



Andalusia (Andalucía). SPAIN

<https://www.andalucialab.org/>



Phase 1 / 2007. Building a base of Small Travel Companies sensitive to digitalisation: creating the demand for start-ups

Phase 2 / 2012. Incorporating Travel tech companies to the Ecosystem

Phase 3 / 2019. The internationalization Phase. Attracting and boosting Travel Tech companies.

- Andalucía Lab is located over 5.000 m2 building, surrounded by lush gardens and with the coastline of Marbella just a few meters away.
- Managing entity. Regional Ministry of Tourism, Culture and Sport. Andalusian Government (Junta de Andalucía).
- Department of Andalucía Tourism Board. We promote the tourism industry in Andalucía providing a practical and innovative perspective. Andalucía Lab is a research, knowledge and demonstration center where innovation, competitiveness and accessibility are our management lead.

Meaning if you work in the tourism and/or technology industries, we are here to help you !!!!!





- Workshops, monographs, masterclasses, technological demonstrations, on-site, online... Andalucía Lab **training courses** can be different but they all have one thing in common: tourism.
- A **co-working** space in Marbella that will make things work. At Andalucía Lab, we don't think of a co-working space only as a work space. What we offer you is an entire area where you'll get to grow as an entrepreneur in the tourism and/or tech industries.

Tourism and tech industries only. It may seem that our co-working space is just like any other:
natural light, daily cleaning service, WiFi, venues, meeting rooms, extending opening hours, top notch-facilities...and much more

- **Demo Lab/Tech:** a place where innovation and tourism technology solutions meet.
Are you a tech solutions provider or are you looking for one?

This is the right place for you.

Whether you're a tourism tech solution provider or you own a small business in the tourism industry, our Demo Lab is your best place to begin. And for you, it's completely free of charge.



- **Working space, event, meeting and training rooms.**
 - 1 Auditorium fully equipped, with capacity up 200 attendants.
 - 11 Fully equipped training and meeting rooms.
 - 3 Huge rooms for large events.
 - Patio, cafeteria, rest area, outdoor plaza and gardens.
- **Consultancy,** free and personalized tourism consulting services. Andalucía Lab offers you the possibility to book 1-hour online sessions with our private tourism consultants, free of charge. Designed to accompany both tourism professionals and entrepreneurs, in this way, to make easier their access to technology, innovation and the latest marketing trends.
- **Marketplace for the Tourism Industry.** Are you looking for a website developer? A copywriter? A community manager? A branding specialist? A writer who creates a content strategy for your blog? Are you a supplier looking for clients?. This marketplace has every solution you need.



Auditorium



Training room



Consultancy



Co-working area



Demo show room



Cafeteria, rest room, meeting area



Main results-impacts

- **67 online courses with more than 2,100 participants**
- **More than 50 own or participated events held in our building: conferences, forums, networking, digital marketing actions....**
- **Different training visits focused on the transmission of knowledge to universities, tourist educational centers, commercial missions....**
- **5 congresses or conferences related to Sustainability attended in our building (*)**
(*) September 2023 Expert Group on Measuring the Sustainability of Tourism
- **10 Varied organized activities by our women leadership group. Meeting of content creators and digital tourism production within the “Intensive Program for Digital Tourism Creators”. Networking opportunities for Women in Tourism.**
- **Around 60 Specialized tourist consultancies, 1-hour online sessions with our private tourism consultants, free of charge. Whether you are a small business or an individual entrepreneur with a technological solution for tourism companies.**
- **9 Specialized forums, exhibition fairs for start-ups and scaleups, specific space in tourist fairs where Andalucía Lab companies participate.**
- **More than 90 rentals of spaces for different contents, mainly training types / 60 coworkers carrying out their activity.**

Transferability



- **ANDALUCÍA HUB, a community of technological and innovative companies.**

What makes us so special? **1 Our community:** talented people (national and international) PLUS tourism and/or technological companies from Andalucía. **2 Our services** and modern **facilities** at Andalucía Lab. Our virtual meeting places: Slack and the website.

An Ecosystem of companies with more than 10,000 active and participating in all types of proposals previously presented.

- ***It is very important to carry out training and divulgation activities on a continuous basis, networking, consultancies, conferences, meetings...***
- ***Through our community we boost independent professionals and entrepreneurs to promote their presence in professional actions in the tourism-technological field; also promoting its internationalization.***





From #AndalucíaLab, we try to bet on discovering new innovative products and services, and we have not been wrong 🙌

↑
TOP Our most congratulations to Swap Your Travel the -Startup of the #AndalucíaLab Community, winner in the **Tourist Innovation Awards 2023** Tourism Innovation Summit Award CIO 🏆🏆

#TIS2023

#AndalusiaLabTIS2023

Meetings

After more than one unforeseen event before traveling without being able to recover the money for our tickets, we decided to devise a platform that would connect travelers who will not be able to use their tickets with other travelers willing to buy those tickets from them.



Thank you !!!

Fernando Hernández Rivas

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Thank you!