



PANROTAS

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ONLINE

FACEBOOK PANROTAS

2018 Media Kit



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

A communication, event, and market intelligence company for the Travel and Tourism industry. Founded in 1974, it works on organizing 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.

With its headquarters in São Paulo and offices in Brasília, Rio de Janeiro, and Miami, PANROTAS is the lead 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.

# FACEBOOK PANROTAS

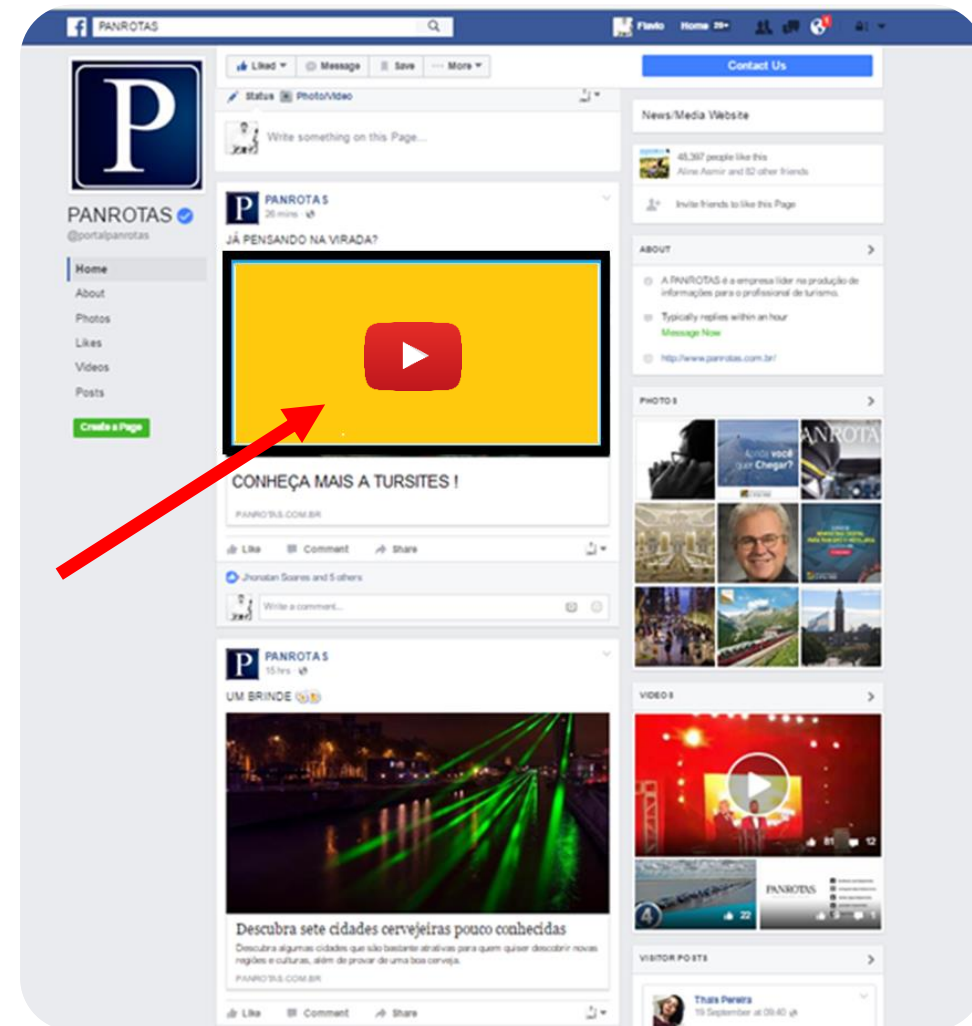
Endorsement of a corporate video, image or link on our Facebook Page.

Today there are more than 67,000 followers; all the likes organically developed; their vast majority are tourism professionals.

Approximate reach per boost:  
between 15,000 and 44,000 people.

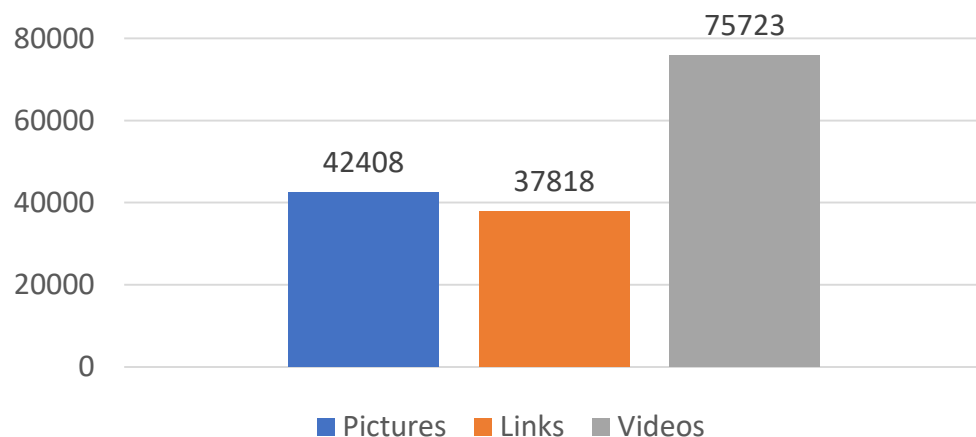
Seychelles Destination Video Example:

<https://goo.gl/OX6T3r>



# FACEBOOK PANROTAS

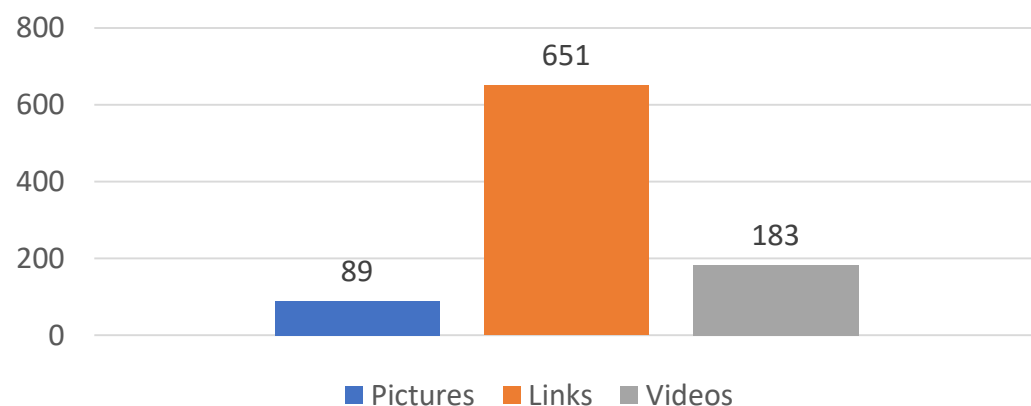
Average Reach per Type of Post



**Type of post that generates greater reach and engagement: VIDEOS.**

Videos are ideal for customers who want their post to reach as many people as possible.

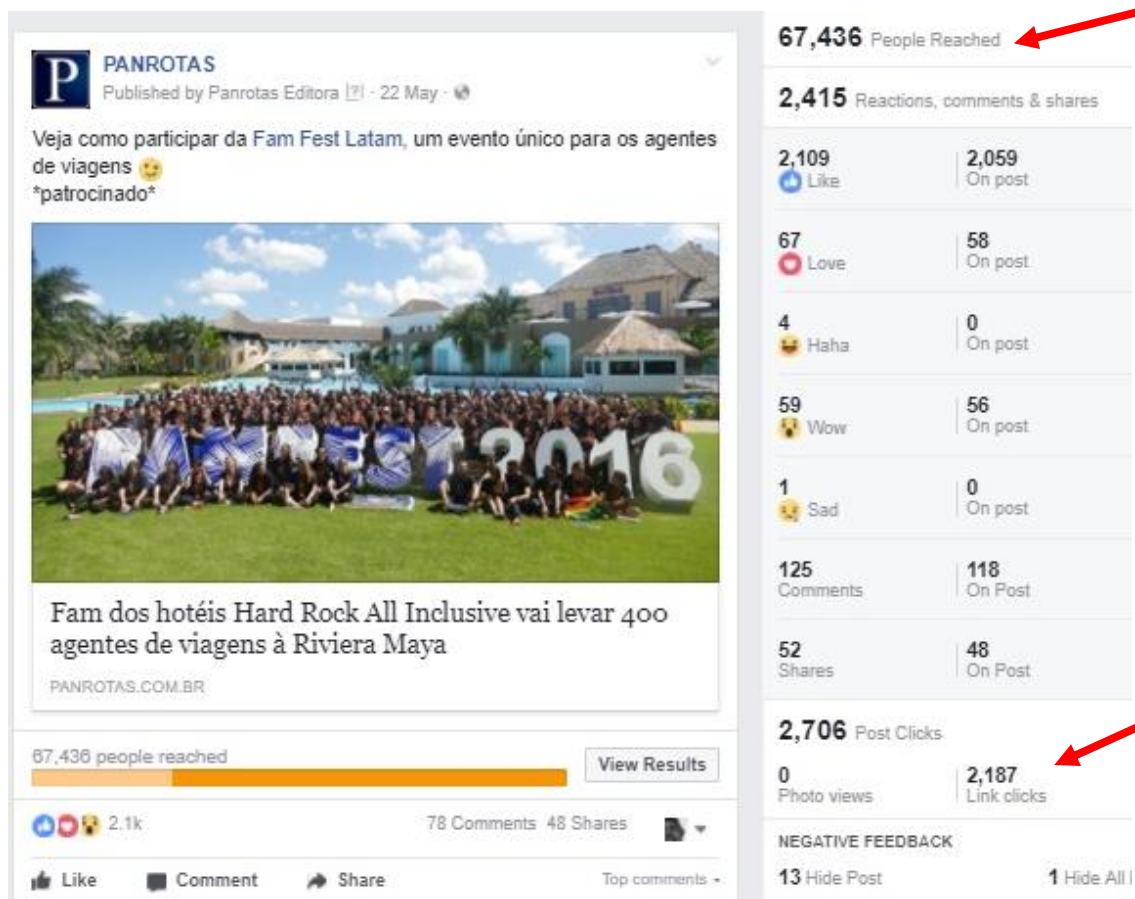
Average Number of Clicks per Type of Post



**Type of post that generates a higher rate of clicks: LINKS.**

Links are ideal for customers who want to generate more leads, sharing landing pages & E-books. It also helps generate greater traffic of a sponsored article on PANROTAS Portal, or traffic to another website.

# FACEBOOK PANROTAS



**Hard Rock Article Boosting**  
CTR 3.24%



**ITtO Consulting Article Boosting**  
CTR 2.97%




# FACEBOOK PANROTAS

## Norway Video Boosting:

**PANROTAS**  
9 May · São Paulo · 🌐

Se você pensa na Noruega como um local congelante onde há pouco para fazer... errou feio! O país tem muito mais atrativos do que a maioria imagina, incluindo uma rica gastronomia e incrível beleza natural. O sol da meia-noite e a aurora boreal são só alguns itens da lista. Confira o primeiro vídeo da nossa série sobre a Noruega e esteja pronto para se apaixonar pelo destino 😊  
\*patrocinado\*



42k Views

Like Comment Share

Tais Ballestero, Bárbara Colonese and 721 others  
374 shares 55 comments

## Monaco Video Boosting:

**PANROTAS**  
8 June at 15:00 · 🌐

Você conhece um país que pode ser visitado de cabo a rabo em uma única viagem? Mônaco é assim! São apenas 2 quilômetros quadrados, mas uma lista enorme de atrações torna o principado um destino especial. Veja o primeiro vídeo de uma série que preparamos sobre o principado, acesse o Visit Monaco e apaixone-se 😊  
\*patrocinado\*



40k Views

Like Comment Share

Tais Ballestero, Bárbara Colonese and 723 others  
497 shares 58 comments

## Image Boosting:

**PANROTAS**  
10 May · 🌐

Ainda dá tempo de ganhar um Iphone 6! Cadastre suas vendas do trem Thalys até o dia 16 de maio e participe. Acesse agora -> <http://agents.raileurope.com.br>  
\*patrocinado\*



Like Comment Share

Tais Ballestero, Bárbara Colonese and 4.2k others  
117 shares