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Visit TULUM surprises with an unprecedented global advertising campaign that promotes the tourism sector.

Tulum intensifies its tourism positioning in consolidated and emerging markets through specialized platforms and strategic alliances.

For the first time in Municipal history, the Tulum City Council's tourism promotion program in 2024 includes the implementation of conversion, inspiration and fair marketing campaigns, combined with artificial intelligence and market tools.

Likewise, the celebration of promotional actions with digital platforms, airlines and magazines that boast world-renowned tourism and commercial brands such as: Expedia, KAYAK, Greether, HOLA, Edelweiss, Jetblue, World to Meet, National Geographic, American Express, Voyage Privé, Uber, Hotelbeds among others.

The statistical and economic results of this work program will also contribute to providing information and ideas for future collaborative campaigns, since this information will be shared with the local business sector.

The 13 markets in which the Visit TULUM brand will be promoted are: seven consolidated (United States, Mexico, Canada, Spain, United Kingdom, France and Germany) and six emerging (Portugal, India, Dubai, Austria, Switzerland and Brazil), as announced by the General Directorate of Tourism and Economy of the Tulum City Council.

In this way, the Tulum municipality seeks to increase the demand of travelers with high purchasing power willing to pay more for authentic experiences in extraordinary natural and cultural settings throughout the year, but especially in those months of low hotel occupancy, betting on connecting with the segments of senior, young, couples and family tourism promoting romance, nature, adventure, sports and wellness tourism, also highlighting the existence of the new Tulum International Airport, the Jaguar Park and the Mayan Train.

The above, based on a communication strategy aimed at revaluing the ancestral identity and natural diversity of Tulum in modern times; From the Caribbean Sea to the Mayan Jungle, which makes it a paradisiacal destination; authentic and unique worldwide.