


About Digital Demand - D2©

Everything you need to know in one page

Digital Demand - D2© tool has been developed to take advantage of the insights that big data can reveal about international Tourists' digital behavior and the decision-making process when selecting a destination.

The Digital Demand figures allow you to understand the popularity of your destination while giving you an overview of which type of activities tourists are interested in, their nationality and when they search throughout the year.

The D2© tool is therefore a business tool that helps you to make better decisions by giving you an understanding of what is working correctly and what is not about your current communication and marketing strategy.

Digital Demand - D2© and Bloom Consulting proudly collaborates with the  to measure the Nation Brand appeal of every Country from a tourism perspective.

Hence, the D2© tool is not an SEO, SMM or any kind of digital marketing tool. It is an intelligence tool that enables you to know what needs to be done both "Online" and "Offline" in order to position your destination for international tourists.

The following destinations have understood the importance of these facts and bought the Digital Demand - D2©:

Countries

- Austrian Government
- Aruban Government
- Cape Verdean Government
- Costa Rica Government
- El Salvador Government
- Finnish Government
- German Government
- Latvian Government
- Maltese Government
- Macau Government
- Norwegian Government
- Portuguese Government
- Polish Government
- Paraguayan Government
- Seychelles Government
- Swedish Government

Cities

- Abu Dhabi, City Government
- Helsinki, City Government
- Brussels, City Government
- Buenos Aires, City Government
- Munich, City Government
- Riga, Latvia, City Government

Regions

- Algarve, Portugal, Regional Government
- European Travel Commission
- Herzegovina, Regional Government
- Madrid, Spain, Regional Government
- Oporto and North, Portugal, Regional Government

