



tourism ♦ luxury ♦ lifestyle
INTERNATIONAL COMMUNICATIONS & MARKETING
FOR EFFICIENT MANAGEMENT



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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: 21 years of successful representation.
- ♦ Hurtigruten: 13 years as communications & marketing agency.
- ♦ London City Airport: 7 years as marketing consultants.
- ♦ HomeAway: 7 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 even 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 Hotels
and Resorts Airlines
and airports Cruise
companies

.com tourism companies

Tour operators and travel companies

MICE

Theme Parks

Health and wellness

Outlets and shopping facilities

Real estate

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

DUBAI

TOKYO

NIKKO

LONDON
& PARTNERS

TURISMO
DE VALENCIA

SANTA EULARIA
DES RIU

HURTIGRUTEN

QATAR
AIRWAYS

BLESS
COLLECTION HOTELS

CARLA
BULGARIA TRAVEL

CRYSTAL
LAGOONS

HOMEAWAY

BANYAN TREE

HILTON