



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: successful representation in Spain since 1998.
- ♦ Hurtigruten: the world's most beautiful sea voyage - since 2007.
- ♦ Madeira: representatives since 2021.
- ♦ Ministry of Heritage and Tourism of the Sultanate of Oman: tourist representation office in Spain and Latin America since 2025.
- ♦ 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
Digital & .com tourism companies	Real estate
Tour operators and travel companies	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