



PROMONDE
travel marketing

CONNECTING HIGH-END BRANDS IN BRAZILIAN TRAVEL MARKET



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A PR & sales representative company since 2007 specialized in sales, marketing, public relations of high-end hotels, DMCs and destinations.



OUR CEO

Ricardo Hida is a Portuguese/Brazilian journalist and has over 25 years of expertise in the travel industry. He was sales executive at Air France , then marketing manager at Sofitel São Paulo (Accor) and deputy director at Atout France.

He is also a contributor to different newspapers such as Brasilturis, Portal Panrotas and the magazine Viajar Pelo Mundo. He presents a daily program on the 95.7 FM radio station in São Paulo and has directed the tourism committee at CCFB and Britcham.

Ricardo Hida, M.SC.

DIRECTOR



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SALES & MARKETING

- Active sales;
- Organization of educational tours;
- Organization of sales calls;
- Participation in South American fairs;
- Trainings;
- Support to inquires from travel agencies and tour operators.





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PUBLIC RELATIONS

- Organization of press trips and photo shootings;
- Writing and distribution of press kits and press releases;
- Creation and organization of events focused on digital influencers and journalists;
- Press relations and opinion leaders.





DIGITAL MARKETING

- E-marketing campaigns;
- Promotion on social medias;
- Advertising;
- Websites and landing pages in Portuguese.



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OUR CURRENT CLIENTS



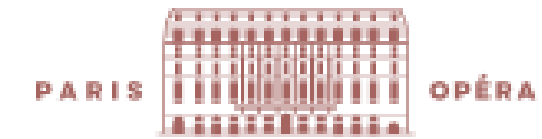
St Barth
TOURISME

Saint Barth is one of the most exclusive destinations on the planet. We are responsible for all the promotion of the island in the Southern American market.



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OUR CURRENT CLIENTS



LE SCRIBE

One of the most sophisticated and traditional Parisian hotels. It was the first headquarters of Louis Vuitton, historically where the first cinema projection in history took place. Located near Place Vendôme.



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OUR CURRENT CLIENTS



French luxury hotel group with properties in Courchevel, Megeve, Saint Tropez, Chantilly and Saint Barth. Villas, castles and hotels with personality and award-winning service.



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OUR CURRENT CLIENTS



HOTEL JEQUITIMAR

RESORT & SPA — BY ACCOR

The most luxurious resort on the coast of São Paulo, in Brazil. Today the property is managed by Accor and owned by the Silvio Santos Group.



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OUR CURRENT CLIENTS



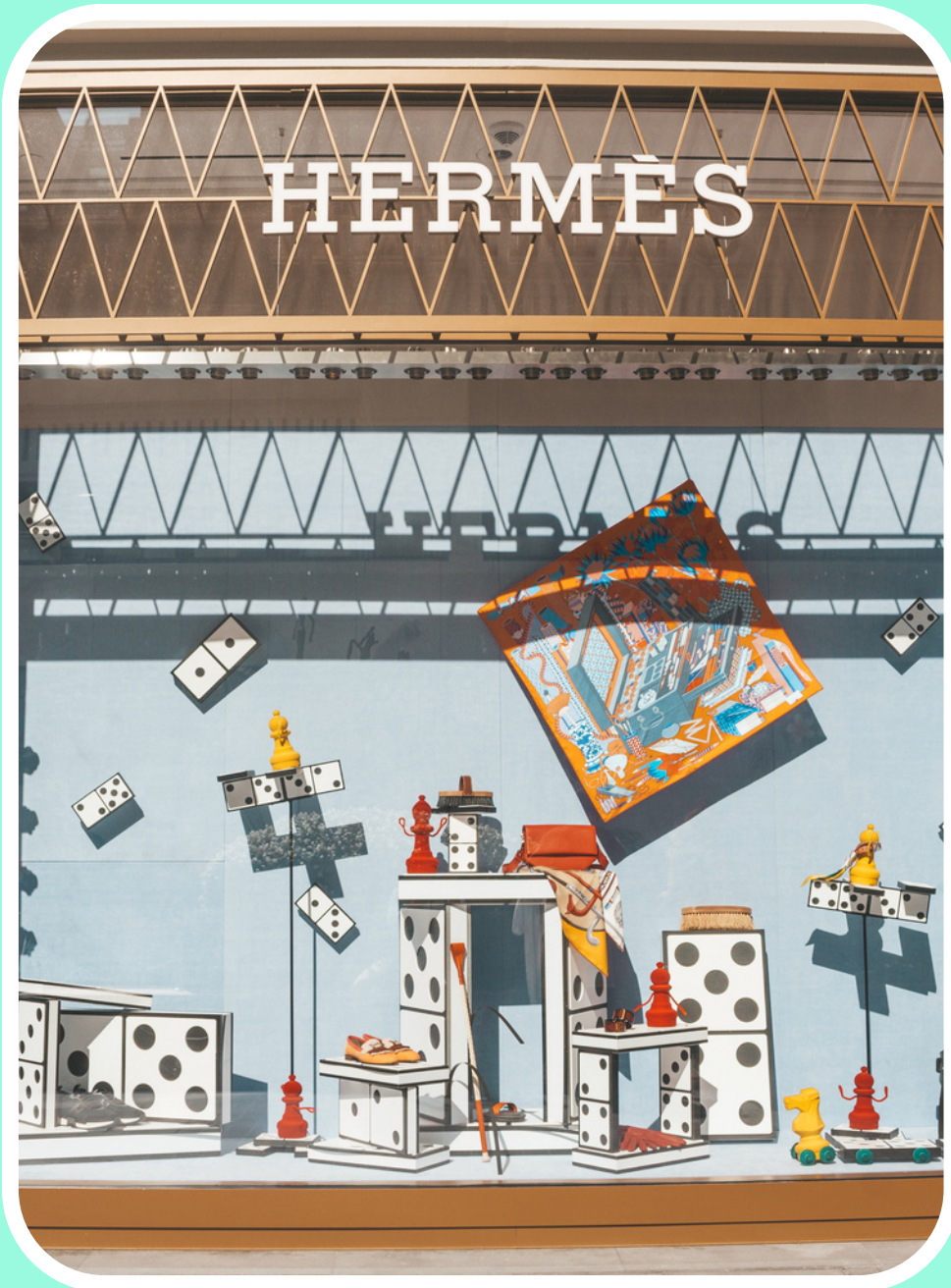
FÓRUM
DE OPERADORES
HOTELEIROS
DO BRASIL

We are the PR company for the entity that brings together the largest hotel groups in Brazil. We managed to publish several articles in the biggest Brazilian medias (newspapers, magazines, TV, radio).



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OUR CURRENT CLIENTS



We are responsible for the public relations and editions of France Excellence, the largest French luxury event, promoted by Atout France, the French tourism board.



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TO CONTACT US



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