

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



COMUNICACIÓN Y MÁRKETING DIGITAL

CREATING AND SHARING CONTENT FOR TOURIST DESTINATIONS

The **creation of web content and implementation of digital actions**, including the following services: writing articles, section sponsorship, audiovisual content creation, recording podcasts, producing newsletters and translation services.

These are shared across various formats on significant digital channels. They make use of use España Fascinante, and that organisation's objective, which is none other than to bring visibility to Spain's tangible and intangible heritage, in a way that is always based on their values, and is always entertaining. The company's digital channels are segmented into thematic, language-based and territorial communities.

They have 11 years' experience in creating digital content about cultural tourism in Spain, and are present on some of the main Spanish social network communities (Facebook, Instagram, YouTube), such as España Fascinante, Mi escapada, Gastronomía Fascinante, Arte Fascinante, Es Fascinante and more.

Scope of smart destination application

Governance

Solutions for destinations in the following areas



Type of solution

