

TURISMOETC Our ROLE with MARKETS

Existing since October 2014 as a Blog, founded by the journalist Luciano Palumbo, TurismoEtc has evolved and, in September 2015, was relaunched with the aim of influencing and encouraging potential tourists to travel the world appreciating their flavors and everything that is best in each place.

With a focus on B2C, TurismoEtc stands out for the dissemination of content exclusively focused on travel, gastronomy, entertainment and leisure in Brazil and worldwide.



2022 ACESS



UNIQUE Visitors **89,7** mil/mês PAGEVIEWS 350 mil/mês Pages per VISIT 3,6 Lenght of **8'15''**



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ACESSS 2022

Among the interests of TurismoEtc's clickes, the intention of consumption in travel and gastronomy is:



52% go out with family

9% alone

39% with friends

CULTURE TRAVEL STATUS KNOWLEDGE FUN GASTRONOMY WELL BEING SHOPPING

Primary and secondary interests



PROFILE



Consumers Classes B C Men 33% | Women 67%

Intention and decisionmaking power for a trip or a family program Men 38% | Women 62% Acess by age 29 to 51 years Men 39% | Women 61%

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Facebook /turismoetc 19K
YouTube | TurismoEtc TV 830K views
Instagram /turismoetc 60K

REACH





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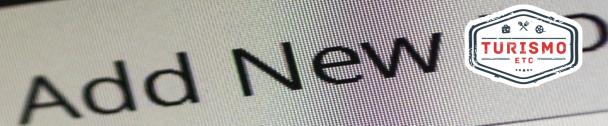
Publieditorials 350k/views month 6k/ view publi 1,3k clickes Facebook 19k followers 1,3k likes and share 1,4k comments 45,5k reach Youtube 80 published videos 770 followers 830K views

Instagram 60k followers 3,6k comments 465,7k impressions 233,1k reach 11,4k envolvement

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APPLICATIONS



What we do for your brand together with you

- Content creation (Branded Content)
- Publicity on our social media
- Special and customized projects
- Interviews with content and lots of information
- Creation of commercial videos published on our channels
- Digital media ads
- Guides and e-books
- Trips and press trips

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Paragraph

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IMPORTANT INFORMATION ABOUT US



OUR AUDIENCE

- 55% travel at least twice a year
- 35% associate gastronomy with tourism
- 82% travel to a new destination each year
- o 64% have insurance as their biggest concern
- o 36% have hosting as their biggest concern
- o 35% have traveled business in the last 2 years

OUR CONTENT

- ✓ Written by experienced journalists
- Information given by those who REALLY visited the destination
- ✓ Information impartiality
- Criterion to facilitate the trip with information and opinions

CLIENTS AND PARTNERS









Contact us and ask for a commercial proposal!!

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TourismEtc Awards

- * best Tourism Journalist by Avirrp 2013 (Brazil)
- * best Social Engagement at Study Mission Dubai 2016 (UAE)
- * best US Reporting at IPW 2019, Anaheim CA. (USA)