



tourism ♦ luxury ♦ lifestyle

INTERNATIONAL COMMUNICATIONS & MARKETING
FOR EFFICIENT MANAGEMENT

ENGAGING THE WORLD SINCE 2003



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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 30 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: 27 years of successful representation.
- ♦ Hurtigruten: 18 years as communications & marketing agency.
- ♦ Madeira representatives since 2021.
- ♦ 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

Hotels and Resorts

Airlines and airports

Cruise companies

Digital & .com tourism companies

Tour operators and travel companies

MICE

Theme Parks

Health and wellness

Outlets and shopping facilities

Real estate

Gastronomy

COMPANY OVERVIEW

Your BOUTIQUE hub to TRAVEL PR and TOURISM MARKETING in Iberia, Europe and beyond

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

With a multidisciplinary team composed of more than 10 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 delegates in Catalonia, the Balearics and Portugal.

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

SERVICES

360° boutique services

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

+30
years
experience

+100
clients

+40
awards

UNICEF
affiliated
company

