

Real hikes that feel like fantasy

Meta Category:

Nature tourism / Trekking

Target:

Hiking enthusiasts.
Tourists whose main motivation is to enjoy their holidays in an attractive environment for practicing trekking, the activity that constitutes their main motivation. This practice gives them a high level of personal satisfaction. They are preferably adults and seniors. In regards to their other motivations and interests, their profile coincides with that of "nature lovers".

Target Markets 2016:

Germany, Austria, Belgium, Denmark, Spain (except Canary Islands), Finland, France, Holland, Ireland, Italy, Norway, UK, Sweden and Switzerland.

Languages:

German, Danish, Spanish, Finnish, French, Dutch, English, Italian, Norwegian and Swedish.

URLs:

www.echtewanderwege.com
www.rigtigestier.com
www.senderosdeverdad.com
www.todellisetpolut.com
www.sentiersenvrai.com
www.ongelofelijkewandelpaden.com
www.unbelievablehikes.com
www.sentierireali.com
www.ektestier.com
www.verkligavandringsleder.com

Structure and Content:

The platform is structured around its own section on the hellocanaryislands.com website and is developed based on specific content, on and offline actions and communications, participation in specialist fairs, paid and earned media, personalised emails and communications from the Canary Islands brand's social network profiles.

MAIN CONTENT:

> Trails

ADDITIONAL CONTENT:

> Specialised accomodation
> Service businesses
> Events

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:

220,000.00 €

PROMOTIONAL INVESTMENT PERCENTAGE IN RELATION TO THE 2016 BUDGET:

1,47 %

