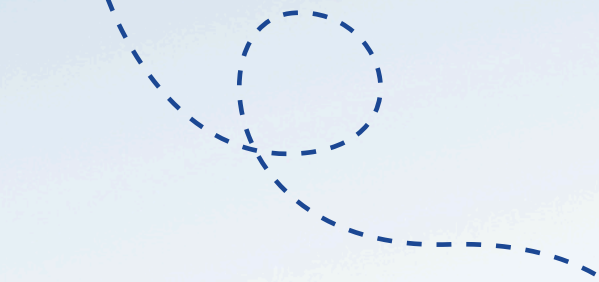


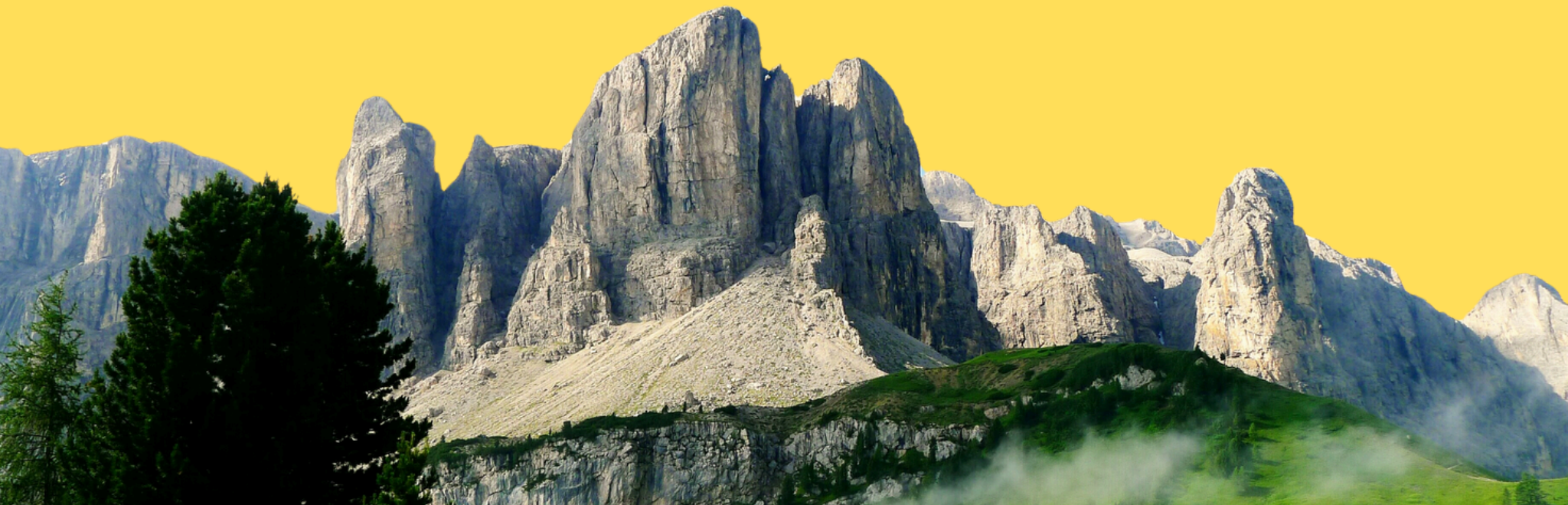
# ABYA-YALA TOUR AGENCY

ViaggiAnde family



# ABYA-YALA TOUR AGENCY

“Abya-yala”, literally translated as “land of fertile blood”, refers to the original name of the American continent. The word derives from the kuna language spoken by the Cuna, indigenous people of the Isthmus of Panama.



# ABYA-YALA TOUR AGENCY

Abya-yala is a tour agency offering alternative touristic experiences involving local Indigenous communities of Americas





# VIAGGIANDE FAMILY

Discovering Andean culture through the artisan sector



A three-week tour designed for Italian families



## OBJECTIVES

- Promoting artisan sector
- Promoting ethic tourism
- Promoting a touristic experience to involve as many people as possible in discovering the Andean culture through visits and experiences in artisans' villages
- Valorize the Andean culture and values

# TARGET

Italian families with children between 6-12 years old.

# PLATFORMS TO BE USED:

- Newsletter to receive travel tips for Americas
- Facebook
- IG
- Youtube
- Online newspapers



# CONTENT CALENDAR



- Campaign starting in September, in prevision of the winter holidays
- Posting 3 times per week (FB-IG) Tuesday - Friday- Sunday
- Influencer - Michelle Hunziker, 6volemamma, miss mamma sorriso
- YouTube - advertisement on video that moms/children can see, plus YouTube video each week



**GRACIAS**