



The largest and most complete travel community in Brazil



## INDEX

Subjects covered

- About Us
- Why Make a Partnership?
- Our Growth
- Our Performance - Instagram
- Our Performances - Others
- Our Community
- Audience Interest
- Beyond Instagram
- Partners
- Case Study





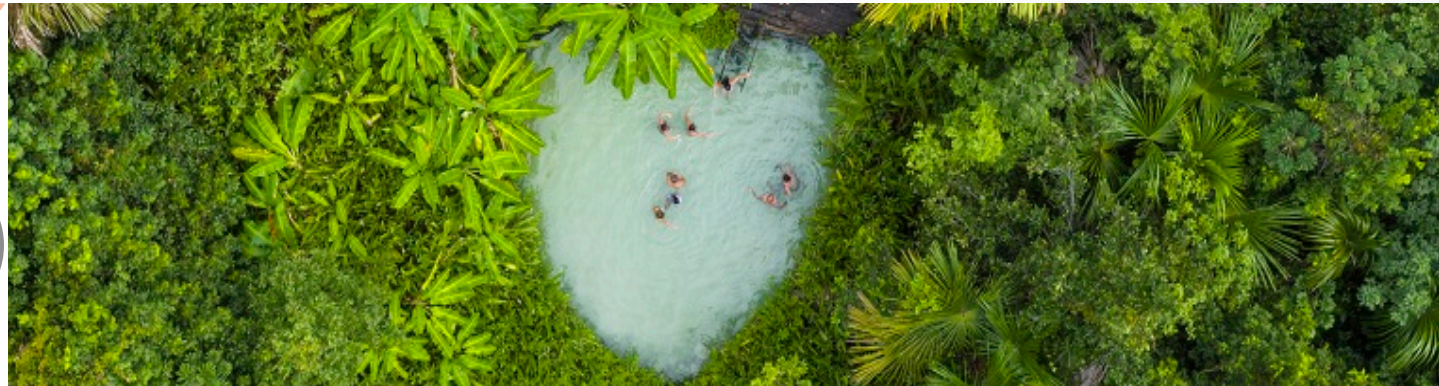
# ABOUT US

What inspires us

The largest and most complete travel community in Brazil.

A “inspired to inspire” team through travel and photos produced by us and our partner network allocated in multiplatform content (Instagram, Facebook, Youtube, Blog, Vimeo and Twitter).

Our purpose is to show tips and destinations from the best places in Brazil & in the world, and always inspire people to achieve their dream trip.



- Instagram
- Facebook
- Twitter
- Blog
- Youtube
- Newsletter Exclusiva

# WHY MAKE A PARTNERSHIP?

To influence is the verb



# EXPOSURE

Online travel communities are increasingly used to gather information for the planning process and purchasing decision.

Followers are strongly motivated to get revealing information for their choice once the tourism product is intangible. The content contained in social media works as sources of interest by presenting images, videos, data and experiences already lived.

Paixao Por Viajar, as the largest travel community in Brazil, is able to engage directly with its audience in this stage of decision making, boosting their sales and products.

# WHY MAKE A PARTNERSHIP?

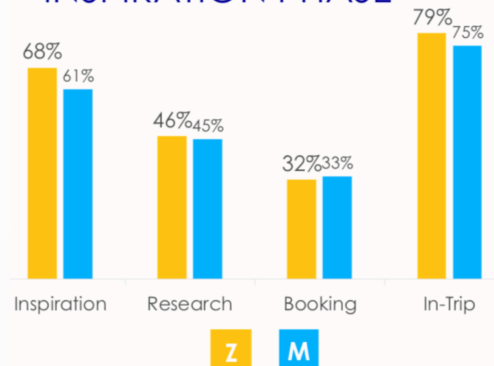
To influence is the verb



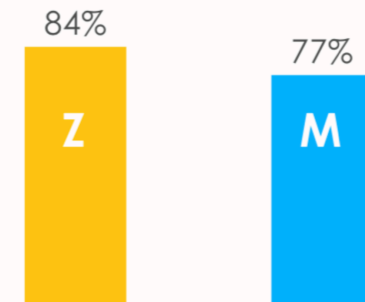
# INFLUENCE

84% of Z generation is influenced by social media and M generation is 77%, having high smartphone and social network usage rate in inspiration phase.

## SMARTPHONE USAGE HIGH, ESPECIALLY IN INSPIRATION PHASE



## INFLUENCE OF SOCIAL MEDIA

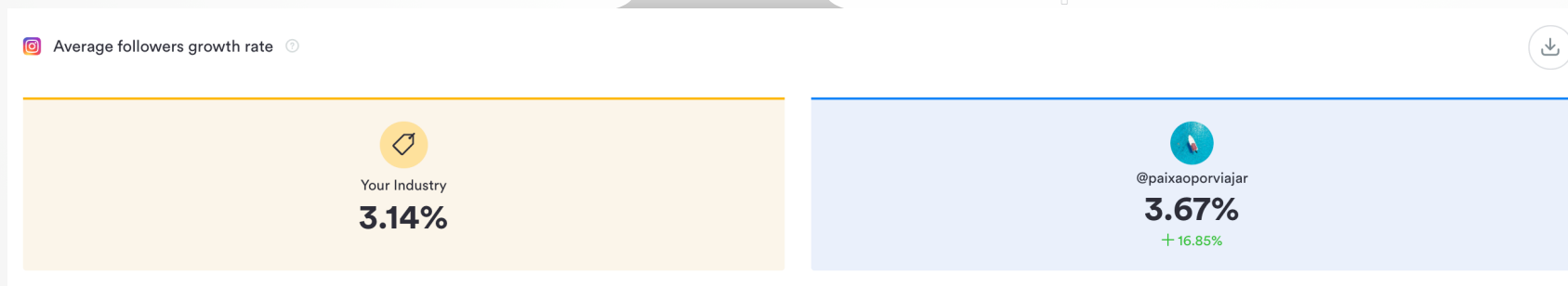


# OUR GROWTH

THE TRAVEL COMMUNITY IN WHICH MOST INCREASES IN BRAZIL



1.6 million followers on Instagram, with a common feeling: **Paixão Por Viajar**

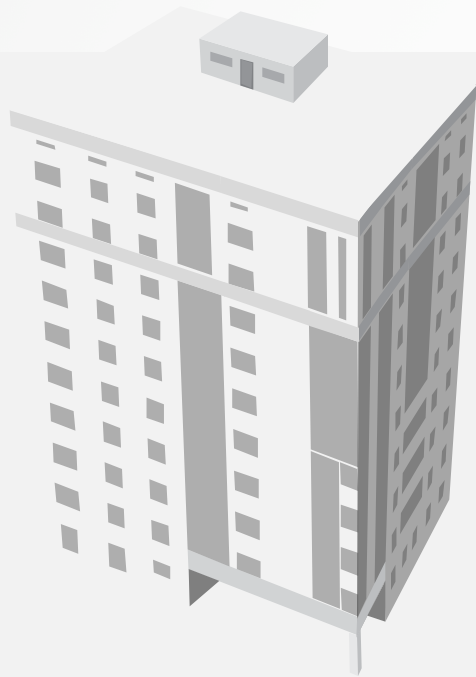


Growth rate above the segment average



# OUR PERFORMANCE - INSTAGRAM

## INSTAGRAM PROFILE



### Community

The largest travel community on Instagram, with more than **1.8 million followers**, who contribute for our posts daily.

### Reach

Reaching over than **133.4 million** accounts in the semester.

### Impressions

Over than **42 million** of monthly impressions (**around 512 million of impressions/year**), showing our content and our **partner's content**.

### Engagement

Around **1 million** likes monthly engaging with our posts.

### Involvement

We receive around **250.000** comments from our audience per month, creating great visibility in our posts and products.



**1.8M**

Total followers



**689.8k**

Followers evolution



**433M**

Impressions

↗ 115.34%



**214.7M**

Reach

↗ 163.13%



**0.93%**

Average engagement rate per post

↗ 13.41%



**5.25%**

Average engagement on reach per post

# OUR PERFORMANCE – INSTAGRAM STORIES

## Tell stories to inspire people – Our Goal



**21.9 Millions** impressions on Instagram Stories, inspiring our community about destinations.



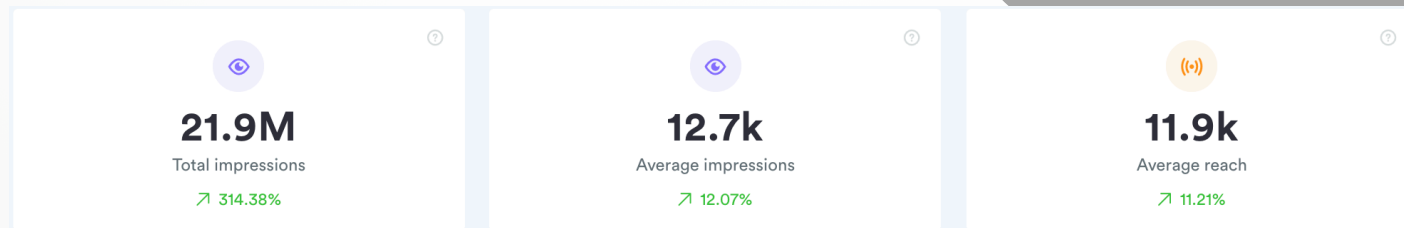
Story telling mode, showing in details and few how to be at our partners.



High quality videos, produced using 4k equipment's.



Feel like you'll be there. This is our goal and few of our users.



# OUR PERFORMANCE – INSTAGRAM - HOW WE TELL STORIES

FEW CASES HOW WE DO WHAT WE LOVE – INSPIRING PEOPLE



## Hotel and Destination

On this case, we did show the hotel and part of the destination.

## Destination

An walk around the destination Positano.

## Hotel and Destination

Starting on the destination, until the partner to show a mix of content.

## Hotel

Presenting the partner Only.

# OUR PERFORMANCE - OTHERS

## Other Platforms

Average of **60 posts** per month with news, tips and articles.

### BLOG/YOUTUBE

Average organic growth of **35%** per month of hits and **22%** of subscriptions to the Newsletter.



**60,000 fans** on other platforms we use as a complement to Instagram profile.

### FACEBOOK/TWITTER

Reach around **2 million** accounts monthly.



# OUR COMMUNITY

Our Audience Location and Gender



## PAIXÃO FOR OUR BRAZIL

Our community is made up of an audience of 22% men and 78% women, distributed around our Brazil.

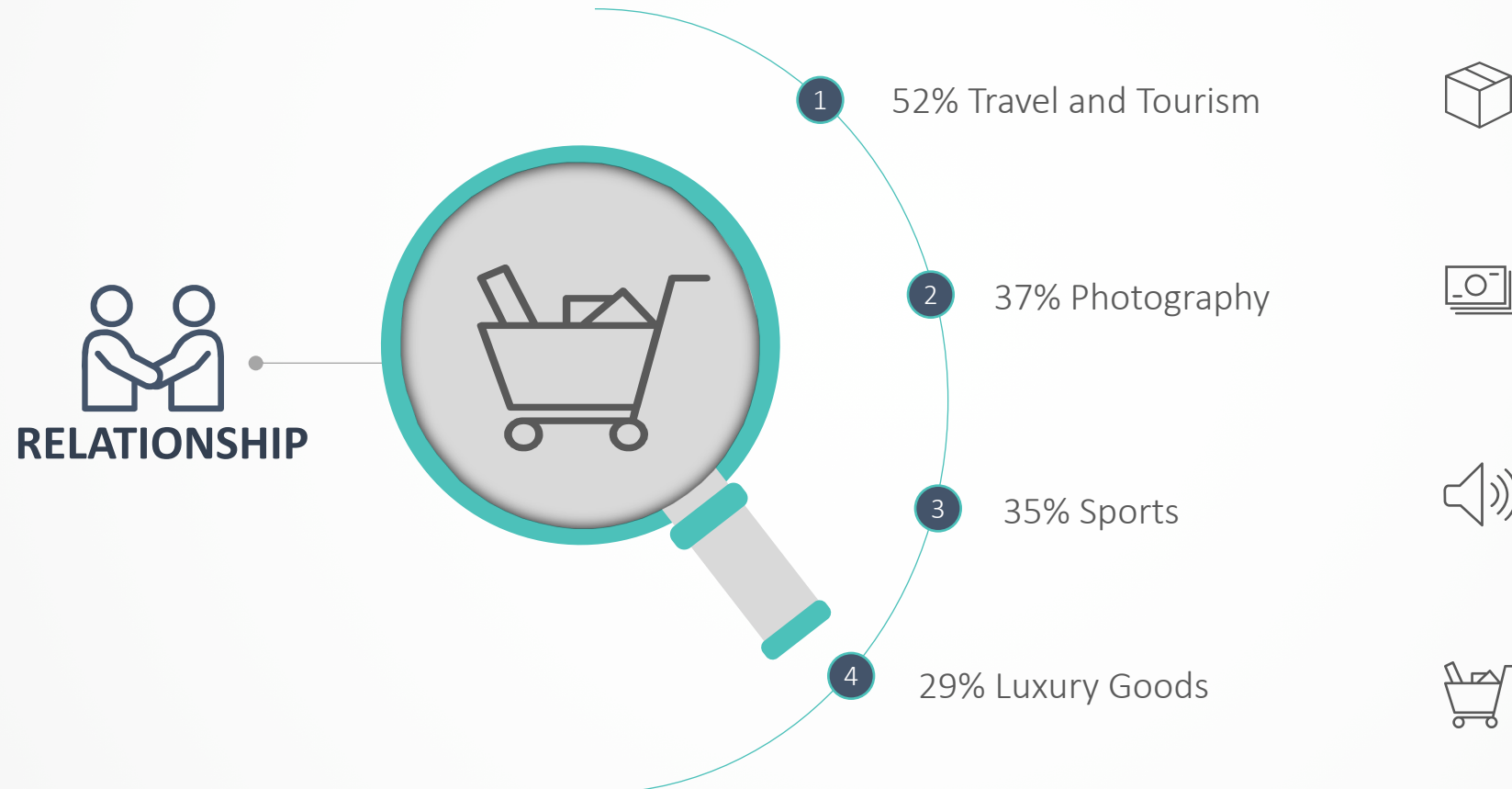
Our top 5 user sources are:

- São Paulo (20.09%)
- Rio de Janeiro (11.22%)
- Belo Horizonte (5.31%)
- Goiânia (4.97%)
- Fortaleza (3.99%)



# AUDIENCE INTEREST

Top 4 interests of our main audience



# BEYOND INSTAGRAM

We are the largest travel community on instagram. What else?



One of our differentials is to be Multiplatform

Ahead of generating photos and videos that influence our Instagram followers, our job is to be multiplatform, delivering high quality relevant content to our audience and partners.



<https://paixaoporviajar.net>



<https://youtube.com/paixaoporviajar>



<https://facebook.com/paixaopviajar>



<https://twitter.com/paixaopviajar>



<https://instagram.com/paixaoporviajar>



<https://vimeo.com/paixaoporviajar>



+ Exclusive newsletter with more than 10k subscribers.

# BEYOND INSTAGRAM

Blog Columnist

## Blog Paixão Por Viajar

Our blog has several columnists (and increasing every day), with different profiles (low cost, luxury, ecotourism, etc.), which make part of building of our community, serving all audiences.



Apaixonadas  
Por Ai

Viagens



Viajando Eu  
Sou Feliz

Lifestyle



Lívia Pereira

Lifestyle



Dois Viajando

LifeStyle



Destino  
Viagem

Luxury



Tripaholics

Inspiration - Travel  
Couple



# PARTNERS

We truly believe partners are strategic and we value them all.





# CASE STUDY

Case report – Roots Resort

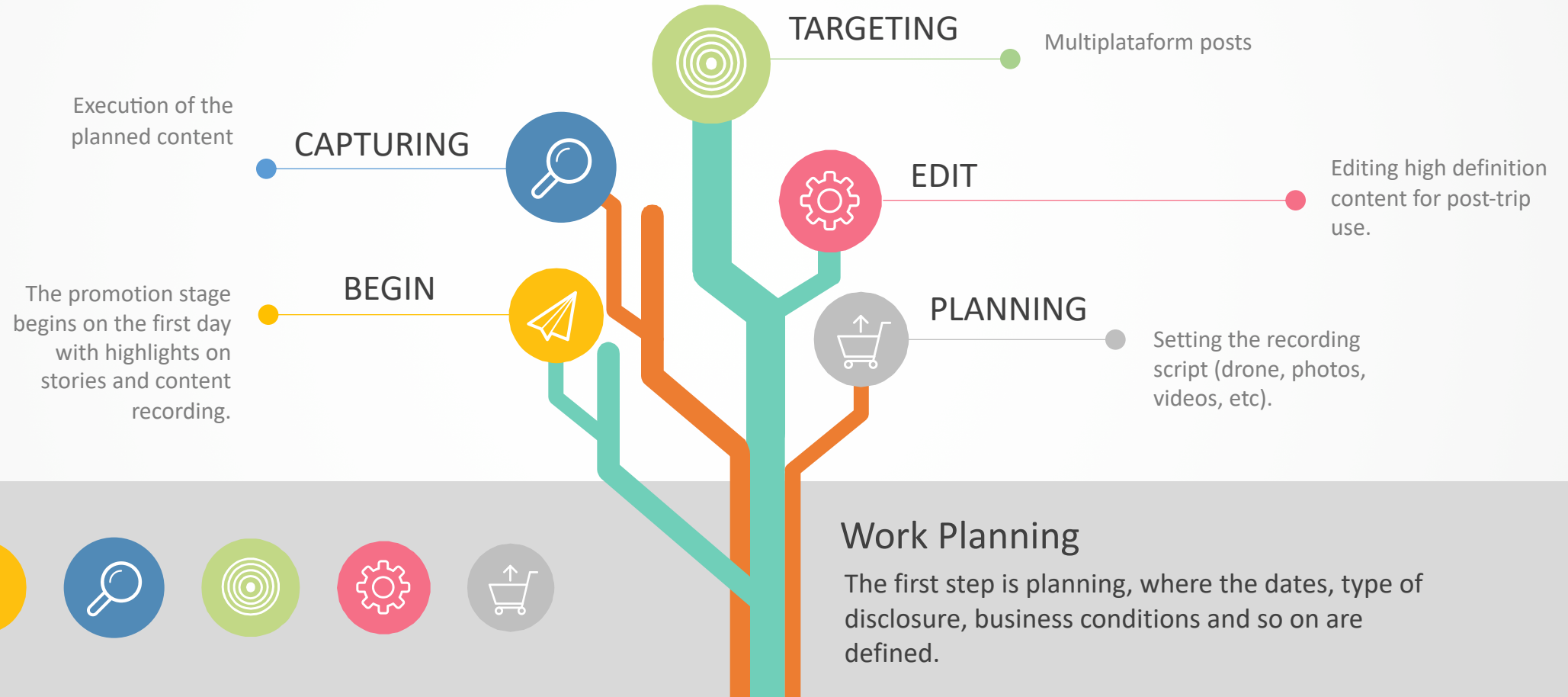
Using one of our partners (Roots Resort) as an example of partnership break up.



ROOTS  
RESORT

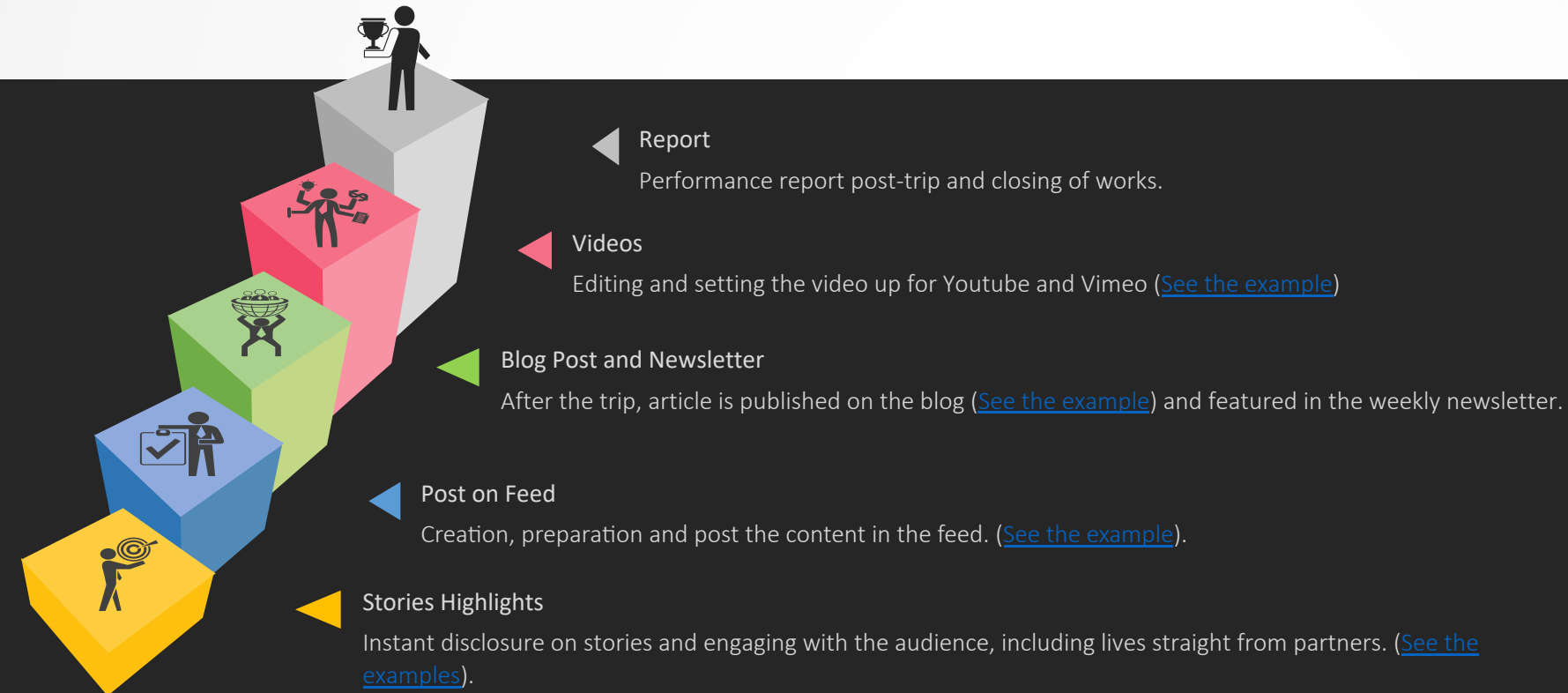
# CASE STUDY – ROOTS RESORT

Partnership Breakup (visit and multiplatform dissemination).



# CASE STUDY – ROOTS RESORT

## Project Deliverables





# OTHER CASES

Flexibility is important

## Other Projects



Partnership with the New Zealand Embassy to promote the destination, including other influencers, generating over than 800 stories in all profiles during the project. ([See the example](#)).



Destination disclosure in partnership with other profiles, in a “take over” model of @paixaoporviajar ([See the example](#)).



Exclusive product raffles intended for the traveling audience, with high interest in the available products ([See the example](#)).



Social media Consulting for several partners, supporting growth and leveraging their results with the digital world.





# Thank You



[contato@paixaoporviajar.net](mailto:contato@paixaoporviajar.net)



+5511 99129 2768