



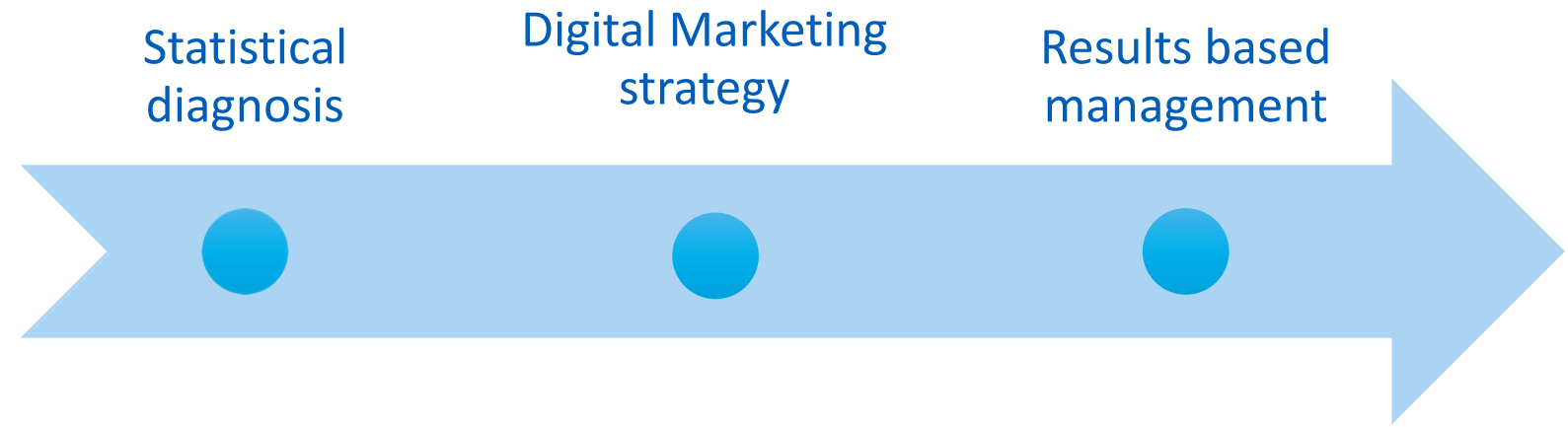
Tourism development for destinations

Georgetown, Guyana
March 2018



How to increase the number of travellers to a destination?

Using digital marketing based on strategical information of the travel Industry





Main aspects to develop air connectivity

Target the unattended demand

Strategic
Origin
Markets

Competitor
destination/s

- 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.**

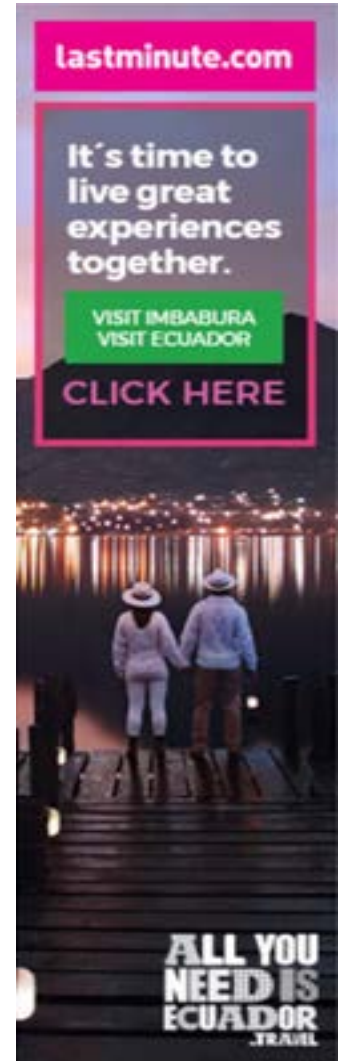


A user look for information of 12 different **destinations until choosing the final one.**

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