkey and expands its offer (6G18)

With over 30 years of experience, this leading tour operator in Turkey specialises in tailor-made tours for groups and private travellers. Through their headquarters in Istanbul, they offer unique experiences in destinations such as Istanbul, Cappadocia, the Turkish Coast and the Aegean. In addition, they extend their offerings to exclusive destinations in the Middle East, Asia and Europe, including countries such as Egypt, Dubai, India, Italy and Japan. We design customised itineraries with a focus on luxury and comfort. They offer luxury services such as special events, private excursions, exclusive accommodation and luxury transportation, ensuring an unforgettable experience tailored to each client.

ADIPATOURS VIAJES offers unique experiences in Granada (8B02)

Adipatour Viajes, an incoming agency specialising in Spain and Portugal, with a strong presence in Madrid, Barcelona and Andalusia, and with Granada as its star product, is presenting at FITUR 2025 an innovative tourism catalogue designed to rediscover the cultural wealth of these destinations. "In Granada, we offer unique experiences, such as exclusive visits to the Alhambra, personalised tours of the historic centre and cultural activities that connect travellers with the essence of the city. This year, we are expanding our offer to emerging segments such as sustainable and inclusive tourism, adapted for all travellers. We are also launching a new personalised service for premium groups, combining exclusive transport, specialised guides and access to the main monuments.

ATLAS DMC: More than 50 years creating unforgettable experiences in Jordan

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Atlas Tours, a family-owned destination management company in Jordan, has half a century of experience designing customised and authentic tours. With a strong commitment to hospitality and sustainability, Atlas Tours will showcase its work to preserve the country's rich cultural heritage and natural landscapes, offering visitors a unique connection to the region's history and traditions. Its network of trusted partners ensures efficient operations tailored to each client's needs.

ALL PERU TOURS AND TRAVEL SAC proposes an unforgettable trip (3A19)

ALL PERU T&T, a wholesale operator with more than 16 years of experience in the Peruvian tourism market, will focus on offering personalised services that allow travellers to experience each tour in a different way. "For this we have a select staff of guides and tourism professionals distributed throughout the length and breadth of the country. We are proud to be licensees of the Peru Brand, taking our seal of approval all over the world. Our main objective is to make your trip unique and unforgettable; to achieve this, we provide a service of excellence and quality, which has positioned us over the years as one of the most important operators in our country. The brand operates throughout Peru, with its main destinations being the following: Lima, Cusco, Puno, Arequipa, Ica, Nazca, Paracas, Iquitos, Chachapoyas, Trujillo, Chiclayo, Cajamarca and Puerto Maldonado, among others.

ALPITOUR WORLD-JUMBO TOURS: wide range of services (8A08)

Alpitour World will present itself as the largest tourism group in Italy and one of the leaders in Europe. The firm integrates a wide range of services in tour operating, hospitality, aviation and destination management. Flagship brands include Alpitour, Francorosso, Bravo, VOIhotels, VRetreats and Neos, Alpitour World's own airline, connecting key destinations with modern fleets and exceptional service. Jumbo Tours, its global DMC, offers a broad portfolio of personalised experiences, advanced technological solutions and deep local knowledge. The synergy between these brands allows Alpitour World to offer unique and sustainable experiences, consolidating its position as a benchmark in the evolution of international tourism.

A.M.I. TOUR proposes leisure and incentive trips in Italy (4A25)

This wholesaler, specialised in tourism in Italy, offers everything from leisure trips to incentive trips, and offers its extensive experience to guarantee a quality B2B service. "Thanks to a deep knowledge of our country, we offer tourist services and selected hotels. The modern philosophy of tailor-made travel is born for travellers who are not satisfied with conventional tourism proposals or who wish to approach travel from a different perspective. For those who want to travel at their own pace and choose their own attractions, we offer our expertise to make their holiday a unique and authentic experience from the very beginning, designed to meet their every need".

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AMIGO TOURS presents its jump to Asian destinations (8B13)

Coinciding with its 20th anniversary as the world's pioneering tour and activity operator, Amigo Tours is coming to the show to present its new destinations in Asia. The cities of Tokyo, Kyoto, Osaka and Hiroshima will be the starting points for its new radial tours, designed for travellers to discover the country's main places of interest. In keeping with the essence of Amigo Tours, these experiences will be led by professional guides and will maintain their commitment to the highest quality service. In addition, they will continue to expand our catalogue in established destinations such as Rome, Milan and Madrid, offering new options for our customers.

AMS VOYAGE, travel and tourism agency in Algiers (1A13)

AMS Voyage, a travel and tourism agency based in Algiers, provides its clients with quality services, guaranteeing them security, peace of mind and comfort. "We provide them with a range of services and activities according to their budget; and support them before, during and after their stay. Our mission is to offer products of excellence and to facilitate the relationship between our customers and partners in order to provide them with quality services that meet their needs. Services include the sale of domestic and international AIR & Maritime tickets, cruises, hotel reservations, travel insurance, assistance with visa applications, excursions and outings, educational and cultural tourism, medical tourism and spa treatment, summer camp, family camping, customised and organised trips, car and minibus rental... In addition, we provide assistance at Algiers airport, with transfers to various destinations".

Galapagos Islands and the best of Ecuador with ANDREAN TRAVEL COMPANY (3C13)

Andrean Travel Company presents a range of personalised and exceptional travel services to discover the Galapagos Islands and Ecuador. In Galapagos, the Oniric Safari Cruises stand out, including the upcoming launch of the Tribute, a benchmark in luxury cruises. In addition, they offer experiences such as island-hopping and diving tours to explore the unique biodiversity of the islands. On the mainland, customised itineraries invite you to discover the vibrant culture of Ecuador, from the Andes and the Amazon to colonial cities and cloud forests. The offer includes luxury, MICE and LGBT+ travel, with private activities such as visits to indigenous markets, gastronomic adventures and incomparable natural landscapes.

AÑOSLUZ & ALVENTUS TRAVEL, experiences with nature (4F23)

AñosLuz & Alventus have been designing experiences that connect people with nature for over 40 years, creating guided group trips that combine hiking and culture. "We build each

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trip from scratch in Spain and Europe, exploring little-known trails and corners. From hiking and trekking routes to our 'Paso suave' proposals, everyone who wants to is able to enjoy the most spectacular destinations in the world regardless of their level of preparation. We are not just another travel agency; we are craftsmen of adventure, passionate about transforming each trip into an unforgettable story.

ASIA TOUR ELITE presents its new unique and unforgettable experiences (6C06)

Asia Tour Elite comes to this edition with exciting and innovative proposals that stand out for their focus on authenticity and unique experiences. New features include new and unforgettable experiences such as horse and camel trekking, gastronomic visits to local bazaars, cooking classes with expert chefs, dinners on terraces with a view, traditional Kelin Salom ceremony, and the opportunity to sleep in a traditional yurt. The latter programme also includes learning how these iconic tents are built, the cultural significance they hold and the fascinating process of how they are transported from camp to camp. These activities are designed to connect deeply with local cultures. "Our stand will be a point of inspiration and discovery for those looking to explore Asia in an authentic and enriching way."

BALUMACRUISES/CELEBRITY CRUISES/AZAMARA: innovation on the high seas (4E18)

Baluma Cruises, representative in Spain of Celebrity Cruises and Azamara Cruises, arrives at FITUR to showcase the latest in luxury cruising and immersive technology. Celebrity Cruises, renowned for its contemporary design, high-level gastronomic experiences and personalised service, will present the Celebrity Xcel, its new ship that will debut in November 2025 with routes in the Caribbean. In addition, for this summer, it will have several departures from Barcelona aboard its award-winning fleet, with Spanish-speaking assistants on selected itineraries. Azamara Cruises, specialised in upper premium cruises with small ships, stands out for its extended stays in port, allowing a total immersion in the destination. Proposals such as 36 hours in Florence, 52 hours to experience the Rio Carnival, or its exclusive round-the-world trip in January 2026, are some of its star itineraries. In addition, Baluma Cruises will have the virtual reality platform Baluma VR with which visitors will be able to virtually embark on the Celebrity Edge, exploring the ship as if they were on board.

BHUTAN RILA EXPEDITIONS, unique and personalised itineraries (6A33)

This firm proposes to embark on an extraordinary journey with Bhutan's premier travel company, renowned for organising unique and customised itineraries that showcase the heart of this mystical kingdom. "Dedicated to providing unparalleled service, we specialise in offering experiences that delve into Bhutan's rich culture, pristine landscapes and time-honoured traditions, presenting the country in a way that few other companies can. Thus, "we offer carefully designed itineraries that go beyond the conventional, immersing

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travellers in the authentic and untouched beauty of Bhutan. Our highly trained guides, skilled drivers and top-notch ground staff ensure that every trip is seamless, with exceptional care and attention to detail."

B.T FRANCE - BOLSHOI TOURIS: variety in tailor-made experiences (4G34)

The company comes to the Fair as a specialist in tailor-made trips and highly personalised experiences in various regions of the world. Among its proposals are unique activities such as aurora borealis observation in Scandinavia, gastronomic tours in France, hiking routes in the Caucasus, horseback riding in the steppes of Mongolia and visits to the ancient treasures of Central Asia. Committed to satisfying the most demanding traveller, the company offers attention to detail and personalised accompaniment. Working exclusively in B2B, it positions itself as an ideal partner for wholesale tour operators and specialised agencies.

CALIMA MARKETING TURÍSTICO adds Belgium to its destinations (6G06A)

Calima Marketing Turístico has more than 15 years of experience representing DMCs in the Spanish market. This year, together with 17 DMCs specialising in incentives, tailor-made travel and luxury, it will present exclusive novelties for each destination, including the addition of Belgium to its catalogue. Highlights include Across Morocco (Morocco), Africa for Tourism (Senegal), Ant Events (Greece), Aquarius Travel (Armenia and Georgia), Baltic Blues (Estonia, Latvia and Lithuania), DMT (Turkey), Excel Travel (Egypt), Expertitalia (Italy), among others. Attendees will be able to discover unique and personalised experiences with every choice.

CHOLAN TOURS, specialising in FIT's, groups and MICE trips (6A29)

The company present at FITUR 2025 is a renowned Indian DMC, with 12 offices throughout the country, headquarters also in Barcelona and a team of more than 300 professionals dedicated to offering coordinated and continuous travel services in India, Nepal, Bhutan and Sri Lanka. Specialising in FIT's, groups and MICE travel, they provide a high quality service backed by a strong back office support system. The company has been awarded six times as the best tour operator in India, standing out for its commitment to quality and transparency.

CITY TOURS USA presents new tour options (3D18)

CITY TOURS USA will be at the fair to showcase its entire new programme for 2024 with exciting new features. In this sense, the company is expanding its offer in the United States with renewed circuits in the most outstanding classic cities, along with exciting novelties in both the east and west of the country. In addition, they have new proposals in the Atlantic landscapes to discover the beauty of the landscapes of New England or visit Western

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Canada to explore the imposing and majestic Rocky Mountains, guaranteeing an unforgettable experience full of breathtaking landscapes, wild nature and unique adventures. A team of professionals will be present in your space to assist visitors and tailor the trip to individual needs.

DISCOVER EAST: Vietnam, Cambodia, Laos, Thailand and Myanmar (6A06)

Discover East, founded in 2000, has more than 20 years of experience in delivering unique travel experiences in Vietnam, Cambodia, Laos, Thailand and Myanmar. "Our selected itineraries celebrate the rich diversity of the region, from stunning natural wonders to vibrant local cultures." The firm will showcase its latest offerings, which include multi-country tours, authentic culinary adventures and eco-friendly travel solutions. "Whether you are a solo explorer, a group traveller or a family in search of a memorable holiday, our services guarantee unforgettable journeys tailored to your needs."

DMC MARKET offers the best incoming agents in each destination (4E04)

At FITUR 2025, DMC Market will present exciting new and innovative proposals for the tourism sector. This year, nine of its most prominent DMCs will be participating, offering unique and personalised experiences in destinations such as Greece, Portugal, Norway, Finnish Lapland, Brazil, Peru, Argentina, Cambodia, Vietnam, Thailand and Laos. In addition, Kazakhstan will be presented as a new nature and culture destination. Among the proposals of all the destinations, luxury and MICE trips stand out, itineraries focused on sustainability and nature. "In this edition we are launching the Hotel Corner, where professional visitors will be able to discover hotel proposals in Cambodia and Portugal".

EMERALD AND SCENIC CRUISES: premium river vessels (4F10)

Emerald and Scenic Cruises will present at FITUR premium riverboats and Upper yachts - riverboats and ultra-inclusive luxury yachts. As well as routes on the main rivers of Europe and the Mekong, and yachts in Australia, Japan, Europe, Antarctica, Latin America, the Mediterranean and the Arctic. All with first class service and luxury on ships of no more than 228 guests in single and double suites.

ENJOY CHINA TOUR OPERATOR, exceptional travel experiences (6A12)

As a professional inbound tour operator in China, the company provides exceptional travel experiences to international visitors. "We offer customised itineraries to suit your interests, mini-group tours with our experienced multilingual guides, and corporate services for business events. The firm recommends exploring popular destinations such as Beijing, Shanghai and Xi'an, as well as emerging regions such as Zhangjiajie and Tibet for a more unique experience. In addition to traditional sightseeing, "we offer a variety of cultural experiences".

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ENTUGGA SAFARIS: unique experiences in key African destinations (1A21)

Entugga Safaris Uganda will be positioned at the show as a leader in sustainable tourism, offering unique experiences in key African destinations such as Uganda, Kenya, Tanzania, Rwanda, Burundi, Congo, Zimbabwe, Zambia and Botswana. Highlights include gorilla trekking in the Bwindi Forest, wildlife safaris, immersive cultural experiences and tailor-made trips for families, honeymooners and adventurers. "This year, we have launched our unique inclusive travel programme, designed for people with disabilities, ensuring that everyone can enjoy the African magic." With guides in English and Spanish, "we organise tailor-made itineraries including transport, accommodation and activities, guaranteeing comfort and authenticity".

ESPAÑAVISION proposes cultural tours of Spain including AVE (8B01)

Españavisión has developed a new product line, which it will showcase at FITUR 2025. It consists of 6-day cultural tours of Spain, including the use of the AVE high-speed train as a means of transport.

EUROPEANDO EUROPE surprises with unique destinations (4A06)

Wholesale operator specialising in regional tours, Europeando Europa will highlight tourism in Italy in a key year, 2025, coinciding with the Jubilee in Rome, which will occupy almost the entire season. The company operates from Milan, Rome, Puglia, Sardinia to the most spectacular destinations in Italy, the French Riviera, Sardinia and Corsica where visitors will be able to arrange guided tours, experiential and tailor-made activities, number of departures and places to visit.

EUROWELCOME / ANGLOVISION TOURS (4A05)

The company will launch at FITUR "a new and exciting selection of tours of the Netherlands and the United Kingdom". Thus, "we will present unique itineraries such as Legends of Ireland, England and the Netherlands, Enchantments of the Netherlands, Grand Tour of the British Isles and the Netherlands, The Best of England, Scotland and the Netherlands, Classic England and the Netherlands, and the exclusive Renewed Premium Tour: Romantic Scotland". Each offers "a complete experience, combining history, culture and iconic landscapes of these fascinating destinations".

EXPLORE AFRICA TRAVEL, unforgettable journeys through South and East Africa (1D16)

Explora Africa Travel presents a quality option to discover South and East Africa with the unforgettable travel experiences it offers. Organised self-drive holidays and private safaris in the fascinating countries of Namibia, Botswana, Zambia, Malawi and Tanzania are some

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of the proposals. "Whether you want to drive with a fully equipped rental car or prefer the expertise of an experienced guide and driver, with us you will find the perfect travel option." The company organises safaris, including transport and accommodation, with active experiences camping under the stars or luxury stays in the best *lodges* in these unique destinations.

FONDAZIONE MONT'E PRAMA proposes wonders of Sinis, Sardinia (4E23)

Fondazione Mont'e Prama proposes to explore the cultural and archaeological wonders of the Sinis region in Sardinia. "Our exhibition showcases tourist experiences unique sightseeing tours that combine visits to historical sites with local culinary delights, beaches and breathtaking nature. Highlights include guided tours to five different sites and authentic local experiences to immerse yourself in the rich food and wine traditions of Sinis. Discover our latest initiatives, including the new exhibition of the statues of the 'Giants of Mont'e Prama', along with two newly restored sculptures, which will be on display for the first time in 2025".

GALICIA TRAVELS, specialist in excursions and experiences (9A25)

Galicia Travels, host agency located in Santiago de Compostela, will be presented at FITUR as specialists in excursions and experiences aimed at a wide national and international audience. "As our city is the final destination of the Camino, many of the people we work with are part of that family that are the pilgrims who make this interesting journey that today is the largest pilgrimage route in the world. Our trips and excursions cover the four Galician provinces, although we also organise routes for people interested in enjoying the Jacobean experience".

GOTOPERU invites you to discover a range of unique experiences (3A08)

GoToPeru invites you to discover a range of unique experiences that fuse culture, adventure and sustainability. "On our cultural routes you will immerse yourself in the essence of the Andes, sharing traditions and experiences with local communities. Dare to live the adrenaline on new trekking routes and extreme sports, surrounded by unforgettable landscapes. Enjoy flexible B2B options with exclusive rates, on-demand support and a white label operation that represents your brand in Peru. Discover authentic Peruvian gastronomy through cooking classes, tastings and visits to traditional markets. Contribute to responsible tourism by joining reforestation and waste management initiatives at each destination. Use our real-time booking platform and get customised itineraries for each traveller profile. And explore tailor-made itineraries that mix adventure, culture and nature every step of the way.

HiSEAS INTERNATIONAL TOURISM GROUP connects destinations and moments (4D04)

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HiSEAS International Tourism Group, a leader in destination management, is presenting its latest proposals in Nordic countries, Spain and Greece, among others, at FITUR 2025. Founded in Switzerland in 2011, the company offers comprehensive travel services in Europe, America, Asia, Africa, the Middle East and Oceania. With more than 40 offices and a team of 700 multilingual professionals, HiSEAS manages more than 10,000 groups and 300,000 international tourists annually. At FITUR, it seeks to strengthen alliances and create new connections, reaffirming its commitment to offering unique and unforgettable travel experiences.

HORIZON VIETNAM TRAVELS, tailor-made and original tours (6F07)

Horizon Vietnam Travels will offer a wide range of tailor-made, original and emotionally rich tours to Vietnam, Cambodia, Laos and Thailand. Its offers are made up of real off-the-beaten-track trips, cultural stays to discover local customs, trekking routes, homestays, customised excursions and beach stops, among other options.

INTERMUNDIAL to organise the launch of Interclub (10E04)

Intermundial will be organising various activities at FITUR, including the launch of Interclub (Wednesday 22 January, 13:30). "Interclub is Intermundial's club for those who know how to win an experience designed for its customers to enjoy unique and personalised advantages". He will also present the 8th edition of the Responsible and Sustainable Tourism Award, organised by the Intermundial Foundation together with FITUR and UNWTO (22 January, 16:30, in the FiturTechY Sustainability space. Also, on Wednesday (17:00) will be Interwork, the international networking event that will connect tourism companies from Portugal, Italy, Mexico and other global markets. On the other hand, a talk will be organised with the Mundukos blog for content creators "How to live travelling" (Friday 24, 13:00).

JOYMARK TRAVEL VIETNAM, captivating destination experiences (6A21)

Vietnam, Laos, Cambodia, Thailand and Indonesia are the destinations where Joymark Travel Vietnam stands out as a leader in tourism. Its innovative approach encompasses tailor-made trips for discerning tastes and exciting family trips that encourage togetherness and fun. Renowned for its MICE services and incentive programmes for corporate travellers, the company offers memorable and motivating experiences that include cultural and historical tours that immerse travellers in the rich heritage of each destination, as well as adventure and relaxation options in natural settings. Visitors will get attention to detail to discover memorable destinations and authentic connections to local culture in Asia.

KANANGA/AMBAR TRAVEL: 33 years bringing adventure to the world (1D04)

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Kananga and Ambar Viajes land at FITUR to present their exclusive alternative and adventure travel proposal, backed by more than 33 years of experience. With nearly 200 routes in more than 100 countries, they stand out for their truck safaris and expeditions to new destinations. Specialists in Africa and the rest of the world, they combine nature, culture and professionalism in each itinerary. In Africa, they have their own lodgings that enhance the travellers' experience. They also present their revamped website, designed to inspire and facilitate the planning of new adventures.

KENZAN WILDLIFE SAFARIS & CAMPS: Tanzania at its best (1A10)

Kenzan Wildlife Safaris & Camps, with more than 17 years of experience, presents itself at FITUR as a registered tour operator in Arusha, Tanzania. Specialising in adventure, luxury and leisure safaris, it also offers accommodation in its exclusive luxury camps located in the Serengeti National Park, awarded as the best national park in the world for four consecutive years. Its camps include Matawi Serengeti Camp, Kenzan Migration Tented Camp and Kenzan Central Tented Camp, all with prime locations offering spectacular views and close encounters with wildlife. Kenzan Wildlife Safaris invites attendees to explore Tanzania, the land of Kilimanjaro, the Serengeti and the beaches of Zanzibar by visiting their stand for more details.

LITHUANIA TRAVEL offers cultural richness, gastronomy and nature (4C25)

Lithuania Travel invites you to experience its rich culture, delicious cuisine, a greater sense of harmony with nature and the promise of relaxation in its serene SPA resorts. Have you ever tasted a tree cake? In Lithuanian language it sounds more interesting: "Šakotis". "Come and visit our stand and you will not only see, but also taste, this legendary cake. Along with the Šakotis tasting you will have the opportunity to taste other products of Lithuanian cuisine. Visitors of FITUR 2025 will be able to enjoy the Virtual Reality experience "Lithuania - an experience to share". The play immerses you in an 11-minute virtual reality experience, a seamless musical and directorial interpretation of Lithuania, conveyed in a universal artistic language understood by everyone in the world.

Tailor-made trips in the Gulf of Guinea with LOANA TRAVEL (1A07)

Loana Travel is a travel agency specialised in the Gulf of Guinea (Benin, Ivory Coast, Ghana, Togo, Nigeria, Cameroon...) with expert Spanish-speaking local guides. They design and carry out customised routes focused on ethnic groups and tribes, voodoo rituals and ceremonies, local markets, culture and history of the Gulf of Guinea and characteristic architecture; it is, in fact, the number 1 agency in trips to this area of Africa. Its values are the personalisation of the trips (tailor-made routes according to the interests and availability of the clients), its great specialisation (both geographically and in terms of the knowledge of its guides) and the fact that it has a contact in Spain to facilitate and speed up communication.

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LUXPERIA DMC, tailor-made travel specialist in Asia (6E18)

The company offers tailor-made services in destinations such as Vietnam, Cambodia, Laos, Thailand, Singapore, Malaysia, Indonesia, Philippines, Japan and South Korea. With a focus on luxury and authenticity, Luxperia DMC invites attendees to explore its unique itinerary offering combining culture, nature and adventure in fascinating destinations across Asia.

MAPA GROUP TRAVEL, a benchmark in the sector with leading brands (8A05)

Mapa Group Travel is a tourism group and business project of reference in the TRAVEL sector that operates in the global market. They market their trips through specialised brands where each one is designed to meet the specific needs of travellers, designing carefully crafted trips and experiences, high quality services and personalised attention. The group operates under the following brands: MAPA TOURS, MAPA PLUS, WAMOS CIRCUITS, PREMIUM INCOMING, MAPPING JOURNEYS and KING HOLIDAYS and markets its portfolio in more than 25,000 points of sale (travel agencies and tour operators).

Travel in Asia with MONGOLIA SAMAR MAGIC TOURS (6A35)

With more than 27 years of experience, the first and only incoming travel agency in Mongolia, Samar Magic Tours, will be offering tours of the Asian country for individuals and groups at the fair. Its programmes range from regular departures, private departures on request or customisable, depending on the needs of the clients. With a combination of nomadic culture, luxury and adventure, attendees will have the opportunity to discover with their services an ethnic group and culture that still preserves ancestral traditions.

MUAFRIKA EXPERIENCE: Experiences in Africa for the B2B market (1D70A)

Muafrika Experience is a DMC specialising in African destinations, with offices in Uganda, Rwanda, Tanzania, Angola and Namibia, as well as a head office in Spain. The company offers personalised and group tour services, with Spanish, English and Portuguese speaking local guides, working exclusively for the B2B market. Committed to providing an agile and quality service, Muafrika Experience supports wholesale and retail agencies before, during and after the trip, to ensure unique experiences.

NATURAL SELECTION SAFARIS presents experience in wild places (1A15)

The company proposes trips designed for adventurers, explorers, nature lovers and stargazers. This conservation-driven tourism company offers a collection of 25 cosy safari camps, while contributing to the preservation and protection of southern Africa's last great wilderness. For the past 30 years, they have pioneered unique safari experiences from



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intimate encounters with the continent's iconic wildlife to meaningful interactions with the people who live there, their safaris are distinctive, captivating and full of adventure.

NORWEGIAN CRUISE LINE (4E14), dream destinations on board (4E14)

Norwegian Cruise Line offers a holiday where there's always something more to experience. "Explore the wildlife of Alaska, the masterpieces of Europe, the pristine beaches of the Caribbean, and more. Back on board, relax and enjoy our award-winning spa and go full speed ahead on the only racetracks at sea. Or indulge in world-class dining at our speciality restaurants. In 2025 the company introduces the new Norwegian Aqua, "the latest evolution of our innovative Prima Class. Carefully designed to give you more of what you love.

PACTO DMC, one of Indonesia's largest receptive (6E16)

Pacto DMC presents itself as one of the largest inbound DMCs in Indonesia, with a diversified global portfolio and award-winning service since 1967. It proposes to discover unexplored destinations with different experiences and services; and embrace environmentally friendly travel choices in line with the Pact initiative. It is aimed at luxury and mid-range travellers, wellness and honeymooners. Its product range includes customised packages with exclusive local information.

PANAVISIÓN TOURS, mini-tours through Europe and new unforgettable destinations (8A03)

Panavisión Tours, the escorted tours company, presents in this edition its most outstanding proposals for lovers of organised trips. This year we are incorporating exclusive 5-day mini tours around Europe, perfect for enjoying cultural getaways in total comfort. "Among our novelties, we highlight circuits to unique destinations such as Nepal, Lapland, South Africa, and the historic regions of Normandy and Brittany, along with themed itineraries that capture the spirit of the magical Advent and Christmas markets". It also consolidates its partnership with Amadeus Cruises to offer the best river cruises in Europe. These tours, on board modern ships, allow you to discover the continent's most emblematic rivers with the utmost comfort and attention to detail.

Historical journeys with PAUSANIAS ARCHAEOLOGICAL AND CULTURAL TRAVEL (4D22)

Pausanias Viajes Arqueológicos y Culturales is a retail/wholesale travel agency with 15 years of experience, specialising in archaeological-themed group trips. "At Pausanias we design and manage all the services of our trips (flights, accommodation, land transport), which are guided by the company's own specialist archaeologists". Designed for people

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with a keen interest in archaeology, mythology, history and ancient art, its trips are preferably focused on destinations in the Mediterranean arc.

PIPELINE SOFTWARE, variety of applications for travel agencies (10E02)

Pipeline Software will attend this new edition of the fair with important innovations in its entire range of applications for travel agencies. The main protagonist at the fair will be the new web version of its ORBIS commercial management system for travel agencies that incorporates all the functionalities of its equivalent WINDOWS version and many new ones such as greater speed and scalability, greater usability, accessible from any browser on any device with internet access, multi-language/multi-currency, integration with the SES HOSPEDAJES API, generation and management of dynamic cards, management of face-to-face and remote contract signing, integration with external CRMs, automatic reconciliation of bank account collection movements and generation of collection links for clients.

PORTUGAL DOS PEQUENITOS and PORTUGAL GREEN TRAVEL (4G18)

Portugal dos Pequenitos and Portugal Green Travel will be present at FITUR 2025 to highlight the cultural and natural wealth of the Central Region, with a special focus on the city of Coimbra, a treasure trove of historical and academic heritage. "This year we are focusing on experiences that celebrate the rich tapestry of Portuguese heritage and promote sustainability. We will present new travel offers that combine educational tourism for the family, group, individual and corporate segment, enhancing cultural tourism products, city breaks and food and wine." It is worth highlighting the launch of "new tour packages that include visits to the iconic Portugal dos Pequenitos, the Major Seminary of Coimbra, the Misericórdia Museum, the Barca Serrana among other local partners, inviting you to discover Coimbra and offering an educational and interactive journey through the monuments and traditions of the City of Coimbra".

RATPANAT LUXURY & ADVENTURE, safaris and experiences in Africa (1D01)

Ratpanat Luxury & Adventure will present itself as a tour operator and agency specialising in the design of group and tailor-made safaris and experiences in Africa that combine adventure, luxury and sustainability. "As part of the vertically integrated Ratpanat Group, we offer a unique in-house product with full control of the value chain. To this end, we have East Africa Camps our hotel chain with accommodation in the major national parks of Kenya and Tanzania, Epic Luxury Safaris, local DMCs in Kenya, Tanzania, Namibia, Botswana, Zimbabwe, South Africa, Uganda and Rwanda and African Transport Logistics, our transport company servicing all safari routes marketed in Africa in two different formats: 4x4 safari vehicles and Ratpanat-designed expedition trucks that can accommodate twenty people."

REAL TRAVEL, mobile tourism platform to promote destinations (3C11)

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Real Travel is presented as a mobile tourism platform, which serves as a tool for promotion and destination management, allowing any destination and/or territory to quickly, easily and accessibly offer its contents to visitors using their own mobile phones in the form of a multimedia guide. The firm will be present at FITUR 2025 together with 4 destinations in Costa Rica, which have been enhanced through global, accessible and inclusive technology: Guanacaste, Arenal, La Cruz, Bagaces and Tilarán. All the natural, cultural and patrimonial richness of these destinations will be shown, together with the tourist offer rich in gastronomy, nature activities (sun, beach, hot springs and adventures). Immersive experiences will be available through technology.

ROMANIA WORLD TRAVEL GROUP, specialised in incoming tourism (4B15)

The Romanian incoming tour operator has extensive experience in the tourism industry, the MICE sector and leisure, and specialises in incoming tourism. "Thanks to our experience, combined with our strong market position as one of the best tour operators in high quality tourism in Romania, we are dedicated to create unique trips and holidays, among others, guaranteed regular departures (Romania and also Romania-Bulgaria); individual Fly and Drive trips; cultural tours; religious pilgrimages; hotel bookings throughout Romania; city breaks; excursions, guided tours and transfers; and trekking.

ROUTE TOURS and the addition of SAVOIR JOURNEYS to 10K TOURS (1D13)

Savoir Journeys arrives at FITUR 2025 as the new addition to the 10K Tours group. A boutique agency specialising in the design of tailor-made luxury trips in Spain, Portugal and Morocco, it focuses on authentic and exclusive experiences and its mission is to transform each trip into a unique and memorable experience. Founded by Nuria Amrani, a professional with more than 20 years of experience in the tourism sector, including her work as head of communications at the Moroccan Tourist Office in Spain and outstanding collaborations with luxury travel agencies. The agency combines in-depth knowledge of local cultures with an innovative approach to high-end tourism. Savoir Journeys' offerings include experiences such as luxury glamping in the Sahara Desert: exclusive camping under the stars, with gourmet cuisine and live traditional music to private tastings in wineries in the Douro Valley or private tours in the Alhambra. Savoir Journeys redefines luxury travel, offering its clients a perfect fusion of authenticity, excellence and impeccable service.

SAMA TRAVEL, new proposals and surprising destinations for 2025 (6E14)

SamaTravel, a leader in the Spanish tourism market to Egypt, presents a new and exclusive programme: a 7-night cruise on the Nile, from Cairo to Luxor, which will allow you to discover the most emblematic destinations in Egypt, as well as lesser-known corners. In addition, the tour operator will highlight its charter with Iberia to the Balkans and Turkey, with unique direct flights to airports such as Podgorica (Montenegro) and Sarajevo (Bosnia

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Herzegovina), developing combined programmes without circular itineraries. SamaTravel will also expand its offer with Asian destinations such as Japan, Philippines, Vietnam, Cambodia, Thailand, Sri Lanka and Malaysia, and will present its new product SAMA&GO, which offers dynamic packages, whose functionality will be shown live to travel agents from Wednesday to Friday. Professionals visiting its stand will have the chance to win one of more than 1,000 prizes to be raffled by the company.

SILK ROAD invites to a journey through Central Asia (6B08)

This exhibitor proposes to discover the unique treasures of Central Asia, a journey through eight regions that constitute a unique interweaving of ancient cultures, unique nature and majestic monuments preserving the history of millennia. SILK ROAD ALLIANCE invites you to a fascinating journey through 8 countries of the region: Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Azerbaijan, Georgia and Pakistan. The company offers individual and group programmes: itineraries designed according to your wishes; professional guides and quality service; authentic experiences; and a variety of routes. A mapping of unique experiences on the ancient Silk Road will be held at the stand.

SOLTOUR celebrates 50 years of commitment to quality and innovation (3B03)

Soltour, the independent tour operator in Spain and Portugal, will be present at the 45th edition of FITUR, celebrating its 50 years of experience in the tourism sector. During the event, Soltour will reaffirm its position as a dynamic tour operator committed to market trends, developing innovative travel solutions that enhance and strengthen the work of travel agencies. With a diversified offer, Soltour will showcase its main products (regional operations, combined products, Caribbean, circuits, etc.) and the priority destinations in which it operates; Riviera Maya, Samana, Cape Verde, Albania, Slovenia, Morocco, among others.

SOMATHEERAM AYURVEDA GROUP health and wellness tourism (6A37)

Somatheeram Ayurveda Group will invite attendees to discover Ayurvedic healing and the art of yoga. Set amidst the tranquil landscapes of Chowara Beach, Somatheeram Ayurveda Group is a global pioneer in Ayurvedic healing, yoga and meditation. Founded in 1985, Somatheeram has become India's premier Ayurveda retreat, with NABH (National Accreditation Board for Hospitals and Healthcare Providers) accreditation. Visitors embark on a transformative journey, experiencing a harmonious combination of Ayurvedic therapies, personalised diet plans and herbal medicines. Guided by a team of qualified medical specialists and therapists, every aspect of the healing process is carefully managed to ensure the highest quality of care.

SPLENDID TRAVEL & TOURISM presents classic and emerging destinations (6F04)

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With 23 years of experience in the market, the company specialises in offering unique experiences in Egypt, the United Arab Emirates and Saudi Arabia, catering mainly to the Spanish-speaking market. At FITUR they will be offering innovative package tours, including classic and emerging destinations, perfect for the MICE segment, individual travel and groups. Highlights include guaranteed departures for groups, customised programmes and 24/7 service in Spanish with dedicated staff. They also offer new cultural experiences, exclusive luxury tours and desert adventure activities, all designed to create unforgettable memories.

SURPRISE TOURISM LLC offers unique experiences in the Middle East (6G12)

Specialists in the Middle East, with a focus on Dubai (UAE), Oman and Egypt, Surprise Tourism arrives at FITUR to offer unforgettable trips. With expertise in inbound and outbound tourism, Surprise Tourism will present a wide range of customised packages to suit diverse travel preferences in its space. From the iconic monuments and luxury experiences of Dubai to the breathtaking landscapes and rich traditions of Oman, and the historical wonders of Egypt, including the Pyramids and Nile cruises. Its services include cultural explorations, adventure activities and luxury tours. The company guarantees an innovative, hassle-free and memorable journey for every traveller.

TAWY TOURS, specialists in Egypt, Saudi Arabia, Turkey... (6G14)

TAWY TOURS will celebrate 25 years at FITUR designing unique and personalised travel experiences that connect travellers with the essence of each destination. "We are leaders in Egypt, where we have our own incoming company to guarantee impeccable service, but our offer includes fascinating destinations such as Saudi Arabia, Turkey, Japan, South Africa, the Balkans and Peru, among many others. We design trips adapted to all types of travellers: lovers of culture, gastronomy, wellness, safaris, adventure, or those seeking relaxation on paradisiacal beaches. We offer exclusive itineraries for families, organised groups and corporate experiences (MICE), always ensuring luxury and personalisation in every detail. With close to 100 itineraries in our portfolio, all designed with passion and professionalism, we stand out for having Spanish-speaking guides in all destinations".

TEMPO TOUR & TRAVELS COMPANY LTD, discover treasures in Tanzania (1A19)

At FITUR 2025, Tempo Tour and Travel invites you to explore Tanzania's most iconic destinations and unforgettable adventures. From exciting safaris in the Serengeti, the Ngorongoro Crater and Tarangire National Park, to relaxing getaways to the pristine beaches of Zanzibar, the company creates unique experiences for every traveller.

This year, they will present ecotourism packages designed to support local communities, protect wildlife and preserve Tanzania's unparalleled natural beauty. For adventure

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seekers, their Kilimanjaro climbing expeditions promise breathtaking views and memories to last a lifetime.

TOWER TRAVEL, Argentinian tour operator with a renewed offer (3D22)

Tower Travel, an Argentinean tour operator, presents a renewed and varied offer, which reinforces its leadership position, highlighting two of its most demanded businesses in tourism today: Tower Incoming and Tower Sports. Tower Incoming offers a focus on the creation of personalised experiences and comprehensive accompaniment, a service that focuses on more than just exciting itineraries. It ensures that every detail is taken care of, to offer a warm, professional and unique service. Tower Sports presents an ambitious growth strategy, focused on expanding the sports calendar and improving services. It will also be time to strengthen key strategic alliances that will allow it to consolidate its position as a benchmark.

TOURISMOTION, enriching adventures through the heart of Italy (4B09)

Tourismotion is proud to offer a diverse range of guided tours across the iconic cities of Rome, Florence, and Milan, showcasing the rich history, art, and culture of Italy. With a focus on classic experiences, travelers can explore renowned landmarks such as the Vatican Museums, Colosseum, Palatine Hill, Borghese Gallery, and Uzi Gallery, led by multilingual certified guides (English and Spanish) who bring every destination to life. "In 2024, we proudly welcomed over 300,000 travelers, earning a stellar reputation with 125,000+ reviews on TripAdvisor, GetYourGuide, Viator, and Civitatis. Backed by a passionate team of 30 professionals and over 50 certified guides, we work tirelessly to ensure each journey is seamless, memorable, and enriching for every traveler. Whether you're a first-time visitor or a seasoned traveler."

TRAVEL EUROPE: new destinations such as France and Armenia (4E17)

Travel Europe will prove itself as a reliable partner for group travel in Europe over the past 40 years. "Our success is based on many years of experience, a certain level of industry expertise, our dedicated employees at headquarters and local teams in 15 destinations. Our customers appreciate the smooth and optimal cooperation and performance-oriented support combined with a broad and flexible product range. At FITUR "we look forward to presenting our popular group tours, especially in our new destinations such as France and Armenia".

TRAVEL GALLERY is committed to responsible and quality tourism (6G04)

With more than 25 years of experience representing DMC in Africa, Asia, the Caucasus and the Middle East, DMC is presenting at FITUR 2025 reaffirming its commitment to responsible tourism and high-quality services. This year it is highlighting the consolidation

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of two recent major additions: Furaha Safaris Namibia, specialising in personalised and sustainable experiences, and Ambassador Cruise Vietnam, with luxury cruises in Halong Bay and Lan Ha, as well as a network of restaurants in Vietnam. Its stand will feature both its usual partners and new alliances, reinforcing its role as a benchmark in international inbound tourism.

VIAGENS ABREU will take three brands to FITUR (8C04)

The company will be present at FITUR with three of its Abreu brands: AbreuPRO, the tour operator for the Spanish market with flight+hotel or hotel only products for European cities, including Portugal and its islands; Abreu online, the bed bank with a wide variety of hotel offers available worldwide; and Abreu LATAM, which will promote its special circuits in Europe, including Spain and Portugal.

VOX TOURS IBERICA, innovative solutions for tourism and culture (4A08)

Vox Tours Ibérica, specialising in innovative solutions for tourism and culture, will offer local knowledge combined with the global strength of the Vox Group. "Our portfolio includes advanced digital radio-guide systems for cruises and tours, intuitive mobile applications for multilingual self-guided tours, interactive mapping tools, premium content creation, destination passes, tourism management systems and comprehensive data services".

VERED HASHARON: More than 50 years creating unforgettable tourism experiences (4C03)

With more than five decades of experience, Vered Hasharon Travel Group is presenting itself at FITUR as a benchmark in the creation of customised trips covering destinations in Europe, Asia and Africa. Recognised for its professionalism and attention to detail, the company distinguishes itself by establishing solid alliances with global tourism partners. With an approach based on respect for all cultures and religions, Vered Hasharon offers services ranging from religious pilgrimages to business tours, adapting to the needs of each client.

VTP, Viajes Para Todos, presents tours in Europe and Spain (8A09)

International Tour Operator and Multidestination, VPT are specialists in tours in Europe and Spain. It also has its own fleet of coaches to facilitate experiences and offer maximum comfort to its travellers. Visitors to its stand will discover a company renowned in the market for its versatility and diversity of products, all of which are tailor-made and designed for all types of travellers.

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Entities, companies and associations

ALFAHEAL HEALT TOURISM AGENCY to offer health services (9C26)

Alfaheal Health Tourism Agency will offer high quality, comprehensive and affordable health services, as well as modern medical facilities, competitive prices and a specialised medical team. The company will propose to discover Izmir, the ideal destination for health & beauty tourism in Turkey. "With 25 years of experience, we accompany you on every step of your health and beauty journey and invite all visitors to our stand to experience Turkish generosity and hospitality with local tastes and special discounts for the fair".

ASIAN TRAILS, incoming services in Asian destinations (6A09)

Asian Trails operates in ten Asian countries, providing inbound services including leisure travel, MICE, transfers, hotel bookings, cultural, historical and adventure experiences. With its own offices in destinations such as Thailand, Vietnam, Indonesia and Malaysia, the company specialises in showcasing the "real Asia" beyond the traditional tours. Its ever-expanding portfolio and innovative tailor-made programmes ensure exceptional service for individuals and groups. Asian Trails is the ideal partner for those seeking to explore Asia from an authentic and enriching perspective.

SPANISH ASSOCIATION OF HOTEL MANAGERS-AEDH (10D01)

The Spanish Association of Hotel Managers (AEDH) will present the 1st Congress of Tourism and Sport in La Nucia (Alicante) to be held on 28 October 2025. Within AEDH's intense programme of events, the themes and locations continue to expand in order to provide the best possible service to its members and collaborating companies.

SPANISH ASSOCIATION OF TOURISM PROFESSIONALS - AEPT supports one more year the International Tourism Fair (10A21)

Once again, the Spanish Association of Tourism Professionals will be present at FITUR to provide tourism professionals with advice and guidance on any queries and needs they may have. Also, during the days of the event, there will be a special promotion to become a member of the AEPT on advantageous terms, taking advantage of the days of the fair.

IBERO-AMERICAN ASSOCIATION OF WELLNESS & HEALTH TOURISM (3B17)

The Association will present the 1st Ibero-American Congress on Wellness & Health Tourism. In addition, they will show the potential of destinations in Costa Rica, Mexico, Ecuador, as well as products for the health sector and different wellness activities for visitors to enjoy at their stand with tastings of organic products or demonstrations of a hyperbaric chamber, among others.

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The INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA) for Aviation Area Support (8A20)

The International Air Transport Association (IATA) is the organisation that represents airlines worldwide, bringing together around 340 companies, equivalent to 83% of scheduled air traffic. At FITUR they will showcase and offer the support they provide in multiple areas of aviation and their collaboration in the formulation of key policies to address the sector's main challenges.

BANCO SABADELL will host the Mencey Futurista awards at its stand (8C05)

At FITUR, the company is celebrating the nominations for the Mencey Futurista de Honor Awards for the tourism industry's leading figures, which will be presented in April at the 12th International Forum for Tourism Entrepreneurs and Professionals (FUTURISMO). The awards celebrate the nominees' commitment to sustainability, resilience to industry challenges and forward thinking, as well as their ability to influence and contribute to the development of exceptional tourism experiences. These awards are supported and promoted by Banco de Sabadell, Futurismo's strategic partner.

BTL-Better Tourism Lisbon Travel Market reinforces its offer (4B34)

From 12 to 16 March, the heart of national and international tourism will beat once again in Lisbon. BTL-Better Tourism Lisbon Travel Market, the event of the tourism sector that presents the largest, most diversified and qualified offer of the destination Portugal. BTL 2025 reinforces the diversity of the offer with new exhibition areas: BTL Wellness and BTL Wedding, in addition to the reinforcement of the rest of the thematic areas and the rest of the sectors exhibited: Wine Tourism, Religious, Employment, Meeting Industry, LGBTI+, Cultural, LAB.... Internationally, BTL promotes more than 85 destinations in the global market and receives more than 200 invited buyers from more than 40 markets, who hold more than 3,000 business meetings with the destination Portugal and the international Tourism present at the event.

BUJALDÓN, insurance adapted to the needs of the sector and the client (8C10)

Bujaldon, an insurance broker with years of experience in the sector, offers a diverse selection of products with extensive guarantees to insure all types of travel, seeking the best market conditions. This year, they have launched innovative insurance policies that respond to market updates and meet the needs of our agencies. In addition, they offer a personalised service, with a team of expert advisors always ready to provide the best guidance and support. "We strive to simplify the contracting process with advanced digital tools, ensuring a fast and efficient experience.

Wonder" experiences sailing the seas with COSTA CRUCEROS (4E20)

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Costa Cruises will be at FITUR 2025 to present its "Live your Wonder" concept so that visitors can discover the real "Wonder" and enjoy unexpected experiences both on land and at sea. Along with the new itineraries in the Mediterranean, the Greek Islands, Northern Europe, the Caribbean, the Arab Emirates and Asia, they will present the original Land Destinations, immersive experiences in the form of excursions on land. And also, the Sea Destinations at sea, activities that take place on board in front of emblematic places to surprise all types of travellers. Its ships are equipped with the latest technology, committed to sustainability, outstanding entertainment and a diverse gastronomic variety with speciality restaurants with menus by internationally renowned chefs.

CEAV: Networking and exclusive events at FITUR 2025 (10B70)

CEAV's B2B stand at FITUR will be the meeting point for more than 100 tourism professionals who, during the three days of professional days, will participate in meetings, presentations and events designed to energise the sector, promote networking and specialise in destinations. Among the highlights, CEAV will present at its WELCOME TO FITUR event the new features of 2024, including the third edition of CEAV PROTOUR, new professional agreements, and advances in training and technology. In addition, the new guide to wineries in the Champagne region will be launched in Spanish, celebrating with a glass of this emblematic wine. This space will also be the setting for gastronomic events such as a tasting of Galician products with Estrella Galicia (Thursday 25th at 13:00), educational breakfasts with Central America (Thursday 25th at 10:00), an exclusive Lunch & Learning with Ecuador as the guest destination (Thursday 25th at 14:00), and the presentation of FITUR Cruises (Friday 26th). In addition, the region of Macau, China, will offer a networking event (Friday 26th at 12:30). All activities require prior reservation.

CROISIEUROPE, a wide range of river cruises and safari-cruises (4E40)

For over 40 years, CroisiEurope has sought to showcase the world through its rivers. The company offers a wide variety of destinations, an innovative and elegant fleet of ships, fine cuisine and wine selection, and attention to detail. In 2025, its selection is made up of river cruises: the rivers of France, from the Seine to the Loire via the Rhône and Garonne; the more traditional ones such as the Rhine or the Danube; the closest cruises on the Douro or the Guadalquivir; also in Italy on the Po; or the most exclusive ones on the Elbe, Havel or Vltava. It also offers sea cruises on board the Belle des Oceans which sails between the Canary Islands and Corsica or La Belle de l'Adriatique from Greece to Croatia via southern Italy. For the more adventurous, it offers a safari-cruise in Southern Africa, or a cruise on the Mekong between Vietnam and Cambodia for an experience as exclusive as it is different.

CRUCEMUNDO, new European river cruise offer for 2025 (4D06)

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Crucemundo has presented its selection of European river cruises for 2025 by adding several new itineraries to its collection for next year. Full information on Crucemundo's 2025 river cruise portfolio is now available on the company's website and will be presented in the new brochure during the next edition of FITUR. Among the range of its river routes Crucemundo highlights the new cruises on the Douro in Portugal, on the waterways of Belgium and on the peaceful and picturesque Moselle in Germany. Founded in 2008, Crucemundo has carved out a niche for itself in the European river cruise market and has become a benchmark.

TORRE DEL ORO CRUISES, discover Seville in a unique way (8B04)

With more than 40 years of experience, Cruceros Torre del Oro has established itself as a benchmark for exploring Seville from a unique perspective: the Guadalquivir River. They offer panoramic tours with regular departures every hour, allowing visitors to discover the city's monuments and rich history from its waters. Their versatile fleet is designed to suit all types of events, from private celebrations such as weddings and birthdays to corporate meetings. The ships feature customisable spaces, including event rooms, dance areas and decks ideal for outdoor aperitifs. In spring, Cruceros Torre del Oro organises excursions to Sanlúcar de Barrameda, offering travellers the opportunity to admire the beauty of the Doñana National Park and explore the charming riverside villages of the Guadalquivir.

DIRECTO CONSULTORES will present its new cluster (10F40)

Directo Consultores will present three new developments at FITUR. Firstly, the creation of an innovative cluster of companies specialising in subsidies, which guarantees a comprehensive quality service, thus ensuring optimal results. Secondly, a new, daily updated information system on aid and subsidies to ensure that tourism companies do not miss out on any opportunities. In addition, a free downloadable EBOOK has been created which will include all European, state and regional subsidies in order and which incorporates a search engine for aid by IA, which will allow tourism companies to find out about all the public aid available. Finally, it updates its study on the evolution of Regional Incentives (Feder Funds).

DFDS presents its transport and logistics solutions (8A24)

DFDS operates a transport network connecting Europe, with annual revenues of EUR 3.8 billion and 14,000 full-time employees. The company transports goods in trailers by ferry, road and rail, and offers complementary and associated transport and logistics solutions. DFDS also transports passengers by car and on foot on short sea routes and overnight ferries. DFDS was founded in 1866 and is headquartered in Copenhagen, Denmark.

DIT GESTIÓN presents new strategic agreements and digital improvements (4D16)

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The group of independent travel agencies in Spain, with agencies in Spain and Portugal, presents at FITUR the most important innovations of recent years. Attendees will be able to discover their new strategic agreements with the best conditions and the latest generation b2c website for members with 100% online sales, XML integrations, customer login, personalised discounts, customer area, etc. They have also developed an APP focused on the end customer and another for the agency, as well as DIT TV, the digitalisation system for shop windows with different TV channels specialising in different themes.

ENJOY TRAVEL GROUP, unique trips to the Caribbean and multidestinations (3C18)

A vertical wholesale operator specialising in Caribbean and multi-destination travel, Enjoy Travel Group will showcase its services with new inbound destinations in Canada and Europe for unforgettable experiences. In addition, the company has been appointed as an affiliate member of UN Tourism, the leading international organisation in the sector. "Our commitment to accessibility and sustainability defines each of our projects and services globally".

EUROPAMUNDO will present season 2025 of innovation and excitement (6A05)

With its sights set on 2025, the company seeks to exceed all expectations with an offer of innovative routes and a firm commitment to regional travel. Its commitment to quality is reinforced with guaranteed departures, maximum flexibility, and the backing of a team that guarantees excellent service at each destination. This year, travellers will be able to discover the best of Europe, such as the majestic castles of Germany, the charms of Andalusia and the less explored routes of Poland. In addition, for those seeking experiences in Asia, new options are presented in China, Japan and Korea. "Today's traveller is looking for authentic experiences, and we continue to work to ensure unforgettable journeys. 2025 will be an exceptional year," said Alejandro de la Osa, CEO of Europamundo.

SPAIN IN FLOWERING discover unique landscapes bathed in colour (9E22)

Spain in Bloom is a unique experience that combines the natural beauty of the flowering season with the cultural charm of our regions. This new tourist product invites you to discover the country's most spectacular landscapes during the explosion of spring colours. With routes designed to enjoy the fields in full bloom, outdoor activities, guided tours and gastronomic experiences, Spain in Bloom is the perfect proposal for nature lovers, families and travellers in search of unforgettable moments. From the almond trees of the Levant to the blackthorns of Navarre, each destination offers a unique experience, steeped in local traditions and special festivities. "This product not only promotes sustainable tourism, but also supports rural communities, fostering the connection with the territory and its

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culture". On Wednesday 22nd at their stand they will be presenting the product to the Japanese market

Nightlife news in FIESTA IS MADRID -NOCHE MADRID- (4A43)

In this edition of Fitur, NOCHE MADRID will be present with a new edition of its Fiesta is Madrid campaign, now in its 11th year, aimed at facilitating the nightlife of visitors and professional exhibitors at the fair, offering them a whole range of plans and promotions to enjoy the main discotheques, clubs, tablaos and entertainment venues in Madrid during their stay in the Spanish capital. Fiesta is Madrid has the collaboration of the Delegation of Economy, Innovation and Employment, the *Everything is in Madrid* campaign, and the Tourism Department of the Madrid City Council and IFEMA MADRID.

FOUNDERVER, presents AI-based technology solutions (8A26)

Foundever, a leader in customer experience (CX), is showcasing its innovative integration of artificial intelligence and human attention solutions in the travel and hospitality industry. During the show, the company will demonstrate live how its AI-based services improve traveller satisfaction, streamline operations and drive customer loyalty. From automation tools to simplify processes to personalised strategies to create memorable journeys, Foundever shows how the balance between technological innovation and human warmth drives growth in a competitive market.

GAL ANGLONA COROS to propose land regeneration (4G07A)

"Terre che Rigenerano" will show the ability to regenerate the land, but above all those who visit it. Every corner of the territory tells a story with deep roots, able to transport through time through smells, tastes and landscapes. All this manages to realign people to an ancient rhythm, more pleasant for human beings, restoring well-being. Immersed in real communities, these lands promise an authentic renewal, a regenerative rupture that puts human beings in touch with their roots. Among the tourist segments on offer are rural, outdoor, food and wine, cultural and archaeological, and sports tourism.

GLOBAL DMC NETWORK by JTB: integrated tourism solutions (6B15)

With over 100 years of experience, Global DMC Network by JTB is participating in FITUR to present its international network of exceptional services in MICE, leisure travel and FIT. Representing key destinations such as Japan, Southeast Asia, Hong Kong and South Korea, the company highlights its ability to offer customised solutions for business and leisure travellers. At its stand, attendees will be able to discover its innovative approach and commitment to unforgettable travel experiences, backed by the strength and experience of a leading global network.

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GRIMALDI LINES-TRASMED: Connecting destinations, gastronomy, sport, culture and sustainability (10E10)

Trasmed and Grimaldi Lines, leaders in maritime transport, will be present at FITUR 2025 with an innovative proposal that reflects their commitment to the destinations in which they operate: the Balearic Islands, Barcelona, Valencia and Italy. Trasmed, the Grimaldi Group's Spanish shipping company, and Grimaldi Lines, an international benchmark in maritime connections, stand out for their commitment to sustainability, service excellence and the promotion of the cultural, gastronomic, sporting and natural heritage of their routes. During this edition, the Trasmed and Grimaldi Lines stand will be a meeting point for institutions, media and industry professionals, with an agenda that includes showcooking with leading chefs, cultural events such as presentations of festivals and local traditions, and press conferences on strategic developments and destinations for 2025.

INTEROPA HOLIDAYS introduces visitors to the United Kingdom and Ireland (4E36)

Interopa Holidays has been organising trips to the UK and Ireland for more than 50 years, adapting to all the needs of its clients. During the Fair, they will offer their unique experience management services for all kinds of profiles, from leisure groups, students, tailor-made trips for companies or sports teams, among others.

iURBAN will surprise with Cicerone, the generative AI tourist assistant (7C12)

iUrban will present at FITUR 2025 its innovative tourism assistant, Cicerone, which transforms travel planning thanks to generative artificial intelligence. This system, accessible by voice and adapted to more than 95 languages, makes it possible to plan inclusive itineraries in seconds, visualise destinations with immersive images and receive the final route by WhatsApp. In addition, Cicerone stands out for its ability to generate strategic data in real time, helping destinations such as Madrid and Castellón to optimise their tourism offer with proven success. In addition, on Friday 24 January at 12:00 in Hall 10 the company will moderate the debate "Technology and data spaces as a way to develop accessible tourism" with the participation of experts Impulsa Igualdad, Huawei, Ilunion and Segittur.

LADEVI presents eMag, the monthly digital magazine for the tourism industry (8A32)

For the third consecutive year, since the launch of LADEVI Spain in 2023, they will be present at FITUR, consolidating their position as a benchmark in the tourism sector. This year, executives from the subsidiaries in Colombia, Argentina and Mexico will be present to reinforce synergies between their operations in Europe and Latin America. They will also present the new monthly eMag for Spain, a monthly digital magazine aimed at the tourism industry, which includes innovative technology for a more dynamic and attractive reading, with integrated videos and the application of artificial intelligence in images and text.

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During the fair, they will distribute an exclusive print edition of 5,000 copies, designed specifically for FITUR.

LORO PARQUE will show its leadership at FITUR 2025 (9D02)

The Loro Parque Group arrives at the fair after surpassing the 3.3 million visitor mark at the company's parks in 2024. Loro Parque arrives after a great year, where it launched one of the largest coral reefs outside the oceans, Coral Kingdom, and the free-flight aviary, Amazonia. Siam Park comes to this event after being proclaimed for the tenth time as the best water park in the world by Tripadvisor. For its part, Poema del Mar will present the new exhibits that have been premiered over the past year. The Hotel Botánico & The Oriental Spa Garden recently celebrated its 50th anniversary and was crowned for the seventh time as the best Hotel with Spa in Europe and the Mediterranean by Condé Nast Johansens magazine. Loro Parque Fundación, the NGO dedicated to the protection of biodiversity, also celebrated its 30th anniversary. For 2025, it will make a record investment of almost 2 million dollars, bringing the cumulative total to more than 29 million.

MENTORDAY, acceleration programmes and initiatives for the sector

mentorDay will take advantage of FITUR to present its acceleration programmes and collaborate with key initiatives in the tourism sector. Tourism Business Acceleration Programme: A free, online proposal lasting 3 weeks, designed for startups and companies in the sector. It includes advice from more than 70 experts, access to investors and a year of personalised mentoring. In addition, during the weekend, mentorDay will present tourism startups accelerated in previous editions, offering a unique opportunity to meet innovative projects. On the other hand, mentorDay collaborates with FiturNext supporting the acceleration of sustainable and replicable tourism practices in collaboration with this observatory. With FITURTECH and ITH, mentorDay will participate in the acceleration of startups finalists of the AMT Smart Destinations Awards 2025, an initiative that rewards innovation in smart destinations. In addition, mentorDay will present specific initiatives at FITUR, such as CiberEMPRENDE, aimed at cybersecurity startups in tourism; Green entrepreneurship, promoting sustainable tourism through training and green jobs; and Softlanding Europe, advice for international companies to set up in Spain.

MICHELANGELO IBERIAN TRAVEL, vibrant destinations in Europe (4G38)

Michelangelo Iberian Travel, based in Barcelona, represents the latest expansion of Michelangelo International Travel, a renowned Italian leader in incoming group tours to Spain, Italy and the Mediterranean. With over 30 years of experience, they collaborate with more than 2,000 travel companies worldwide. Their Barcelona office facilitates the direct management of group travel, offering comprehensive incoming services throughout Spain and the Iberian Peninsula. In addition, themed tours for groups showcase Spain's rich

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cultural, historical and culinary heritage, from vibrant cities to charming hidden corners, immersing travellers in authentic local traditions and unique experiences.

MINISTRY OF AGRICULTURE, FISHERIES AND FOOD (9C14 - 9C14_01)

The Ministry of Agriculture, Fisheries and Food explains that the Network of Nature Trails of Spain is returning to the International Tourism Fair to showcase its more than 120 itineraries for walkers and cycle tourists. And there will be tastings of local foods such as oil, honey, cheese and ham, demonstrating the union between culture, sport and gastronomy: on 22 January at 12:00 noon. Wine tasting at Bodegas Escuadra and 17:00 h. Jaén Oil Tasting; on the 23rd at 11:30 am. Mos de Bresca Honey Tasting and 17:00 h. Pla de Bagés DO Wines Tasting; and on the 24th at 11:30 a.m. Idiazabal Cheese Tasting and 17:00 h. Iberian Ham Tasting. As a novelty, the new Natural Paths Passport will be presented, designed to encourage users to explore different paths in the network. In addition, Rural Development Groups will be taking part with different presentations that will show the tourism options and projects in their territories.

WOMEN FOR DIALOGUE AND EDUCATION (7A33)

The participation of Women for Dialogue and Education will highlight the role of rural women. The activities will include important representatives participating in the different presentations. In this regard, the round table will include *Experiences that transform: women leading rural change* on Thursday 23rd at 12:00 with top-level guests who will explain how they have reinvented themselves. The VI TOURISM WOMEN FRIENDLY awards will also be presented on Friday 24th at 12:00 in the two categories: Destination and Experience.

SERENISSIMA INFORMATICA (8A17)

Serenissima Informatica will showcase its specialisation in digital transformation of the hospitality industry in Spain. "We distinguish ourselves by offering maximum openness towards integrated systems thanks to protel I/O and a platform with open APIs that already allow the integration of more than 1,100 tools, from CRM to BI, reducing costs, improving the operational efficiency of hotels and the customer experience". At FITUR 2025 "we are presenting the native integration of protel PMS Cloud with Planet Payment, a solution that automates transactions, eliminates cash handling and guarantees secure and efficient payments". Among its functions are the processing of electronic payments, international transactions in local currency DCC and remote collections via 'Pay by Link', all from the management system itself, protel PMS".

PADI EMEA LTD, Underwater Adventure and Ocean Conservation (4E21)

PADI, the world's largest diving and marine exploration organisation, will showcase its leadership in dive education and ocean conservation. With a presence in 186 countries and

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a network of more than 6,600 dive centres and resorts, the organisation has issued more than 30 million certifications, transforming lives through underwater education and travel. With more than 50 years of experience, PADI maintains the highest standards in training, safety and customer service, while advancing its conservation mission. Its goal is to inspire one billion "torchbearers" to actively explore and protect the ocean, reflecting its global commitment to marine health.

PORTAVENTURA: 30 years of unforgettable emotions

In 2025, PortAventura World celebrates three decades of fun, memories and smiles. Since its opening on 1 May 1995, the park has taken visitors on an exciting journey through Mediterrània, Polynesia, China, Mexico and the Far West, becoming a national and international benchmark for leisure and entertainment. Among its landmarks, the iconic Dragon Khan stands out, a legendary roller coaster that since its inauguration marked a before and after in the engineering of attractions. Inspired by the legend of a prince condemned to be a dragon, Dragon Khan defied gravity with its 8 loops, a world record at the time. On this 30th anniversary, the PortAventura space at FITUR invites visitors to relive this thrill by taking a photo in one of the original Dragon Khan carriages, while celebrating its legacy as one of the world's most iconic attractions.

MAGICAL TOWNS OF SPAIN, 150 towns along 18 routes (7C26)

Pueblos Mágicos de España will showcase its 150 towns throughout Spain through its 18 magical routes, with the novelty being the presence of local producers together with local corporations, with 10-15 interventions from magical towns each day. They will also award the national and regional Magic Towns of Spain 2025 prizes on 23 January at 12.30 p.m. at their stand. In addition, throughout the days of the fair there will be various talks and meetings to promote tourism in these places.

TOUR PARTNER GROUP discovers the magic of Northern Europe (4D18)

Tour Partner Group presents its outstanding offering of personalised and authentic tours of Northern Europe. With offices in London, Copenhagen, Edinburgh and Dublin, and a team of over 300 experts, the company designs guaranteed departures and tailor-made programmes to destinations such as the UK, Ireland, the Nordic and Baltic countries. Its Guaranteed Departures - Legends offer ideal itineraries to explore these destinations. For closed groups, Tailor-made Adventures ensure unique and customisable experiences. In addition, through its FIT Ultra Luxury brochure, attendees will be able to discover exclusive proposals for individual travellers.

TRAVELANCE, new partnerships and innovations to transform the sector (8C20)

Travelance, the tourism hub that connects travel agencies with the best suppliers, will be at FITUR with a commitment to expansion, new alliances and innovations to continue



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growing in the sector. In this regard, they have integrated new partners such as Flexible Autos and will announce new strategic alliances that will strengthen our proposal and capabilities. In terms of international expansion, the "entry into a new market will open up business opportunities and allow us to diversify our reach". In addition, they will present a programme that will reward loyalty and strengthen the relationship between travel agents and the brands that make up Travelance.

TRIP.COM GROUP: expansion, responsible and sustainable tourism (8A16)

Trip.com Group, a leading global travel service provider, will be present at FITUR, emphasising "our continued expansion in Spain, including the establishment of a dedicated office in Barcelona in 2023, along with strategic collaborations with tourism boards and local partners to solidify our position in the market". They will also showcase their partnership with Visit Valencia to promote sustainable tourism recovery, generate economic benefits for local communities and improve customer service through innovative solutions. Alongside this, they will present their vision of responsible tourism by encouraging travel to less crowded destinations, leveraging AI, advanced technology and improved connectivity to improve accessibility and reduce impact.

TURISMARK, solutions and management of tourist establishments (9E12)

Turismark, specialising in commercial solutions and management of tourism establishments, will be present at FITUR. With a comprehensive and results-oriented approach, the company transforms commercial strategies to boost sales and optimise profitability through a complete marketing cycle. Its full range of services includes commercial audits, strategic planning, negotiations with tour operators and online agencies, complete revenue, as well as the management of establishments as a new product. In addition, it collaborates with leaders in technology and digital marketing to implement innovative solutions.

WONDERBOX presents at FITUR its new brand Wonderbox Connect (8A22)

Wonderbox, a leader in experience boxes, presents at FITUR its new brand Wonderbox Connect, which facilitates immediate online bookings for accommodation, shows, football and museums. With a presence throughout Europe, it offers experiences for all ages and a wide range of prices (€10-500), adapting to the needs of each client. "During the fair, Wonderbox will seek synergies with hotel chains, rural houses, restaurants and wellness centres, promoting beneficial collaborations". In addition, experts will be advising companies on personalised corporate gifts, ideal for building customer loyalty. With more than 15 years of experience, Wonderbox continues to innovate and strengthen its network of collaborators.

ZAMNA GROUP: electronic music in unique environments (3A10)

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Zamna comes to this event established as a global icon of electronic music. Renowned for attracting the world's leading artists, the festival combines cutting-edge sound and lighting design with unique visual installations and state-of-the-art stages. Each edition transforms environments such as the Tulum jungle and other exclusive locations into exceptional stages for unforgettable experiences. Zamna's participation will highlight its global expansion, including projects such as Zamna La Pinilla and Zamna Dubai, as well as its innovative initiatives in entertainment, real estate, beach clubs, resorts and restaurants, reaffirming its position as a leader in the leisure and lifestyle industry.

Travel Technology Section

AVIRATO: hotel management through integrated payments and AI tools

Avirato introduces innovations to transform hotel management. Among the new features is the launch of Avirato Payments, which allows you to manage payments directly from the PMS, with secure data storage for additional charges without a card present. It also introduces a dynamic pricing tool without intermediaries and a revamped interface in its Reservation Centre to optimise the user experience. With a focus on Artificial Intelligence, Avirato will also showcase its integration into PMS modules, improving communication with guests on platforms such as Booking, Expedia and Airbnb. It also adds key functions for flat managers, such as the management of tourist and cleaning fees by category.

BATONROUTE, a tool to optimise transfers 8F64)

BatOnRoute software is a key tool for optimising airport/hotel transfer services, improving the tourist experience in the following ways: it allows tourists to know the exact location of the vehicle that will pick them up, reducing uncertainty and waiting times; the tourist will have the location of the stop where the bus will pick them up and how to get there from their location; once on the bus, they can check which customers are getting on by reading a QR; and all this without downloading a pp, simply by accessing it via a link sent when making the booking. BatOnRoute combines technology and customer service to significantly improve the tourist transfer experience.

CEGID REVO to present its technology suite for service management (8D09)

Cegid Revo will present its technology *suite* for the management of F&B and retail services in hotels and hotel chains. With point-of-sale software at its core, this ecosystem includes all the applications needed to boost a hotel's gastronomic and retail services: room service, restaurant, bar, cafeteria, food corner, *rooftop*, pool area, spa, hairdresser, shop and much more. Cegid Revo works with large hotel chains, such as Meliá Hotels International and Catalonia Hotels & Resorts, and also with independent hotels, such as Bahía del Duque (Tenerife) and Wellington Hotel & Spa (Madrid). At FITUR 2025, visitors will

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be able to see Cegid Revo applications in action. In addition to showing them in context at their *stand*, the manufacturers will be holding daily demos and presentations.

CLOUDBEDS redefines the concept of PMS in the hotel industry (8D06)

Cloudbeds is a platform that redefines the concept of PMS in the hotel industry, serving tens of thousands of properties in more than 150 countries around the world. "Developed from the ground up to be seamlessly unified and scalable, Cloudbeds' award-winning platform brings together embedded and integrated solutions that modernise hotel operations, distribution, guest experience, and data and analytics." Founded in 2012, Cloudbeds has been named Best PMS, Hotel Management System and Channel Manager (2021-2024) by Hotel Tech Report, Best Global Hotel PMS Solution Provider (2022) by World Travel Awards and recognised in Deloitte's Technology Fast 500 ranking in 2024.

DATARIA - REVENUE TECHNOLOGY, new intelligent functionalities (8D12)

The company will present its new applications such as early alerts with which to control the most important metrics of the hotel, notifying in the suite itself and by email possible misalignments in your strategy based on 100% customisable rules. It works transversally with Rate Shopper, Online Parity, Online Reputation and Business Intelligence. Rate-O-Matic is a tool designed to support customers who are approaching the automatic pricing module and have not yet defined their pricing policy. By collecting basic data and preferences, it automatically generates a price, which combines internal hotel and competitor information to establish the best possible price.

DELTA INFORMÁTICA, check-in digitalisation solutions (8D08)

Delta Informática will present at the fair its solutions in check-in digitalisation that allow to comply with the new and demanding regulations minimising the friction in the processes. In addition, it will show the new Cloud services in OCR for IDs specially designed for PMS developers; and its online guest check-in platform adapted to the new RD933/2021 regulations.

Tourism Management Reservations by DOBLEMENTE (8F40)

Doblemente is the tourism reservation management software for theme parks, ski resorts, reservation centres, incoming agencies specialised in destinations, activity and transfer operators. They offer the development of websites with booking engine, management and invoicing system, own product upload of all types of services, XML connections with suppliers and customers.

DRIMER will bring to FITUR trips created by the best influencers (8F31)

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Drimer will showcase an initiative that is being very well received at the International Tourism Trade Fair. Carlos Sáez, CEO of this travel agency of content creators, explains that "FITUR 2025 is for us the opportunity to present the first travel agency in the world whose trips are created by the best influencers in this field, and generated as holiday packages by Drimer".

DUETTO proposes a real-time revenue management software (8F39)

Amadeus Demand360® data can now be accessed directly in Duetto Advance, "our 24-hour, real-time revenue management software". What are the benefits of this integration? "Hoteliers will be able to easily compare their hotel's performance against the market and the competition. It makes it easier to create smarter pricing strategies with up-to-date Demand360® data to ensure pricing is optimised for market conditions. Streamlines tasks by having all information in one place, without the need to switch platforms. Minimise manual tasks and errors. Thanks to the collaboration between Duetto and Amadeus Hospitality, hotels and resorts can optimise their revenue strategies, improve operational efficiency, deliver a better guest experience and gain a competitive advantage.

Technology trends at the #EISITalks with EISI SOFT (8D20)

During Fitur, EISI SOFT has prepared a series of talks open to the public. High-level experts in the hospitality sector will share their vision on the latest technological trends that are transforming the industry: trends in operational management and guest experience, interoperability of applications in process automation, business intelligence for hotel operational management and immersive management are the themes of this programme. In addition, they will present EISIVerse, "the new solution of our EISI HOTEL tool, with the participation of early adopters who will share their experience and the benefits they have found in its implementation. A unique opportunity to discover what is to come in the technological evolution of the sector".

FLEXMYROOM, technological differentiation for hotels (8F68)

FlexMyRoom is a technology company that embeds travel insurance into hotels' direct sales booking processes. In this way, hotels can boost their direct sales and differentiate themselves from OTAs. FlexMyRoom arrives at Fitur with Egeria, a recently created digital neobroker to show hotels the capabilities and innovations of the insurance sector thanks to FlexMyRoom's technology. The company began its internationalisation last year 2024, and currently has the capacity to distribute its technology anywhere in the world. This technology partner will show a new way to increase direct sales.

FRANCE will participate with 9 startups specialised in travel tech 8D70)

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France will participate in this section of FITUR with 9 start-ups specialising in "Travel Tech" (technological solutions for the tourism sector). These companies will be represented in the "French Tourism Tech Corner", an initiative organised by Business France (the national agency for the internationalisation of the French economy), in collaboration with the Ministry of Economy and Finance, Atout France (French Tourism Development Agency) and BDO (the world's 5th largest audit and consultancy network). Following the success of its first mission in 2024, focused on the "Digitalisation of Tourism in Southern Europe", Business France is launching an acceleration programme for innovative startups. This programme includes two main stages: the first at FITUR 2025 and the second at TTG Travel Experience (Rimini, Italy, October 2025). This project offers participating startups - Ezus, Fairlyne, Inwink, Karacal, Luniwave, MTrip, Murmuration, Otipass and Vintrail Pro - the opportunity to prepare for the particularities of Southern European markets; identify and establish key contacts with local players in the tourism and events technology ecosystem; and develop commercial strategies adapted to Spain and Italy, generating new business opportunities.

GREEN SOFTWARE to present its hotel management system (8D13)

Green Software S.L., specialising in technological solutions for hotel and residence management, will present its latest innovations. Its main novelty will be the launch of a 100% cloud-based hotel management system, which promises to revolutionise the sector's operations. This innovative software combines power, security and flexibility to allow hotels to manage all their operations from any location and device. It also integrates advanced features such as real-time data analytics, process automation and an interface designed to maximise staff productivity. The firm will also showcase new integration of its booking engine with international platforms, designed to maximise occupancy; artificial intelligence tools for real-time rate optimisation; and enhancements to the user experience through customised mobile apps for end customers.

GUESTIN offers online reception services for tourist accommodation (8D18)

Guestin is an online reception service for tourist accommodation, with a 24/7 telephone reservation centre and comprehensive remote management provided by a professional, multilingual contact centre specialised in the hotel industry. Its service provides guest service through a totem that facilitates two-way communication with voice and image, a device that also allows the recording of access cards for rooms and payment with an integrated POS. This saves operating costs without requiring a large investment for the accommodation. "From Guestin, we remotely manage more than 2,500 rooms for more than 15 different clients.

GUESTPRO accelerates and facilitates hotel management (8F06)



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GuestPro arrives at the show as a revolutionary PMS that natively integrates all customer touch points, optimising and automating key tasks in reservations, reception and revenue. The solution focuses on the essential modules for the hotel industry: PMS, Channel Manager, Engine, CRM and WebDesk, leaving behind the traditional horizontal model. With its innovations, hotels can reduce reservation management time by 15% to 50%, cut costs by up to 75% and simplify onboarding of new team members, offering intuitive tools that improve efficiency and user experience.

HIJIFFY presents its AI-powered platform (8D04)

At FITUR 2025, HiJiffy will highlight its key achievements, focusing on advances in AI-powered guest communication. New features such as PMS-based real-time messaging and easy chatbot configuration enable seamless interactions and personalised services. Its AI-powered platform now offers advanced message refinement tools, detailed communication analytics and smarter property identification, improving operational efficiency. In addition, integration with Booking.com helps manage post-booking communication from a unified interface. The introduction of Campaign Manager will revolutionise communication throughout the guest journey, delivering personalised experiences at scale, elevating guest satisfaction, automating operations and increasing revenue for accommodations.

HOTELGEST transforms hotel management with its PMS in the cloud (8D03)

Hotelgest transforms hotel management with its PMS in the cloud, accessible from any device, providing the freedom to manage the establishment from anywhere. Its software automates up to 90% of daily tasks, allowing you to focus on the most important: delivering unforgettable guest experiences. With features such as biometric online check-in, automatic sending of documents to authorities (SES Hospedajes, police, TicketBAI, etc.) and digital keys, it facilitates a completely autonomous reception, eliminating waits and improving the perception of service.

HOTELKIT will show how it digitalises the processes of tourist establishments (8F12)

Hotelkit will show how it digitises all the operational processes of tourist establishments to achieve greater efficiency in all daily routines. According to Teresa de Pablo, area manager Spain & LATAM of the company, "the programme helps to optimise internal communication and thus avoid all those whatsapp groups, internal emails, unnecessary calls, misunderstandings, etc.". In addition, thanks to tools for the management and monitoring of repairs, tasks, checklists, guest requests, quality standards, etc., it is possible to increase the productivity of the team in the easiest way: "For the chains we have the possibility of Multiproperty and make all the hotels connected, and the monitoring and audits are much easier to carry out".

HUB OS drives hotel efficiency with innovation (8D82)

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Hub OS, the hotel management platform, presents its new Risk and Compliance module at FITUR, designed to help hotels comply with regulations, manage risks and optimise processes. With functionalities such as real-time tracking, centralised monitoring and KPI dashboards, Hub OS continues to transform hotel operations. It currently works with more than 1,500 hotels globally, including chains such as Accor, IHG and NH Hotels, with an outstanding 100% loyalty rate.

MEWS revolutionises Hospitality with PMS technology (8F23)

Mews, a leader in hotel technology, introduces its innovative Mews Hospitality Cloud platform, designed to transform the guest experience and optimise hotel management. With more than 5,500 customers in 85 countries, Mews has been recognised as the Best PMS in 2024 and Best Independent PMS Provider (2022, 2023, 2024) by the World Travel Tech Awards. At FITUR 2025, the Mews team will be present at their booth to showcase how their technology can help hoteliers exceed their goals, while offering cutting-edge solutions backed by international recognition.

MIZE, new and unique technology for fintech solutions (8F11)

Mize will showcase its fintech solutions designed to optimise the booking experience for travellers and maximise profits for companies in the tourism sector. Among its innovations is 'Watch Price', a tool that allows companies to reactivate travellers through real-time notifications of room price drops, ensuring the best deals for customers and more bookings for companies.

NEWHOTEL SOFTWARE, solutions for guests and hoteliers (8C06)

Newhotel Software offers innovative management solutions for the hotel sector, raising the standard for efficiency and operational excellence. "Our 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 operational efficiency for hoteliers. It optimises reservation management, inventory control, dynamic rate management and real-time data analysis. In addition, it integrates advanced analytics tools that enable a detailed understanding of the entire business, facilitating strategic decision-making. The company's mobile solutions improve the efficiency of hotel staff and enable a personalised guest experience.

NORAY helps hoteliers in their business through technology (8F16)

Noray will showcase itself as a company with hotel and technology DNA that has been helping hoteliers and hotel chains to take control of their businesses with the support of the latest technology for 45 years. "More than 1,500 customers across Spain rely on our

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smart-PMS, Noray Htl, to take the efficiency, profitability and management of their hotels and chains to the next level. As Microsoft partners - and proud to have been the first PMS to be in their AppSource (cloud) - we offer complementary solutions that boost the competitiveness of hotel businesses: from business intelligence (Noray BI), point of sale (Noray POS) or different options to connect or integrate the PMS with other solutions (Noray Marketplace and Noray API), among others".

OCTORATE introduces its All-in-One AI-Powered platform (8D34)

Octorate presents at FITUR 2025 its All-in-One AI-Powered platform, designed to simplify and optimise the management of tourism properties. The latest innovation is the ultimate PMS, which integrates all the essential functions for property management with the power of artificial intelligence, guaranteeing automation, efficiency and improved performance. Octorate stands out as a leading Channel Manager, able to connect properties with leading booking portals, improving visibility and occupancy.

Innovation and solutions for the tourism sector with PARATYWORLD (8D15)

The Paratyworld technology group brands (Paraty Tech, Data Seekers and Ring2Travel) will once again be present at FITUR 2025, consolidating their commitment to this important tourism sector event. Paraty Tech will use the occasion to launch Paraty Digital Suite, its new digital marketing agency independent of the booking engine, and its revolutionary flight + hotel solution, designed for tour operator destinations. Data Seekers will showcase the revamped version of Price Seeker Rent a Car, an enhanced pricing tool with more personalisation and automation. Ring2Travel will highlight the benefits of artificial intelligence in its call centre, achieving 98% of calls answered and a conversion rate of over 10%. In addition, the stand will include a space for interviews and talks, with a content programme featuring industry experts.

PLIANT, high-performance virtual cards (8D74)

The solution presents an innovative offering for the travel industry: high-performance virtual cards with fully customisable limits and authorisations. They are designed to meet the needs of a variety of industry players, including online travel agencies, bed banks, air consolidators, independent agencies, management groups, inbound and more. The Travel Purchasing Cards, which are verification code-free, enable fast and secure transactions in multiple currencies. In addition, the solution includes free credit lines with high amounts, competitive cashback and advanced integration with GDS systems (such as Amadeus' Voxel and Sabre), middleware and back-office tools, ensuring efficient financial management tailored to the industry.

PROFITROOM & NUBEBOOK, technological solutions for hoteliers (8D78)

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A technology company specialising in booking engines and CRM, Profitroom designs solutions to boost direct sales, automate manual processes and improve customer communication. They are implementing new functionalities such as Loyalty, personalised offers, web design, AI, personalisation, packages, vouchers, promotional codes, channel manager, all managed in real time in an intuitive way on a single platform. For its part, NubeBook is a company specialised in Hotel Digital Marketing, accompanying all tourist accommodation (hotels, hotel chains, flats, etc.) in the development of actions to increase their direct sales. They carry out customised web design and development for hotels, SEO strategy, SEM strategy, 360º audits, email marketing, social networks and digital marketing consultancy. On Wednesday 22nd and Thursday 23rd at 1pm and 5pm they will be holding a beer and ham tasting for hoteliers.

REDFORTS (HOTEL SOFTWARE), software for hotels and properties (8F18)

Redforts will present itself as a Spanish company offering online and all-in-one software designed for hotels, hostels, flats and other properties, at a competitive price. "We have more than 2200 users in 25 countries and 15 years of experience. Our system automates the submission of Travellers' Reports to the Home Office, and you can also use the government subsidy kit Digital with us. Our solution includes: PMS, channel manager, booking engine, online check-in, online payments, revenue management, rate shopper, document reader with webcam, integrations with electronic locks, check-in kiosks, POS, etc. You can use a free trial account for 30 days; we migrate your bookings from other systems to ours and give telephone and e-mail support". Demonstrations will be held on the 22nd, 23rd and 24th at 11am and 3pm.

REVBELL RMS BY N&C, revenue management combining AI (8F32)

Revbell is a Revenue Management platform developed by N&C, which will be unveiled at FITUR, that allows RM teams to make informed decisions at the right time, with the right intensity, on several indicators: prices, length of stay (LOS) restrictions, categories and inventories. The core innovation of revbell is "nancie", a unique virtual analyst in the market. The power of nancie lies in transforming the AI present in the tool into a humanised support. This tool formulates detailed recommendations for each data point and hotel. Alerts, recommendations and optimisations are presented textually and graphically to ensure optimal understanding.

ROOMCLOUD, chanel manager and booking engine for accommodation (8D36)

RoomCloud will be shown as a channel manager and booking engine for all types of accommodations: hotels, residences, property managers, glampings, etc. The software

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manages not only prices and availability, but also content, photos, customer reviews, messages and much more. As a partner of Google and trivago, it allows hoteliers to manage campaigns on all major metasearch engines. RoomCloud is a leading provider in Italy, France, Spain and Latin America with more than 6,300 customers in 102 countries and more than 60 distributors worldwide. The software is currently available in 16 languages, integrates with 200 PMS and connects with more than 400 OTAs.

ROOMMATIK: Innovation in self-check-in solutions for hotels (8C02)

With 25 years of experience and presence in 24 countries, Roommatik arrives at the fair as a benchmark in self-check-in solutions for the hotel sector. The company will present its range of advanced technologies, including kiosks and online check-in, key dispensers and QR-phone, Contact Center and the innovative Roommatik ECO, an energy control system based on presence sensors. With its expertise in redefining the hotel experience, Roommatik will promote efficiency and convenience for the hospitality sector.

ROOMPRICEGENIE simplifies revenue management for hoteliers (8D46)

RoomPriceGenie is a Revenue Management System (RMS) designed to ensure that hotel rooms are priced appropriately each night. With a fast implementation and intuitive interface, it allows hoteliers to manage prices automatically or manually, adapting to the specific needs of each establishment. The platform, which will be on display at the stand, constantly analyses market prices to maximise revenue and save time. In this way, RoomPriceGenie's product combines transparency, control and efficiency, providing security in a changing environment and helping hoteliers maintain their competitive edge.

THE HOTELS NETWORK, technologies to improve performance (8F10)

Hoteliers will be able to reconnect with The Hotels Network (THN) at FITUR and discover innovative strategies and technologies to improve direct channel performance. THN, which specialises in hotel technology and works with more than 20,000 hotels, offers a comprehensive growth platform to empower the direct channel. "At the show we showcased our latest innovations, including KITT, a virtual AI agent. KITT handles guest enquiries 24 hours a day, either by voice or text, both over the phone and on your website, helping to increase direct revenue and freeing up the front desk team to focus on delivering exceptional experiences. We will also be showcasing Swaps, an advanced personalisation solution that automatically adapts static content on your hotel's website.

THINKIN to showcase the evolution of its contact centre (8F70)

Alejandro Martín, CEO of thinkIN, explains the main innovations that the company will present at FITUR 2025. Among them, the evolution of its contact centre, more

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technological than ever, with more than 16 years of experience in the hotel sector. In addition, its Web Booking Sales service and booking engine, to boost direct sales, and its proposals in social marketing, online reputation and revenue management. For Martin, FITUR 2025 will be "the perfect time to share everything we've been working on and continue to drive our clients' growth with innovative technological solutions".

TOTAL PROFIT JOURNEY, integrated hotel management (8D05)

The Total Profit Journey shows a global environment that offers from advanced training for hotel managers, through the Club for professionals with resources of high differential value, to We Love Data, the space in which they offer advanced technological reporting solutions with predictive models for comprehensive hotel management. Among the tools available are Revtool, Overgop, FMS for economic-financial and operational management, Deepupsell, IA for hotel upselling, Hoteldataflow or Bedsrevenue Group, as support in training for all of them. In short, visitors will discover in their space their solutions focused on generating community, support and technological resources in a comprehensive environment for hotel professionals to evolve at the same pace as the sector.

TRAVELGATE, a B2B marketplace to democratise the travel industry (8D60)

Travelgate will showcase itself as an online B2B marketplace with a mission to democratise the travel industry. "Any business connected to our network can buy and sell seamlessly with each other, regardless of their size or current technology." With more than 1,000 partners already connected, "Travelgate simplifies connectivity with easy-to-integrate APIs that make searching, comparing and booking travel products in real time a real game." Founded in 2012 and headquartered in Palma de Mallorca, the firm offers seamless connectivity between travel companies around the world.

YUVOD, the hotel TV that connects, communicates and promotes (8F56)

Yuvod introduces a digital TV system for hotels designed to maximise guest engagement and enhance the promotion of hotel services. It redefines the guest experience with other new features such as non-intrusive room notifications, new templates to reflect the brand, manual self-check-in, promotional videos, personalisation of additional services or analytics.

ZUCCHETTI, digital solutions for the hotel and catering industry (8F27)

Zucchetti, European leader in software and hardware solutions, will present its range of innovative and integrated digital solutions for both the hotel and catering sectors. For

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accommodation establishments, Zucchetti has all the necessary applications to cover administrative, organisational and management aspects: a fully cloud-based PMS (Lean Hotel System), natively integrated with advanced booking engine systems and channel managers (Simple Booking and Vertical Booking) for connection with the main hotel booking portals.

Know-How & Export Section

Time travel by ARKIKUS (10B41)

For the seventh year, ARKIKUS will attend FITUR with the aim of opening a technological window to show what the world was like in the past. Thanks to the historical documentation available and cutting-edge digital modelling techniques, this startup generates interactive applications that work like a time machine and show a hyper-realistic recreation of heritage sites, where you can see architecture, environments and even people who existed in the past. This is a unique immersive experience in which the tourist is the protagonist at all times, as the apps are integrated into widely used devices such as smartphones or VR glasses, and show content adapted to all audiences. Among the latest developments, its most recent apps stand out, such as those developed in Alcázar de San Juan (Ciudad Real) or the region of Daroca (Zaragoza).

CANARY TECHNOLOGIES, efficiency and innovation for establishments (8D54)

Canary Technologies modernises the hotel technology ecosystem with a comprehensive guest management platform. Digitising the entire process from booking to check-out, Canary operates in more than 20,000 hotels in 80 countries. Canary's solutions eliminate paper processes, increase revenue, improve staff efficiency, optimise the guest experience and reduce chargebacks and payment fraud. The hotel management software visitors will discover includes mobile Check-In/Check-Out, tablet check-in, upselling, guest messaging, Canary AI, digital tipping and digital compendiums.

CLORIAN TICKETING, ticketing platform (10B39)

Clorian Ticketing, a ticketing platform for the tourism and cultural sector, sells more than 33 million tickets per year. The company has designed a technological platform that enables the comprehensive management of ticket sales. This platform is made up of several modules (sales, reporting, access control, etc.), based on web technology and available in the cloud thanks to Amazon Web Services technology. "Our solution is implemented in various business segments such as tourist monuments, cultural centres, exhibitions, leisure, shows, sport, transport, etc. Clorian is recognised in the national market with clients in the tourism and cultural sector such as the Sagrada Familia, La

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Pedrerá, Casa Batlló, Reina Sofía Museum, Guggenheim Museum, Picasso Museum in Malaga, Dalí Museum and Real Madrid, among many others. Apart from these, Clorian Ticketing is also present in countries such as Mexico, France and Portugal".

Advanced technology for hotel management with DINGUS (10A32)

The technology company Dingus, an expert in tourism distribution and hotel sales, arrives at FITUR to showcase its most advanced technology for connecting supply with demand through software. Its services implement the most efficient automated work processes in the hotel to serve the market in optimal conditions. Dingus already has more than 1,400 hotels, with more than 380,000 rooms available. Its highly developed technology supports more than two billion product requests per month. Those attending the fair will be able to discover a catalogue of integrations that offers more than half a thousand channels of different technologies with 17,500 active connectivities.

TOURIST INTELLIGENCE proposes to transform tourist destinations (10A42)

Inteligencia Turística will propose to visitors to its stand to transform their tourist destination with them. "In the world of Smart Tourism Destinations (ITD), success lies in balance: putting the tourist and the resident at the centre of every action. We are committed to purposeful tourism, designed to generate a positive and measurable impact. Discover the Regenerative and Circular Tourism Intelligence System (SIT-RC) through these solutions: Diagnosis and strategic planning DTI Real impact measurement DTI manager training Specialised software CICLOPS-DTI Tourism intelligence units Standardisation and digital maturity".

LIBELIUM: smart solutions for sustainable and resilient tourism (10A30)

Libelium is a company that designs innovative technology solutions to make tourism a more sustainable and resilient industry. Through specialised IoT devices, it collects key data on air quality, water quality, footfall and more to drive informed and responsible decisions. At its booth, visitors can discover how Libelium has implemented digital twins in several cities to reduce air pollution, uses artificial intelligence to analyse trends and patterns in tourism, and offers data visualisation tools to manage footfall. These solutions are aimed at improving the tourism experience and ensuring a positive impact on cities and their environment.

NEMI MOBILITY SOLUTIONS, transport on demand for sustainable tourism (10A34)

The company presents Nemi, an On-Demand Transport platform that optimises mobility in tourist destinations, improving bus and taxi efficiency and flexibility with a focus on

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sustainable tourism. The integrated platform includes several apps and a web-based back-office to seamlessly manage operations and optimise routes in real time, ensuring a punctual, reliable and environmentally friendly service. In doing so, NEMI reduces dependence on private vehicles, providing tourists and residents with flexible and efficient transport. Sustainable Mobility for Events, Flexible Connectivity, Sustainable Tourism Integration, Improved User Experience and Driver Ease are some of the benefits they offer.

OK LOCATED, digitisation of destinations with intelligent solutions (10B29)

OK Located presents at FITUR25 its innovative Integral Technological Solution for the Digitalisation of Destinations, a platform that combines advanced technologies such as Bluetooth Digital Signage, IoT Sensors, Capacity Control, Flow Management and a conversational AI assistant. These tools are designed to improve the governance and experience in tourist destinations. On 22 January in the Seggitur space, they will participate in the presentation '360º Digitalisation for Territorial Cohesion in Municipalities and Regions of the world, democratising Technology'.

PADWORD, smart lock and payment wristband technology (10B25)

The company will showcase at FITUR 2025 its solutions that combine smart locks and cashless wristbands to offer guests a personalised and hassle-free experience. These proposals achieve secure access to rooms and common areas, as well as fast and secure payments in restaurants, shops or hotel services, eliminating the need for cash or cards. The technologies presented by the company simplify operations, enhance security and elevate the guest experience, making the hotel an innovative and efficient space and are compatible with loyalty programmes and activities within the hotel.

IMMERSIVE PROJECTS will create digital experiences (10B33)

as specialists in the creation of immersive digital experiences for tourism, the company will offer destinations its main solutions (Digital Tourist Viewpoint and FIESTAS VR) and products (Virtual Museums, Historical Reconstructions, Gamifications and Digitalised Routes) through the application of advanced technology (VR/AR), with the aim of "breaking down barriers and taking people into captivating digital worlds".

SIEN CONSULTING will show how it transforms destinations (10B43)

Sien Consulting will showcase its latest developments at the fair. It is a consultancy firm with more than 10 years of experience focused on the transformation of destinations in DTI through planning and coordination in the deployment of technologies that help to improve tourism management. It is part of the DTI Network of SEGITTUR and is a reference consultant for the DTI-CV Network of Turisme Comunitat Valenciana, as well as being a member of the United Nations Global Compact initiative and Ametic, the association of the digital industry sector in Spain. "We offer services in tourism planning, management and

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digitalisation adapted to the real and specific needs of each local and supra-municipal entity, as well as public and private organisations at both national and international level".

SPALOPIA brings innovation for spa bookings (10B19)

Spalopia arrives at FITUR 2025 with Siana, the new name of its software designed to optimise management and maximise spa bookings. The company, which continues to expand in key destinations such as Portugal, is also launching a Lite version of its free and efficient automated agenda, ideal for improving appointment management. With these innovations, Spalopia reaffirms its commitment to helping spas stand out in a competitive and constantly evolving market.

TURISTEC, the cluster for technologies applied to tourism (10A28)

Turistec, the International Cluster of Information and Communication Technologies applied to Tourism, will showcase its latest developments at FITUR. In addition to being the first industrial cluster in the Balearic Islands, the organisation was also a pioneer in Spain in concentrating the know-how of the tourism sector. "Our portfolio of clients and partners includes the main tourism groups, SMEs in the sector, entrepreneurs, the University of the Balearic Islands (UIB), knowledge centres and organisations dedicated to excellence and quality. Together, we bring together knowledge equivalent to more than half a century of experience in the development and improvement of tourist destinations. The co-exhibitors who will accompany us at the stand are the following: Tec-Soft Consulting, Disset, Kimaiwi, QuoHotel, Bioscore Sostenible, Roiback, Mandarin Brand Society, Identify Travel, ClarkeModet, OpenRoom and Winhotel Solution."

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Annex. Plan of sectors and sections

Plano de distribución FITUR 2025



PABELLÓN 1

ÁFRICA

PABELLÓN 3

AMÉRICA

PABELLÓN 5

ESPAÑA

PABELLÓN 7

ESPAÑA

PABELLÓN 9

ESPAÑA

PABELLÓN 4

EUROPA

PABELLÓN 6

ASIA-PACÍFICO
ORIENTE PRÓXIMO

PABELLÓN 8

EMPRESA

PABELLÓN 10

EMPRESA