

Bloom Consulting commissioned to analyze Madeira Destination Brand



The Calheta municipality in Madeira | Image: Madeira Promotion Bureau

Bloom Consulting has been selected to analyze the current state of the Madeira Destination Brand.

From the first meeting, Madeira Promotion Bureau expressed their desire to manage this tourist destination in an innovative and distinct way, with a focus on relevant information and exclusive data. According to the plan, Bloom Consulting will evaluate the evolution of the existing demand for tourism assets, activities and other points of interest in the Madeira region in about twenty specific markets, as well as its position amongst the main competitors. For this, Bloom Consulting will use its proprietary software – D2-Digital Demand © and D2-Digital Supply ©.

The project will include a comprehensive study of the characterization of the specific markets and tourist that put forth a Destination Brand positioning and marketing plan, in addition to making the necessary tools available to evaluate the positioning of Madeira and its potential to attract attention from these specific markets. It will also involve a field study in these markets with the aim of hosting several focus group meetings with local tourism professionals in order to more broadly understand the perceptions of Madeira as a destination. The in-depth research will allow to identify, map, and understand the unique, relevant and sustainable attributes of the Madeira Destination Brand.

An additional objective of this project is to develop a website, which centralizes all the information related to tourism in Madeira, like overnight stays, guests, income, social network insights, media clippings, D2 – Digital Demand ©, D2 – Digital Supply ©, Turobserver, promotional materials etc.

We look forward to working with the amazing team in Madeira to analyze the Madeira Destination Brand and its current appeal.

Bloom Consulting, founded in 2003, specializes in the development and evaluation of strategies for national, regional and local governments around the world, and collaborate with Prime Ministers, Presidents and mayors, as well as tourism bureaus and trade and investment agencies. Bloom Consulting have worked extensively in the field of Country Branding, having worked with over 45 Countries in 4 Continents. Their client list includes Governments across the globe such as that of Poland Germany, Sweden, Abu Dhabi, and Seychelles, among others. Within South America, Bloom Consulting have previously worked with the Agency for Promotion and Investment in Costa Rica (CINDE), evaluating the brand of national investment in a global context; the Government of Paraguay, developing their new country brand; and the city of Buenos Aires, evaluating and creating a strategy to implement with regards to tourism attraction. In addition, Bloom Consulting are official data partners of the World Economic Forum, having contributed data to the recently published Travel and Tourism and Competitiveness Report 2017.