Tourism development for destinations

Georgetown, Guyana
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How to increase the number of travellers to a destination?

Using digital marketing based on strategical information of the travel Industry

**Destination Marketing Organization**

- **Infrastructure**
  - Connectivity
  - Accomodation
  - Hospitality

- **Product**
  - Attractions
  - Experiences

- **Alliances**
  - Multi destinations
  - Distribution
Main aspects to develop air connectivity

Target the unattended demand

- Purchase intent
- Online consumer behaviour
- Average Spent
- Air connectivity
- Bookings made by travel agencies
- Air traffic
¿Why Digital Marketing?

87 % of users decide their holidays online.

38 is the number of websites a user visits before defining the final destination of their holidays.

A user look for information of 12 different destinations until choosing the final one.
Success case

More than 3,000 new travelers chose Ecuador with a x50 (ROAS) according to the average spent

Objective: Bring new travelers to Ecuador

Time frame: 1 month

Markets: LATAM, ES, UK, DE, FR, US

Target: Families, Couples, Nature seekers
Thank you