



tourism ♦ luxury ♦ lifestyle

INTERNATIONAL COMMUNICATIONS & MARKETING  
FOR EFFICIENT MANAGEMENT



Central Office  
Quesada 3 ♦ Local B  
28010 Madrid ♦ Spain

blueroom.es  
info@blueroom.es  
+34 915 316 692

## OUR HISTORY

Since 2003 we have been promoting and supporting the premium tourism and hospitality brands.

A Management Team with more than 25 years of experience.

Leader specialised boutique consultancy in our market.

More than 100 key brands have relied on our services.

## ACHIEVEMENTS

- ♦ Tourism Authority of Thailand: 20 years of successful representation.
- ♦ Hurtigruten: 12 years as communications & marketing agency.
- ♦ London City Airport: 7 years as marketing consultants.
- ♦ HomeAway: 6 years as PR agency.
- ♦ Costa Rica Tourism: European strategic directors since 2015.
- ♦ More than 18,000 quality news clippings managed per year.
- ♦ Growth of sales and visitors in times of crisis.
- ♦ Award winning activities and campaigns.
- ♦ Research: our own sectoral studies and academic books.

## CLIENTS

More than 100 key brands have relied on our services

Tourism boards	MICE
Hotels and Resorts	Theme Parks
Airlines and airports	Health and wellness
Cruise companies	Outlets and shopping facilities
.com tourism companies	Real estate
Tour operators and travel companies	Gastronomy

## COMPANY OVERVIEW

Your HUB to International Travel PR and Tourism Marketing in Europe and beyond

The Blueroom Project is specialised in providing cost-effective boutique service solutions (strategy + implementation) in tourism, corporate and institutional communications and marketing.

With a multidisciplinary team composed of more than 14 professionals, our goal is to modify the perception and concept that a target audience has about our clients' products and services in order to meet their Commercial, Corporate and Institutional objectives.

## MARKETS

Headquarters in Madrid - Spain, with delegation in Barcelona.

Partner offices in more than 30 key international markets: Europe, the Americas, Middle East, South Africa and Asia.

## SERVICES

TBP Consulting 360° boutique services

- ♦ Strategic consulting and integrated campaigns
- ♦ Public relations & communications
- ♦ Representations & Tourism – Travel marketing
- ♦ Branded content & influencers
- ♦ Advertising & media buying
- ♦ Branding & design
- ♦ Event management
- ♦ Web & digital
- ♦ Social media engagement
- ♦ Research, intelligence & reports
- ♦ Promotion & sales support

AMAZING THAILAND

ESENCIAL COSTA RICA

JNTO

SOUTH AFRICA

TOKYO

NIKKO

LONDON & PARTNERS

SANTA EULARIA DES RIU

TURISMO DE VALENCIA

QATAR AIRWAYS

HURTIGRUTEN

TRASMEDITERRANEA

BLESS COLLECTION HOTELS

CARLA BULGARIA TRAVEL

CRYSTAL LAGOONS

HOMEAWAY

BANYAN TREE

ANGSANA

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