EMBRATUR – Brazilian Tourism Board
Tourist cycle

- Consideration
- Motivation
- Preparation
- Marketing
- Interaction
- Souvenir
Brasil 360 Experience

Video content with 100% 360° technology, which provides this unique experience to the user through the click of the mouse;

12 host cities of the 2014 World Cup;

iOS app version

www.braziltour360.com
Brasil Quest

Motivation

Mobile Game that uses the scenery of 12 host cities of the 2014 World Cup;

Available for iOS and Android systems;
The story is aimed at creating an analogy between tourists that have not been to Brazil and those who have already visited the country; After visiting the country, the character is caught up in the local joy.
The differential is the preparation of itineraries according to the user profile, presenting results through videos;

www.youtube.com/visitbrasil
The itineraries are designed based on 4 questions aimed at achieving a customized result:

- **When** are you coming?
- **How long** are you staying?
- **What** interests you?
- **Who** are you traveling with?

www.youtube.com/visitbrasil
The result is presented through videos that were also made by other tourists;

It is possible to create itineraries by selecting favorite destinations.

www.youtube.com/visitbrasil
A more competitive digital presence in relation to marketing;

Providing trade with a space to promote products and services to the followers of Brazil;
With TripPlanner, it is possible to plan the trip, including hotels, restaurants and attractions;

As it uses the TripAdvisor base, the ranking of equipment is based on the opinion of other users, validating it;

www.facebook.com/visitbrasil
In the end of the planning process, users will have a list of chosen services and places and will be able to print it to take with them during the trip or share on Facebook.

www.facebook.com/visitbrasil
With the increase of 136% in 1 year – from 66,000 to 141,000 – the page presents content and interaction with users;

Great part of the actions and campaigns are also linked to the network.

www.facebook.com/visitbrasil
Facebook
Promotional action

Available for Argentina, Chile, Mexico and Uruguay
Twitter

Social network with great information appeal; increasing our user base (currently, 21,000 followers) and even more the quantity of retweets

www.twitter.com/visitbrasil
Brasil Experience Mobile / Display

App for mobile phones destined to provide information about tourist destinations and attractions, focusing on the memories of the experience;

Sharing the experience through the display format so that it can be used to motivate other users.

Coming soon
Visit Brasil

Provide to foreigners a portal filled with experiences and not only a guide to destinations. Focuses on beautiful images, updated content and interactive tools, tourists will be able to foresee their experiences in Brazil.

www.visitbrasil.com
Brand new website

www.visitbrasil.com
¡Gracias!

Thank you

Obrigado

Sensacional!

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