



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 ACCESS

UNIQUE
Visitors

89,7 mil/mês

PAGEVIEWS

350 mil/mês

Pages per
VISIT

3,6

Length of
VISIT

8'15"

ACESSS 2022



Among the interests of TurismoEtc's clickers, 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

ACCESS by location



SP	48%
RJ, MG, BA, PR, DF	23%
RS, SC, PE, RN	12%
AM, MT, CE, ES	7%
Internationals Acess	10%

Germany, Portugal, USA, France,
England, Argentina, Mexico

PROFILE



Consumers Classes B C

Men **33%** | Women **67%**



Acess by age

29 to 51 years

Men **39%** | Women **61%**





Intention and decision-making power for a trip or a family program


Men **38%** | Women **62%**

SOCIAL MEDIA



 Facebook /turismoetc **19K**

 YouTube | TurismoEtc TV **830K** views

 Instagram /turismoetc **60K**

REACH



Publieditoriais
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 involvement



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

Add New

Enter title h

Add Media

B *I* ABC

Paragraph

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
- 64% have insurance as their biggest concern
- 36% have hosting as their biggest concern
- 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



Booking.com



rentcars.com.br



OPERADORA
Sanchat Tour
www.sanchattour.com.br

NORWAY
POWERED BY NATURE



visit
MONACO



**GET
YOUR
GUIDE**



VISIT **FLORIDA**

CONTACT



**Contact us and ask for a
commercial proposal!!**

Luciano Palumbo

luciano@turismoetc.com.br

+55 (11) 94141-8584

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)