



# PANROTAS

PANROTAS

ONLINE

DESTINATIONS MICROSITE

## 2018 Media Kit



## PANROTAS – Committed to promoting business opportunities for your company

A communication, event, and market intelligence company for the Travel and Tourism industry. Founded in 1974, it operates in the organization of private and tailored events, printed publications (which also include a digital version), news portals, websites, activities and brand activation in trade shows, conventions, and social media.

Headquartered in São Paulo with offices in Brasília, Rio de Janeiro, and Miami, PANROTAS is the leading company in content production for the tourism professional, working with the entire sector's supply chain, such as airlines, hotels and hotel chains, tour operators, travel agencies, car rentals, ocean cruise companies, distribution and reservation services, assistance cards, official tourism agencies, professional associations, tech companies, among others.



**ONLINE**

PANROTAS Portal, the main news portal for the  
Brazilian tourist trade for the last 18 years

PANROTAS  
Portal

PANROTAS  
Portal  
Envelopment

PANROTAS  
Mobile

PANROTAS  
Blogosphere

PanJobs

Sponsored  
Word or  
Theme

Online  
Event  
Coverage

Microsite  
Destinations

PANROTAS  
News

PanCorp  
PANROTAS  
CORPORATE

Publi-Editorial

## WHAT IT IS

- It enables the destination to have a **web channel** in Portuguese that can be accessed by both the tourism professional and the consumer
- **It shows the primary differences** of the product and the destination's attractions
- It has services, with maps and information for those who are considering selling or travelling to the destination
- It presents selling tips from market specialists
- It is dynamic and **promoted in several PANROTAS channels**, such as newsletters and social media

## ADVANTAGES

- standardised background
- developed by the PANROTAS team
- sharing with social media
- interactivity

## PRICE

- **The Destinations Microsite's List Price is R\$32,000.00**

