

# CLIDEA DESARROLLO

Clidea Desarrollo, S.A. is a digital marketing agency focused on cultural tourism. It highlights Spanish cultural values, including traditions, cultural spaces, history and iconic individuals.

[www.clidea.org](http://www.clidea.org)



## BRAND POSITIONING AND DEVELOPMENT

They make the website as accessible as possible by increasing the relevance of the sector's main search terms and establishing authority in each market both externally and internally.

**Each brand is developed, customised, and adapted** to the target audience through brand development and use stories to reach the customer through storytelling techniques.

Scope of smart destination application

**Governance**

Solutions for destinations in the following areas



Type of solution

