CONSOLIDATED IN THE BRAZILIAN MARKET as a tourism trade with a specific editorial line, reaching more than 1.5 million single readers per year, “DIÁRIO DO TURISMO” celebrated 15 years of daily publications in 2020, with a strong presence in the midst of different audiences (corporate and end users). DIÁRIO DO TURISMO is present at national and international tradeshows with exclusive and copyrighted reports and it has a team of top collaborators aligned with its Mission, Vision and Values.

PRESENTATION
MISSION
COLLABORATE WITH THE SECTORS
OF TOURISM AND THE ECONOMY
IN ORDER TO ACHIEVE SOCIAL
BENEFITS FOR BRAZIL.

VISION
TO BE AREFERENCE IN TOURISM
AND TRAVEL NEWS IN
CONNECTION WITH PEOPLE’S
DREAMS AND ASPIRATIONS.

VALUES
TO BE ETHICAL, TRANSPARENT,
CREATIVE AND SUSTAINABLE.

MISSION, VISION AND VALUES
O DIÁRIO DO TURISMO is positioned as a hybrid newspaper in constant search for excellence in information and impartiality. In addition to having readers in the corporate sphere such as travel agencies, tour operators, services such as airlines, cruises, car rentals, hotel chains and medium to large events, it also achieved the sympathy of the general public, with thousands of followers and readers.

### AUDIENCE

- **Visits per month**: 125,000
- **Single visits per year**: 1.5 million
- **Page per month**: 500,000 views
- **Page per yer**: 6 million views
- **Average time in our homepage**: 12 min
- **CTR**: 7%
- **E-mail opening rate**: 25%

### SOCIAL MEDIA

- **FACEBOOK**: 17,000
- **INSTAGRAM**: 11,000
- **NEWSLETTER SUBSCRIBERS**: 55,000 addresses

**Tourism news for best readers**

**www.diariodoturismo.com.br**
O DIÁRIO covers the main tourism events in the Americas, providing a professional coverage of relevant content for its readers.

- WTM - Brazil
- Festuris - Brazil
- Equipotel - Brazil
- Festival of Iguazu Falls - Brazil
- Tianguis - Mexico
- Anato - Colombia
- Pow-Wow – USA
- Peru Travel Mart - Peru
- FIT - Argentina
Who are our readers

ACCESS

PURPOSES OF ACCESS

READ NEWS............................................ 25%
SEARCH PRODUCTS............................. 16%
READ ARTICLES.................................... 08%
SEARCH EVENTS................................. 07%
FIND SUPPLIERS................................. 07%
NETWORKING...................................... 18%
REPLICATE INFORMATION.................... 10%
OTHERS................................................ 09%

*This research was carried out using a multiple-choice questionnaire with the participation of 1,253 IPs, between November 7th and December 31st, 2018.
Marcelo Picka Van Rose é o novo presidente da Resorts Brasil

Aeroporto do Recife recebeu mais de 700 mil passageiros em Novembro

Novo projeto de notícias de viagem e turismo é o Diário do Turismo.
Olimpíada inaugura o seu museu de cera

Trecho do texto:

Olimpíada inaugura o seu museu de cera

Trilha das Canyons, no lido Grande do Sul, passa a Integrar a RedeTrilhas

Trecho do texto:

Trilha das Canyons, no lido Grande do Sul, passa a Integrar a RedeTrilhas

Rússia reabra turismo espacial

Trecho do texto:

Rússia reabra turismo espacial

Experimentos de Brasil Rural validado o roteiro "Terra Mãe do Brasil"

Trecho do texto:

Experimentos de Brasil Rural validado o roteiro "Terra Mãe do Brasil"