

CA&ASOCIADOS CONSULTORES CANTABRIA

CA&Asociados is a strategic consultancy firm based in Santander, Spain. It offers independent advisory services on regional and local planning, tourism marketing and the application of new technologies to tourist promotion.

www.caasociados.es



REGIONAL MARKETING PLAN

CA&Asociados helps in the process of reflection on **strategy and actions for the positioning of a tourist destination**.

With participatory formats, they have carried out numerous strategic planning projects, an area where proximity and independence - with total neutrality in the selection of suppliers and technologies - are key to providing a good service.

They provide assistance at every stage of management, from strategic planning, selecting priority products and markets and establishing the right positioning to defining a technology strategy or "MarTech". CA&Asociados are pioneers in the publication of the first Marketing Tech Stack for a Tourism Authority in Spain.

In addition, they provide technical assistance in administrative contracting processes.

Scope of smart destination application

Governance

Solutions for destinations in the following areas



Type of solution

