

## Europe's Touristic Appeal of Passion Communities to be analyzed by Bloom Consulting



Bloom Consulting has been commissioned by European Travel Commission to understand the Europe's Touristic Appeal of Passion Communities.

Bloom Consulting will be using its proprietary software D2 – Digital Demand © to analyze international tourist online searches towards Europe.

The project scope includes assessing the touristic demand pre and post pandemic towards Europe as a destination in the periods from 2018 to 2021, comparing it with four competitor regions and ten target markets.

Final delivery will include access to D2 – Digital Demand© software and a report with main conclusions.

**Bloom Consulting**, founded in 2003, specializes in the development and evaluation of Nation Brand, City Brand, and Placemaking strategies for governments around the world. We collaborate with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Place Branding, having worked across five continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.