Catalonia, a region with a historically rich past, is taking a futuristic step in tourism marketing by launching a video game created specifically to promote a destination: “Legends of Catalonia” Land of Barcelona.

**Goals:**
Build Catalonia’s brand in the US as a preferred destination and grow awareness of the VR game, “Legends of Catalonia,” to inspire visitation.

**Target:**
In-market travelers searching for Catalonia’s competitor destinations.

**Geo:**
United States

**What have we achieved?**
“ADARA helped us to not only target the right American travelers who were searching for a trip to competitor destinations, but also to measure all of our digital efforts to promote the launch of the “Legends of Catalonia” VR game in the US, translating into 800+ bookings to the region.”

more than 800 bookings
Legends of Catalonia

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**Overall Impact**

140,000 downloads of VR game (Top 10 downloads in the US)

+ 200,000 views of 360 videos on YouTube

Website traffic increased by 400%

Translated into 68% of total traffic to Catalonia’s website from the US

**Travelers to Catalonia exposed to media**

# of travelers: +1,400

Nights in-market: +8,800

Estimated Total Revenue: +1.7M€

**Average Daily Revenue:** 193 €

Average spend of hotel revenue on bookings to Catalonia for this campaign.