

III EDITION



Space & Underwater Tourism Universal Summit

**28, 29 & 30 SEPTEMBER 2022**

MARBELLA

**REVIEW**

# SUTUSUMMIT 2022

## Turism beyond natural borders

**SUTUS is the first event on Space and Underwater Tourism to be held in the world. Internationally renowned speakers talk about the most ambitious challenges in tourism sector, Space and Water, sharing knowledges and business opportunities.**

**SUTUS is a meeting point for the world's leading luxury tourism companies.**

**Videoreview: [SUTUS SUMMIT 22](#)**

**More than 50 speakers presented the latest developments in space tourism and all the challenges, present and future, of underwater tourism.**

**A total of 12 countries from up to 4 different continents (Spain, United States, Australia, Japan, France, Austria, Switzerland, Belgium, Italy, Singapore, United Kingdom and the Netherlands) were represented at SUTUS 2022 by Les Roches by speakers, companies and institutions.**





**SAM SCIMEMI**  
Special Assistant; Exploration Systems  
DEVELOPMENT MISSION DIRECTORATE  
NASA



**BERNARD FOING**  
Ceo, professor  
LEADER LUNEX EURO-MOON-MARS PROJECT



# HIROKO ASAKURA

## Deputy Director Paris Office - JAXA

### JAPAN AEROSPACE EXPLORATION AGENCY



# PASCALE EHRENFREUND

## President

### INTERNATIONAL SPACE UNIVERSITY





# MICHAEL LÓPEZ ALEGRÍA

## Commander of Axiom Mission 1

### AXIOM SPACE



# MIGUEL BELLÓ

## Comisionado para el PERTE Aeroespacial



**FABIEN COUSTEAU**  
Chief Oceanic Explorer  
**PROTEUS™**

**PROTEUS™**

The screenshot shows a video player interface. At the top left is the 'mme MEDINAMEDIA EVENTS' logo. In the center top is the 'SUTUS' logo with the subtitle 'Space & Underwater Tourism Universal Summit by Les Roches'. At the top right is the 'Les Roches' logo. The video content features a man, Fabien Cousteau, speaking. To his right, a text overlay reads 'Why Investing in the Blue Economy Matter', followed by 'FABIEN COUSTEAU' and 'Co-Founder and Chief Oceanic Explorer'. The 'PROTEUS™' logo is in the bottom right of the text area. A dark blue banner at the bottom of the video frame contains a row of logos: Les Roches, Andalucía, A (Asociación de Turismo de Andalucía), COSTA DEL SOL, MARBELLA, MARBELLA, the European Union flag, A (Asociación de Turismo de Andalucía), extenda, ACOSOL, PROTEUS™, SUMERGE, and ALANDA. The hashtag '#SUTUSummit' is located in the bottom right corner of the video frame.

# AUDITORIUM





## DEMO AREA



**MARBELLA CLUB &  
AULA DEL MAR**



**ELIXEA  
UNDERWATER WINERY  
THE MARINE ENOLOGY GROUP**

## COCKTAIL TIME





# 8 SPONSORS





# 10 COLLABORATORS



TESLA



*elivSea*



SOMMELIER  
vinos

LARA  
BODEGAS

# 28 PARTICIPATING COMPANIES



# 5 MEDIA PARTNERS





PARTICIPANTS

**+500**

ATTENDEES

The majority profiles have been CEOs, CIOs, CTOs, and directors of Innovation, Business, Product, Strategy, and Marketing, in addition to consultants and researchers.

COMPANIES

**222**

REGISTERED  
COMPANIES

Multinationals, ICTs, operators, technology consultants, mainly.

VISITORS

**+1.500** users

from 45 **countries** visited the virtual platform

**Europe:** Norway, Finland, Russia, Austria, Switzerland, France, Italy, Germany, Netherlands, Belgium, Czechia, Sweden, Portugal, Malta, Poland, Greece, Denmark, Turkey, United Kingdom, Gibraltar, Ireland and Spain; **Asia:** Japan, China, India, South Korea, Saudi Arabia, United Arab Emirates, Egypt, Indonesia and Singapore; **America:** Argentina, United States, Colombia, Mexico, Costa Rica, Dominican Republic, Venezuela, Chile, Brazil, Canada, Panama; **Africa:** South Africa, Morocco, Egypt; **Oceania:** Australia.



## MEDIA IMPACT

**2.366.440€**

ADVERTISING VALUE

**82 Millions**

AUDIENCE REACH

**272** MEDIA IMPACTS

[Check report](#)

[Check Press-PR Clipping](#)



# SOCIAL MEDIA: REPORT

**+121K**

SOCIAL MEDIA REACH #SUTUSSUMMIT

+1.160 QUALITY FOLLOWERS IN SOCIAL MEDIA

+ 1.000 PUBLICATIONS IN SOCIAL MEDIA DURING THE EVENT MONTH

+ 2.800 CONTENT INTERACTIONS IN SOCIAL MEDIA

**ON-SITE 2019**

250

PARTICIPANTS

100

COMPANIES

90

COUNTRIES

**HYBRID  
2021**

+500

PARTICIPANTS

200

COMPANIES

1000

VISITS

43

COUNTRIES

**HYBRID  
2022**

535

PARTICIPANTS

222

COMPANIES

1500

VISITS

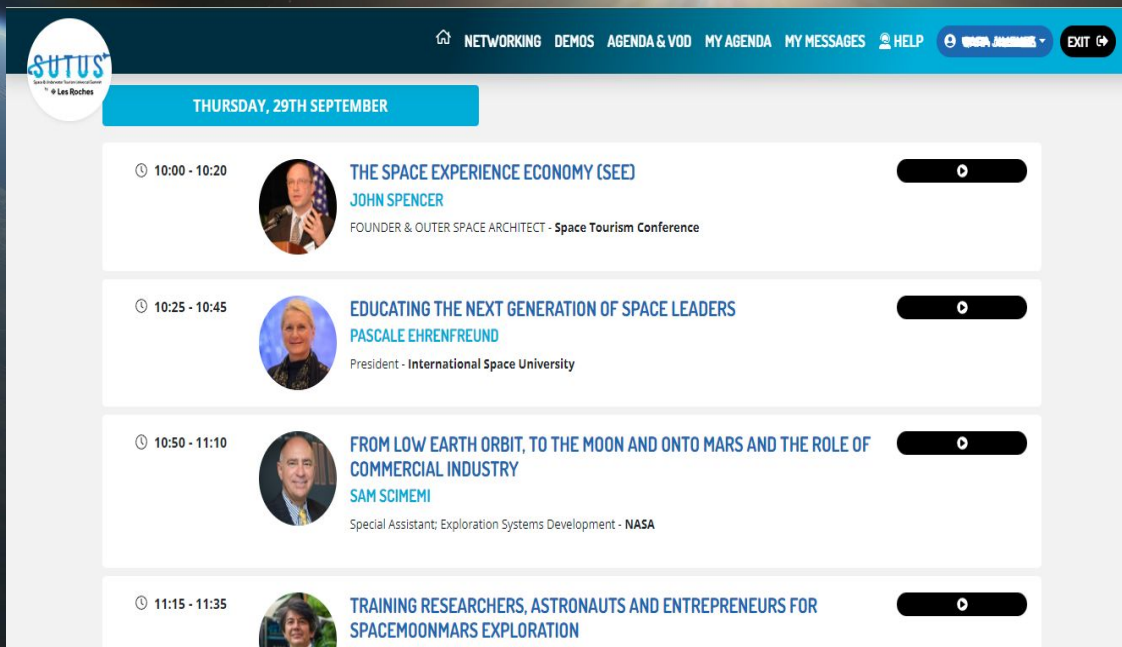
45

COUNTRIES



# Features









→ Immediate access to the VOD of each session



**SUTUS**  
Space & Underwater Tourism Universal Summit  
Les Roches

NETWORKING DEMOS AGENDA & VOD MY AGENDA MY MESSAGES HELP [WHY? ANSWERS](#) [EXIT](#)

**THURSDAY, 29TH SEPTEMBER**

10:00 - 10:20	 <p><b>THE SPACE EXPERIENCE ECONOMY (SEE)</b> <b>JOHN SPENCER</b> FOUNDER &amp; OUTER SPACE ARCHITECT - <i>Space Tourism Conference</i></p>	
10:25 - 10:45	 <p><b>EDUCATING THE NEXT GENERATION OF SPACE LEADERS</b> <b>PASCALE EHRENFREUND</b> President - <i>International Space University</i></p>	
10:50 - 11:10	 <p><b>FROM LOW EARTH ORBIT, TO THE MOON AND ONTO MARS AND THE ROLE OF COMMERCIAL INDUSTRY</b> <b>SAM SCIMEI</b> Special Assistant: Exploration Systems Development - <i>NASA</i></p>	
11:15 - 11:35	 <p><b>TRAINING RESEARCHERS, ASTRONAUTS AND ENTREPRENEURS FOR SPACEMOONMARS EXPLORATION</b></p>	

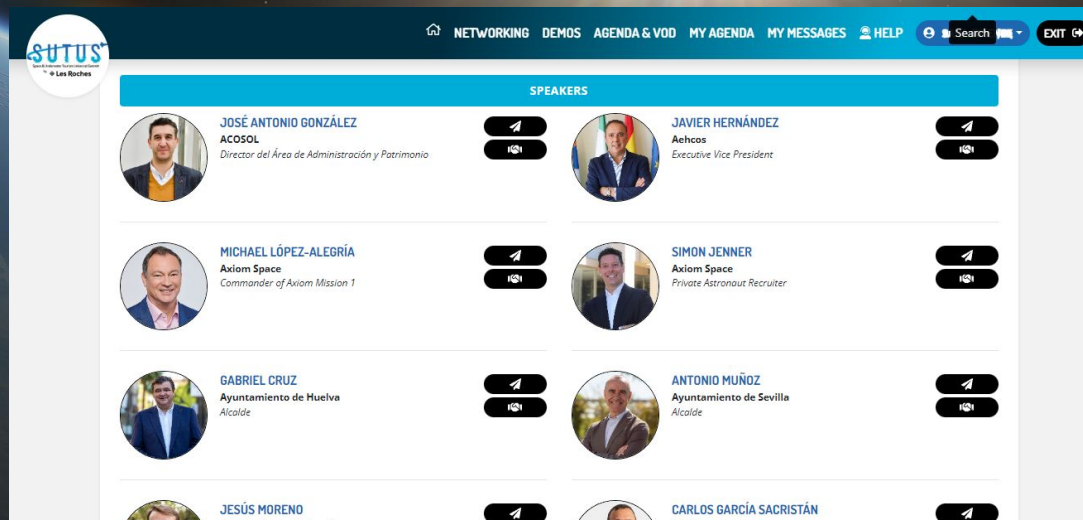
# Features

→ Access to sessions from previous editions, as a warm-up



# Features

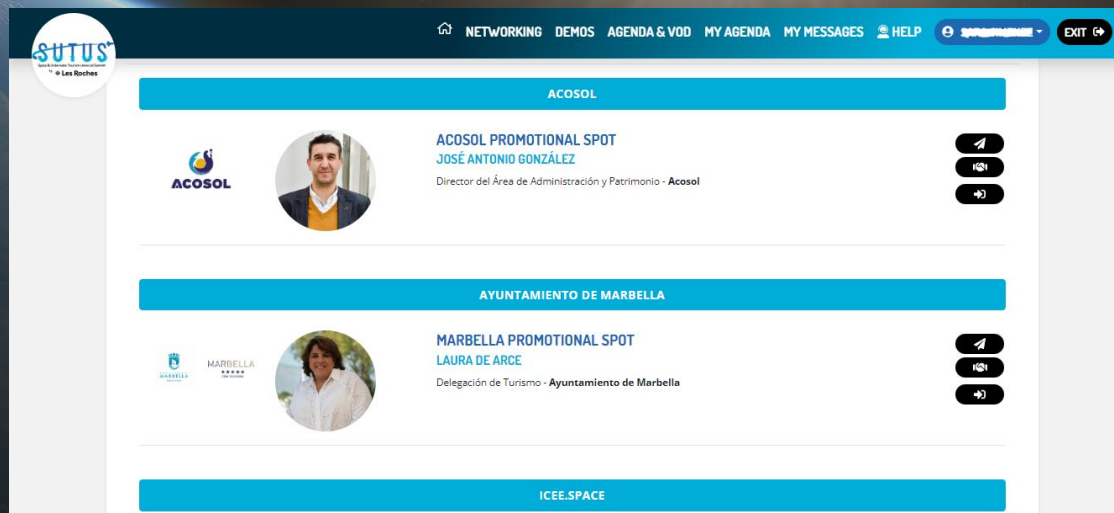
→ Participants' profile and easy connection





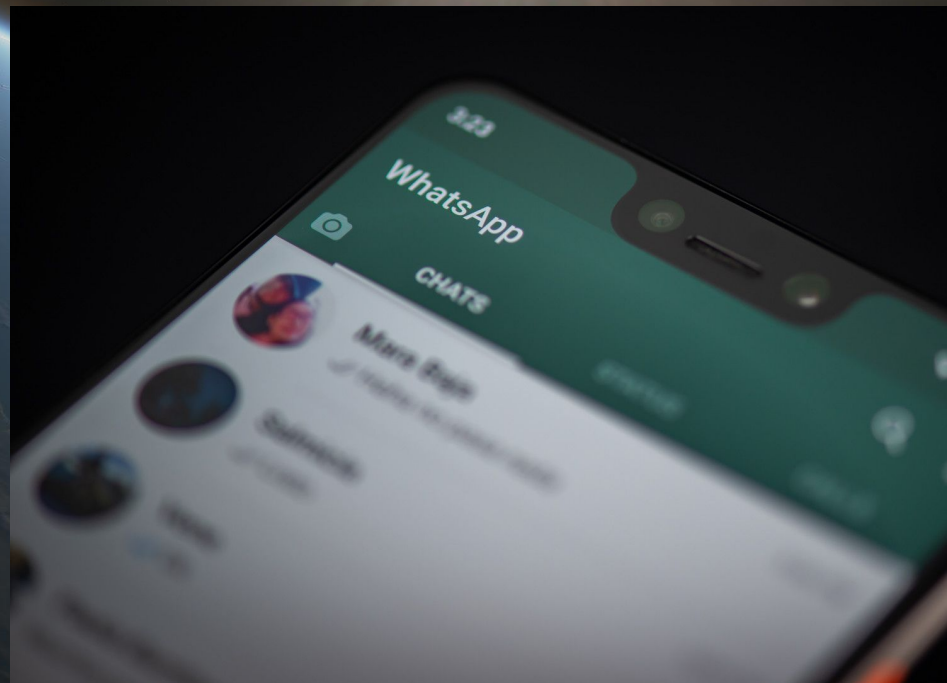
# Features

→ Open demo access



# Features

- Each participant has had direct access, via instant **Whatsapp** chat, to the technical support of Virtual platform. Also through e-mail and phone.
- In this way, we guarantee a good experience for each user.



4th EDITION



Space & Underwater Tourism Universal Summit

**HYBRID  
FORMAT**

**SAVE  
THE  
DATE**

AUTUMN  
2023

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