

Digital Demand – D2©

Brandtag classification

August 2016

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- Tourism respective Brandtag families, Brandtags ad Microbrandtags

Tourism

The brandtag structure for the Tourism dimension is organised in a 3-level structure, starting with Brandtag Family (4), Brandtag (63) and Micro-Brandtags (206).

Generic information

Brandtag	Micro Brandtags
Destination	<i>Cities, Islands, Regions, Villages</i>
Holidays	<i>Holidays, Packages and Deals, Short breaks</i>
Tourism	<i>Tourism, Travel, Travel Info, Visit</i>
Tourism Attractions	<i>Places to visit, Things to do, Tours</i>

Accommodation

Brandtag	Micro Brandtags
Airbnb	<i>Airbnb</i>
All-inclusive Accommodation	<i>All-inclusive Hotels, All-inclusive Resorts</i>
Beach Accommodation	<i>Beach B&B, Beach Camping, Beach Hostels, Beach Hotels, Beach Rentals, Beach Resorts</i>
Bed and Breakfast	<i>B&B</i>
Camping	<i>Camping</i>
Casino Accommodation	<i>Casino Hotels, Casino Resorts</i>
Family Accommodation	<i>Family Hostels, Family Hotels, Family Rentals, Family Resorts</i>
Golf Accommodation	<i>Golf Hotels, Golf Resorts</i>
Holiday Apartments	<i>Holiday Apartments, Villas</i>
Holiday Rental	<i>Holiday Rental</i>
Hostels	<i>Boutique Hostels, Hostels, Youth/ Backpacking Hostels</i>
Hotels	<i>2 star Hotels, 3 star Hotels, 4 star Hotels, Business Hotels, Hotels</i>
LGBT Accommodation	<i>LGBT Hostels, LGBT Hotels, LGBT Resorts</i>
Luxury Accommodation	<i>Luxury Hotels, Luxury Rentals, Luxury Resorts, Luxury Villas</i>
Resorts	<i>Resorts</i>
Rural Accommodation	<i>Cabin, Cottage, Farmhouse, Rural Hotels, Rural Houses, Wood House</i>
Ski Accommodation	<i>Ski Hostels, Ski Hotels, Ski Rentals, Ski Resorts</i>
Spa Accommodation	<i>Spa Hotels, Spa Resorts</i>
Special Accommodation	<i>Airport Accommodation, Couch Surfing, Igloos/ Ice Hotels, Naturist Accommodation, Tree House Hotels, Underwater Hotels</i>

Specific

Brandtag	Micro Brandtags
Adventure and Outdoor	<i>4x4 Driving, Adventure Tourism, Air Ballooning, Animal Riding, Bungee Jumping, Canoeing, Cycling, Extreme Tourism, Kayaking, Motor biking, Mountain Biking, Paintball, Rafting, Sky Diving</i>
Animal Watching	<i>Bird Watching, Safari, Wildlife</i>
Beaches	<i>Beaches</i>
Boating	<i>Boating, Catamarans and Barges, Sailing, Yachting</i>
Business	<i>Business Tourism, Conferences, Congresses and Conventions, Exhibitions, Fairs, MICE, Seminars</i>
Couples	<i>Honeymoon, Romantic Holidays, Weddings</i>
Cruises	<i>Cruises, River Cruises</i>
Diving	<i>Diving, Scuba Diving, Snorkelling</i>
Entertainment parks	<i>Adventure Park, Amusement Park, Aqua park, Aquarium, Theme Park, Zoo</i>
Family	<i>Family Tourism</i>
Fishing	<i>Angling, Fishing, Lake Fishing, River Fishing</i>
Gambling	<i>Casino, Gambling</i>
Gastro Activities	<i>Beer Tourism, Cooking Classes, Food Tourism, Wine Tourism</i>
Golf	<i>Golf</i>
Hiking	<i>Climbing, Hiking, Trekking</i>
Historical sites	<i>Castles and Fortresses, Historical places, Monuments and Memorials, Palaces, Pyramids</i>
Hunting	<i>Hunting, Safari hunting</i>
Language courses	<i>Language Courses</i>
LGBT	<i>LGBT</i>
Luxury Tourism	<i>Luxury Tourism</i>
Medical Tourism	<i>Cosmetic Surgeries, Health Tourism</i>
Museums	<i>Art Exhibitions, Galleries, Museums</i>
Natural Wonders	<i>Canyons, Coastline, Deserts, Fjords and Glaciers, Jungles and Rainforests, Lakes, Natural wonders, Nature reserves, Northern Lights, Volcanoes, Waterfalls</i>
Nightlife	<i>Bars and Pubs, Clubs, Nightlife</i>
Performing arts	<i>Ballets, Classical Concerts, Musicals, Performing Arts, Theatres and Operas</i>
Religious sites & Pilgrimage	<i>Cathedrals, Mosques, Pilgrimage, Religious Tourism, Synagogues, Temples</i>
Senior	<i>Senior Tourism</i>
Shopping	<i>Shopping, Shopping Districts, Shopping Malls, Shopping Outlets</i>
Special events	<i>Carnivals, Dance Events, Events, Fashion Events, Film Events, Music Events, Sport Events</i>
Surfing	<i>Surfing Tourism</i>
Sustainable and Rural Tourism	<i>Agro tourism, Eco Tourism, Rural Tourism</i>
Traditional Markets	<i>Artisan Markets, Bazaars, Craft Markets, Christmas markets, Flea Markets, Souks, Traditional Markets</i>
UNESCO	<i>UNESCO Tourism</i>
Water Sports	<i>Kite Surf, Water Sports, Wind Surf</i>
Wellbeing	<i>Hot Spring, Spa and Beauty Treatment, Wellbeing</i>
Winter Sports	<i>Ice Skating, Skiing, Sledging, Snowboarding, Winter sports</i>
Youth and Backpackers	<i>Backpackers, Youth</i>
History	<i>Cultural Heritage, Historical Heritage, History and Culture</i>
Local Gastronomy	<i>Beer, Food, Local Drinks, Wine</i>
Local People	<i>Indigenous People, Tribes</i>
Local Traditions	<i>Celebrations and Ceremonies, Traditional Clothes, Traditional Dances, Traditional Music, Traditions</i>

Thank you!

For any question about the results, methodology
or any other issue related to Digital Demand – D2©:

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