

Bloom Consulting

Countries Regions and Cities

Rio Grande do Norte and Madrid

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Bloom Consulting to assess the Digital Demand for Rio Grande do Norte, Brazil



Image: Beach of Rio Grande do Norte

In 2020 the Government of State of Rio Grande do Norte, through the Potiguar Tourist Promotion Company (EMPROTUR) approached Bloom Consulting to analyse Digital Demand Rio Grande do Norte's Touristic destinations.

As a result of this partnership, EMPROTUR will have access to one of Bloom Consulting's proprietary softwares: D2-Digital Demand, which provides analytic insights and intelligence with which Rio Grande will be able to analyse digital behaviour and better understand the demand of its Touristic products and its domestic markets.

"We are expanding our database and tools to increase the likelihood of success within our decision-making process. Therefore, we seek intelligence tools that help us to better understand the market and monitor trends and public behaviour, which is essential especially in this moment of great instability and uncertainty," explained Bruno Reis, Executive Director of EMPROTUR.

We look forward to working with Rio Grande do Norte to create a more competitive tourism destination!

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 across 5 continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

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