Bloom Consulting
Countries Regions and Cities

Madrid, Azores

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Bloom Consulting to Undertake World Traveler Project for Azores

Mockup for World Traveler project display of results

Bloom Consulting has been selected to analyze the current state of the Azores Destination Brand.

Bloom Consulting will evaluate the evolution of the existing demand for tourism assets, activities, and other points of interest in the Azores region in ten specific markets, as well as its position amongst the main competitors.

The project will include in-depth study of the characterization of the specific markets and tourist that put forth a Destination Brand and marketing plan, in addition to making the necessary tools available to evaluate the positioning of Azores and its potential to attract attention from these specific markets. This research will allow to identify, map, and understand the unique and relevant sustainable attributes of the Azores Destination Brand.

The final objective of this project is to develop a website, which centralizes all the information related to tourism in Azores gathered during this World Traveler study; like overnight stays, guests, income, social network insights, media clippings, D2 – Digital Demand ©, D2 – Digital Supply ©, etc.

We look forward to working with the amazing team in Azores to analyze the Azores Destination Brand and its current appeal.

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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