



## Workshop : promoting tourism through space applications - Balance.

APSAT organized a workshop on satellite applications for the tourism industry, within the International Tourism Fair in Madrid, on 31 January 2013.

### *Objectives of the workshop:*

Organizing, together with EURISY and Tecnalía a workshop to

- raise awareness on satellite applications and their potential for the tourism industry.
- develop a network between the developers of applications, experienced end-users and potential end-users

### *Means:*

- The workshop took place in the premises of the IFEMA, where thousands of visitors attended the many stands from countries, cities, companies and regions.
- 400 leaflets of the workshop's programme had been printed in order to be targetly distributed to many stands, more especially technological companies and tourism offices.
- An invitation and the programme had been sent previously to the partners and their networks.

### *Results :*

In terms of audience, there were around 20 participants. Approximately half of the participants that had previously registered in attended the workshop. A number of 300 flyers were distributed of flyers within the Fair.

### *Targets met:*

- Presence of tourism professionals, among which some specialized in technologies
- Networking between participants
- Possible creation of new living labs
- Update on most of APSAT's application and their potential in the tourism industry: positive feedback

### *Post-event actions*

- Online upload of all the power point presentations on [www.apsat.eu](http://www.apsat.eu) and [www.eurisy.org](http://www.eurisy.org)
- News post about the fair on [www.apsat.eu](http://www.apsat.eu)
- Feedback e-mail to all the participants with a list of contacts.