



## De tour online por España: un plan estratégico (2012-2015) [

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text (article)

Analítica

Tourism in Spain is an economic activity that generates revenue beating historical records of visitors. Precisely this study focuses on how Internet users become tourists sailing by [spain.info](http://spain.info): the official site protected by Brand Spain. This is possible, since 2009, thanks to the current Information Technology and Communication (ICT). Besides the innovation of the use of Social Media it is promoting at international level, the presence of our country in home markets. Through a diversification strategy, founded on excellence, handles online marketing dynamic with content, audiences and additional channels, comprehensive strategy while generating a digital ecosystem that corresponds to the Integral and the National Tourism Plan (2012-2015). The annual learning which is its strategic development has meant, until 2014, to increase the visibility and awareness (Top of Mind) and scope of the Tourism Brand Spain to the point of making unique users in Spain Addicts. All unravel a government framework, administrative, which aims to generate conversations on a creative concept that involves knowing the context: as defined in the classic slogan 'I need Spain' for Horizon 2020

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