



SETUBAL

PORTUGAL

BAY



A.B.S. Associação da Baía de Setúbal
Most Beautiful Bays of the World Club

Presentation

The Setubal Bay Association (*Associação da Baía de Setúbal*) was formed in 2002 bearing in mind the admission of Setubal Bay to the Most Beautiful Bays of the World Club. This Club is currently constituted by more than 40 Bays from all over the world and 20 countries as members.

The place that Setubal Bay has in this international organisation and the region's aspirations find echo in the principles governing the Club:

- The exchange of experiences among its members, at the level of protection policies, sustained conservation and development of the bays;
- The promotion of interchanges within the club at different levels: cultural, social, sportive, economic and industrial.

Partnerships

Besides the place it occupies in the Most Beautiful Bays of the World Club, A.B.S. has established partnerships with the municipality bodies of the region, namely the **CMS** City Hall of Setúbal, with **ERT-RL** Regional Tourism Entity of the Lisbon Region, **ARPTA** Regional Agency of Alentejo Tourism Promotion, **CVRPS** Regional Wine Growing Commission of the Setúbal Peninsula, **APSS** Setúbal and Sesimbra Ports Administration, **IPS** Polytechnic Institute of Setúbal, **APLM** Portuguese Association for Marine Litter, **Centro Jovem Tabor (Tabor Youth Centre)** (IPSS), **LPN** League for the Protection of Nature, **Ocean Alive** Cooperative for Marine Education CRL, **SPEA** Portuguese Society for the Study of Birds, **EDA** Essays and Dialogues Association, **Coca Cola Ibéria**, among others.

Goals

- To promote and defend sustainable tourism development of Setubal Bay and respective surroundings;
- To promote, both at national and international level, Setubal Bay as a tourism destination as well as a destination for congresses, meetings, fairs and exhibitions;
- To represent the Setubal Bay destination and surrounding area, in fairs and meetings related to tourism, culture, nature, wine tourism and sports;
- To defend the preservation and recuperation of natural heritage, as well as the one built, of the Bay and surrounding area;
- To edit books, billboards, booklets and other information, promotion and dissemination material;
- To improve the welcome and customer services of the tourism sector in the Setubal Bay region through the realisation of training actions and workshops;
- To facilitate contacts, enhancing public-private partnerships, with the aim of positioning Setúbal as a tourism destination of excellence;
- To officially represent Setubal Bay in the Most Beautiful Bays of the World Club, assuming respective rights and duties.

Promotion

The promotional material has been the base and support of countless initiatives aiming to make known and promote Setubal Bay and its surroundings. We would like to highlight the film, which was produced and launched in 2017, developed and supported by the above referred partners. Still in 2020, we also highlight the launching of the Setubal Bay new website and the promotional video, once more in partnership with our associates.

- Website renewal (its development in progress) which shall include a page dedicated to the information about our associates;
- Management of social networks for the promotion and dissemination of the bay, of the events, partnerships, products/services of our associates, among others;
- New promotional video of each associate services/products;
- Creation of Setubal Bay counters in tourism information stands for information and direct reservations in the associated establishments;
- Creation of a certification stamp and recommendation by Setubal Bay in accordance with the regulations shortly to be disseminated;
- Information and promotional booklets, brochures, flyers and videos in Portuguese, English, French, German and Spanish;
- Setubal Bay presents Baía de Setúbal and the whole surrounding area, in national and international fairs, representing itself in:
 - **Dissemination Fairs of the destination together with Tourism of Setúbal:** FITUR Madrid; VakantieBeurs Utrecht; FIO Monfrague Cáceres; BTL Lisboa; Salon Mondial de Tourisme de Paris; MADBIRD Madrid; IBEROVINAC Almendralejo; Bookitur Porto.
 - **Business and destination dissemination Fairs together with Regional Agency of Alentejo Tourism Promotion:** CMT Die Urlaub Messe (Stuttgart); Boot Düsseldorf (Düsseldorf); Fiets den Wandelbeurs (Gante); F.re.e Die Reise und Freizeitmesse (München); Fiets en Wandelbeurs (Utrecht); Explore (Stockholm); TourNatur Wander und Trekkingmesse (Düsseldorf); TTG Travel Experience (Rimini).

A list of all the operators and travel agents present at the fairs will be provided to establish meetings with the aim of boosting the sale of products and/or services.

Who can associate itself to Setubal Bay

Natural or legal persons can be associates who develop, direct or indirectly, activities in the Tourism sector and in other sectors which contribute for the sustainable development of Setubal Bay and/or the surrounding area, as well as its promotion.

By associating myself to Setubal Bay

- I shall participate in a reputed project together with public entities, corporate associations and companies;
- I shall use, as a symbol of credibility, a plate in the establishment and identification on own material, attesting my quality as member of the association;
- I shall be included in the promotional materials edited and disseminated by Setubal Bay (in the website, in the attendances at international fairs where the associates' material may be distributed, among others);
- I shall be disclosed and recommended by the association to its members and third parties, including in reply to information requests made at Fairs or other strategic places for the dissemination of the tourism sector activities;
- I shall participate in specific Tourism training actions, namely in partnership with the Hotel Industry School of Setúbal;
- I shall propose actions, within the training and promotion scope, which shall be then assessed by the management of the association in office;

- I shall participate in privileged conditions, compared to non-associated, in all the actions that Setúbal Bay may develop, either singly or jointly with other Associations;
- I shall have access to the list of all associated entities, as well as to the special conditions that I might get due to being an associate.

Advantages for associates

- To participate, with the main institutions of Setúbal and of the Setúbal Region, in joint projects to improve, develop and promote the Setúbal Bay, one of the most beautiful bays of the world;
- To actively contribute for the affirmation of Setúbal and the Setúbal Region as a tourism destination;
- To be an active part in the improvement of the touristic product of Setúbal and the Setúbal Region;
- To be a preferential partner in the actions organised by the Setúbal Bay Association;
- To be disclosed, promoted and presented in the website, booklets, flyers and social networks, both at national and international level in the events and in the responsibility editions of Setúbal Bay;
- Be the object of disclosure and recommendation to the institutions and partner companies of the association;
- To benefit from discounts in the use of the Auditorium, the meeting room and other facilities of *Casa da Baía*;
- To receive regular information, free of charge, about the association and its projects, initiatives, activities and events.