

Bloom Consulting

Countries Regions and Cities

Madrid, Azores

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Bloom Consulting to research and analyze touristic appeal and demand of Azores



Landscape of Azores

Bloom Consulting has been selected by Azores Promotion Bureau to research and analyze the regions touristic appeal and demand.

The objective of this initiative is to understand how many searches are being performed towards Azores, what territory searches are coming from, which topics are most searched for, and when exactly these searches are being done. Moreover, to analyze how Azores is being displayed in the first pages of search engine results in order to understand the Digital Identity of destination and what exactly needs to be done, as well as to compare results with competitors.

The appeal and reputation of the Azores will be measured by using the following sources:

- Bloom Consulting's proprietary D2-Digital Demand© software, which uses Big Data to gather information about the searches that global citizens perform about Azores related to tourism
- Bloom Consulting's proprietary software D2-Digital Supply©, which looks at the other side of the search process; it collects and analyses results presented in the first pages of search engines: articles, images, or videos, classifying them by degree of importance, origin, and the context of information the user will receive from the search engine.

We look forward to working with the amazing team in Azores to help boost the tourism of this incredible region.

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand and City Brand strategies for governments around the world. The company collaborates with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Country Branding, having worked with over 65 countries regions and cities in 4 continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

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