

# ALMERÍA DECLARATION ON BLUE ACTIVE TOURISM

Almería, November 20, 2025

Within the framework of the Sun&Blue Congress – International Forum on Tourism and the Blue Economy.

## PREAMBLE

We, the organizers of the Blue Active Tourism Side Event, within the framework of the Sun&Blue Congress, gathered in Almería on November 20, 2025, recognize the need to promote a model of tourism that connects the sea, activity, health, sustainability, and community.

From Almería, the blue gateway to the Mediterranean and a meeting point between Europe and Africa, we launch this Almería Declaration on Blue Active Tourism, with the aim of inspiring an international network of coastal destinations committed to regenerative, healthy, and inclusive tourism.

## INTRODUCTION

Dear territories of the sea, wind, and movement:

From Almería, on the shores of the Mediterranean, we launch this Declaration to the world. We do so from a place where the sun, the sea, the wind, and the light intertwine with everyday life; where physical activity, health, and nature coexist in harmony, and where each sunrise by the water reminds us of the goodness of activating, breathing, and flowing.

Almería is a territory that invites flow — that state in which body and mind merge with the environment. Here, the wind drives windfoiling, windsurfing, and kitesurfing, the seabed inspires scuba diving, the beaches welcome yoga at dawn, and the coastal paths encourage walking, running, or cycling in communion with nature. To flow in Almería means to recharge energy, feel part of the landscape, and find inner balance.

Almería demonstrates that blue active tourism is not just a way of traveling, but a way of living. An experience where movement humanizes, enhances autonomy, stimulates thought, promotes psycho-physical balance, and encourages active aging, reminding us that staying in motion is a way to remain young.

## FUNDAMENTAL PRINCIPLES

We are represented by the following values:

- **Sustainability and regeneration:** Protecting, conserving, and regenerating aquatic and coastal ecosystems. Ensuring that tourism gives back more than it takes, restoring habitats and strengthening local communities.
- **Natural connection:** Promoting experiences that foster the state of flow, where the human being flows with nature and finds physical, mental, and emotional fulfillment.

- **Innovation, safety, and excellence:** Investing in smart beaches, digitalized and sustainable energy and water systems, promoting responsible digitalization, and ensuring safe, accessible, and memorable experiences.
- **Inclusion, accessibility, and well-being:** Ensuring universal accessibility and participation for all people, including vulnerable groups, in active and marine tourism experiences.
- **Active aging and shared vitality:** Promoting physical activity as a source of longevity and intergenerational well-being, keeping curiosity and autonomy alive at any age.
- **Territorial cohesion and collaboration:** Encouraging cooperation between regions, ports, universities, and coastal communities, promoting knowledge transfer and solidarity between territories.

## COMMITMENTS TO ACTION

The entities, organizations, and individuals that adhere to this Declaration commit to:

1. Incorporating the principles of blue active tourism into their policies, strategies, or activities.
2. Collaborating in international networks and alliances that promote sustainable and inclusive coastal and aquatic destinations.
3. Promoting environmental education and a culture of respect for aquatic ecosystems, as well as regenerative activities.
4. Participating in actions aligned with the Ocean Pact and the Sustainable Development Goals.
5. Sharing best practices, data, and indicators that drive innovation, science, and sustainability.
6. Actively contributing to the environmental, social, and cultural regeneration of aquatic and coastal environments.

## FOLLOW-UP AND RECOGNITION

Adhesions will be part of the International Register of Entities Committed to Blue Active Tourism, managed by the Sun&Blue Congress. This register will be updated **annually** and will include a follow-up report with commitment indicators, best practices, and impact results. Adhering entities will be eligible for public recognition for their leadership in sustainability, inclusion, and the promotion of blue active tourism.

## INSTITUTIONAL AND BUSINESS SUPPORT

This Declaration is also aligned with the principles of the Ocean Pact and has the institutional support of the City Council of Almería.

It has been promoted by Almería Sport Destination, an association that brings together the most prominent companies and professionals in the province in the fields of tourism and sports.

## FINAL CALL

We invite all destinations, institutions, businesses, and coastal communities around the world to join this shared commitment. Through blue active tourism, we promote a new relationship between people and the sea: a relationship based on respect, health, cooperation, and regeneration.

Because when a person moves in harmony with the sea, the wind, and the land, the whole world transforms into a space of balance, beauty, and hope. In that shared flow, aging becomes an active opportunity to continue living fully, with dignity and physical and cognitive autonomy.

## TRANSLATIONS AND INTERNATIONAL DISSEMINATION

In order to facilitate its global dissemination, the Almería Declaration on Blue Active Tourism will be available in several languages. The English version will be accessible on the official Sun&Blue Congress website, along with the International Register of Committed Entities.

# FORMALIZATION OF ADHERENCE

## MODES OF ADHERENCE

Local, regional, or national public entities, universities, businesses, associations, sports federations, non-profit organizations, and individuals committed to the principles of blue active tourism may adhere to this Declaration.

The adhering entities will be part of an **International Register of Destinations Committed to Blue Active Tourism**.

## FORMALIZATION

- **Public entities** must approve their adherence through an agreement from the competent body (plenary, governing board, or resolution).

- **Private or social entities** will formalize their adherence through a letter signed by their legal representative, indicating the commitments assumed.

All adhesions should be sent to the **Sun&Blue Congress** ([info@sunandblue.es](mailto:info@sunandblue.es)) for registration in the *International Register of Entities Committed to Blue Active Tourism*.

## SPECIFIC COMMITMENTS

Adhering entities may voluntarily submit an Activity Report on active tourism, detailing the actions carried out and the beneficiary population, the regenerated coastal areas or stretches, the active sports activities carried out with an indication of the inclusive and accessibility measures implemented, and a list of events or actions with international projection.

The Report must align with the following key areas:

- **Environmental sustainability:** measures to reduce ecological footprint, coastal protection, or promotion of clean energy.
- **Active mobility and blue sports:** promotion of sustainable pedestrian, cycling, or nautical routes.
- **Inclusion and accessibility:** programs for vulnerable groups, universal accessibility in infrastructure and events.
- **Education and awareness:** campaigns, workshops, or activities raising awareness linked to blue active tourism.

The Report will be voluntary, and those destinations that submit it will participate in the new Sun&Blue Awards category on "Blue Active Tourism."

## RECOGNITION

Adhering entities that demonstrate significant progress in their Plan may receive the **Blue Active Tourism Award**, granted during the annual Sun&Blue Congress, as a public recognition of their commitment.