



## Challenge

During March and June 2017, The Travel People worked with the Spanish Tourist Office to promote the island of Gran Canaria as an ideal holiday destination amongst **families** and **couples**.



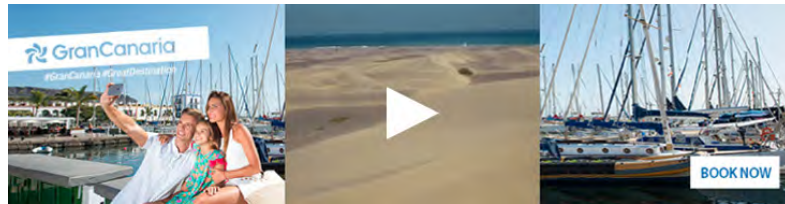
## Solutions

Based on its extensive knowledge of market trends, new channels and audiences, The Travel People created a promotional mix of standard and high impact ad formats. This included a combined list of landing pages, a promotional video, display media and a takeover of hotel and hotel+flights pages on the lastminute.com site.

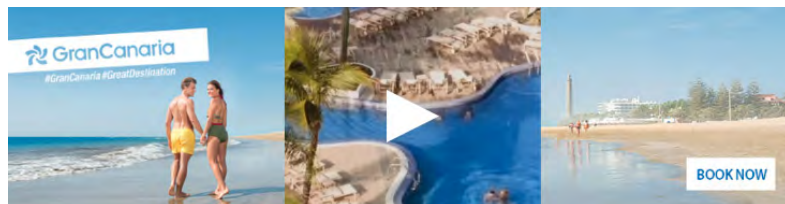


## Results

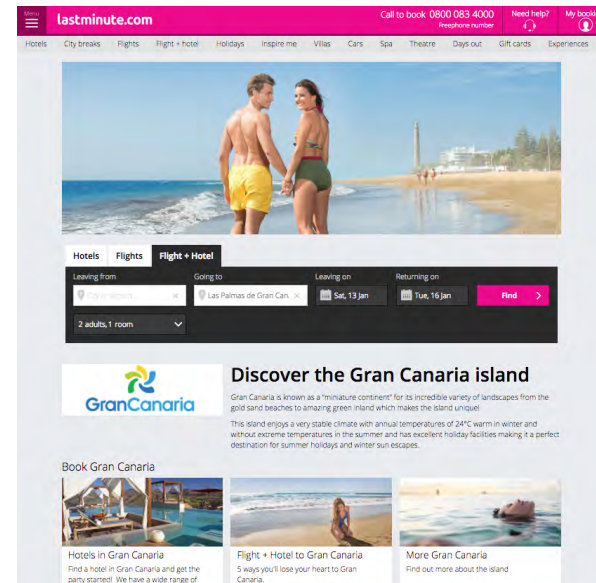
Running for 14 weeks, the campaign achieved excellent results: bookings increased by 17.5% (YOY), passenger numbers rose by 12.6% (YOY) and, to top it off, the number of room nights sold went up by an impressive 184.3% (YOY).



Audience  
Families



Audience  
Couples



**+17.5%**

YOY Booking increased



**+12.6%**

YOY Passengers numbers



**+184.3%**

YOY Room nights

## Landing pages

- [Discover the Gran Canaria island](#)
- [Gran Canaria: find out more about the island](#)
- [Gran Canaria Holidays](#)
- [Explore best Holiday Packages in Gran Canaria](#)