

EXPERIENCE GREAT OUTDOORS

CHILE

Best South American Destination 2020



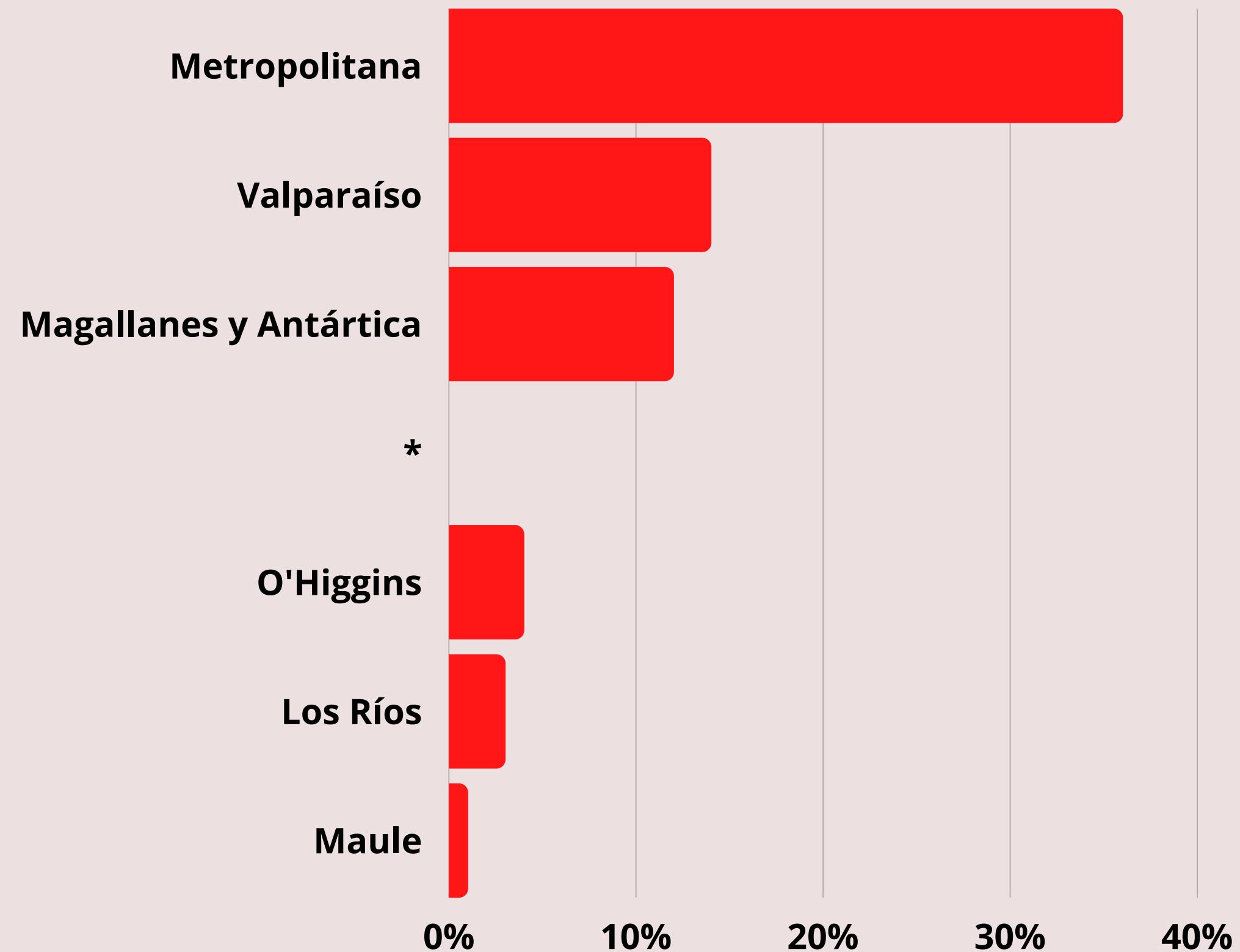


TODAY'S DISCUSSION

TOPIC OUTLINE

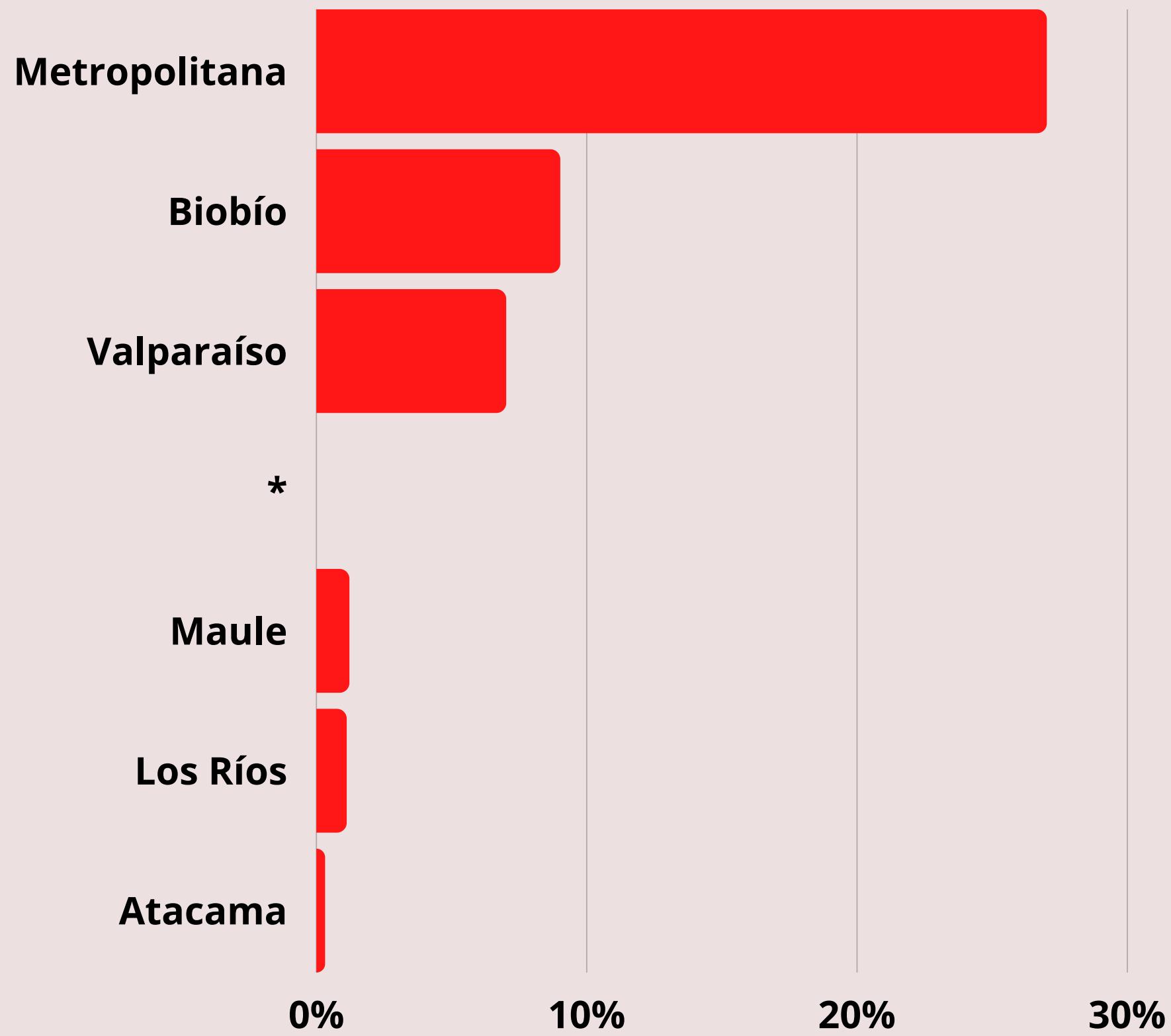
Introduction
The Ranch by the Lake
The Holsom Valley Story
Tour Packages
About Timpton Tourism Board
Video Presentation

TOURISM RELATED SERVICES



Services which leads Metropolitana to the top :

- Car Rental Agencies
- Golf Courses
- Density of ATM's
- Phone Service
- Certified Tourists Operators

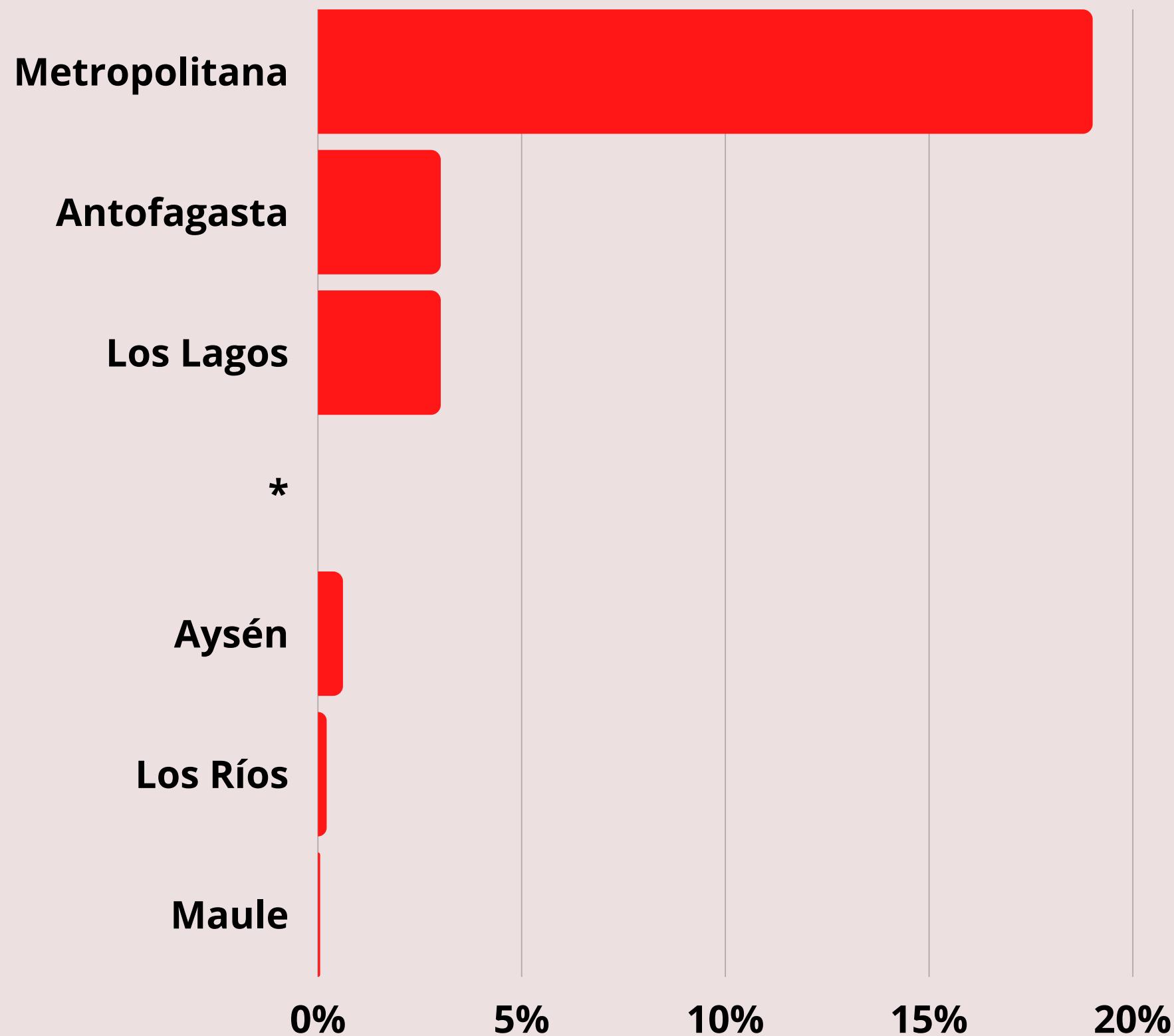


SECURITY AND SAFTEY

Inspite of High crime rate, features which leads Metropolitana to the top :

- Higher Budget For Public saftey
- Higher Police Units

ECONOMIC PERFORMANCE

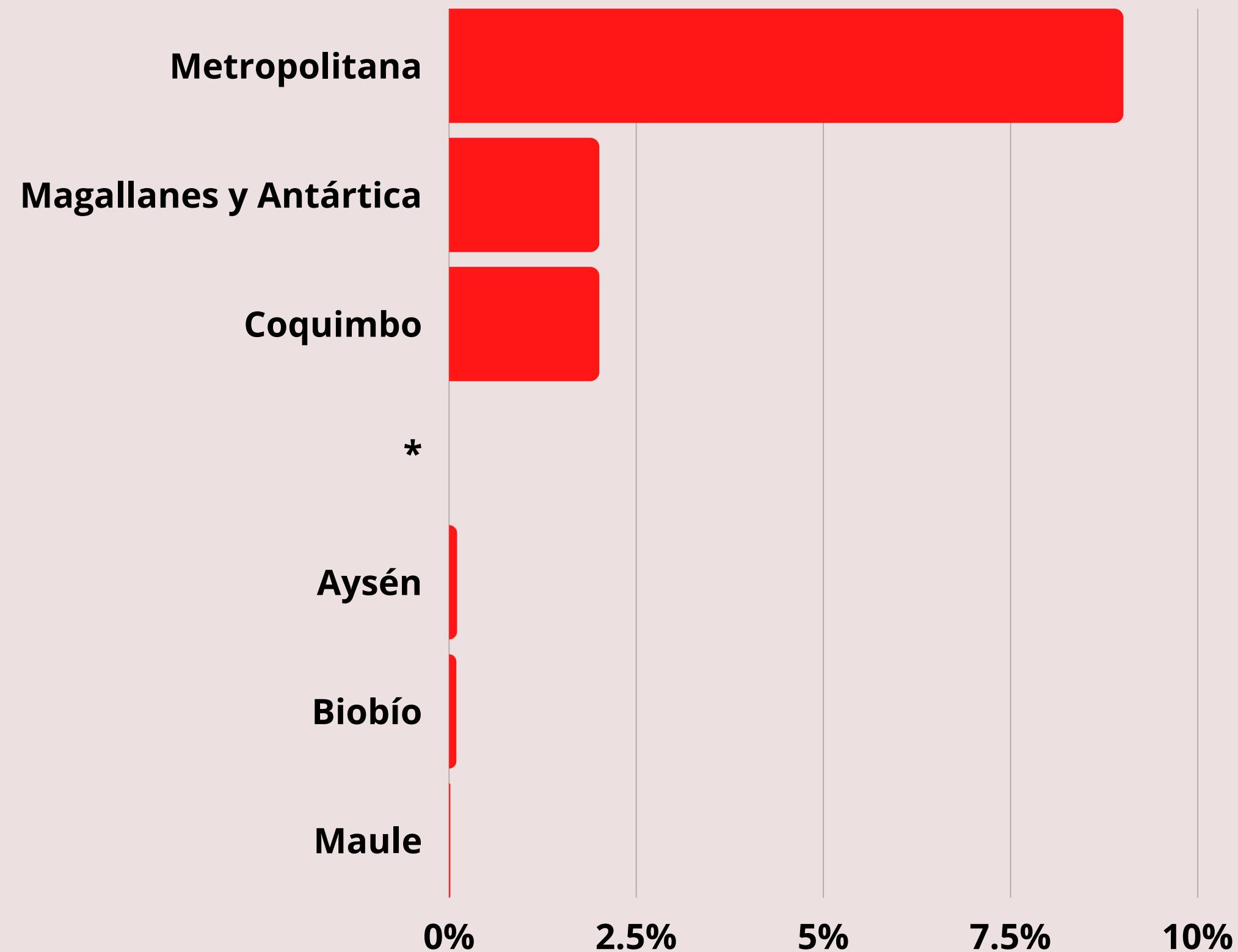


Features which leads Metropolitana to the top :

- Lower Poverty
- Higher Banks per million
- Lower length of Strikes

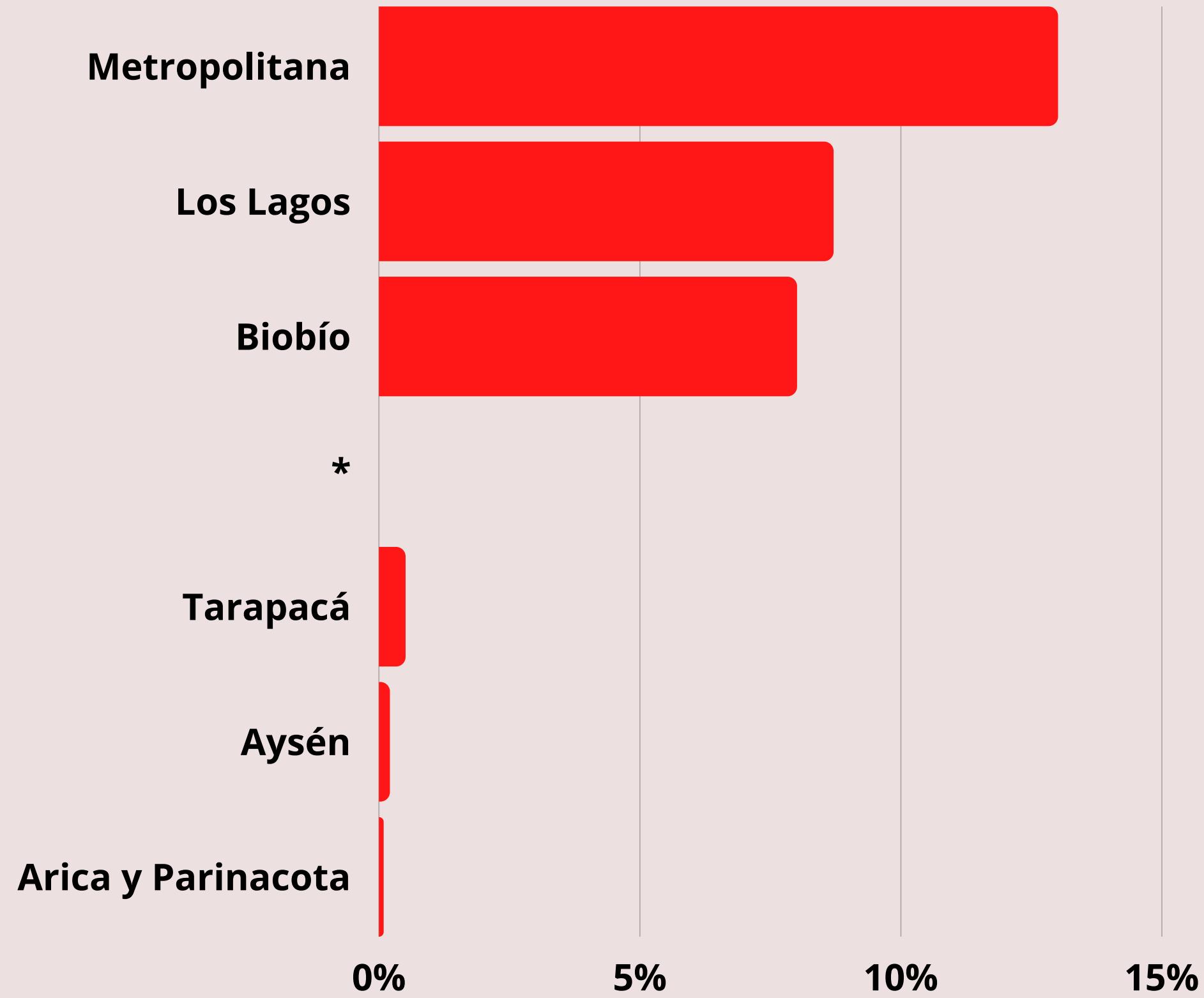
Low level of development and infrastructure is seen by a sharp fall of index from metropolitana to other regions.

TOURISM PROMOTION



Features which leads Metropolitana to the top :

- Highest internet searches for main tourist attraction inspite of lowest budget on promotion.
- High tourism information offices.



GOVERNMENT INVOLVEMENT AND EFFICIENCY

Features which leads Metropolitana to the top :

- Highest public infrastructure investment related to tourism sector
- Highest government fund allocated for tourism development.



METROPOLITANA

PLACE WHERE FUN NEVER ENDS

STRENGTHS

- Tourist infrastructure
- National Monuments, Museums and Theatres
- Tourism related workforce such as guides.
- Mobility services for tourists such as car rentals.

OPPORTUNITIES

- Organize more cultural and artistic events.
- Open Casinos.



AYSEN

PUSH YOUR SENSES TO THE LIMIT AND GET IN
TOUCH WITH YOUR WILD SIDE

STRENGTHS

- National Monuments, Museums and Theatres
- Natural beauty: forests, national protected sites, volcanoes, waterfalls, geysers and thermal waters.
- Paleontology sites and Artwork center.
- Casinos.
- Sports centers.

OPPORTUNITIES

- Leverage Indigenous population with unique culture for in house guest tourism.
- Carefully preserve and open Paleontology sites for tourists.
- Promote Hiking.
- Leverage Sports centers to promote more sports events tourism.



COQUIMBO

MAGIC OF DESERT CLIMATE ALONG WITH
BEACH FUN

STRENGTHS

- Observatories.
- Architectural sites and Heritage Houses.
- Beaches.

OPPORTUNITIES

- Organize cultural events.
- Open Casinos.
- Promote Beach Sports
- Leverage Observatories and desert climate for astronomical tourism.

IMMEDIATE COVID PRIORITIES



EASY AND QUICK COVID TESTING

To ensure that people who are negative do not need to wait for 14 days quarantine.



INCOME CONTINUITY FOR TOURISM WORKERS AND INFRASTRUCTURE

This is required to avoid shutdown of tourism infrastructure for supporting future tourism



PROVIDE CLEAR INFORMATION AND LIMIT UNCERTAINITIES

Highly important for tourists to make proper decisions



BRANDING CHILE AS SAFE TO TRAVEL

To improve the confidence of tourists in Chiles capability to handle safe and secure tourism.

SHORT TERM COVID PRIORITIES



DIGITAL ADOPTION

To ensure people can make contactless payments, bookings and reservations



IMPROVE HEALTH INFRASTRUCTURE

To control COVID and to promote safe and secure tourism among Business and Sports events especially.



PROMOTE LESS DENSE TOURISTS REGIONS

Aysen, Coquimbo,, Magallanes y Antártica



PRIORITISE AREAS WHERE VISITOR SPEND IS MOST

This will provide some support to the ailing sector



“

**A walk in nature walks
the soul back home.**

MARY DAVIS
