Gamification of the touristic experience

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The UNWTO Affiliate Members Corner
“Tourism Recovery”
Catalonia, a family holidays destination

01 — Trends in family holidays

02 — Gamification of the touristic experience

03 — Legends Hunters Club
Trends in family holidays

01
Technologies, communication and purchase channels.

02
Mature demand and specialized destinations.

03
Specialized family tourism product.
Our families profile

01
Busy families, sharing purchasing decisions. Kids become decision makers!

02
Breaking routines and sense of freedom.

03
Dateless departures, road trips and active holidays.
Family Holidays Program

- Family-friendly beach holidays
- Family-friendly active holidays
- Family-friendly Attractions

- 282 Accommodation companies
- 107 Leisure companies
- 69 Visitors Centers
- 23 Family tourism equipment’s
Our Values

Coexistence  Diversity  Sustainability  Education  Innovation

Amusement  Quality  Safety  Health
Gamification of the touristic experience

01 Emotional and cultural link with the tourists.

02 Knowledge of the destination through mobile apps.

03 Creating stories to attract tourists.
Gamification of the touristic experience

04 Improves the travel experience.

05 Creates and increases traveler's loyalty towards Catalonia.

06 To be implement at all stages of the customer journey.
2018
1st Catalunya, Hola Familia! *Offline event.*

2019
2nd Catalunya, Hola Familia! *Offline event.*

*Digital transformation process*

2020
Creation and development of our new app.

2021
WepApp launch.
Kids will discover our region while finding the 27 *Legendary Beings* that live hidden in Catalonia.
5 coaches will help our little travelers to overcome all the riddles.
Hola família!

Gaudiu de les vostres vacances en família a Catalunya
BIENVENIDOS AL JUEGO DE LOS CAZADORES DE LEYENDAS

Empezar
Do you want to help us save the legendary beings?
Thank you and see you in Catalonia!

Join us at:

https://escasateva.catalunya.com/club-cacadors-llegendes/