

## **Measures for the effective promotion of tourist routes.**

### **Internet Marketing:**

1. SEO
2. Video
3. Social Media
4. Blogs/Forums
5. Newsletters/Email Lists

### **Travel Agencies:**

1. Discount offers for regional tours
2. Cross promotion
3. Consulting / Personal recommendations

### **Printed informational and advertising materials:**

1. Distributed at every site on tour route
2. Available at tourist info centers
3. Promoted at trade fairs and expos
4. Cross-promoted at tourist service businesses

### **Extra-regional and national campaigns**

1. Cross promotion of local routes in other regions where tourism is better developed
2. Promotion of local routes and resources in national tourism campaigns
3. Cross promotion of local attractions in other countries with similar destinations

