



BRING YOUR HOLIDAYS OUT OF THE CLOSET

Meta Category:

LGBTB Tourism

Target:

The unabashed. Tourists whose main motivation is to enjoy unique experiences in an environment of freedom with regards to their sexual orientation with a wide range of services and offers specifically suited to their interests. They travel alone, in couples or in groups and are psychocentric travellers. Age is not a significant variable in this sector.

Target markets 2016:

Germany, Austria, Spain (except Canary Islands), Ireland and United Kingdom.

Languages:

German, Spanish and English

URLs:

www.sacatusvacacionesdelarmario.com
www.bringyourholidaysoutofthecloset.com
www.outedeinenurlaub.com

Structure and Content:

The platform is structured around its own blog: bringyourholidaysoutofthecloset.com, and is developed from specific content, on and offline actions and communications, paid and earned media and communications from the Canary Islands brand's social network profiles.

MAIN CONTENTS:

- > Specialised accommodation
- > Specialised establishments
- > Events
- > Tourist locations

ADDITIONAL CONTENTS:

- > Service businesses

SHARED CONTENT:

- > Brand promise
- > Brand values
- > All the islands (destinations)
- > Canary Islands' climate and its benefits
- > Geographical location
- > Vitality (physical and emotional)

PROMOTIONAL INVESTMENT BUDGET 2016:

177,744.00 €

PROMOTIONAL INVESTMENT PERCENTAGE: IN RELATION TO THE 2016 BUDGET:

1,18 %

