



2nd ECOTOURISM FAIR

Doñana Natural Life

El Rocío, 27 to 29 de April 2018





1. CONCEPT

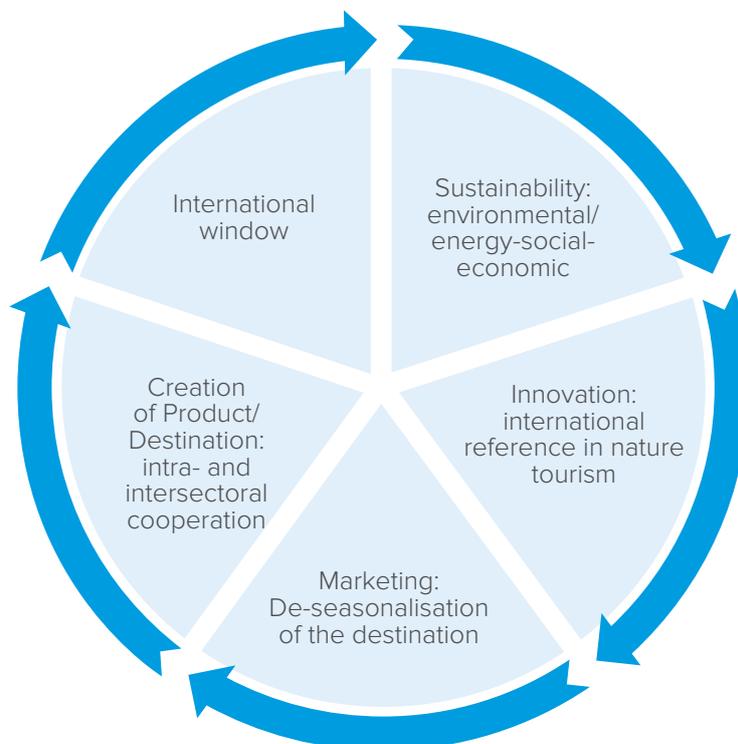
1.1. About the fair

The 2nd Doñana “Natural Life” Ecotourism Fair is a unique meeting place for professionals and companies associated with the sector in the Doñana environment and for tourism marketing agents and intermediaries at both national and international level.

1.2. Purpose of the fair

- To promote Doñana as a nature destination: by displaying the offer (of companies, spaces and resources) to different specialised national and international profiles and to the general public, in a setting characterised by its sustainability, efficiency...
- To boost promotion and business activity: by offering to companies and natural spaces a unique event at which to present themselves; and by attracting and capturing the attention of national and international intermediaries (operators and other national and international promoters).
- To foster networking. By creating a meeting place for professionals from the public-private sector.
- To create a space for knowledge and dissemination of information about nature tourism, proposing this as a niche. At this edition, the potential of audiovisual creativity in nature as a tourism “engine” (serving in turn as a promotion tool for the general public and vector of direct demand for professionals and enthusiasts in this area).

1.3. Main sources of inspiration





1.4. Activities



Exhibition zone

Space where companies and public entities (mainly operators of protected natural spaces and entities dedicated to tourism promotion) that offer products and services linked to ecotourism will be located. The exhibition zone will be organised around themes that bring together the diversity of the ecotourism offer of the three provinces and their specific natural characteristics. This thematic approach is currently being analysed.

B2B/Networking

B2B commercial and/or cooperation meetings. Although these meetings will be scheduled, there will be a space set aside for impromptu meetings. It will be necessary to develop an online tool for scheduling requests and organisation.

Knowledge Space

Programme of activities aimed at retraining attendees on the key subjects, both on ecotourism in general and on scientific aspects linked to tourism and nature. Innovation, the product, marketing, quality, etc. will be some of the issues explored within the framework of this knowledge space for agents related to the sector. In addition to companies, professionals and public institutions, the university population of the three provinces will be able to benefit directly from these training activities.

To this end, there will be leading professionals on the national scene, both private and public, linked to ecotourism, so that the attendees can learn first-hand about the trends, innovations and good practices in ecotourism being developed at international level.

Parallel external activities

These are “in situ” outreach activities to present the nature tourism offer in the Doñana environment. These actions will be fundamentally business-oriented: fam trips for tour operators, journalists and specialised bloggers, etc. Additionally, mainly on Saturday and Sunday, activities more oriented towards recreation and awareness-raising will be planned for the university population and the general public.

In addition, next to the exhibition zone, on the road known as the Mirador de la Marisma, there will be an exhibition of the products/services of companies linked to ecotourism (mainly linked to nature photography and videography) which, although of a commercial type, will allow engagement with the visitor and, therefore, have entertainment value.

In this same external zone, a food area linked to some of the restaurateurs of the three provinces is planned.

Specialised seminar: “Nature Photography and Videography”

This subject has a dual focus: tourism activities and services oriented specifically towards the segment/ niche and also the potential impact of the work of professionals and amateurs in the promotion of the event and the spaces for the provinces.

A Spanish Association of Nature Photographers (AEFONA) exists. AEFONA holds a national congress that could be moved to Doñana and given an international focus, or some other formula for collaboration and



synergies could be considered with this association. www.aefona.org. Its activities include: 2nd edition of the José Antonio Valverde Photography Award; 4th edition of Photoquivir (in Seville, 27, 28 and 29 May 2016)

Others: TV channels, specialised press, companies supplying photographic materials, production companies, etc.

The idea is to have a full day of seminars. A complete agenda of very technical conferences with the participation of leading national and international figures.

This seminar may have a registration fee (apart from the fee for the fair itself if this payment option is considered).

Additionally, to make the theme of each edition more meaningful, it is proposed that some activity aimed at the seminar participants be scheduled.

1.5. Target audience

- Companies linked to nature tourism operating in the provinces of Huelva, Seville and Cádiz.
- Other tourism companies with a sphere of activity in the Doñana environment.
- Operators of natural spaces.
- Institutions and/or organisations linked to the tourist destination. (City halls, rural and fishing development groups, associations of local authorities, regional bodies, etc.).
- Universities, research centres and other knowledge agents.
- Professionals in the tourism sector and university students associated with tourism, the environment, ecology, geography, etc. from the three provinces.
- Entrepreneurs, entities and companies from the provinces.
- Tour operators and specialised online/offline communication companies (journalists, bloggers, agencies, etc.). Invited as speakers or VIP guests.
- Sponsors.
- General public.

1.6. Annex

NOTES ON DEMAND FOR NATURE TOURISM IN THE PROVINCE OF HUELVA:

- Nature tourism in Spain accounts for 35 million overnight stays each year, and an estimated 500,000+ foreign tourists choose Spain as a nature tourism destination, according to Ministry of Agriculture, Food and Environment sources.
- On an international scale, nature tourism is the type that is showing the most growth each year, representing 15% of world travel movements. According to The International Ecotourism Society, in Europe alone 20% of tourists choose green destinations, and 10% plan their trips sustainably.
- As indicated in the Spanish government's 2014-2020 nature and biodiversity tourism sector plan ["Plan sectoral de turismo de naturaleza y biodiversidad 2014-2020"], European Union-level research indicates that environmental attractions have become one of the main criteria for visitors when choosing their vacation destination. Specifically, it indicates that 21% of visitors attach importance to the presence of sites in the Natura 2000 network when choosing their tourist destinations.



- The most relevant demand segments for ecotourism — rural, scenic and nature tourism — together account for nearly 6% of the revenue and stays/overnight stays in the Spanish tourism market, compared to 66% for sun and beach tourism.
- It is also estimated that between 5% and 6% of Spanish tourism traffic abroad has a priority or “pure” ecotourism motivation (the ecotourist focused on Spain is always in the minority compared to all the other types of nature tourism — generalist, active, recreational or contemplative). In absolute terms, this market represents between 60,000 and 100,000 active participants. As an indicator of the potential of the ecotourism-motivated market, the strong and sustained increase in visits to national parks by Spanish residents stands out, according to sources of the National Parks Autonomous Agency (OAPN). Ministry of Agriculture, Food and Environment.
- Nature tourism unquestionably represents an economic activity that generates benefits in local economies and offers an opportunity for economic and social development based on the territory’s natural resources.
- Additionally, nature tourism has grown in recent years at higher rates than for conventional tourism, representing an important source of income and job-creation in rural areas with natural value, including the spaces in the Natura 2000 network, and this trend is expected to continue to rise.
- Nature tourism in the provinces of Huelva, Seville and Cádiz is a strategic segment, containing natural spaces with high ecological and scenic value which are also part of the various regional, state and European environmental protection frameworks (spaces included in RENPA and the Natura 2000 network, national parks, etc.). They include a broad and diverse public (amenities for public use) and commercial tourism offer.
- Doñana and its area of influence have been and continue to be a Spanish reference in nature tourism, with significant institutional and entrepreneurial dynamism. The resource potential and the tourism offer of Doñana is beyond question, with elements of sufficient quality to become the “engine” of the nature offer of these provinces.
- Huelva in particular has developed a tourism concept or brand, “Huelva, Tierras del Descubrimiento” [Huelva, Lands of Discovery], aimed at boosting inland tourism in the province and which assumes the need to generate unique experiences at our destination, of which nature tourism in the province of Huelva is a part.



2. SPACE

2.1. Model of the Fair

A model of the Fair will be developed which includes the following spaces and activity concepts:

Knowledge Space

Official programme of conferences and round tables revolved around nature tourism.
Specialised seminar on tourism and new technologies.

Doñana Exhibition Space

Area dedicated to the development of an exhibition focused on the Doñana Destination as a central space in nature tourism.

B2B and Networking Space

Area set aside for organising professional and cooperation gatherings related to Fam trips, Blog trips, Press trips or cooperation meetings.

Stand Zone and Business Area

Development of a space dedicated to stands and business zones aimed at public institutions, private agents, sponsors and companies linked to nature tourism.

Exterior Spaces

- Gastronomy Zone
- Exterior Zone Stand
- Exterior Activities Plan
- Participant Reception Event
- Activities for Kids
- Guided Tours
- Familiarisation Visit

2.2. Central Space

The Fair will be organised through a single structure that will house and integrate all the spaces, except for the exterior activities. This single structure will function for the visiting public as a space with a walking circuit to facilitate the operation of the stand spaces and business area next to the exhibition zone. Moreover, this circuit will also serve to differentiate this zone from the knowledge and networking spaces.

Accordingly, the central space will hold the following:

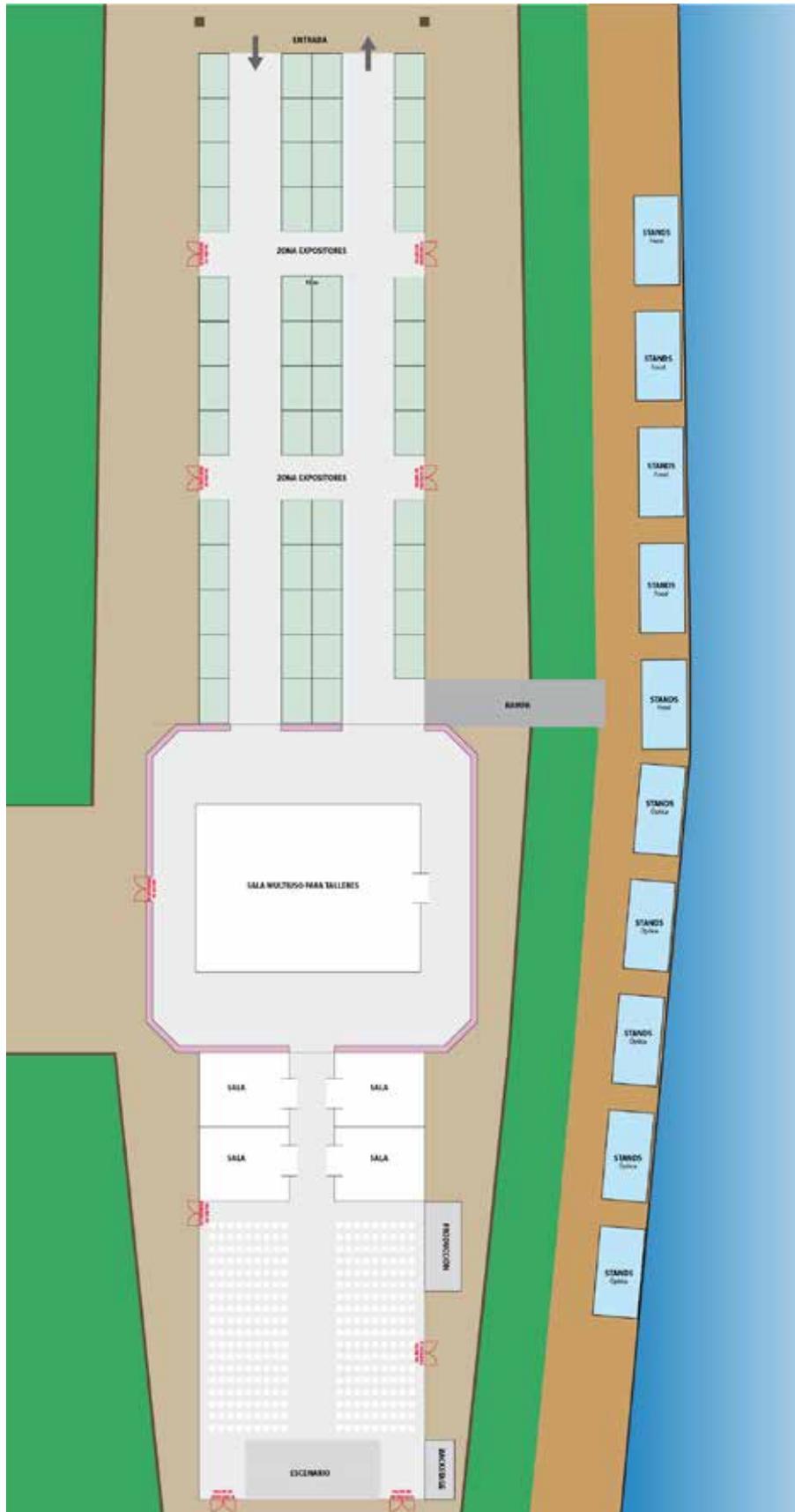
- Stand zone and business area with an initial capacity for 50 stands
- Doñana Exhibition Space
- 2 networking rooms
- Space for the programme of conferences, talks and presentations

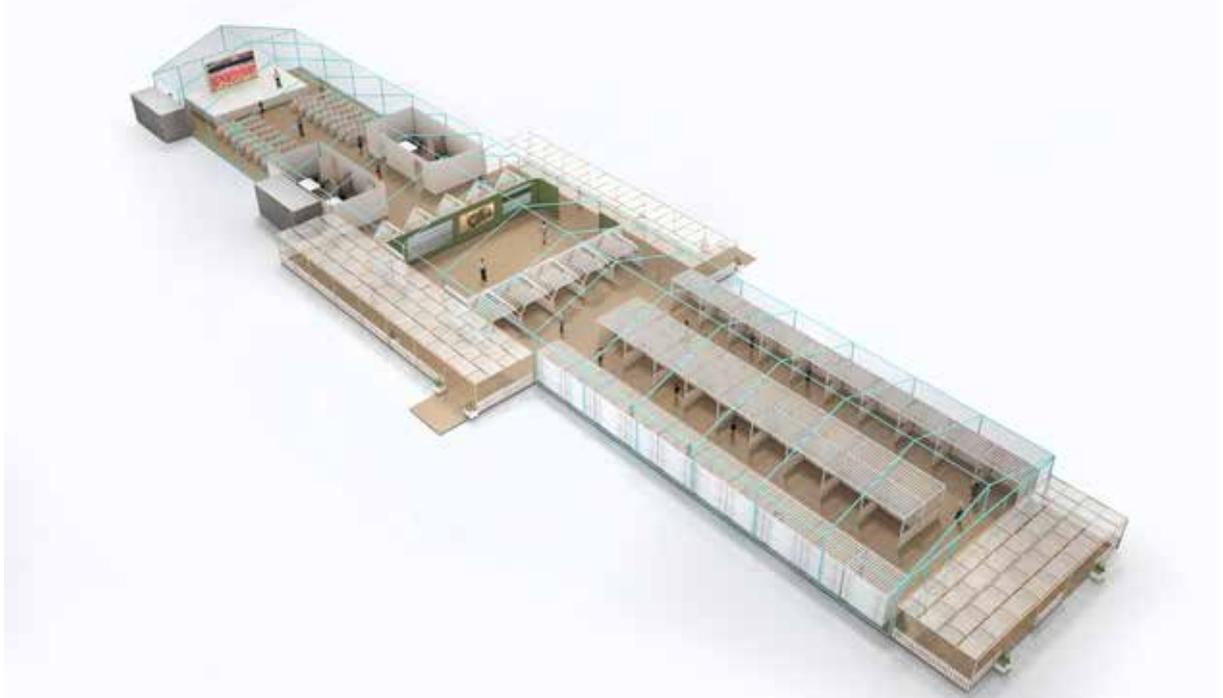
2.3. Exterior Space

Next to this central space, in the exterior zone, a space will be developed for individual stands located facing the marshland and open water.



2.4. Graphic proposal of the space distribution







Interior Stands 3x2 m



Availability in the interior exhibition zone of 6-metre (3 x 2m) stands with the following characteristics: white lacquer structures, plastic-coated wood panels in the same colour, and carpeting. Light fixture. Standard sign. Furniture (counter, table and two chairs).

Price: €1,000 (VAT not included)



if you book before
28th February, 2018.



if you book from
1st to 31th March, 2018.



Exterior Stands 6x2 m



Availability in the exterior zone of modular wooden stands 3x2m (total 6x2m) each, located on the Mirador de la Marisma, for companies linked to ecotourism (nature photography and videography, lenses and optics, birdwatching, etc., also including the restaurant sector). These wooden stands will include: Light fixture, standard sign. Furniture (counter, table and two chairs).

Price: €3,000 (VAT not included)



if you book before
28th February, 2018.



if you book from
1st to 31th March, 2018.



Networking/B2B Activities Workshop for exhibiting companies



Limited availability according to capacity

Price: €300 (VAT not included)



3. COMMUNICATION PLAN

3.1. Introduction

In order to organise and develop the Doñana Natural Life Ecotourism Fair, Gestocomunicación as the promoter of this project, will implement a specialised Communication Plan that will detail the execution of a series of actions aimed at boosting the publicity and informative impact of this event intended to promote nature tourism in the territory of Doñana and the Huelva Destination.

The aim of this Communication Plan is to achieve the visibility of both the Doñana Destination and the Huelva Destination in the leading offline and online communication media and specialised information platforms related to tourism. To do so, specific content revolved around these themes will be generated for subsequent distribution to these media outlets and platforms. Likewise, event actions for interaction with journalists, bloggers, experts on social media and influencers will be organised in order to multiply the effect of publicising the destination and the event itself.

3.2. Strategy

To do so, we will focus the communication strategy both in the offline and the online context to guarantee maximum dissemination of the information generated during the fair and, with it, contribute to promotion of the Doñana environment as a sustainable, quality tourist destination.

In both cases, we will work with a pair of up-to-date databases into which we will input all the information generated (press releases, announcements, graphic material about the event, dossier, etc.), and we will obtain the necessary materials to ensure dissemination of the most complete information possible.

3.2.1. OFFLINE ACTIONS

The offline communication actions will be divided according to the geographic coverage of the communication media we include in the corresponding database for publicising the activity of the fair.

- **Local Media**

- **Andalusian Media**

- Press

- News Agencies

- Press specialising in the tourism sector

- Radio

- Television

- **National Media**

In this case, we will focus on media outlets specialising in tourism and the supplements dedicated to this area in the generalist communication media.

3.2.2. ONLINE ACTIONS

In the case of online communication media, we will include actions in the following:

- 2.1. Leading digital outlets and platforms

- 2.2. Media specialising in the tourism sector

- 2.3. Blogs specialising in sustainable tourism



3.2.3. SOCIAL MEDIA

As regards social media, we will use this channel for communicating and publicising the event through a specific content plan and investment in Facebook, Twitter and Instagram.

In addition, we will take advantage of the framework of same to hold a gathering for bloggers and influencers focused on the potential of social media for tourism promotion, in general, and of a particular destination.

Likewise, this gathering will serve to position the fair in social media through the actions carried out via same by the participants (publication of images and videos, posts, comments, recommendations, etc.).

Tentatively, some of the bloggers and influencers that might be of interest to us are:

- Paco Nadal. Journalist who hosts the Viajes blog of the SER channel.
- Carol Peña (@misshedwig), with 575,000 Instagram followers.
- Elena Ortega (@misswinter), with 526,000 Instagram followers.
- Oliver Vegas (@ovunno), with 415,000 Instagram followers.
- Marina Comes (@marinacomes), with 195,000 Instagram followers.
- Matías Callone, with 700,000 monthly page views to his 101 Viajes Increíbles blog.
- The Blanquer brothers, Javier and Miguel, with 295,000 monthly page views to their blog 'Viaja por libre'.
- José Miguel Redondo, with over 200,000 page views to his blog 'El rincón de Sele'.



Terms and Conditions of the Application for Participation

Deadline for submission of the APPLICATION for participation:

1 March 2018.

Payment terms

- 50% upon signing the contract for participation in the 2nd Doñana Natural Life Ecotourism Fair.
- Remaining 50% before 13 April 2018.

Both payments must be made via bank transfer to the account specified in the invoice issued by Gesto Consultores en Comunicación SL.

Additional services

Contracting of special signage*, stand design and extras

Once the contract is signed, our Production Department will get in touch with the person designated by the company in the application in order to explain and offer these services.

If you do not desire any extra services, check this box and you will only receive the technical specifications of the stand being reserved.

*All special signage must be arranged through the organising company. For extra signage, consult our Production Department.

- Yes**, I want to contract Additional Services
- No**, I do not want to contract Additional Services



Application for Participation in the 2nd Ecotourism Fair Doñana Natural Life

COMPANY INFORMATION:*

Exhibitor Name:** _____

Official Name: _____

CIF (Tax ID number): _____

Address: _____

Postal Code: _____

City: _____

Country: _____

CONTACT PERSON:*

First and last names: _____

E-mail: _____

Cell: _____

Landline: _____

(*) All fields required.

(**) Name to appear on signs and information posters about the Congress.

Date

Signature

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Submission of Participation Applications

1. To reserve a space, you must send this completed, signed and stamped application to: **ecoturismo@gestocomunicacion.com**
2. When it is received by the Trade Fair Technical Office, you will receive your contract for participation along with an invoice for 50% of the fee, which must be returned by the deadline.
3. Both the contract and proof of payment of 50% of the participation fee must be sent to the Trade Fair Technical Office at **ecoturismo@gestocomunicacion.com** before 15 March 2018.

IMPORTANT NOTE

Any exhibitor that has not sent proof of payment of the second instalment by the corresponding deadline will lose the right to use the assigned space. This space will then be available for organisation of the Fair. Likewise, non-payment of this second instalment will result in forfeiture of the first instalment of 50% paid to reserve the space.



2nd ECOTOURISM FAIR
**Doñana
Natural Life**

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