Analysis of the social impact produced by the implementation of GoRaymi in territories.

Impact on the lives of people belonging to the target group, as a result of their interaction with the social enterprise.

INDEX

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METHODOLOGY

i. Methodology used for the analysis of social impact.

Methodological scheme that will be used to develop the analysis of the impact on the lives of people belonging to the target group, as a result of their interaction with the company:

| Review of the project's conceptual scheme and stages. | Review of results and targets from Stage | Analysis of the relationship between the results of the stages with the impact on the lives of beneficiaries | Impact analysis and case studies by income and poverty levels |

ii. Considerations for the analysis.

The following factors must be considered in order to understand the analysis of the interventions' impact:

- ✓ Project's period: from July 2019 to June 2020.
- ✓ Period in which the evolution of the process indicators will be analyzed (stages' result): October 2019 to June 2020. These dates were chosen based on the implementation and execution of the project's stages and it has a period of preparation and implementation of the first strategies. In order to have more months for the analysis, it was decided to move the measurement of the evolution of income and visits to October, because December is a statistically atypical month and, therefore, it should not be taken as the initial point of comparison.
- ✓ Baseline month to determine growth rates: October 2019.
- ✓ Deadline month for the comparison of process indicators (stages' result): June 2020.
- ✓ Deadline month of comparison for the results indicators (visits and income): February 2020. This decision was made because of the declaration of an international health emergency in February 2020; thus, Ecuador declared a nationwide lockdown and a state of emergency on March 13th, 2020. As a result, there was a prohibition related to people's mobilization and businesses' operations for approximately 3 months, during this period the country's economic dynamics were paralyzed. Based on the fact that these months were atypical, the analysis of the growth in visitors and income of the beneficiaries of the project will be held between October 2019 and February 2020, when businesses were opened to the public. Additionally, we analyzed what happened in June 2020, because some small towns were able to return to their commercial activity in this month, with reduced attention. It is important to mention that the impact of Covid-19 is extremely strong in Ecuador, the death toll and the infections demonstrate that it's the most affected country in the region, so, in this country the health crisis still remains until the day this report was written.
- ✓ Universe and target group for impact measurement: 240 small catalogued actors by GoRaymi in the first semester of the intervention. This decision was made because the process of cataloging, exposing and promoting small catalogued actors has an implementation and execution time. Moreover, according to the theory of the micro-moments of tourism (Dreaming, Planning, Booking, Living), it takes a few months since the tourist promotion of a small actors or destination causes an effective purchase; therefore, the effects of the intervention can only be measured in the group of small catalogued actors in the first semester, since the intervention with them has completed the time needed to have results. It does not happen with all the small catalogued actors cataloged in the second semester; their measurement should be made at dates after the delivery of this report. However, to have stronger results, the sample was expanded to 20%.
- ✓ Sample size: 20%
- ✓ Objective of the social impact analysis: To analyze the reduction in the income gap of small actors of poor small towns versus non-poor small towns.
- ✓ Comparison groups: The target group will be divided according to its geographical location and the level of cantonal poverty, established by the National Institute of Statistics and Census of Ecuador (INEC).

iii. Baselines

- ✓ In the world, 70% of tourists choose travel destinations on the internet. However, in Ecuador, there is a practically null percentage of small actors of tourism that start their online business relationship with their potential clients.

- ✓ In Ecuador, there are 30 tourism promotion platforms that have a significant audience, but only 13 of them promote small actors of tourism and only 4 totally promote small actors of tourism (GoRaymi and its 3 additional platforms that work as a subscription); 2 platforms expose them between a 67% and a 57%; 7 expose them in much lower percentages (ranging from 11% to 33%), and the rest have zero percent exposure to small actors of tourism. Besides, their exposure is extremely low, and the impact of their promotion is worthless. Therefore, in general terms, in Ecuador small actors of tourism are not benefited and are not considered by most tourism promotion platforms.

- ✓ In Ecuador, each public or private actor makes individual efforts that do not achieve significant success.

- ✓ The level of poverty in the small towns where small actors of tourism are located affects their income level.

- ✓ Most small tourism actors do not have enough money to pay for an advertising campaign in mass media.

- ✓ The available tourism information in Ecuador does not make the small actors visible.

- ✓ The concentration of tourists in some destinations might cause environmental impact.

- ✓ In Ecuador, tourism represents 2% of the GDP (in the world it represents the 10%).

- ✓ Ecuador promotes a select group of destinations to specific groups of tourists.

- ✓ In Ecuador, there is neither awareness of the importance of promoting small tourism stakeholders, nor idea of the positive impact that this brings to the development of communities.

- ✓ New types of tourists appeared, and new markets emerged during the last decade.

- ✓ The tourism industry was transformed as a result of collaborative economy.

- ✓ The Ecuador political division: Regions, Provinces, Cantons, Parroquias. For this analysis, small towns correspond to cantons.
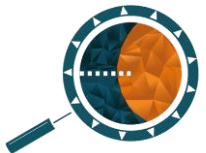
At the closest point to the sun we find **our mission:** **CHANGE THE LIVES** *of the smallest players in the tourism industry*
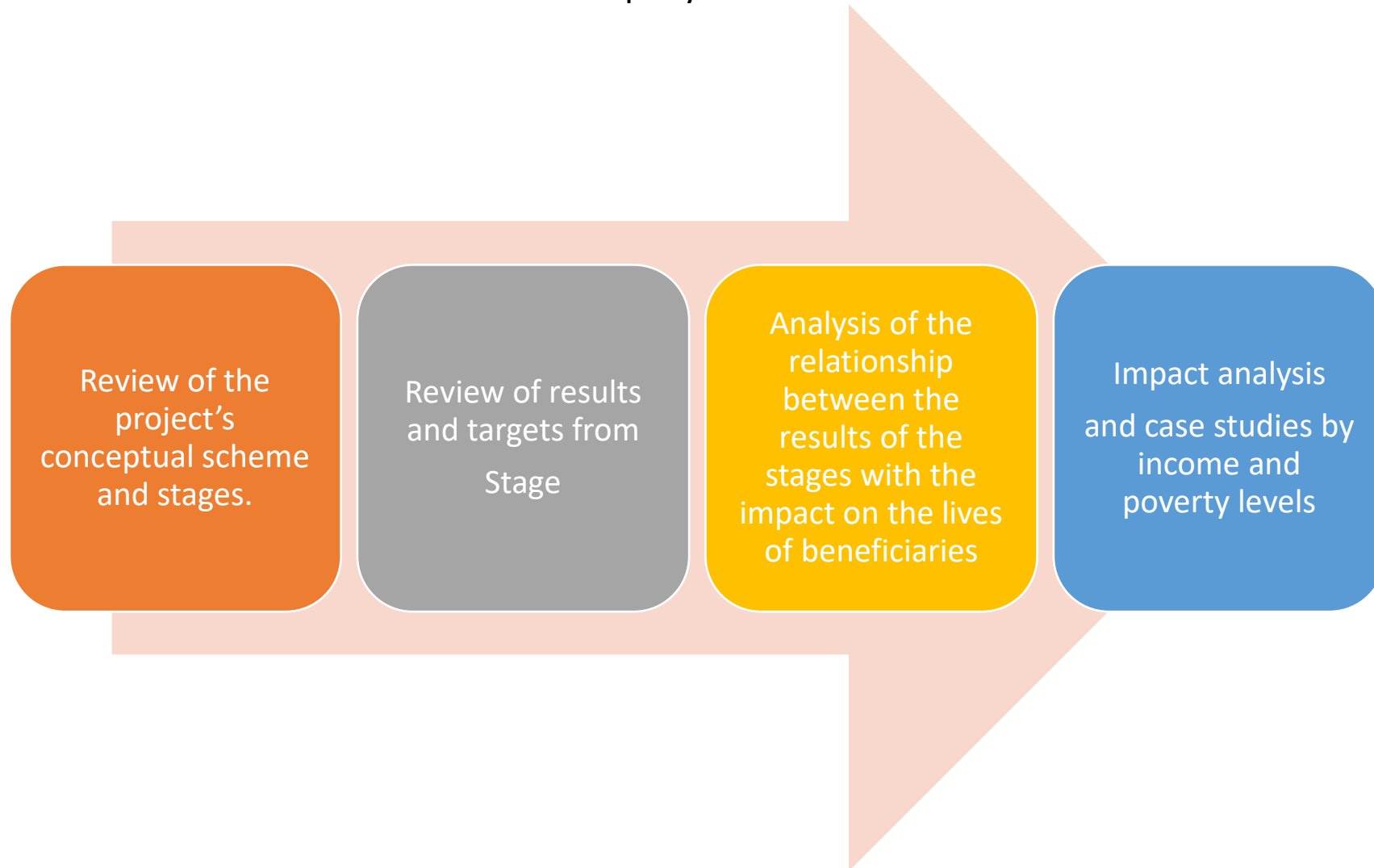
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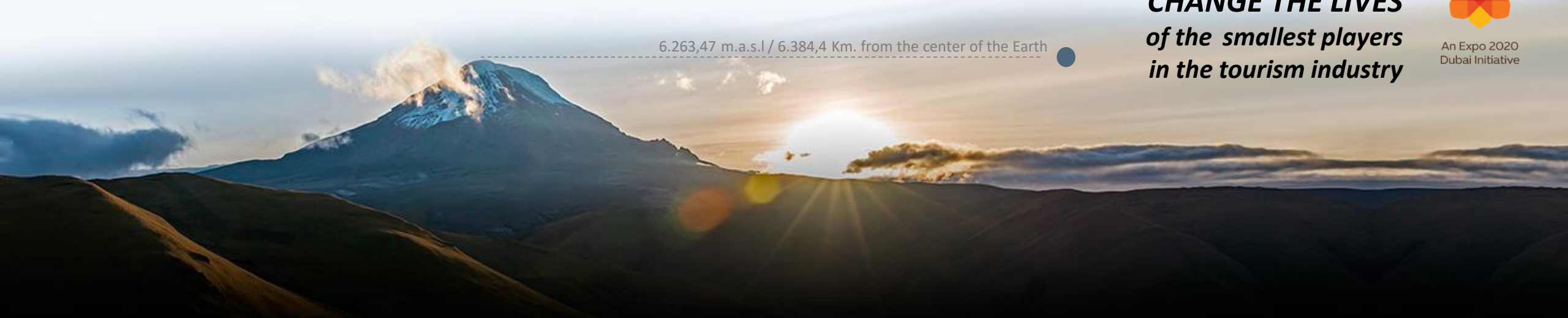
Chapter 1
Review of the project's conceptual scheme and stages.

Increase in visitors / clients to their entrepreneurships

Increase of the economic income of the beneficiaries

Poverty reduction by consumption of small actors of tourism in benefited small towns

GoRaymi

CHANGE THE LIVES of the smallest actors in the tourism industry

STAGE D: Efficient promotion of small actors and destinations

STAGE C: Awareness of collaborative work for tourism promotion

STAGE B: Encouraging the growth of GoRaymi's audience nationally and internationally

STAGE A: Cataloging and exhibition of small actors of tourism and less positioned destinations

GoRaymi
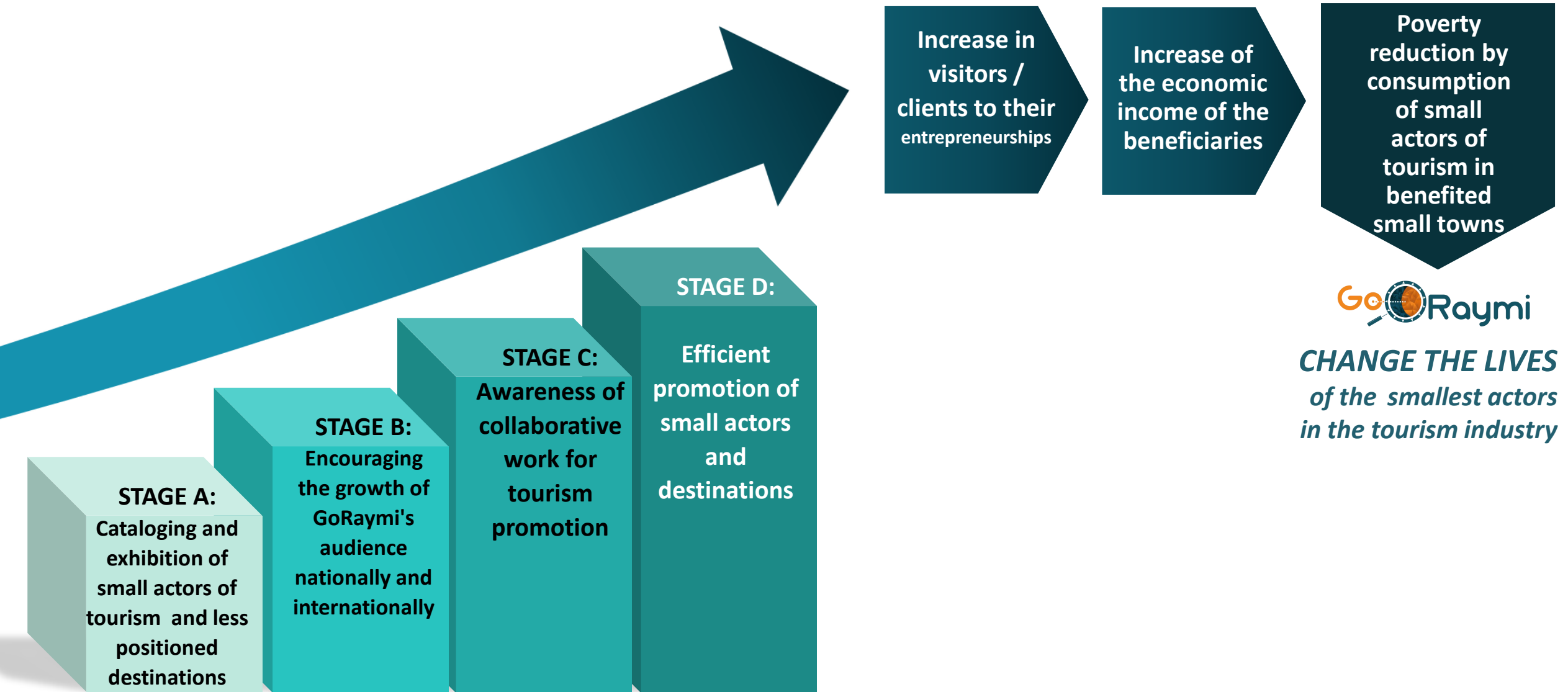
Theories of Change: we intend to demonstrate on each stage

STAGE A:
Cataloging and exhibition of small actors of tourism and less-positioned destinations

To expose tourism stakeholders and less positioned destinations in tourist information on the Internet: ➡ It will distribute tourists to more destinations.

STAGE B:
Encouraging the growth of GoRaymi's audience nationally and internationally

To show the world new destinations, with new experiences, promoted by small tourism actors ➡ It will transform Ecuador into a more attractive destination for a growing universe of international tourists.

STAGE C:
Awareness of collaborative work for tourism promotion

To empower actors in the world of tourism and let them know the importance of promoting small stakeholders and destinations: ➡ It will generate a sustainable process that benefits their areas.

STAGE D:
Efficient promotion of small actors and destinations

To join individual efforts through collaborative technology: ➡ It will improve the results of promoting small actors of tourism , and it will allow to position theirs territories and their country.

Go Raymi
CHANGE THE LIVES
of the smallest players in the tourism industry

"Technological platforms, based on the collaborative economy, can improve the commercial conditions of the smallest actors in the tourism industry and this, in return, can be transformed into tools for the construction of sustainable territories and for the REDUCTION OF POVERTY".

1.3. Monitoring metrics for impact assessment

Process Indicators:

STAGE A:
Cataloging and exhibition of small actors of tourism and less positioned destinations

- Number of Cataloging and exhibition of small actors of tourism (Target: 480).
- 1) Monthly evolution of the scope of the promotion of small actors, in the traffic generated by the 20 most successful tourism promotion platforms in Ecuador
- 2) Monthly evolution of the traffic obtained, by 20 less positioned destinations in GoRaymi.com

STAGE B:
Encouraging the growth of GoRaymi's audience nationally and internationally

- 3) Monthly evolution of the international audience (20 countries) obtained by geography and demography. (Target: Overcoming Peru and Colombia).
- Evolution of national and international users interested in small destinations (Target: 350,000 active users).

STAGE C:
Awareness of collaborative work for tourism promotion

- 5) Monthly evolution of the satisfaction level of the training process and technical support received (Target: 90% training satisfaction and technical support).

STAGE D:
Efficient promotion of small actors and destinations

- 4) Monthly comparison of the traffic obtained, by individual efforts Vs GoRaymi efforts, in 10 destinations (Target: Outperform other platforms).
- Positioning measured with engagement variables (Target: Overcoming other platforms)

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CHANGE THE LIVES
of the smallest players in the tourism industry

Result indicators:
- 6) Monthly evolution of visitors received by the beneficiaries (Target: 50% increase).
- 7) Monthly income projection of the catalogued actors (Target: 50% increase),

Impact indicator:
- Impact on poverty reduction measured by consumption, in the group of small and economically vulnerable actors.

STAGE A

- Cataloging of small actors of tourism and efficient exhibition.
- Exponential increase in the reach and exposure of small actors.
- Exponential increase of traffic from less positioned destinations.

STAGE B and C

- Exponential increase of the national and international audience of GoRaymi, reaching approximately 450,000 users.
- First place in the audience ranking of Ecuador and the American continent.
- Increasing awareness among citizens about collaborative work for the tourist promotion

STAGE D

- Increased traffic in destinations positioned by GoRaymi compared to individual efforts.
- National and international positioning
- Search Engine Positioning, Better results in the engagement area

Result: Increase in visitors/clients to their entrepreneurships. Increase of the economic income of the beneficiaries.

Impact in the reduction of small actors' income gap in poor vs non poor small towns

Impact on poverty reduction measured by consumption, in the group of small and economically vulnerable actors.

1.5. Theory of micro-moments of tourism and GoRaymi's efficient promotion.

For a better understanding of the logic of operation of the phases of this project, and the terms in which the promotion is expected to have results and increase the income of the beneficiaries, we have to know the "Theory of micro-moments of tourism". This theory explains that every promotion or marketing campaign induces a behavior pattern in the tourist known as "micro - moments of tourism". They always start with a Google search and their workflow depends on the experience of the user that provides a page. These micro-moments are: Dreaming of new experiences; Planning new destinations; Booking the best offers; and Living the experience. These micro-moments develop as follows:

Digital tourism promotion

Tourism activities are expensive and projected in a long term, for that reason, it is necessary:

The unexpected arrival of the desire (dreaming),

Resolve the doubt choice (planning),

Achieve investment efficiency (booking),

and satisfy the yearning to take advantage of every invested dollar (living)

Dreaming
You'll remember the ideas you saw in advertising and start searching for them on Google, until you form a list of travel options

Planning
The list of travel options you dream of will take you back to Google, now to compare the advantages of one destination vs. another destination.

Booking
Now that you have a destination that meets your expectations, you'll return to Google in search of offers and promotions that benefit you

Living
When the tourist is already at your destination, they will return to Google in search of information: Where to eat, what to do? or what to visit?

Effective purchase from a small actor

GoRaymi's technology allows users to experience and accelerate the micro-moments of tourism, going beyond traditional sites. All of its sections promote small actor of tourism, showing first hand options about: where to eat, what to do, what to buy. This accelerates the conversion from the promotion into an effective purchase from a small actor of tourism.

days   months   years   6 months   4 months   2 weeks   hours

"Advertising can barely set ideas in the tourist's mind"

1.6. Our user-focused design

GoRaymi positions its content in search engines and its prediction algorithms make it a powerful smart promotion showcase. Our user-focused design with low loading times is adaptable to mobile devices, and it's constantly checked and improved. Our technology stops tourists from wasting time on typical searching tasks or manipulation of menus, offering directly the information related to their interests and needs, reducing their effort on planning a trip.

Tourism actors
working in the destination your are looking for

Business directory
of tourism suppliers that opérate in the destination you are looking for

Discover
All natural attractions of the destination you are looking for

Everything what a tourist find on the 1st page of search results

Learn
the traditions and culture of the destination you are looking for

Marketplace
of all available offers in the destination you ar looking for

Live
All the tourim experiences offered by the destination you are looking for

"Times have changed, we live in a world of marketing where digital contents rule, this reality is present in tourism as well, so we need to overcome challenges related to the production of promotional content and the high costs that it implies.

GoRaymi uses a proven collaborative work methodology, which creates a "Collaborative Circle" that allows the participation of all tourism actors, assigning them a role and letting them generate a technological ecosystem, under constant improvement. In exchange, they receive tools to achieve their particular goals.

The Collaborative Circle generates elements for research, cooperation, development, policies, employment and investment.

The role of stakeholders is fundamental in this cooperation circle, since they can be part of the digital enlistment to promote their territories.
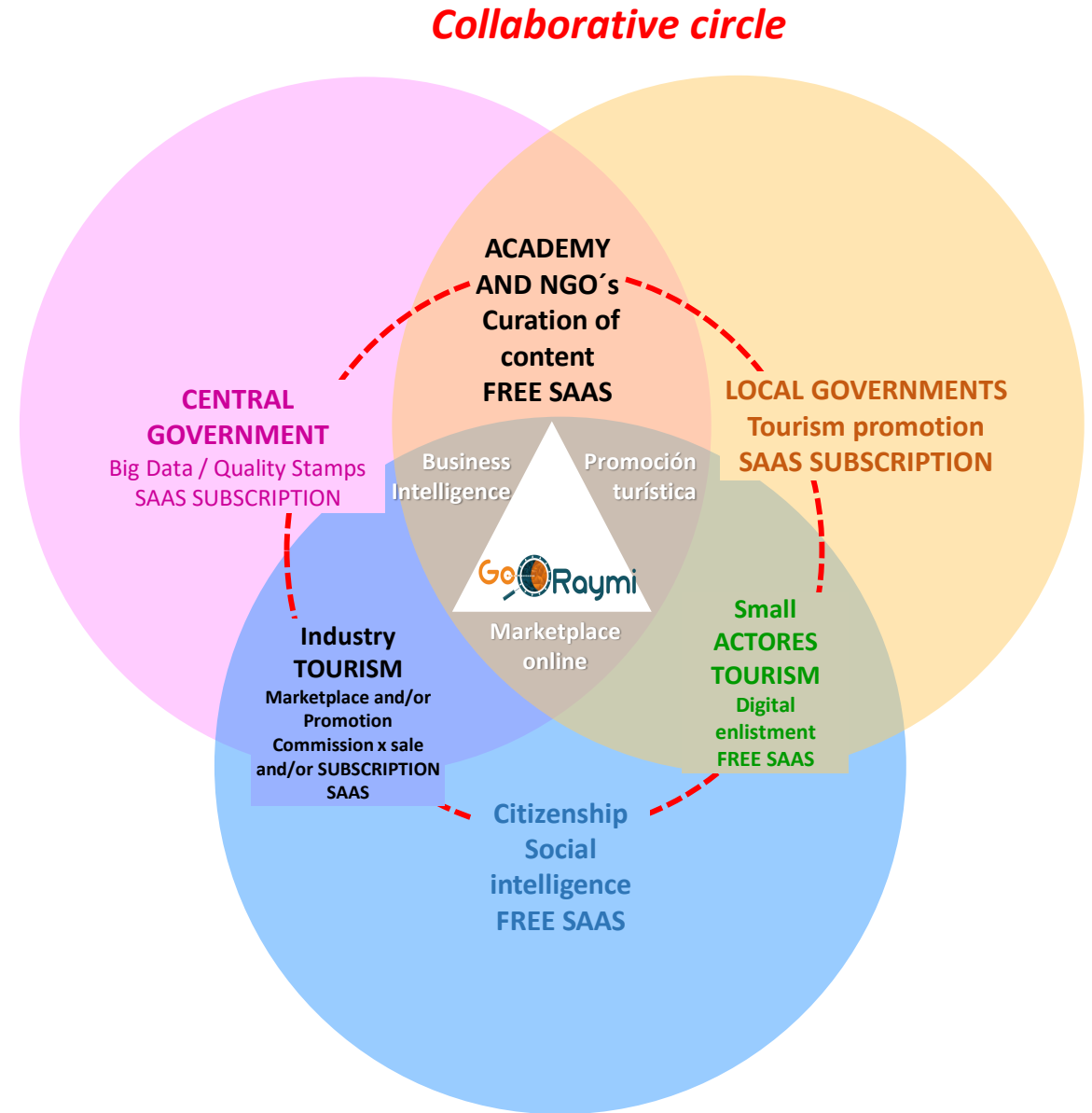
Collaborative circle

ACADEMY AND NGO´s
Curation of content
FREE SAAS

CENTRAL GOVERNMENT
Big Data / Quality Stamps
SAAS SUBSCRIPTION

LOCAL GOVERNMENTS
Tourism promotion
SAAS SUBSCRIPTION

Business Intelligence

Promoción turística

Industry TOURISM
Marketplace and/or Promotion
Commission x sale
and/or SUBSCRIPTION
SAAS

Marketplace online

Small ACTORES TOURISM
Digital enlistment
FREE SAAS

Citizenship Social intelligence
FREE SAAS

At the closest point to the sun *we find* **our mission:** **CHANGE THE LIVES** **of the smallest players** **in the tourism industry**

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Chapter 2

Review of results and achievement of Targets of the Stage A: Cataloging and exposure of small actors of tourism and less positioned destinations.

To expose tourism stakeholders and less positioned destinations in tourist information on the Internet, will distribute tourists to more destinations.

2.1.1. Selection criteria for the intervention areas :

- To select the intervention areas and small catalogued actors, the starting point was the geographical division in regions; in other words, the large territorial division of Ecuador in regions that have the same geographic, climatic, historical and cultural characteristics, but are different in the administrative part. In the case of Ecuador, the regions are: Costa, Sierra, Oriente and Insular.

- To select the region, we considered:
    - Regions with a greater presence of small catalogued actors.
    - Regions with a greater presence of destinations not so well positioned in the tourism industry.
- A map of Ecuador was reviewed, and it showed a "multivariate population typology at the parroquial level", so, the following variables are required for our study:
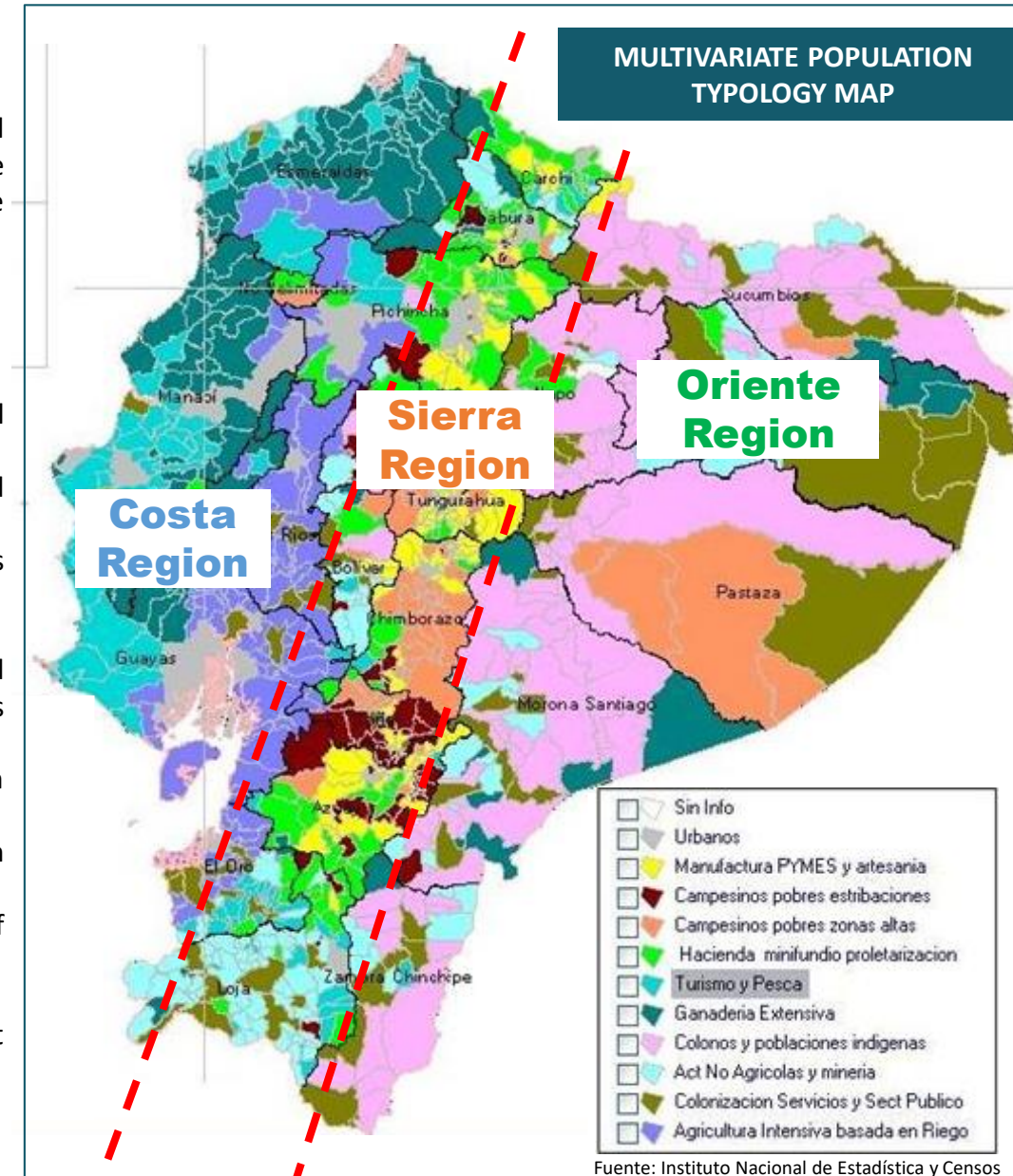   - To determine the "presence of small catalogued actors", the "Manufacturing SMEs (small and medium-sized enterprises) and crafts" was considered as a simile of the variable.
    - To determine the "positioning of tourist destinations", the "Tourism and fishing" variable was considered as a simile of the variable.
- Based on the analysis of the "parroquial population type", this was the conclusion about the Regions:
    - Insular: they do not have a significant presence of Manufacturing SMEs and handicrafts, and although they have a population dedicated to tourism and fishing, their population presence is minimal.
    - Oriente: they do not have a significant presence of SME Manufacturing and crafts, or Tourism and Fishing.
    - Costa: it has a concentration of communities with the presence of tourism and fishing, which are already positioned as the Spondylus Route.
    - Sierra: It is the region that concentrates the largest number of population with the presence of manufacturing SMEs (small and medium-sized companies) and crafts.

- In this context, it was decided to start with the Sierra region, since it's the one with the greatest presence of small actors and the greatest presence of turistic destinations.

MULTIVARIATE POPULATION TYPOLOGY MAP

Costa Region

Sierra Region

Oriente Region

Sin Info
Urbanos
Manufactura PYMES y artesania
Campesinos pobres estribaciones
Campesinos pobres zonas altas
Hacienda minifundio proletarizacion
Turismo y Pesca
Ganaderia Extensiva
Colonos y poblaciones indigenas
Act No Agricolas y mineria
Colonizacion Servicios y Sect Publico
Agricultura Intensiva basada en Riego

Fuente: Instituto Nacional de Estadística y Censos

2.1.2. Selection criteria for the intervention areas :

- Once it was defined to start cataloging the Sierra region, the next level of grouping (medium territorial division) was analyzed, according to the political and administrative division, or Province level.

- Considering that one of the objectives of the project is to contribute to the improvement of the small actors life conditions; it was determined that one of the variables that could be related to the social impact of the project is the medium - short term poverty level (monetary poverty) per province.

-

- In this context, to see the relationship that could exist between the poverty level of the benefited provinces and the results of the project intervention, it was decided to choose the provinces with the highest concentration of populations with "manufacturing SMEs and handicrafts " and with different levels of poverty in the Sierra region (See previous section). With these criteria the following provinces were selected:

Province	Poverty Level	Poverty rate	Selection reason
Pichincha	Low	11,8% a 23,3%	It is the one with the highest concentration of parishes with manufacturing SMEs and handicrafts among the provinces with a low level of poverty.
Tungurahua	Medium	23,4% a 35,0%	it is the one with the highest concentration of parishes with manufacturing SMEs and handicrafts among the provinces with a medium level of poverty.
Chimborazo	High	46,8% a 58,4%	It is the province with the highest level of poverty and it also has parishes with manufacturing SMEs and handicrafts
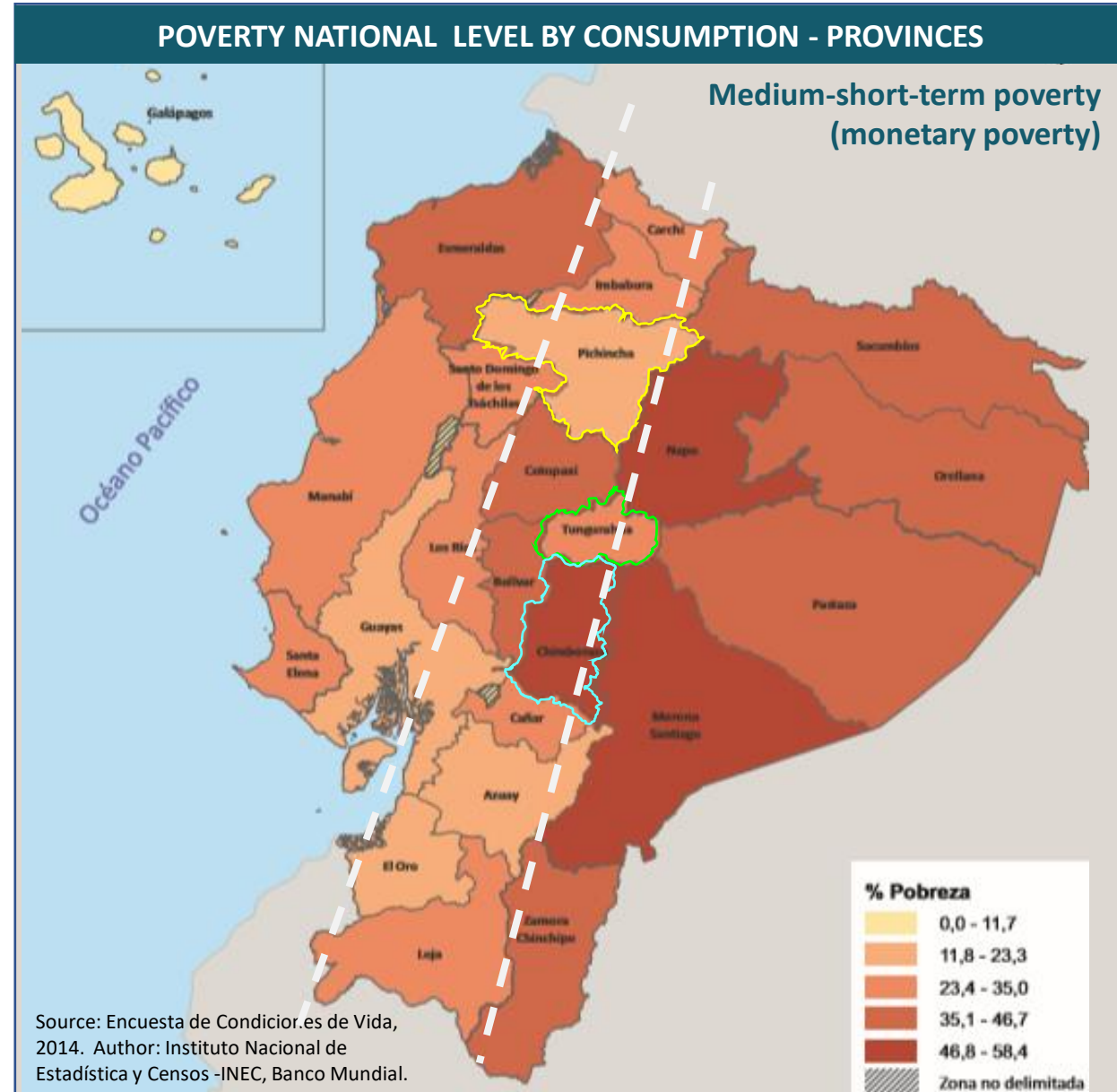
POVERTY NATIONAL LEVEL BY CONSUMPTION - PROVINCES

Medium-short-term poverty (monetary poverty)

% Pobreza
- 0,0 - 11,7
- 11,8 - 23,3
- 23,4 - 35,0
- 35,1 - 46,7
- 46,8 - 58,4
- Zona no delimitada

Source: Encuesta de Condiciones de Vida, 2014. Author: Instituto Nacional de Estadística y Censos -INEC, Banco Mundial.

2.1.3. Selection criteria for the intervention small towns

- Once the provinces for the intervention were defined, the next level of grouping (small territorial division) was analyzed, according to the political and administrative division, or the cantonal level.

- Based on the fact that GoRaymi also intends to influence the levels of economic inequality in the tourism industry, it was decided to use the levels of inequality (Gini Index) existing in the selected provinces as the cantonal selection criterion.

- Among the selected provinces, first it was decided to catalog the:

- 100% of small towns in the province with the highest poverty level in the country (Chimborazo), since all of their small towns have a high level of inequality.

- 100% of small towns in the province of medium poverty (Tungurahua); since all its small towns have a high level of inequality.

- 25% of small towns in the province of low poverty (Pichincha), since the level of inequality was considered for the selection of small towns in this province, choosing a canton with a very high level of inequality (Quito), and another one with a level of inequality similar to that of the other provinces (high level of 0.30 to 0.39); in order to have comparison points.
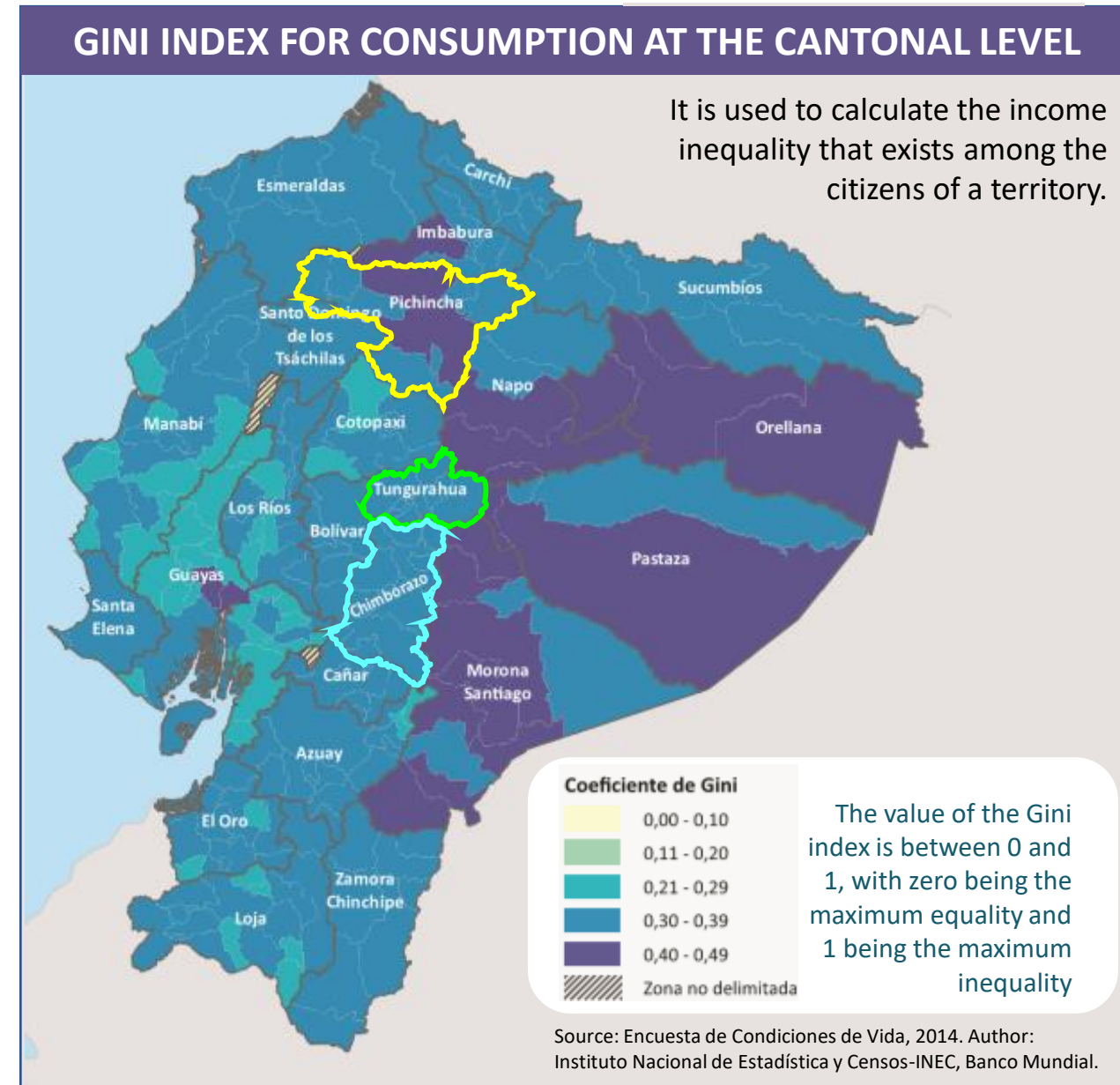
GINI INDEX FOR CONSUMPTION AT THE CANTONAL LEVEL

It is used to calculate the income inequality that exists among the citizens of a territory.

Coeficiente de Gini

	0,00 - 0,10
	0,11 - 0,20
	0,21 - 0,29
	0,30 - 0,39
	0,40 - 0,49
	Zona no delimitada

The value of the Gini index is between 0 and 1, with zero being the maximum equality and 1 being the maximum inequality

Source: Encuesta de Condiciones de Vida, 2014. Author: Instituto Nacional de Estadística y Censos-INEC, Banco Mundial.

2.1.4. Provinces and small towns chosen to start the cataloging process in territory.

Based on the criteria defined in the previous sections, the following provinces and small towns were determined to start the cataloging process in territory. The social impact of the intervention will be measured as well.

3 Provinces	% of intervention in the province	Small towns
Pichincha	25% (2 of 8)	Mejía
		Quito (DMQ)
Tungurahua	100% (9 of 9)	Ambato
		Baños de Agua Santa
		Cevallos
		Mocha
		Patate
		Pelileo
		Píllaro
		Quero
		Tisaleo
Chimborazo	100% (10 of 10)	Alausí
		Chambo
		Chunchi
		Colta
		Cumandá
		Guamote
		Guano
		Pallatanga
		Penipe
		Riobamba

PICHINCHA

TUNGURAHUA

CHIMBORAZO

GoRaymi
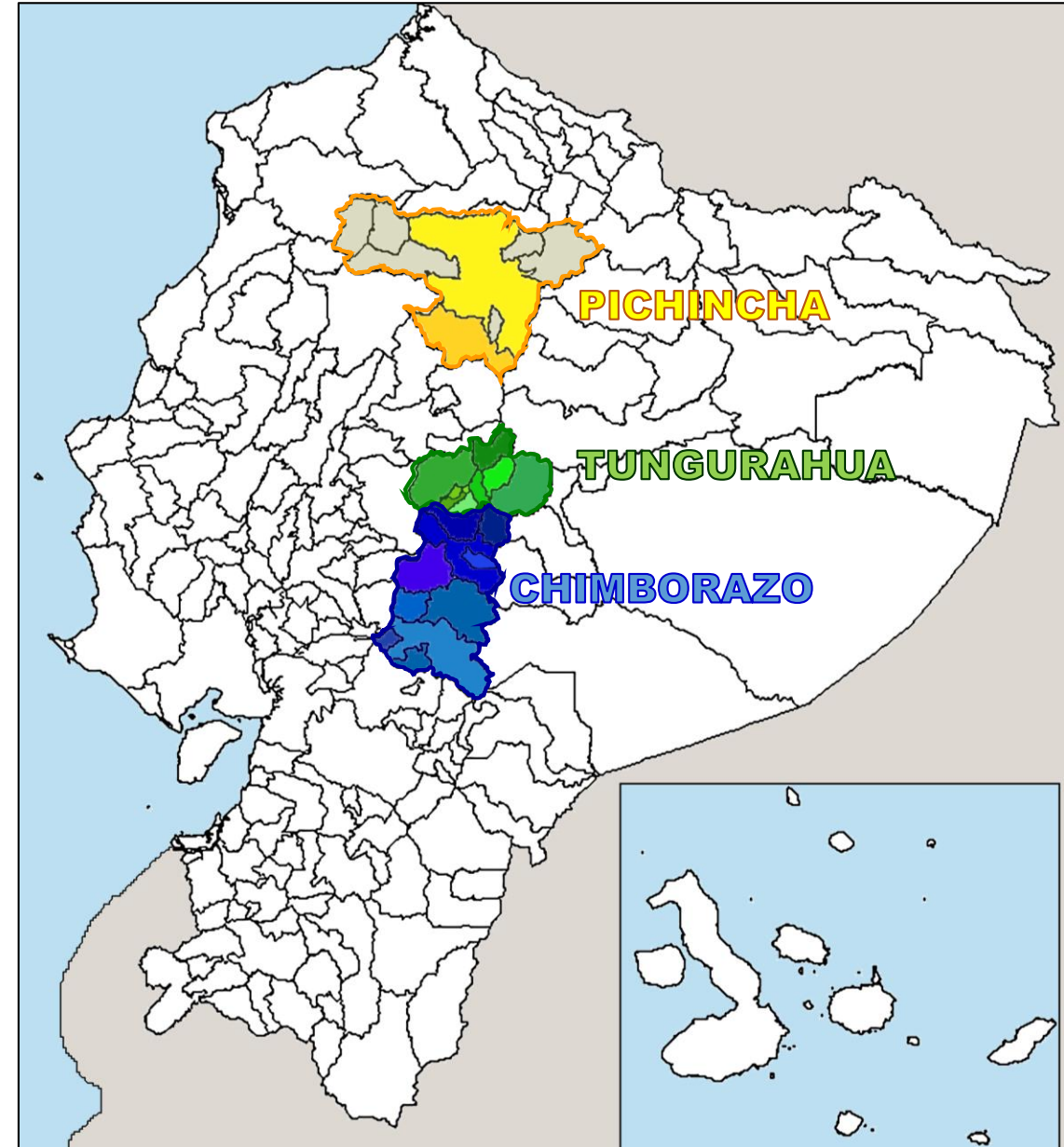
2.2 Characterization of the chosen small towns for the cataloging of small actors during the first semester

2.2.1.Demographic and socioeconomic characteristics of the chosen small towns with initial cataloging in the territory.

According to the objectives of the project, the main aim was to select small towns where socioeconomic conditions need to be improved for the cataloging intervention. In addition, the country's capital (Quito) was included in order to have a point of comparison in the impact of the project.

Table: Main characteristics related to the nature of the Project and the small towns selected for the initial cataloging in the territory

Geographic location		Demographics		Socio-economic features	
Small town Names	Province	Size of destination or territory	Population size	Poverty by consumption level	Inequality level by consumption
1. Mejía	Pichincha	Medium (1.001-2.000 km2)	Medium (100.001 a 400.000 Hab.)	Low (18,3 – 36,4)	High (0,30 – 0,39)
2. Quito (DMQ)	Pichincha	Large (> 4.000)	Large (> 2.500.000 Hab.)	Very Low (0,0 – 18,2)	Veri High (0,40 – 0,99)
3. Ambato	Tungurahua	Medium (1.001-2.000 km2)	Medium (100.001 a 400.000 Hab.)	Low (18,3 – 36,4)	High (0,30 – 0,39)
4. Baños (BAS)	Tungurahua	Medium (1.001-2.000 km2)	Small (< 100.000 Hab.)	Very Low (0,0 – 18,2)	High (0,30 – 0,39)
5. Cevallos	Tungurahua	Small (< 1.000 km2)	Small (< 100.000 Hab.)	Medium (36,5 – 54,6)	High (0,30 – 0,39)
6. Mocha	Tungurahua	Small (< 1.000 km2)	Small (< 100.000 Hab.)	Low (18,3 – 36,4)	High (0,30 – 0,39)
7. Patate	Tungurahua	Small (< 1.000 km2)	Small (< 100.000 Hab.)	Medium (36,5 – 54,6)	High (0,30 – 0,39)
8.Pelileo	Tungurahua	Small (< 1.000 km2)	Small (< 100.000 Hab.)	Medium (36,5 – 54,6)	High (0,30 – 0,39)
9. Píllaro	Tungurahua	Small (< 1.000 km2)	Small (< 100.000 Hab.)	Low (18,3 – 36,4)	High (0,30 – 0,39)
10. Quero	Tungurahua	Small (< 1.000 km2)	Small (< 100.000 Hab.)	Medium (36,5 – 54,6)	High (0,30 – 0,39)
11. Tisaleo	Tungurahua	Small (< 1.000 km2)	Small (< 100.000 Hab.)	Medium (36,5 – 54,6)	High (0,30 – 0,39)
12. Alausí	Chimborazo	Medium (1.001-2.000 km2)	Small (< 100.000 Hab.)	High (54,7 – 72,8)	High (0,30 – 0,39)
13. Chambo	Chimborazo	Small (< 1.000 km2)	Small (< 100.000 Hab.)	High (54,7 – 72,8)	High (0,30 – 0,39)
14. Chunchi	Chimborazo	Small (< 1.000 km2)	Small (< 100.000 Hab.)	High (54,7 – 72,8)	High (0,30 – 0,39)
15. Colta	Chimborazo	Small (< 1.000 km2)	Small (< 100.000 Hab.)	High (54,7 – 72,8)	High (0,30 – 0,39)
16. Cumandá	Chimborazo	Small (< 1.000 km2)	Small (< 100.000 Hab.)	Medium (36,5 – 54,6)	High (0,30 – 0,39)
17. Guamote	Chimborazo	Medium (1.001-2.000 km2)	Small (< 100.000 Hab.)	Very High (72,9 – 90,9)	High (0,30 – 0,39)
18. Guano	Chimborazo	Small (< 1.000 km2)	Small (< 100.000 Hab.)	High (54,7 – 72,8)	High (0,30 – 0,39)
19. Pallatanga	Chimborazo	Small (< 1.000 km2)	Small (< 100.000 Hab.)	High (54,7 – 72,8)	High (0,30 – 0,39)
20. Penipe	Chimborazo	Small (< 1.000 km2)	Small (< 100.000 Hab.)	Medium (36,5 – 54,6)	High (0,30 – 0,39)
21. Riobamba	Chimborazo	Small (< 1.000 km2)	Medium (100.001 a 400.000 Hab.)	Low (18,3 – 36,4)	High (0,30 – 0,39)

Source: Instituto Nacional de Estadísticas y Censos (INEC) del Ecuador

2.2.2.Percentage weight of demographic and socioeconomic characteristics of the intervention small towns with initial cataloging in the territory.

As seen below, a majority of small towns with a small population were chosen for being beneficiaries, because they represent less positioned destinations.

For the impact analysis, small towns with different levels of poverty were chosen, in homogeneous groups, in order to analyze existing gaps between them, so the following were chosen:

✓ 34% of small towns with low and very low poverty levels,
✓ 33% of small towns with a medium poverty level,
✓ 34% of small towns with high and very high poverty levels.

Size of destination or territory		
Small (Less than 1.000 km2)	**Medium** (1.001 a 2.000 km2)	**Large** (More 4.000)
71%	24%	5%

Population size		
Small (menos de 100.000)	**Medium** (100.001 a 400.000)	**Large** (más de 2.500.000)
81%	14%	5%

Poverty level by Consumption				
Very Low (0,0–18,2)	**Low** (18,3–36,4)	**Medium** (36,5– 54,6)	**High** (54,7–72,8)	**Very high** (72,9–90,9)
10%	24%	33%	29%	5%

Province	Small towns	Poverty level by consumption
Pichincha 25% (2 of 8)	1. Mejía	
	2. Quito (DMQ)	

Tungurahua 100% (9 of 9 small towns)	3. Ambato	
	4. Baños (BAS)	
	5. Cevallos	
	6. Mocha	
	7. Patate	
	8. Pelileo	
	9. Píllaro	
	10. Quero	
	11. Tisaleo	

Chimborazo 100% (10 of 10 small towns)	12. Alausí	
	13. Chambo	
	14. Chunchi	
	15. Colta	
	16. Cumandá	
	17. Guamote	
	18. Guano	
	19. Pallatanga	
	20. Penipe	
	21. Riobamba	
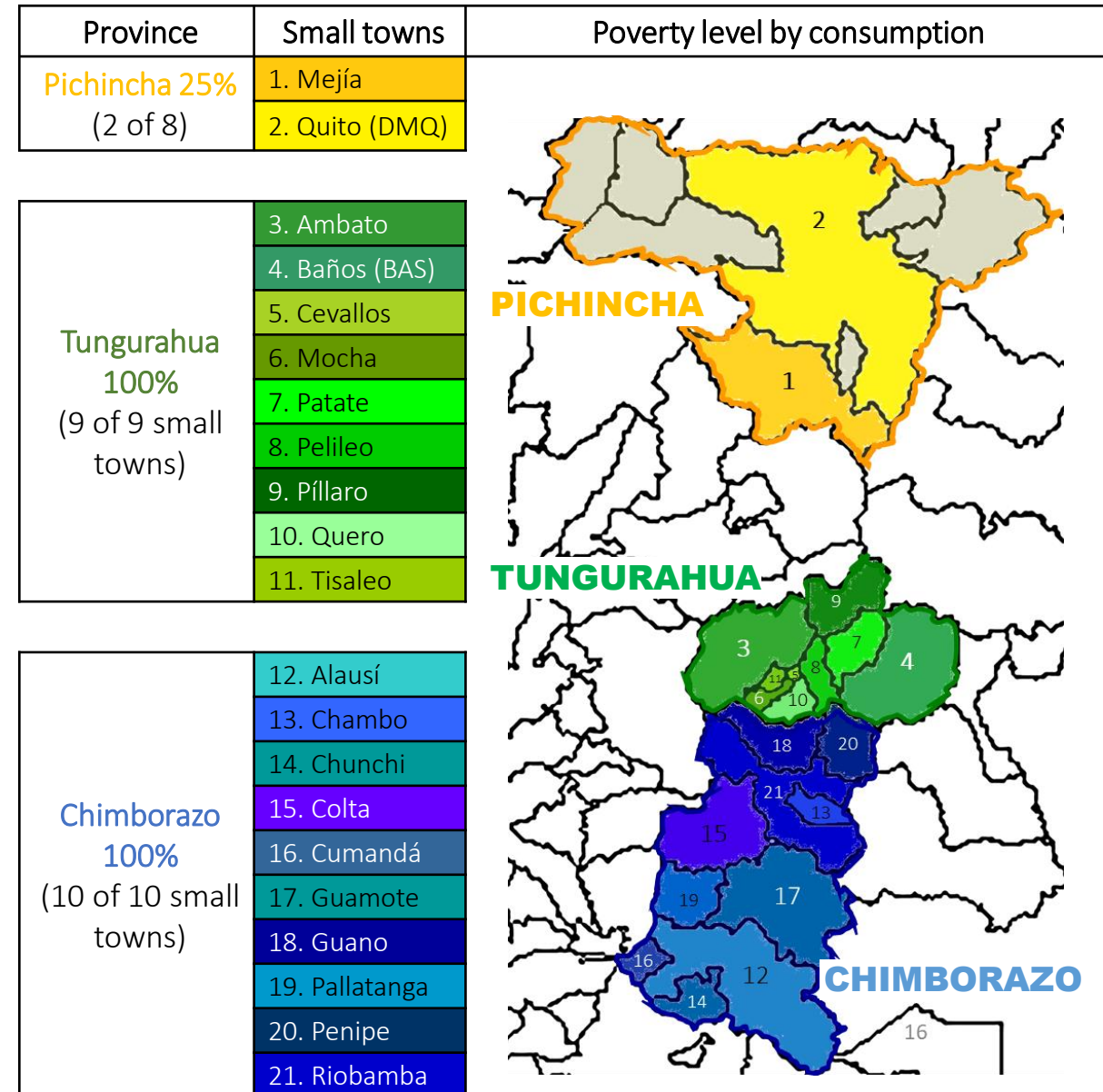
2.3. Cataloging of small actors of tourism in the territory:

2.3.1. Number of small catalogued actors classified by small town and characteristics of the intervention during the first semester.

Poverty level by consumption		Results achieved	Features of GoRaymi's intervention in the first 240 catalogued		
Small towns	Province	Number of small catalogued actors	# Replicator	Catalogued actors range	Visibility at GoRaymi by # page views
1. Mejía	Pichincha	1	Low (1)	Low (1 a 5)	High (30.001 a 60.000)
2. Quito (DMQ)	Pichincha	20	High (6)	High (11 a 20)	Higher (> 100.000)
3. Ambato	Tungurahua	11	Medium (2)	High (11 a 20)	High (30.001 a 60.000)
4. Baños (BAS)	Tungurahua	14	No	High (11 a 20)	High (30.001 a 60.000)
5. Cevallos	Tungurahua	11	No	High (11 a 20)	Low (5.001 a 10.000)
6. Mocha	Tungurahua	6	No	Medium (6 a 10)	Low (5.001 a 10.000)
7. Patate	Tungurahua	33	Low (1)	Higher (20)	High (30.001 a 60.000)
8. Pelileo	Tungurahua	9	Low (1)	Medium (6 a 10)	Medium (10.001 a 30.000)
9. Píllaro	Tungurahua	9	No	Medium (6 a 10)	Medium (10.001 a 30.000)
10. Quero	Tungurahua	4	No	Low (1 a 5)	Low (5.001 a 10.000)
11. Tisaleo	Tungurahua	8	No	Medium (6 a 10)	Low (5.001 a 10.000)
12. Alausí	Chimborazo	5	Low (1)	Low (1 a 5)	High (30.001 a 60.000)
13. Chambo	Chimborazo	12	Medium (2)	High (11 a 20)	Lower (< 5.000)
14. Chunchi	Chimborazo	4	Medium (2)	Low (1 a 5)	Low (5.001 a 10.000)
15. Colta	Chimborazo	5	No	Low (1 a 5)	Medium (10.001 a 30.000)
16. Cumandá	Chimborazo	3	No	Low (1 a 5)	Lower (< 5.000)
17. Guamote	Chimborazo	5	No	Low (1 a 5)	Lower (< 5.000)
18. Guano	Chimborazo	23	Medium (2)	Muy High (20)	High (30.001 a 60.000)
19. Pallatanga	Chimborazo	5	No	Low (1 a 5)	Lower (< 5.000)
20. Penipe	Chimborazo	9	No	Medium (6 a 10)	Medium (10.001 a 30.000)
21. Riobamba	Chimborazo	43	High (4)	Higher (20)	Higher (> 100.000)
Small catalogued actors:		240			

2.3.2. Percentage weight of the characteristics of the intervention in the target group during the first semester.

Catalogued actors range	%
Higher (more than 20)	14%
High (11 a 20)	24%
Medium (6 a 10)	24%
Low (1 a 5)	38%

Visibility at GoRaymi				
Visibility Lower	Visibility Low	Visibility Medium	Visibility High	Visibility Higher
19%	24%	19%	29%	10%

# Replicators	
Small towns with Replicators	Small towns without Replicators
48%	52%

Catalogued actors
(First semester)

- Range Higher (more than 20)
- Range High (11 a 20)
- Range Medium (6 a 10)
- Range Low (1 a 5)
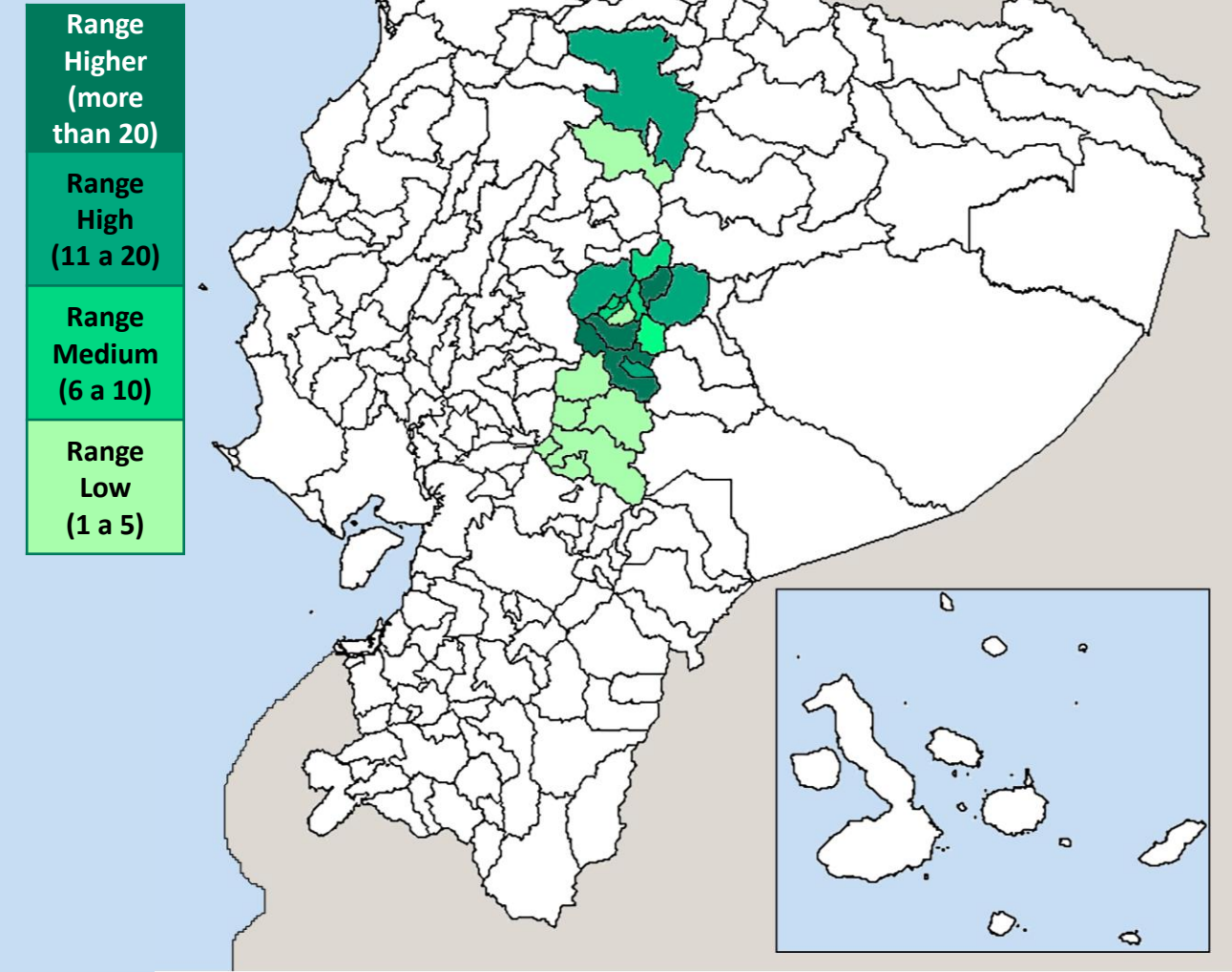
2.3. Cataloging of small actors of tourism in the territory:

2.3.3. Characterization of the 240-small catalogued actors in the territory during the first semester

Type of catalogued actor			
Artisan	Cultural	Gastronomic	Tourist
13%	8%	46%	33%
32	19	110	79

Age Range					
22-24	25-34	35-44	45-54	55-64	65+
2%	17%	33%	26%	20%	4%
4	40	78	62	47	9

Population Size			
Less than 100.000	100.001 a 400.000	More tan 2.500.000	Total
69%	23%	8%	100%
165	55	20	240

Gender	
Male	Female
50%	50%
120	120

Catalogued actors working with their relatives	
No	Yes
35%	65%
84	156

TYPE OF TOURISM VENTURE							
Gastronomical	Artisanal	Agro tourism	Lodging	Tourist small resort	Cultural	Adventure Tourism	Community Tourism
46%	13%	9%	8%	2%	8%	8%	5%
110	32	21	20	5	19	20	13

2.4. Results of cataloging small actors of tourism:

First semester	Second Semester	Total Beneficiaries
240 small catalogued actors	310 small catalogued actors	550 small catalogued actors

Beneficiary Provinces	Small actors	Beneficiaries					
Imbabura	34	01 Ibarra 01 Yaguarcocha 01 El Chota 01 La Esperanza	01 Sigsiloma 01 Zuleta	01 Urcuquí 02 Tumbabiro 04 Chachimbiro 02 Timbayacu	04 Otavalo 01 Peguche 01 San Rafael	01 Shanshipamba 01 El Calvario 01 Sigsipamba 01 M. Acosta	04 Cotacachi 01 Plaza Gutiérrez 01 Gualimán 03 Antonio Ante
Pichincha	53	17 Machachi 03 Aloasí	01 Porvenir 02 Tambillo	01 Uyumbicho	22 Quito	07 P. Moncayo	
Cotopaxi	97	34 Latacunga 01 Toacazo 01 Yugisloma 01 Brazales	02 Guaytacama 02 Pastocalle 01 Sacharuna 01 P. Nacional	10 Pujilí 01 Quilotoa 01 Zumbahua 01 Wiracocha	01 La Mana 01 Wuayacán 02 Moraspungo 06 El Corazón	03 Sigchos 01 Pilapuchín 05 Chugchilán 03 Saquisilí 01 Canchagua	14 Salcedo 01 Panzaleo 01 Yanayacu 01 Mulliquinguil 01 Mulalillo
Tungurahua	145	02 Terán 01 San Vicente 01 S. Miguelito 01 Quillán 05 Píllaro 01 Llanganates 01 C. Nueva	01 P. Urbina 01 Quisapincha 02 Pinllo 01 Atocha 30 Ambato 01 Ambatillo 10 Cevallos	01 S. Vicente 01 San Martín 02 Runtún 02 Rio Verde 01 Puntzán 01 Pondoa 07 Baños	04 Tisaleo 01 San Vicente 01 San Juan 01 Quinchicoto 01 Alobamba 01 San Vicente 01 Rumipamba	02 Quero 01 V. Hermoso 01 Salasaca 17 Pelileo 01 Patuloma 01 Huambaló 01 Yataquí	03 Sucre 01 Poatug 22 Patate 03 Los Andes 04 El Triunfo 01 Pinguilí 04 Mocha
Chimborazo	177	01 Tunshi 03 San Juan 50 Riobamba 02 Licto 01 Licán 01 Flores	06 Calpi 01 Cacha 06 Penipe 01 Candelaria 05 El Highr 01 Releche	01 Urbina 02 San Andrés 03 Punguilí 01 Los Elenes 01 Providencia 24 Guano 03 Calshi	01 San Martín 04 Guamote 01 Saskines 01 Tolte 01 Sibambe 07 Alausí	01 Shungal 01 S. Sebastián 01 Pusuloma 01 Asactús 19 Chambo 02 La Victoria 01 Cascají	03 S. De Quito 01 La Esperanza 01 Colta 09 Pallatanga 01 Lugmapata 02 El Ingenio 04 Chunchi
Santo Domingo, Bolívar, Azuay, Santa Elena, Zamora Chinchipe, Orellana, Pastaza, Galápagos	44	07 Mera 01 El Kilo 01 Gigantes	07 Shell 01 Madre Tierra 01 Llanganates	05 Santa Elena 04 Salinas 03 Libertad	08 Gualaceo	02 Guaranda 01 Sto. Domingo	01 San Cristóbal 01 El Coca 01 Zamora
13 Provinces	**550**	**170 Small towns**					
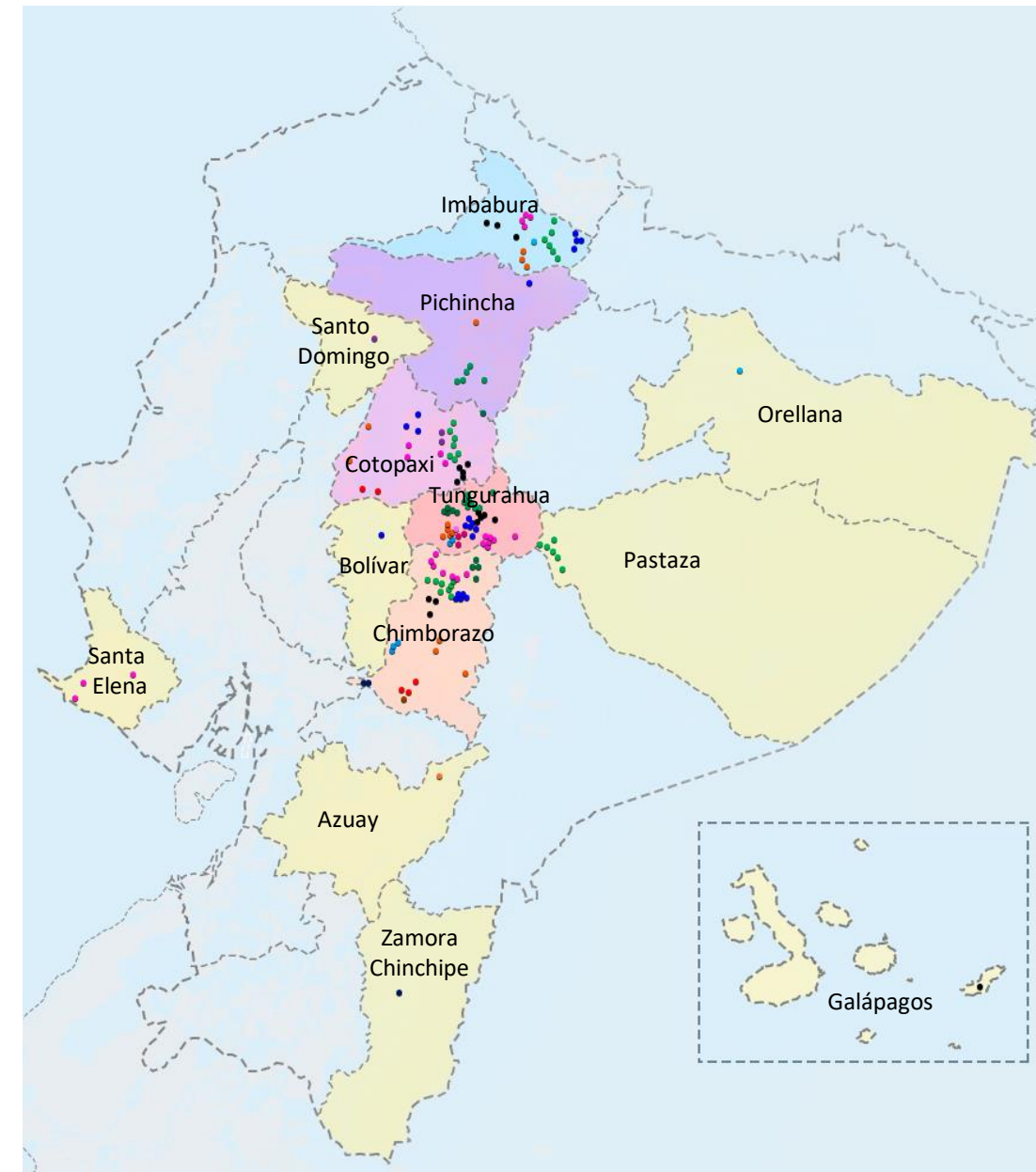
✓ *550 small catalogued actors, exceeding the proposed purpose of 480 by 15%.*
✓ *13 beneficiary provinces, representing 54% of the country.*
✓ *170 small towns were beneficiated.*

GoRaymi

2.5. Analysis of the scope of small catalogued actors exposure in the 20 platforms of tourism promotion in Ecuador.

2.5.1. Selection of the 20 most successful tourism promotion platforms in Ecuador

The platforms that are considered in the Monthly Ranking of Similar Web visits for several months, and in the Alexa.com Ranking (which considers various factors to measure the success of a platform) were analyzed. From them, the 29 that occupied the first places in various rankings were selected. The selection of platforms that have a percentage of promotion of small actors of tourism on their pages was privileged, based on the need to measure the scope of promotion of small actors and not just destinations. Next, we have the rankings used and the list of selected platforms with their respective percentage of small tourism small actors of tourism exposure:

Platforms selected & % of exposure of smalls tourism actors

1.- goraymi.com **(100% small catalogued actors exposure)**
2.- riobamba.com.ec **(100% small catalogued actors exposure)**
3.- tungurahuaturismo.com **(100% small catalogued actors exposure)**
4.- viajandox.com **(17% small catalogued actors exposure)**
5.- trenecuador.com **(14% small catalogued actors exposure)**
6.- banos-ecuador.com **(100% small catalogued actors exposure)**
7.- guayaquilesmidestino.com **(57% small catalogued actors exposure)**
8.- goecuador.net **(25% small catalogued actors exposure)**
9.- turismoaccesible.ec **(25% small catalogued actors exposure)**
10.- otavalo.travel **(67% small catalogued actors exposure)**
11.- viajaecuador.com.ec **(33% small catalogued actors exposure)**
12.- quitotravel.ec **(11% small catalogued actors exposure)**
13.- quitoadventure.com **(14% small catalogued actors exposure)**
14.- clubmiles.com.ec (0% small catalogued actors exposure)
15.- cuencaecuador.com.ec (0% small catalogued actors exposure)
16.- despegar.com.ec (0% small catalogued actors exposure)
17.- ecostravel.com (0% small catalogued actors exposure)
18.- ecuador.com (0% small catalogued actors exposure)
19.- ecuador.travel (0% small catalogued actors exposure)
20.- ecuadorexplorer.com (0% small catalogued actors exposure)
21.- ecuadorextremo.com (0% small catalogued actors exposure)
22.- ecuador-turistico.com (0% small catalogued actors exposure)
23.- naturegalapagos.com (0% small catalogued actors exposure)
24.- quitotourbus.com (0% small catalogued actors exposure)
25.- solcaribe.com.ec (0% small catalogued actors exposure)
26.- trivago.com.ec (0% small catalogued actors exposure)
27.- turismo.gob.ec (0% small catalogued actors exposure)
28.- viajala.com.ec (0% small catalogued actors exposure)
29.- visitaecuador.com (0% small catalogued actors exposure)

Definition of concepts:	* **Scope of small actors exposure:** it is the number of times that a small actors offer is shown on the screen of a tourism promotion platform. * **Monthly traffic:** Number of times a page is visited. * **The most relevant tourism promotion pages in Ecuador:** these are tourism promotion websites, which are considered in the first places in the world rankings that systems such as SimilarWeb or Alexa distinguish, because of their number of audience or their quality.
How are the 20 platforms selected?	The platforms that are considered in the Monthly Ranking of Similar Web visits for several months, and in the Alexa.com Ranking (which considers various factors to measure the success of a platform) were analyzed. From them, the 29 that occupied the first places in various rankings were selected. The selection of platforms that have a percentage of promotion of small actors on their pages was privileged, based on the need to measure the scope of promotion of small actors and not just destinations.
Calculation methodology:	Percentage of exposure of small actors: it is calculated by dividing the "Number of sections that show offers of small tourism actors" by the "Number of sections on each platform". For this, all 29 web platforms were reviewed and browsed to determine the number of sections they own and to check whether each one exposes small actors of tourism. Estimate of times that a total tourist offer of small actors is shown on the screen (Exposure range of small actors): it is calculated by multiplying the "Percentage of exposure of small actors" by the "Number of times that a total tourist offer is shown on the screen".

2.5.2. Evolution of the scope of the exposure and fulfillment of the objective:

The evolution of the estimate of times that a tourist offer of small actors of tourism shown on the screens of the 20 most successful tourism promotion platforms in Ecuador is presented below. As shown below, GoRaymi fulfilled its objective, registering the largest scope of exposure for small actors in the country. Since September 2019, GoRaymi completely detached from the group of platforms that expose small actors, and its scope grew exponentially (growth rate of 561% from Sep / 19 to Jun / 20), until reaching in June 2020 a range of 2,449,220.

GoRaymi: 100% of exposure and promotion of small actors of tourism throughout the platform.

Chart data labels:
- 2.449.220 goraymi.com
- 1.874.949
- 1.806.078
- 1.436.763
- 1.277.900
- 1.218.851
- 1.261.442
- 1.228.054
- 481.215
- 370.408
- 346.579 riobamba.com.ec
- 258.514
- 170.119
- 158.786
- 152.722
- 120.140
- 119.671
- 94.412
- 88.031
- 86.506
- 69.547 tungurahuaturismo
- 48.671
- 11.616

X-axis: sep-19 oct-19 nov-19 dic-19 ene-20 feb-20 mar-20 abr-20 may-20 jun-20
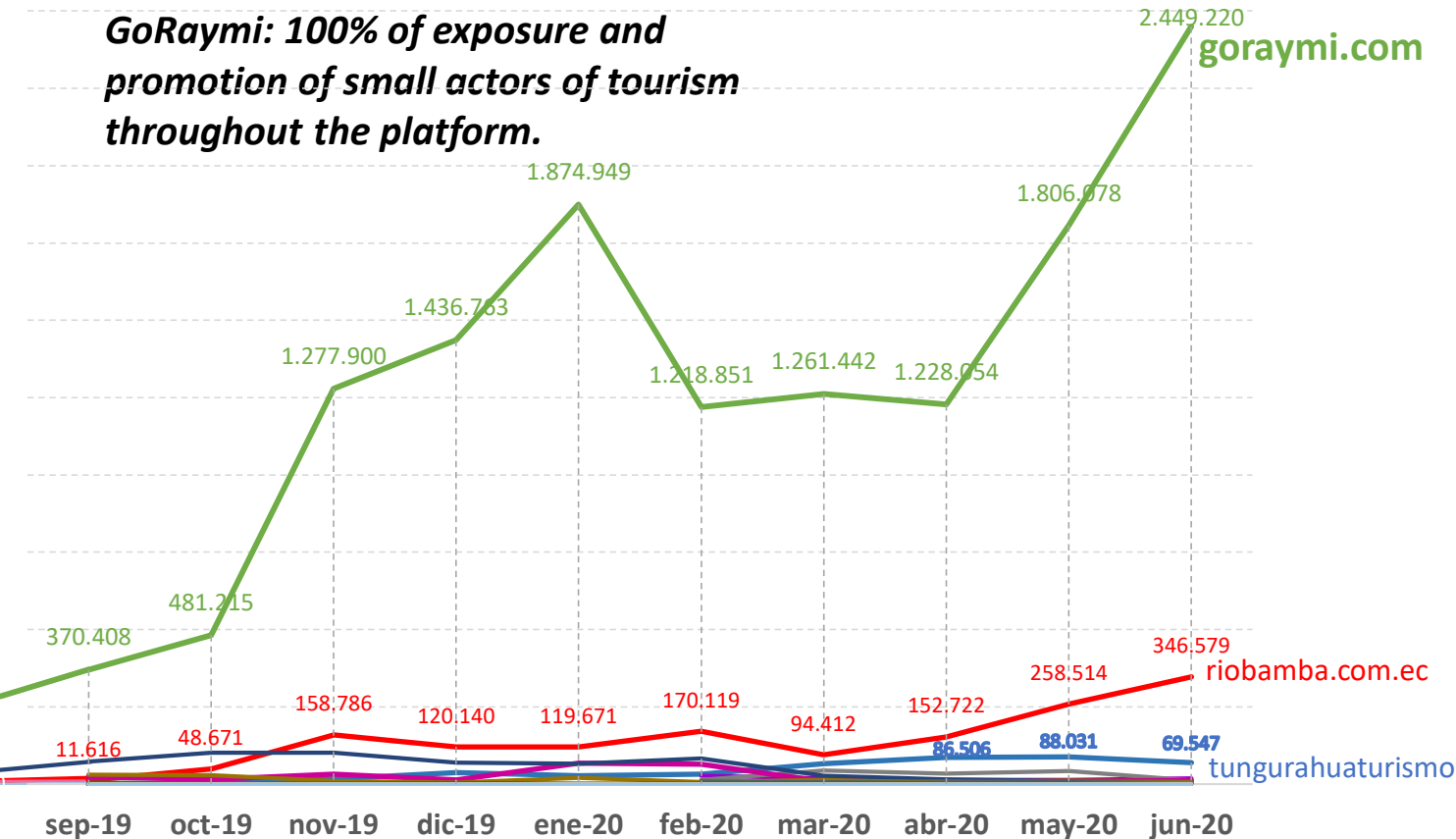
Legend:
- 1.- goraymi.com (100% exposure of small tourism actors)
- 2.- riobamba.com.ec (100% exposure of small tourism actors)
- 3.- tungurahuaturismo.com (100% exposure of small tourism actors)
- 4.- viajandox.com (17% exposure of small tourism actors)
- 5.- trenecuador.com (14% exposure of small tourism actors)
- 6.- banos-ecuador.com (100% exposure of small tourism actors)
- 7.- guayaquilesmidestino.com (57% exposure of small tourism actors)
- 8.- goecuador.net (25% exposure of small tourism actors)
- 9.- turismoaccesible.ec (25% exposure of small tourism actors)
- 10.- otavalo.travel (67% exposure of small tourism actors)
- 11.- viajecuador.com.ec (33% exposure of small tourism actors)
- 12.- quitotravel.ec (11% exposure of small tourism actors)
- 13.- quitoadventure.com (14% exposure of small tourism actors)
- 14.- clubmiles.com.ec (0% exposure of small tourism actors)
- 15.- cuencaecuador.com.ec (0% exposure of small tourism actors)
- 16.- despegar.com.ec (0% exposure of small tourism actors)
- 17.- ecostravel.com (0% exposure of small tourism actors)
- 18.- ecuador.com (0% exposure of small tourism actors)
- 19.- ecuador.travel (0% exposure of small tourism actors)
- 20.- ecuadorexplorer.com (0% exposure of small tourism actors)

2.6.1. Selection of small towns less positioned in GoRaymi

Based on the methodology described in the indicator sheet, and in order to have similar samples between groups, 50% of small towns less positioned for tourism with the presence of small actors listed in the first semester were chosen, and the other 50% without presence of small catalogued actors. In the group of small towns less positioned without the presence of actors, small towns from all the regions of Ecuador were selected according to their size.

Also, for you have a point of comparison, the analysis included two destinations positioned tourist.

Finally, the small towns selected were:

Less positioned small towns WITH the presence of small catalogued actors in the first semester		
Province	**Small towns**	
Pichincha	Mejía	1
Tungurahua	Ambato	2
	Baños	3
	Cevallos	4
	Patate	5
	Tisaleo	6
Chimborazo	Alausí	7
	Chambo	8
	Guamote	9
	Guano	10
	Penipe	11
	Riobamba	12

Less positioned small towns WITHOUT the presence of small catalogued actors in the first semester		
Region	**Small towns**	
Sierra	Azogues	13
	Ibarra	14
	Latacunga	15
	Otavalo	16
Costa	Atacames	17
	Babahoyo	18
	Machala	19
	Playas	20
Oriente	Orellana	21
	Cuyabeno	22
	Zamora	23
Galápagos	Santa Cruz	24

Tourist-positioned small towns* for comparative analysis		
Positioned	**Small towns**	
Small towns	Guayaquil	
	Cuenca	

*) Quito, capital of Ecuador, was not included because its traffic values are so high that are not in the same range as the smaller ones.

2.6.2. Behavior of the indicator

As you can see in the graph, GoRaymi managed to get less positioned destinations to increase their traffic levels. Since October, we had the first results of our strategies. The growth of traffic in destinations that are historically less positioned begins to rise exponentially since the implementation of the project sponsored with the Expo Live grant from July 2019 to June 2020, and its growth rate was maintained until February 2020. Because of the pandemic, the growth stopped. However, we had a recovery since May.
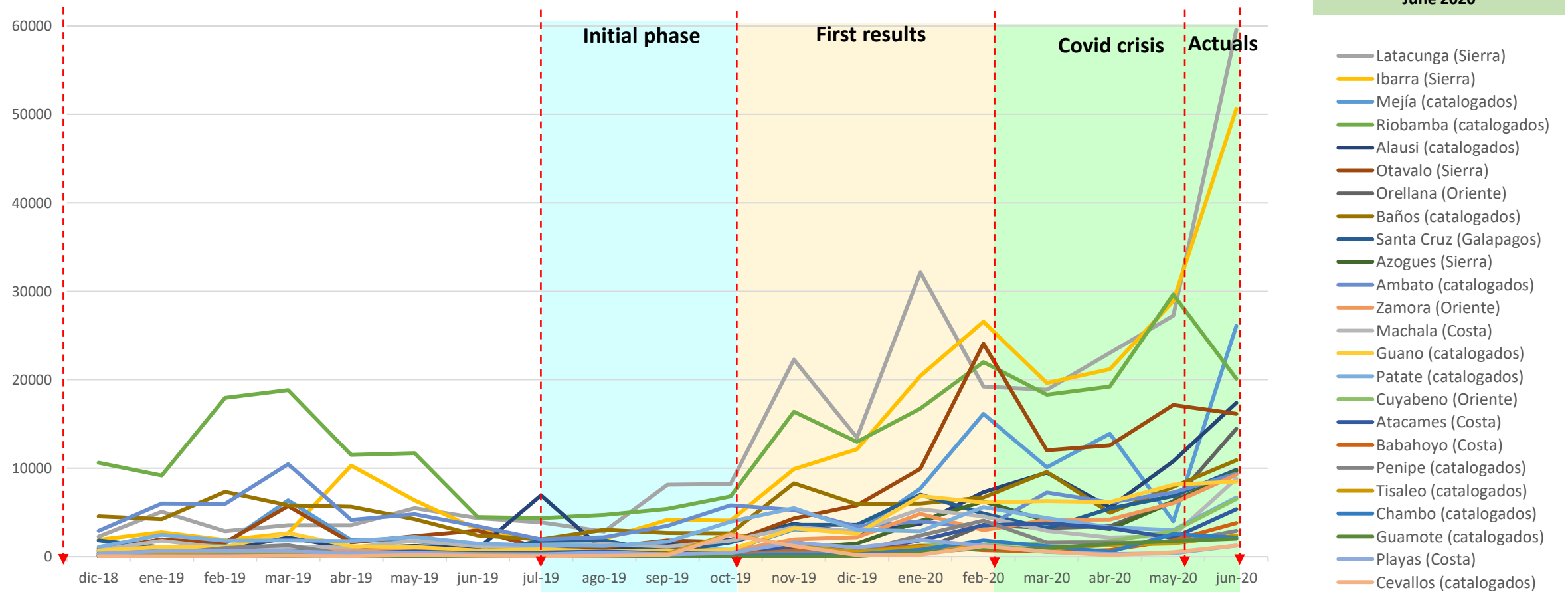
Small towns listed by traffic June 2020

- Latacunga (Sierra)
- Ibarra (Sierra)
- Mejía (catalogados)
- Riobamba (catalogados)
- Alausi (catalogados)
- Otavalo (Sierra)
- Orellana (Oriente)
- Baños (catalogados)
- Santa Cruz (Galapagos)
- Azogues (Sierra)
- Ambato (catalogados)
- Zamora (Oriente)
- Machala (Costa)
- Guano (catalogados)
- Patate (catalogados)
- Cuyabeno (Oriente)
- Atacames (Costa)
- Babahoyo (Costa)
- Penipe (catalogados)
- Tisaleo (catalogados)
- Chambo (catalogados)
- Guamote (catalogados)
- Playas (Costa)
- Cevallos (catalogados)

2.6.3. Results and achievement of the objective

For a better analysis and to show the results, we separate the small towns , according to their level of traffic.

In group 1, we have those who reached high traffic in June, reaching between 10,000 and 60,000 times that their page is visited. In this group are mostly medium-sized cities, which are mostly Province capitals and above all have natural tourist attractions nearby. In this group, it can be seen how some of these initially less positioned small towns, in a short time, managed to register values and trends similar to the most tourist-positioned small towns in the country, such as Cuenca and Guayaquil (Quito was not considered in this analysis because its traffic levels is so high that it is not comparable for being out of the range).

In group 2, we have the small towns with an average traffic in June. They had between 6,000 and 10,000 visits on their page. In this group are medium-sized cities and it can be seen that this group is where the best results for sustained growth exist, since neither the crisis substantially affected its trend.

In group 3, we have the small towns that had low traffic in June, that is: between 1,000 and 5,000 times theirs pages were visited. However, despite the fact that the traffic of these small towns can be considered comparatively low, it is important to keep in mind that this group is where the small small towns are not positioned at the national level, and that they went from practically not existing in the tourism map to present ascending traffic; even approaching the traffic of much more populated and economically stronger cities.

In other words, the impact on small towns is greater. Thus, with this collaboration, for the first time, these populations were able to exist on the map of Ecuador's tourist offer.
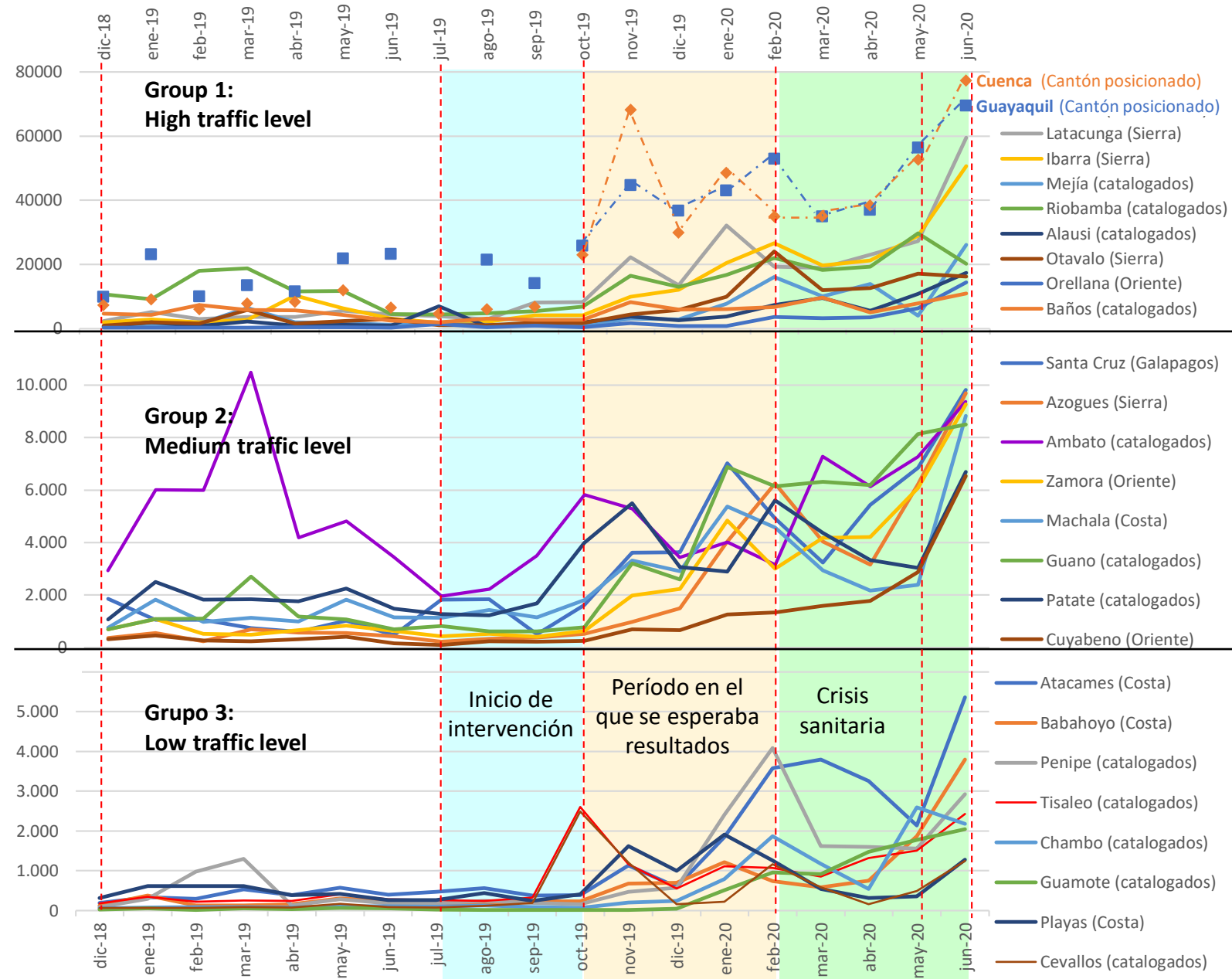
2.6.4. Results and achievement of the objective

GoRaymi worked to meet its objective, despite the health crisis, less positioned destinations increased their traffic level. The following graphics show: "the positive impact on tr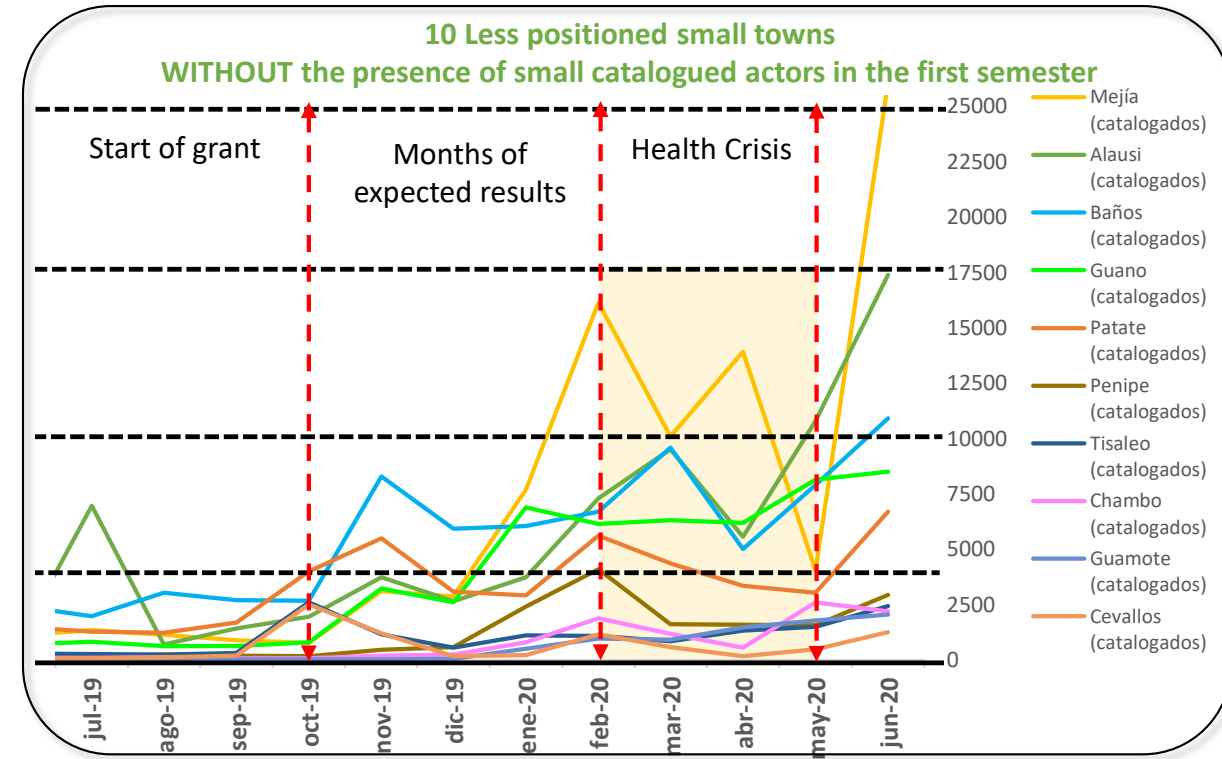affic in the small towns, this impact is greater when they have the presence of cataloged and promoted small actors of tourism". In this way we were able to demonstrate that: "showing the world new destinations, with new experiences, promoted by small tourism stakeholders, will transform Ecuador into a more attractive destination for a growing universe of tourists."

10 Less positioned small towns
WITH the presence of small catalogued actors in the first semester

Legend (left chart): Otavalo (Sierra), Orellana (Oriente), Santa Cruz (Galapagos), Azogues (Sierra), Zamora (Oriente), Machala (Costa), Cuyabeno (Oriente), Atacames (Costa), Babahoyo (Costa), Playas (Costa)

10 Less positioned small towns
WITHOUT the presence of small catalogued actors in the first semester

Legend (right chart): Mejía (catalogados), Alausi (catalogados), Baños (catalogados), Guano (catalogados), Patate (catalogados), Penipe (catalogados), Tisaleo (catalogados), Chambo (catalogados), Guamote (catalogados), Cevallos (catalogados)

✓ It was possible for less positioned destinations to increase their level of traffic exponentially, with the greatest positive impact on small towns, making these populations visible for the first time on the map of Ecuador's tourist offer.

✓ The increase of traffic in the small towns is greater when they have the presence of catalogued and promoted small actors.

✓ The campaign #Héroes del Turismo, achieved that in the small towns where there are catalogued actors (who participated more actively in this campaign) have greater resistance to the negative effects caused by the health crisis.

✓ The success of traffic in the small towns with small catalogued actors generates a chain reaction that positively affects the neighboring small towns and their exposure increases.

At the closest point to the sun *we find **our mission:*** ***CHANGE THE LIVES*** *of the smallest players in the tourism industry*

6.263,47 m.a.s.l / 6.384,4 Km. from the center of the Earth

SUPPORTED BY

An Expo 2020 Dubai Initiative

Chapter 3

Review of results and Targets from
Stage B: Encouraging the growth of GoRaymi's audience nationally and internationally

To show the world new destinations, with new experiences, promoted by small tourism actors: It will transform Ecuador into a more attractive destination for a growing universe of international tourists.

3.1.1. Selection of 20 countries

Trac & Engagement of Similar Web - Oct 2019

Ranking	42 countries of Latin America, the Caribbean and Mexico + GoRaymi	Total Visits Worldwide
1	Perú	790.672
2	México	384.438
3	Colombia	340.607
4	Chile	323.370
5	Aruba	319.149
6	GoRaymi	253.271
7	Republica Dominicana	146.964
8	Brasil	138.744
9	Uruguay	116.215
10	Jamaica	105.131
11	Costa Rica	92.476
12	Barbados	68.008
13	Ecuador	58.620
14	Nicaragua	55.417
15	Cuba	46.888
16	Panamá	37.446
17	Martinique	30.427
18	Belice	23.008
19	Guatemala	21.676
20	El Salvador	19.603
21	Bolivia	17.422
22	Paraguay	15.853
23	Argentina	5.237
24	Honduras	< 5.000
25 al 44	Antigua y Barbuda, Bahamas, Dominica, Grenada, Guadalupe, Guyana, Guayana Francesa, Haití, Islas Caimán, Islas Turcas y Caicos, Islas Vírgenes, Puerto Rico, San Bartolomé, San Cristóbal y Nieves, San Vicente y las Granadinas, Santa Lucía, Suriname, Trinidad y Tobago, Venezuela.	Has little or no data to analyze
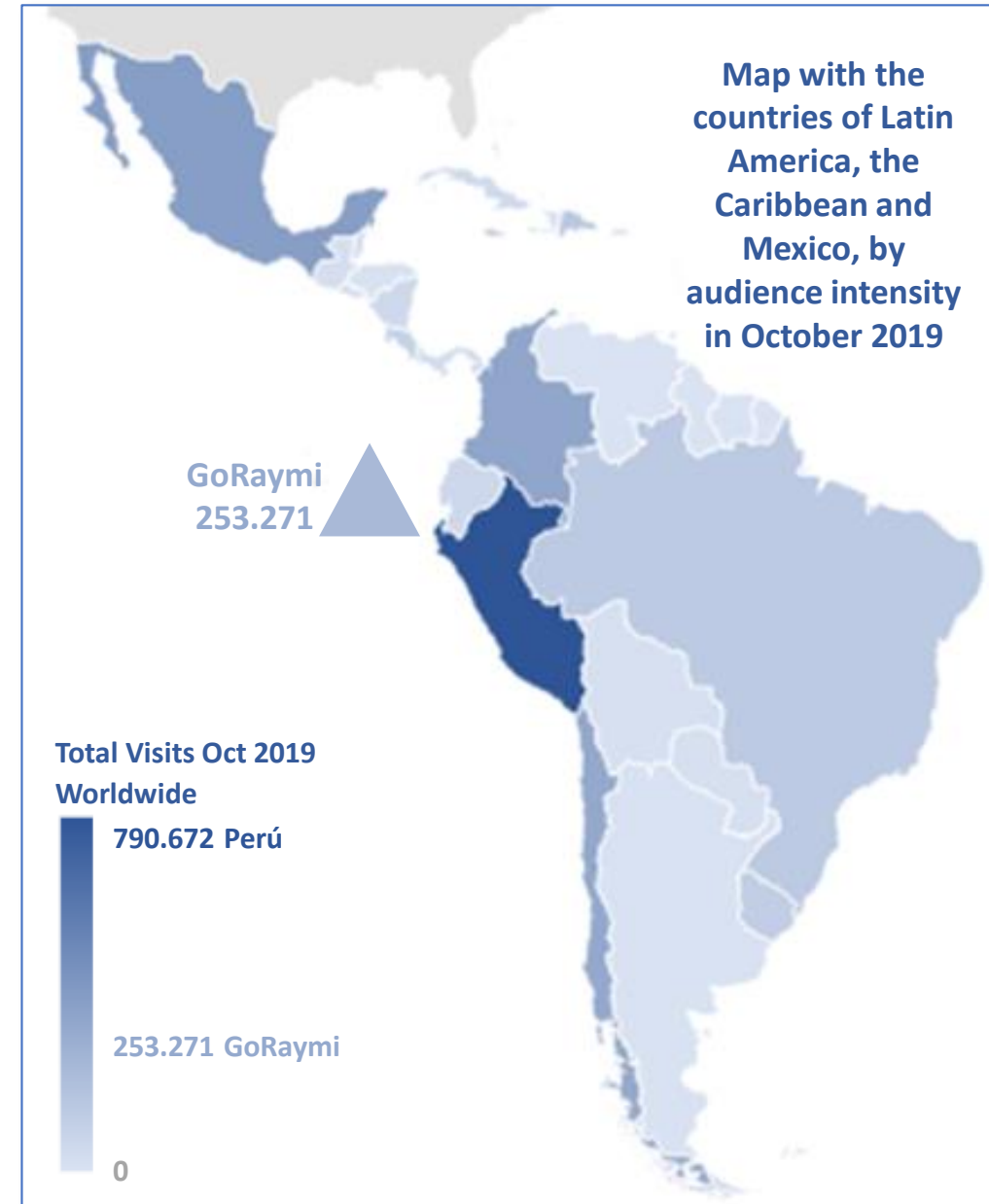
Map with the countries of Latin America, the Caribbean and Mexico, by audience intensity in October 2019

GoRaymi
253.271

Total Visits Oct 2019 Worldwide

790.672 Perú

253.271 GoRaymi

0

3.1.2. Monthly evolution of the international audience (20 countries) obtained by geography and demography.

GoRaymi reached the 1st place in the ranking of official tourism promotion portals in the American continent. This achievement was accomplished despite the fact that Ecuador is not a highly positioned destination (inbound tourism), that the country only has 17 million inhabitants (internal tourism), and that GoRaymi is not a government initiative (international marketing)
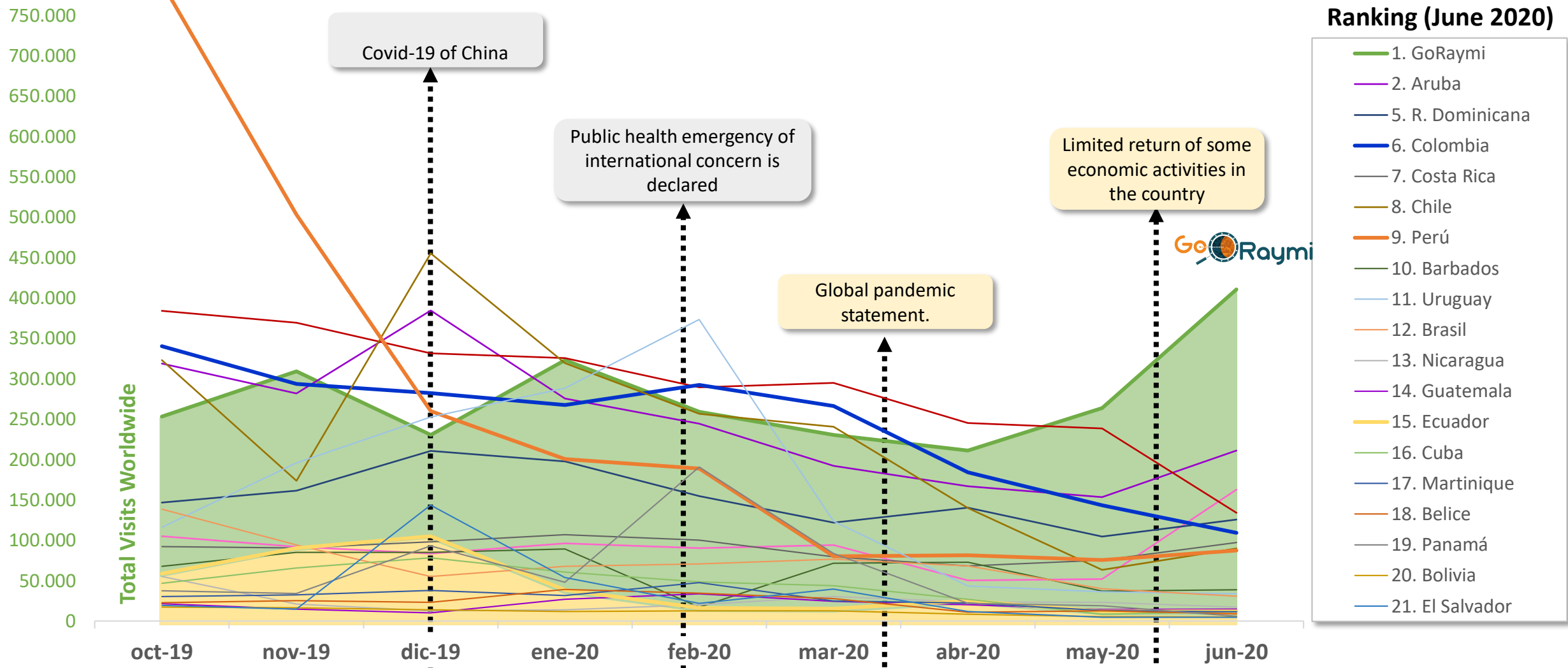
Ranking (June 2020)

- 1. GoRaymi
- 2. Aruba
- 5. R. Dominicana
- 6. Colombia
- 7. Costa Rica
- 8. Chile
- 9. Perú
- 10. Barbados
- 11. Uruguay
- 12. Brasil
- 13. Nicaragua
- 14. Guatemala
- 15. Ecuador
- 16. Cuba
- 17. Martinique
- 18. Belice
- 19. Panamá
- 20. Bolivia
- 21. El Salvador

Covid-19 of China

Public health emergency of international concern is declared

Global pandemic statement.

Limited return of some economic activities in the country

3.1.3. Evolution of the GoRaymi Audience versus Audience of the 20 most positioned countries in Latin America, the Caribbean and Mexico.
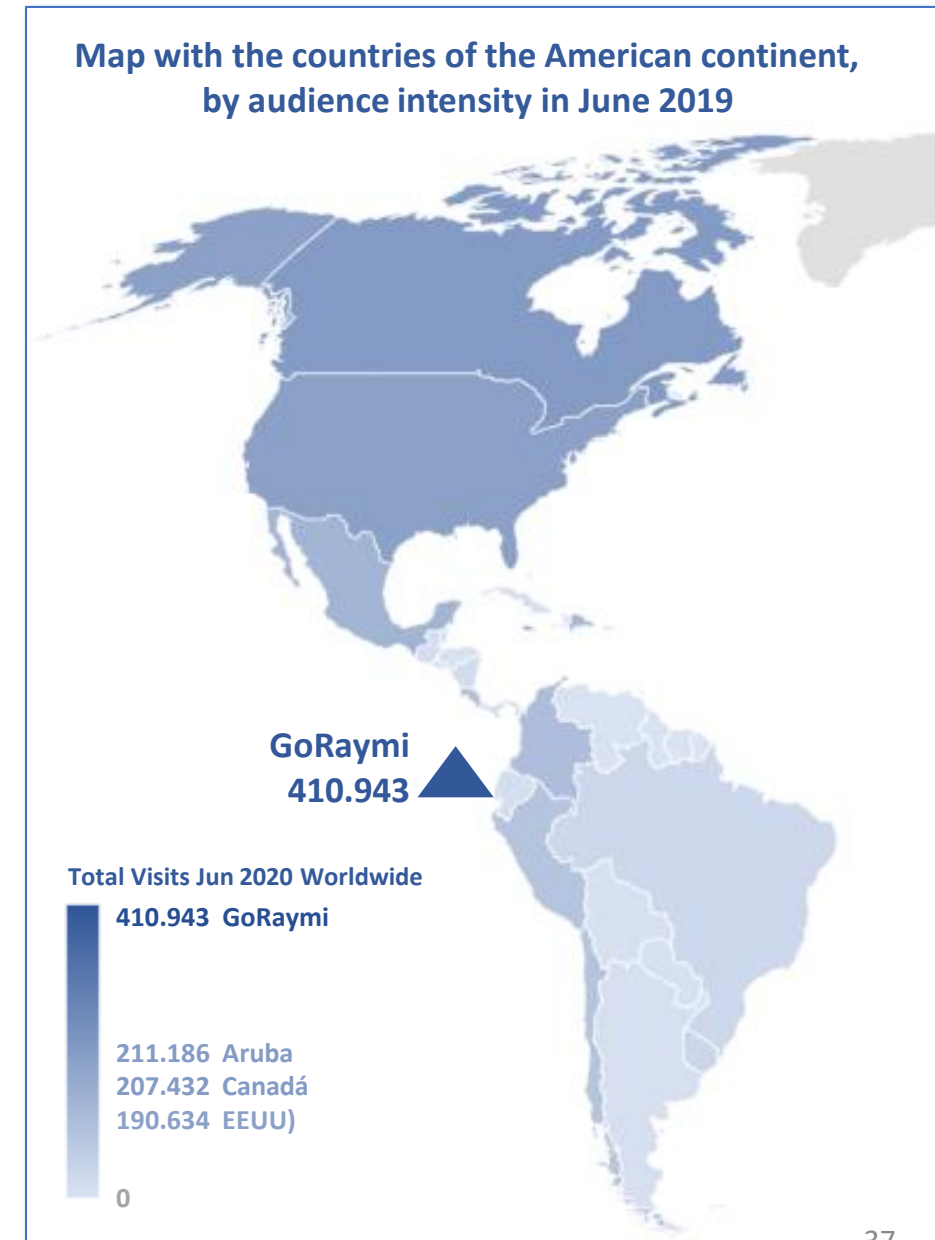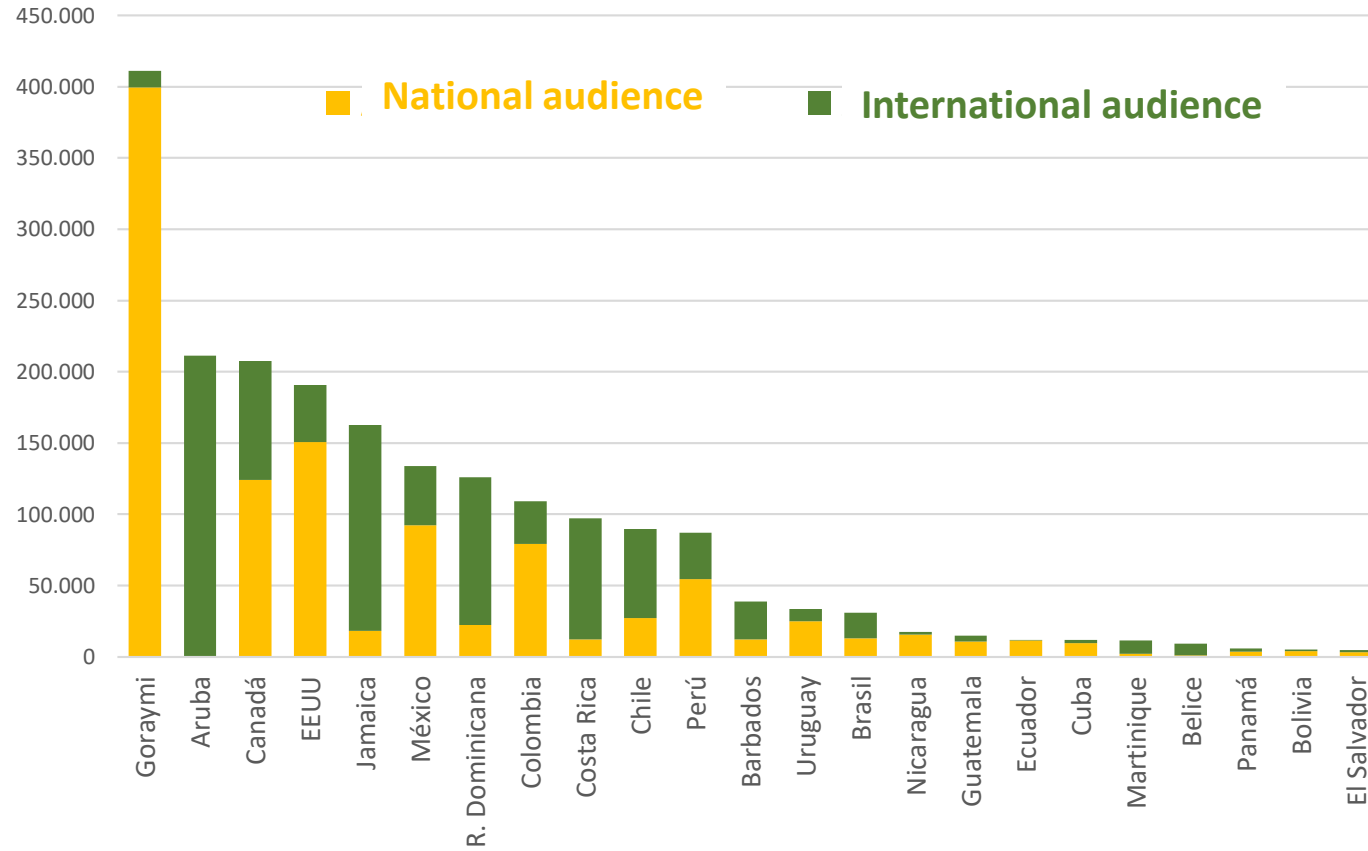
Ranking Oct 2019	Ranking June 2020	Country	oct-19	nov-19	dic-19	ene-20	feb-20	mar-20	abr-20	may-20	jun-20	Rate of increase Oct-19 a Jun-20
6	1	GoRaymi	253.271	309.419	230.620	323.267	259.330	230.611	211.369	263.661	410.943	62%
5	2	Aruba	319.149	281.890	384.733	275.579	244.267	192.440	167.016	153.552	211.186	-34%
10	3	Jamaica	105.131	92.168	83.748	96.401	90.456	94.245	50.250	51.967	162.640	55%
2	4	México	384.438	369.400	331.532	325.848	289.438	294.786	245.228	238.471	134.006	-65%
7	5	R. Dominicana	146.964	161.479	210.765	197.712	154.831	122.145	140.360	104.843	125.934	-14%
3	6	Colombia	340.607	293.660	282.498	267.422	292.297	266.362	184.124	143.565	109.307	-68%
11	7	Costa Rica	92.476	90.510	98.285	107.012	100.217	79.832	68.280	75.326	97.315	5%
4	8	Chile	323.370	173.843	455.302	319.591	256.837	240.586	139.893	63.538	89.767	-72%
1	9	Perú	790.672	503.266	260.124	200.498	189.012	80.397	81.468	75.763	87.247	-89%
12	10	Barbados	68.008	85.018	84.927	89.230	17.506	71.767	73.080	37.113	38.749	-43%
9	11	Uruguay	116.215	195.758	252.467	288.410	373.589	123.675	43.337	36.304	33.636	-71%
8	12	Brasil	138.744	94.319	55.192	67.699	70.865	76.617	68.198	39.982	30.791	-78%
14	13	Nicaragua	55.417	21.286	12.843	13.903	20.134	30.488	23.802	23.065	17.538	-68%
19	14	Guatemala	21.676	14.698	10.215	26.897	33.964	24.383	20.432	14.209	14.754	-32%
13	15	Ecuador	58.620	90.270	105.318	38.486	16.445	15.487	25.016	12.265	11.977	-80%
15	16	Cuba	46.888	65.953	78.468	60.767	48.346	43.729	26.857	8.647	11.784	-75%
17	17	Martinique	30.427	32.637	37.823	31.602	47.720	24.866	22.182	13.044	11.540	-62%
18	18	Belice	23.008	25.167	23.427	39.051	34.729	28.035	10.871	12.681	9.126	-60%
16	19	Panamá	37.446	34.020	93.046	48.125	190.859	84.025	21.939	18.987	5.997	-84%
21	20	Bolivia	17.422	16.309	14.010	12.064	12.709	12.813	8.644	5.728	5.225	-70%
20	21	El Salvador	19.603	14.917	143.592	54.110	22.098	39.471	12.039	4900	4900	-75%
Extra		Canadá						181.884	147.238	184.066	207.432	
Extra		EEUU						175.770	135.310	155.783	190.634	

There were two exceptions from audiences of official tourism promotion sites in the countries of the region, that handled appropriately the negative impact of Covid-19: Jamaica and Costa Rica. Despite the low levels of April and May, they recovered in June 2020. In addition, in that month they achieved higher audiences than they had in October 2019. Jamaica achieved an increase of audience in 55% (from October 2019 to June 2020), rising in the ranking from tenth place to third. Costa Rica had an increase in audience of 5% in the same period.

However, the most successful case is undoubtedly the increase in GoRaymi Ecuador's audience; which in the analyzed period increased by 62%, contrary to what happened with the rest of the countries. The improvements in the platform, the disciplined compliance of the key activities of the implementation plan, added to a strong promotion campaign called # Héroes of Tourism, allowed us in May broke the downward trend, jumping in audience substantially, ranking in June 2020, in the first place in the ranking of the American continent, even surpassing Canada, United States and Mexico.

3.1.4. Map with the countries of the American continent, by audience intensity in June 2019

Chart legend: National audience, International audience

Countries (x-axis): Goraymi, Aruba, Canadá, EEUU, Jamaica, México, R. Dominicana, Colombia, Costa Rica, Chile, Perú, Barbados, Uruguay, Brasil, Nicaragua, Guatemala, Ecuador, Cuba, Martinique, Belice, Panamá, Bolivia, El Salvador

Map with the countries of the American continent, by audience intensity in June 2019

GoRaymi
410.943

Total Visits Jun 2020 Worldwide

410.943 GoRaymi

211.186 Aruba
207.432 Canadá
190.634 EEUU)

0

3.1.5. Demographic and geographic characteristics of the audiences of the countries of the American continent.

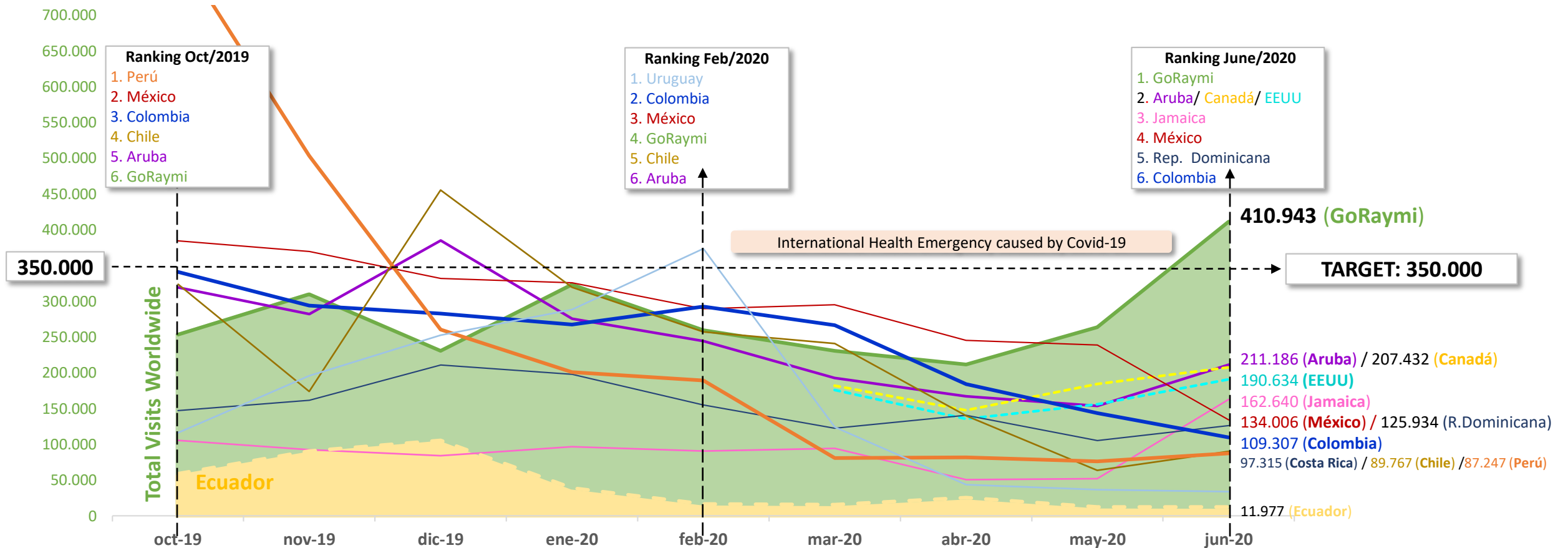| Ranking June 2020	Country	GENDER OF USERS		AGE OF USERS (AUDIENCE)						GEOGRAPHIC ORIGIN OF USERS (AUDIENCE)							
		% Man	% Woman	18-24	25-34	35-44	45-54	55-64	65+	1° Country	%	2° Country	%	3° Country	%	Other countries	%
1	GoRaymi	23	77	35	27	20	9	6	3	Ecuador	97	United States	1	Perú	0	Otros	2
2	Aruba	47	53	12	23	22	18	15	9	United States	74	Netherlands	6	Italy	3	Otros	16
2 - A	Canadá	44	56	15	29	22	16	11	7	Canadá	60	United States	19	Germany	4	Otros	17
2 - B	EEUU	44	56	17	27	21	15	12	8	United States	79	Netherlands	2	Brazil	2	Otros	16
3	Jamaica	46	54	14	26	24	17	12	8	United States	65	Jamaica	11	United Kingdom	6	Otros	18
4	México	45	55	18	34	21	12	10	5	México	69	United States	14	Canadá	5	Otros	12
5	R. Dominicana	47	53	19	28	21	15	10	6	United States	54	Dominican Republic	18	Spain	5	Otros	23
6	Colombia	48	52	23	35	18	11	9	4	Colombia	73	United States	5	Argentina	4	Otros	18
7	Costa Rica	49	51	16	25	22	17	13	8	United States	60	Costa Rica	13	Canadá	7	Otros	21
8	Chile	48	52	19	33	21	13	9	4	Chile	30	Brazil	18	Argentina	16	Otros	36
9	Perú	45	55	25	31	21	10	8	4	Perú	62	United States	7	Brazil	6	Otros	24
10	Barbados	49	51	18	26	20	15	12	9	United States	41	Barbados	31	United Kingdom	11	Otros	16
11	Uruguay	35	64	21	30	20	13	10	6	Uruguay	74	Argentina	10	Brazil	6	Otros	9
12	Brasil	44	56	20	34	22	12	8	3	Brazil	42	United States	8	Argentina	6	Otros	44
13	Nicaragua	49	51	20	33	21	13	8	4	Nicaragua	89	Italy	6	United States	2	Otros	3
14	Guatemala	42	58	27	33	19	11	6	3	Guatemala	72	México	5	Colombia	5	Otros	18
15	Ecuador	38	62	34	27	18	11	6	4	Ecuador	97	United States	1	Perú	0	Otros	2
16	Cuba	S/D	S/D	S/D	S/D	S/D	S/D	S/D	S/D	Cuba	81	Brazil	4	Colombia	3	Otros	12
17	Martinique	42	58	20	25	19	15	12	8	France	51	Martinique	19	Canadá	13	Otros	17
18	Belice	53	47	20	26	20	15	12	7	United States	53	Belize	10	Guatemala	7	Otros	30
19	Panama	S/D	S/D	S/D	S/D	S/D	S/D	S/D	S/D	Panama	64	United States	18	Iran	6	Otros	12
20	Bolivia	50	50	26	29	20	13	8	5	Bolivia	79	Japan	18	Vietnam	4	Otros	0
21	El Salvador	S/D	S/D	S/D	S/D	S/D	S/D	S/D	S/D	El Salvador	67	Colombia	20	Canadá	11	Otros	2

Levels	More than 60% of women	Main group by age range	Between 81% and 98% is a audience of the same country	More than 20% of the audience is from other countries
	51% to 60% of women	Second main group by age range	Between 71% and 80% is a audience of the same country	
	Less than 50% of women		Between 61% and 70% is a audience of the same country	
			Between 30% and 60% is a audience of the same country	

✓ **Regarding gender:** the countries of the region have an audience made up mostly of women, with the countries with the largest presence: GoRaymi Ecuador with 77% of women, followed by Uruguay (65%), Ecuador Official (62%) Guatemala (57%). The only exception is Belize, where there are 54% men.

✓ **Regarding age:** the audience of the countries of the Americas, mostly made up of young users, in most cases the group with the highest weight is 25 to 34 years of age, followed by the group of 35 to 44 years. In the case of GoRaymi Ecuador, its audience is younger than the average number of countries.

✓ **Regarding the geographical origin of users:** 16 of the 21 countries have as their main origin of users to their own country (national audience), among which are: GoRaymi Ecuador (97% of its audience is from Ecuador), official Ecuador (97%), Nicaragua (89%), Cuba (81%), United States (79%), Bolivia (79%) Uruguay (74%), Colombia (73%), Mexico (69%), and Peru (62%). Exceptions are some small Caribbean countries, which their audience is mostly American. On the other hand, the countries with the greatest geographical diversity of audience are Brazil, Chile, Belize, and Peru. It should also be mentioned that the United States is the most recurrent source of the origin of users from several countries.

3.1.6. Result and compliance with the objective of increasing the audience of GoRaymi versus other countries.

An audience of 449,581 users was reached (surpassing the target and doubling our historical audience and separating us from the rest of the countries by more than 300,000 users, and surpassing all countries of the American continent, achieving the objective of surpassing its natural competitor (Peru and Colombia), and other countries positioned worldwide (Mexico and USA) in the international audience.
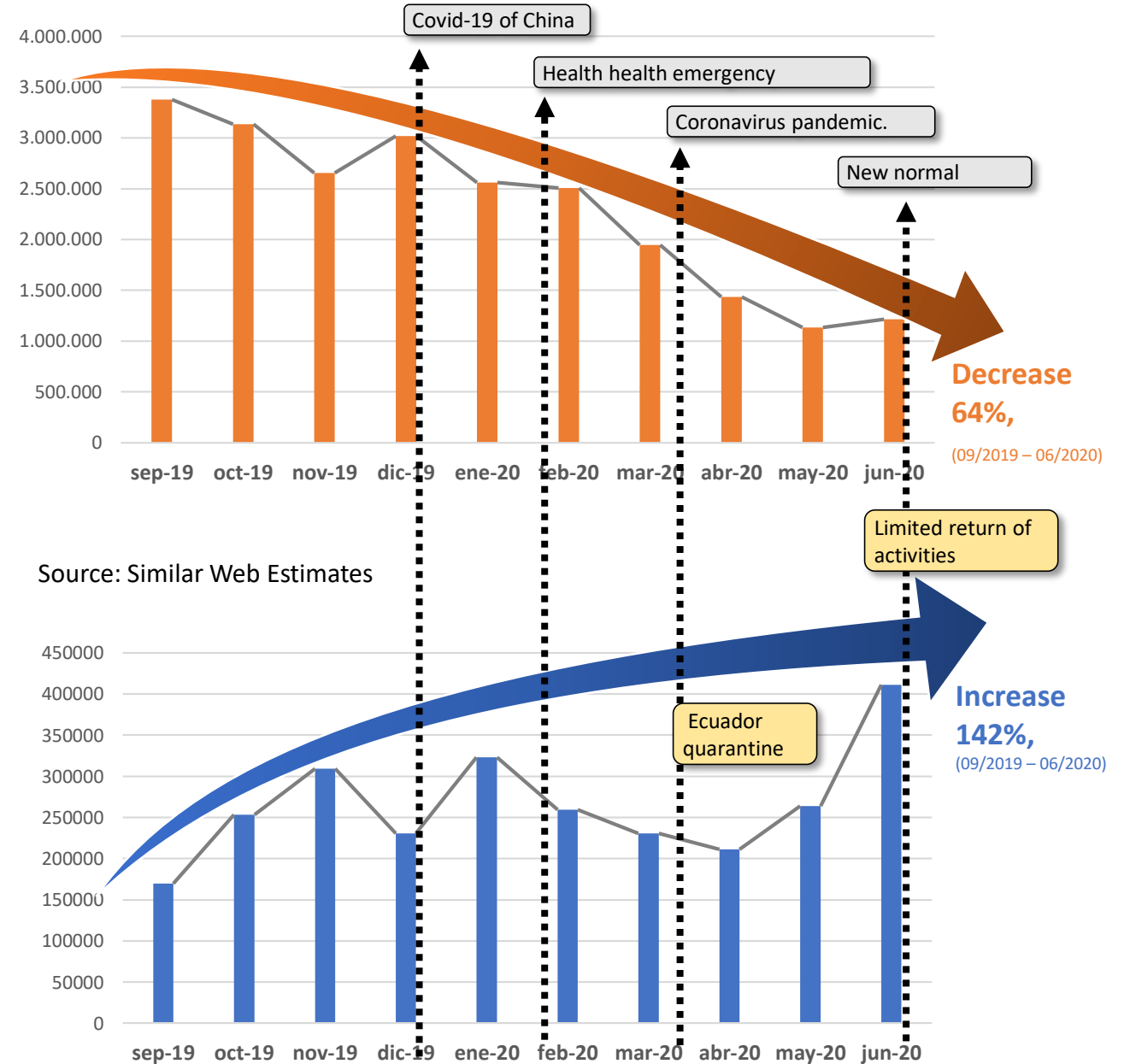

Ranking Oct/2019
1. Perú
2. México
3. Colombia
4. Chile
5. Aruba
6. GoRaymi

Ranking Feb/2020
1. Uruguay
2. Colombia
3. México
4. GoRaymi
5. Chile
6. Aruba

Ranking June/2020
1. GoRaymi
2. Aruba/ Canadá/ EEUU
3. Jamaica
4. México
5. Rep. Dominicana
6. Colombia

International Health Emergency caused by Covid-19

410.943 (GoRaymi)

350.000

TARGET: 350.000

Total Visits Worldwide

Ecuador

211.186 (Aruba) / 207.432 (Canadá)
190.634 (EEUU)
162.640 (Jamaica)
134.006 (México) / 125.934 (R.Dominicana)
109.307 (Colombia)
97.315 (Costa Rica) / 89.767 (Chile) /87.247 (Perú)
11.977 (Ecuador)

oct-19 nov-19 dic-19 ene-20 feb-20 mar-20 abr-20 may-20 jun-20

3.2. Analysis of the evolution of national and international GoRaymi users

3.2.1. Analysis of the evolution

We are the only tourism promotion site in the entire region, which changed the downward trend in audience levels during Covid-19 crisis. While all countries in the region had a 64% decrease from September 2019 to June 2020, GoRaymi had a 142% increase.

20 countries in Latin America, the Caribbean and Mexico: Sum of users from countries in the region.
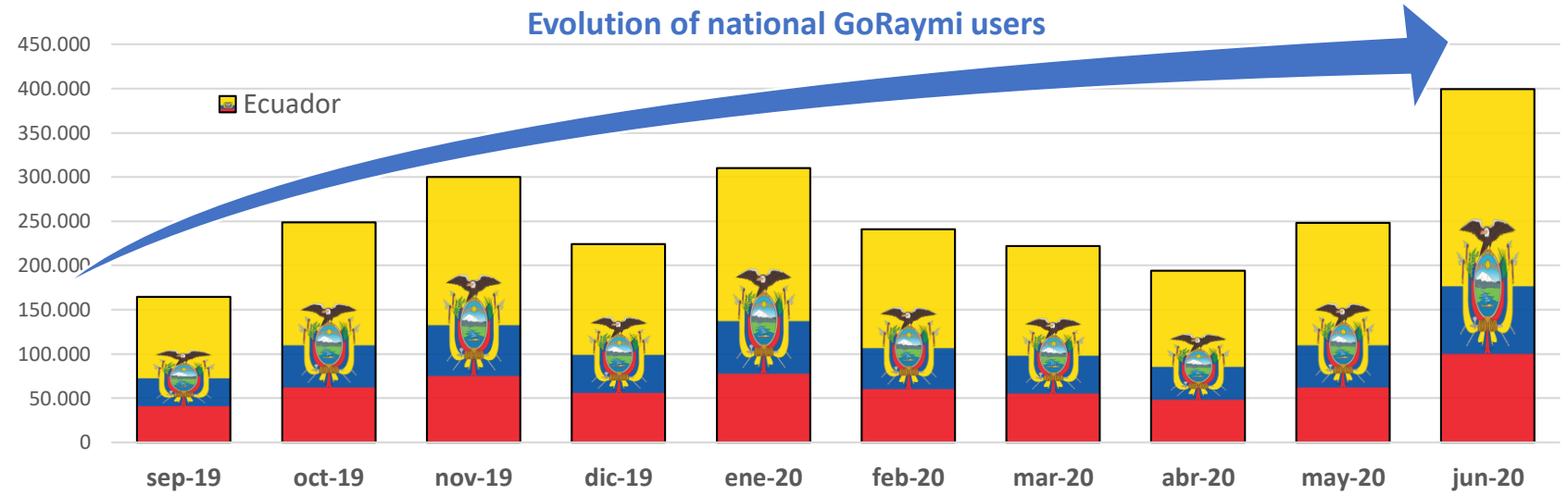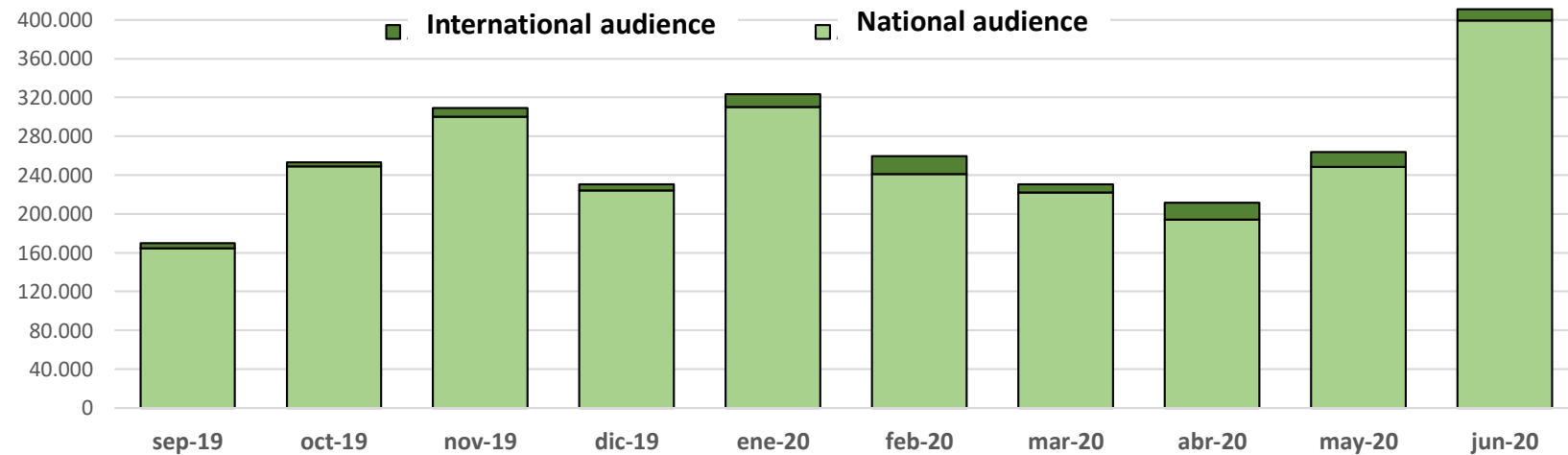
GoRaymi: Users monthly

Source: Similar Web Estimates

Covid-19 of China

Health health emergency

Coronavirus pandemic.

New normal

Decrease 64%,
(09/2019 – 06/2020)

Limited return of activities

Ecuador quarantine

Increase 142%,
(09/2019 – 06/2020)

3.2.2. Evolution of national and international GoRaymi users

The national audience gradually increased every month, from October to June it grew by 60%, but during the health crisis it decreased; however, thanks to some actions and the implementation of the #Heroes of Tourism campaign, which aimed to support and promote in the country the small actors of tourism who were affected by the quarantine, the interest of Ecuadorians in internal/domestic tourism was reactivated and increased, growing by 106% from April to June 2020.

Evolution of national GoRaymi users

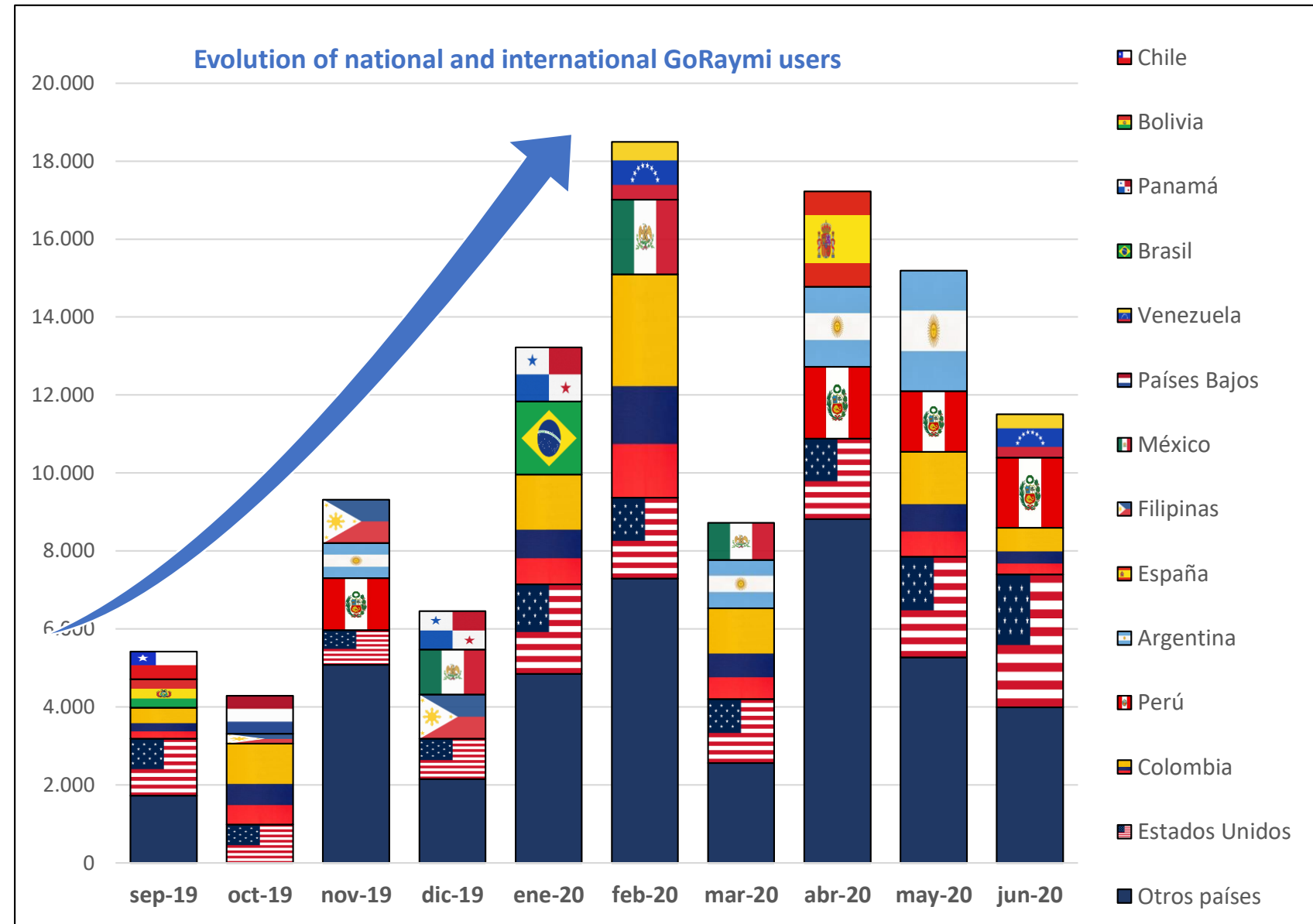**Evolution of national and international GoRaymi users**

3.2.3. Evolution of national and international GoRaymi users

Since October 2019, the number of international users grew exponentially, the international audience tripled, and we reached a user growth rate of 332% as of February 2020.

There is a growth rate of 169%. From October 2019 to June 2020 (project analysis period).

Among the main countries of origin of GoRaymi's international audience are: the United States, Colombia, Peru, Argentina, Spain, Mexico, the Philippines and the Netherlands, among others.

The uploading of English content increased the number of international users. In the last months a growing percentage between 10% and 37% of users from the United States.

Evolution of national and international GoRaymi users

3.2.4. Result and compliance with the objective of increasing national and international users
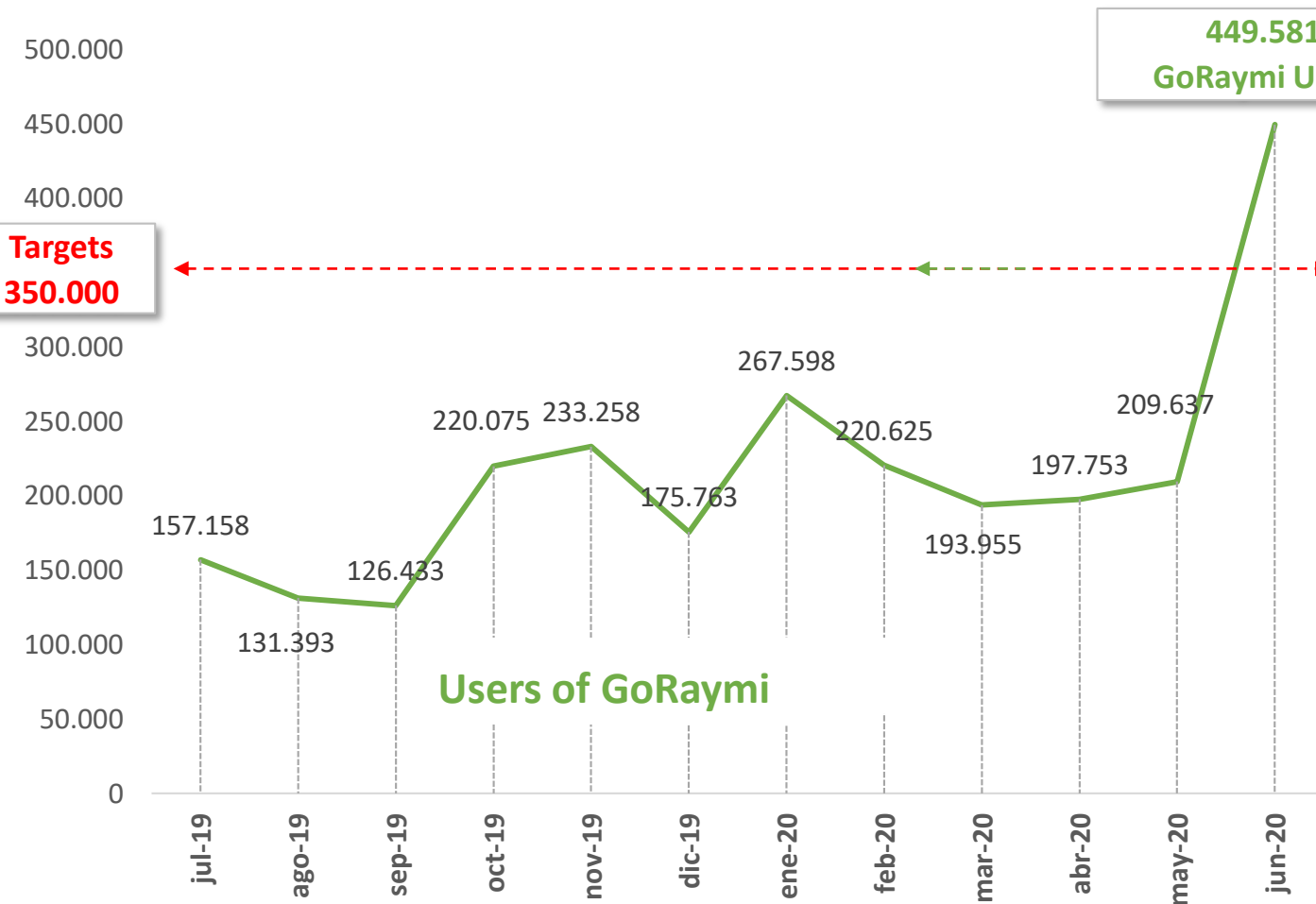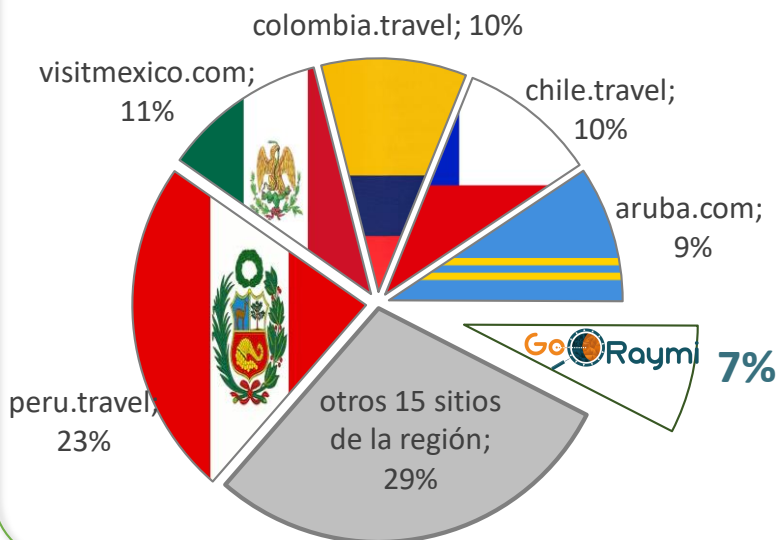

The audience data presented above are fairly accurate estimates of Similar Web for all countries, so they were used for comparison of GoRaymi with other countries, so that having the same source the comparison is fair. However, to analyze whether the target of reaching 350,000 active users was met; the data from the Google Analytics platform, which generates real GoRaymi data (this data can only be accessed when you own the platform you want to analyze) was used. In this context, the main variables generated by Google Analytics, corresponding to GoRaymi in the grant period, were checked, obtaining these results:

✓ GoRaymi in June 2020 had 449,581 active users, exceeding the set target of 350,000 users, with approximately 100,000 additional users.

✓ During the grant period, GoRaymi substantially improved its audience (active users) with a growth rate of 186%.

✓ The increase in GoRaymi's audience is no coincidence, but as can be seen in the evolution of engagement variables, the quality of the platform is constantly improving; our user-experience design (UX) takes advantage of prediction algorithms to make it easier for tourists to travel through the micro-moments of tourism, so we have obtained a longer reading time, more pages per visit and a lower % bounce.

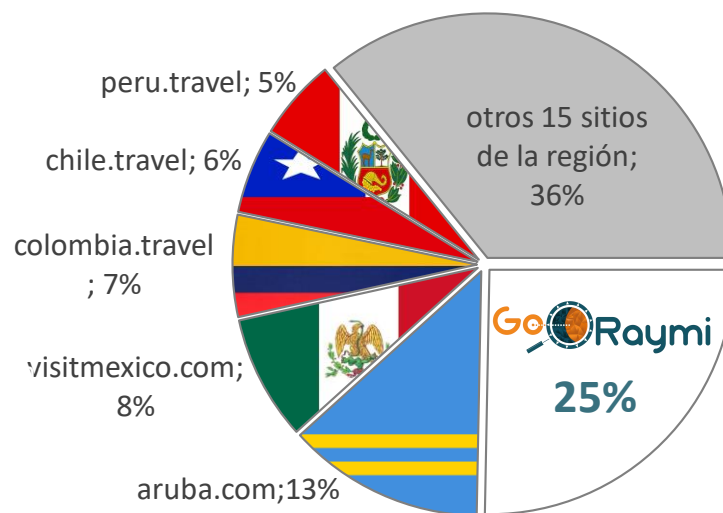✓ The improvement of these variables, increase the probability tourists will visit an Ecuadorian Small Actor.

✓ Participation in the region's international audience increased from 7% of the region's tourism promotion platforms to 25% in June 2020. In other words, currently 25 out of every 100 people in Latin America, the Caribbean and Mexico who seek information on tourism promotion sites about countries in the region, are using GoRaymi.com

✓ When analyzing the origin of GoRaymi's international users, most are from Colombia, Peru, Mexico and Chile; those are the countries where their promotional sites have lost part of their participation in the international audience, while Ecuador raised 18 points; Peru lost 18; Chile and Aruba lost 4 points each; Mexico and Colombia lost 3 points each; so it is inferred that GoRaymi captured some of those users.

Participation in the international audience of tourism promotion sites in countries of the region, in October 2019

colombia.travel; 10%
visitmexico.com; 11%
chile.travel; 10%
aruba.com; 9%
otros 15 sitios de la región; 29%
peru.travel; 23%
GoRaymi 7%

Participation in the international audience of tourism promotion sites in countries of the region, in June 2020

peru.travel; 5%
chile.travel; 6%
colombia.travel; 7%
visitmexico.com; 8%
aruba.com; 13%
otros 15 sitios de la región; 36%
GoRaymi 25%

Ranking place Oct/19	Sitios web de promoción turística	Weight Oct/19	Weight Jun/20	Increase/ Decrease in market	Ranking place Jun/20
1°	peru. Travel	23%	5%	- 18 points	9°
2°	Visitmexico. com	11%	8%	- 3 points	4°
3°	colombia. Travel	10%	7%	- 3 points	6°
4°	chile. Travel	10%	6%	- 4 points	8°
5°	aruba. Com	9%	13%	+ 4 points	2°
6°	**goraymi. com**	**7%**	**25%**	**+ 18 points**	1°
7° a 21°	others 15 websites	29%	36%	+ 7 pointss	
	Total users	3.389.552	1.624.362		

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Chapter 4

Review of results and achievement of Targets of the Stage C: Awareness raising on collaborative work for tourism promotion

The effective empowerment of actors in the world of tourism, about the importance of promoting small actors of tourism and destinations, will generate a sustainable process that benefits their locality.

4.1 Methodology for evaluating the training and awareness process for replicators
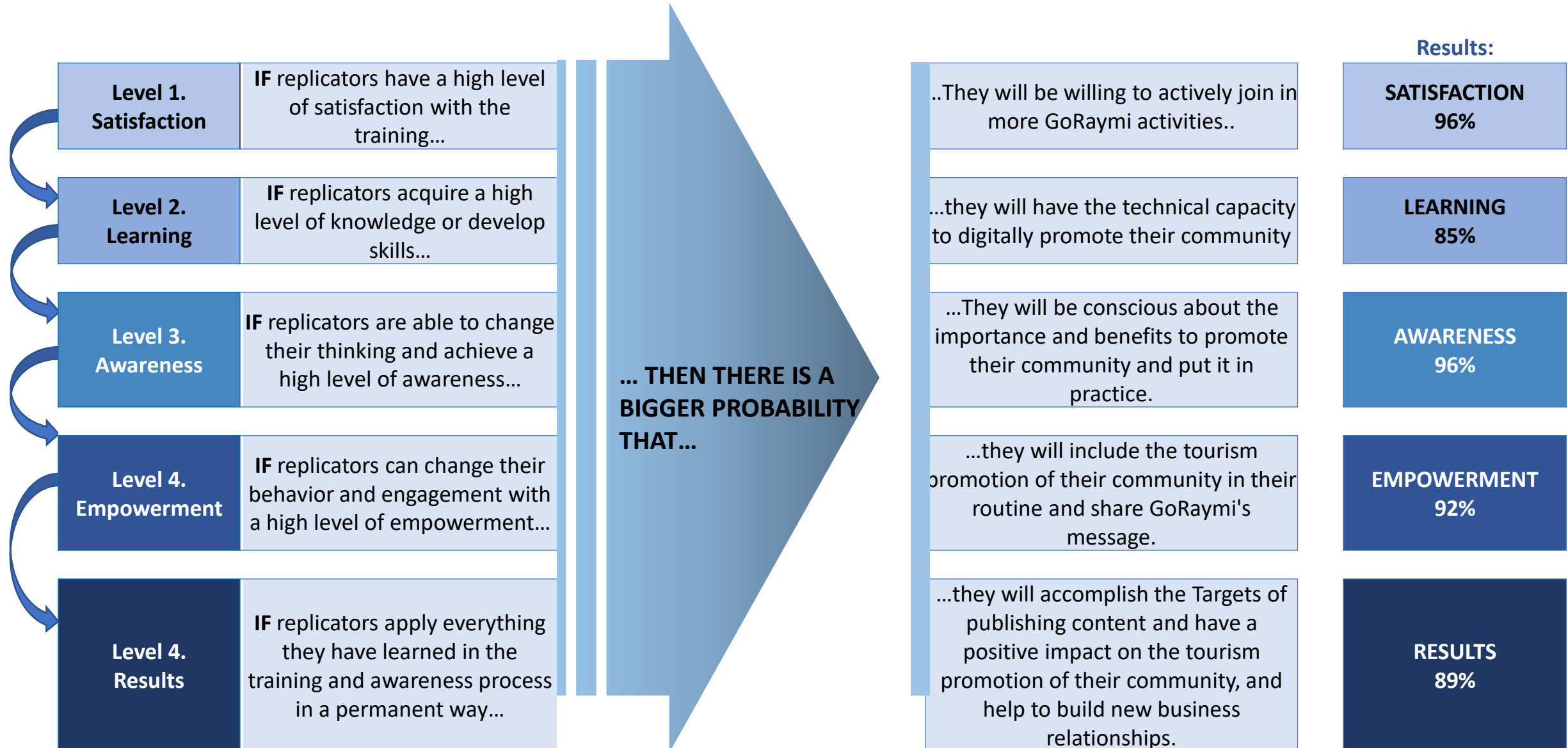
4.1.1. Levels of evaluation of training process:

Levels:

The objective of the evaluation in each level is to know if:
"the replicator training process"...

Least

Training impact

Level 1. Satisfaction	...causes satisfaction and improves the replicator's attitude and predisposes to future planned actions of new knowledge, skills and attitudes.
Level 2. Learning	... causes changes in the knowledge, skills and attitudes of the replicator and improves their personal abilities.
Level 3. Awareness	...brings about positive changes in the replicator's thinking and level of commitment.
Level 4. Empowerment	...causes interest and their level of commitment is reflected in actions to promote their territories and to transfer what they have learned to other people.
Level 4. Results	...has an impact on the promotion of small actors and on GoRaymi's business, adding value to the organization and to small tourism agents.

Greatest

4.2. Evaluation of the training and awareness process for replicators

4.1.2. Evaluation results and results obtained at the end of the process:

Level	IF	... THEN THERE IS A BIGGER PROBABILITY THAT...	Results:
Level 1. Satisfaction	**IF** replicators have a high level of satisfaction with the training...	..They will be willing to actively join in more GoRaymi activities..	**SATISFACTION 96%**
Level 2. Learning	**IF** replicators acquire a high level of knowledge or develop skills...	...they will have the technical capacity to digitally promote their community	**LEARNING 85%**
Level 3. Awareness	**IF** replicators are able to change their thinking and achieve a high level of awareness...	...They will be conscious about the importance and benefits to promote their community and put it in practice.	**AWARENESS 96%**
Level 4. Empowerment	**IF** replicators can change their behavior and engagement with a high level of empowerment...	...they will include the tourism promotion of their community in their routine and share GoRaymi's message.	**EMPOWERMENT 92%**
Level 4. Results	**IF** replicators apply everything they have learned in the training and awareness process in a permanent way...	...they will accomplish the Targets of publishing content and have a positive impact on the tourism promotion of their community, and help to build new business relationships.	**RESULTS 89%**

4.3. Results of the monthly evaluation and results obtained at the end of the process :
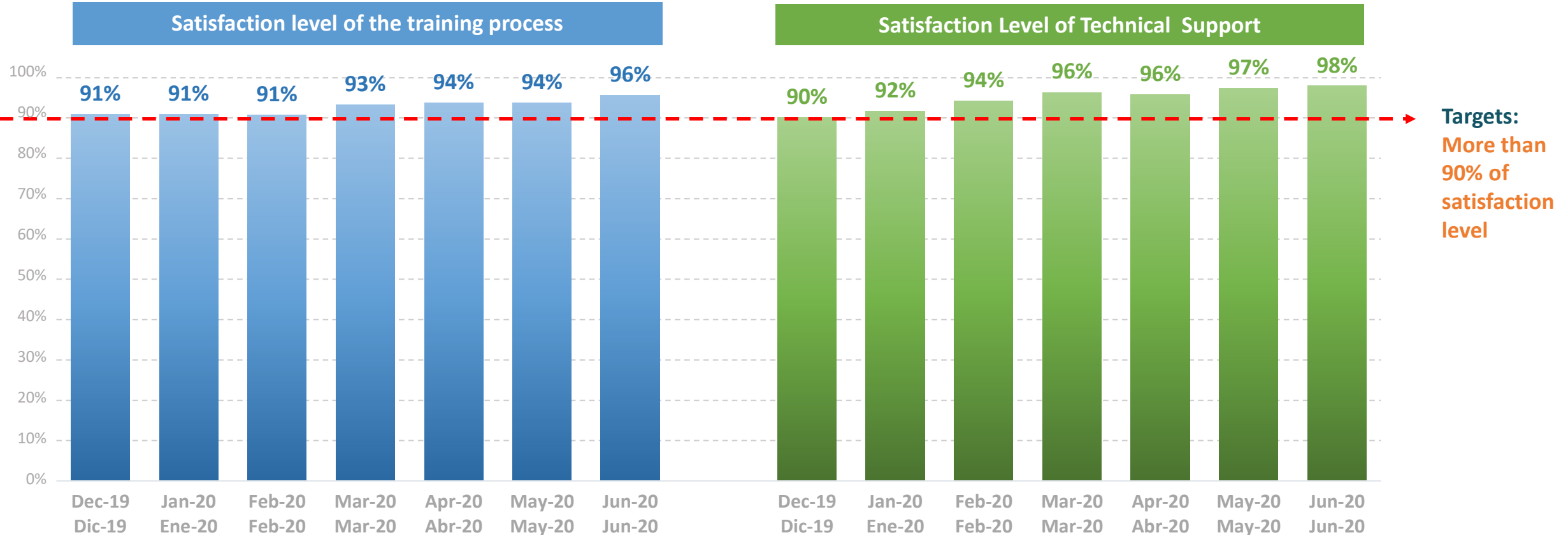
- ✓ 24 trained replicators promoting their territories.
- ✓ **96% satisfaction level of the training process for replicators, surpassing the targets of 90%.**
- ✓ 98% satisfaction level about technical support, **exceeding the targets of 90%**.
- ✓ 85% level of learning achieved by the Replicators, which implies they have the technical ability to digitally promote their community.
- ✓ 96% level of awareness in Replicators, this means that the trained group is conscious about the importance and benefit of promoting their community and puts it into practice.
- ✓ 92% level of empowerment in the replicators, which indicates that they have incorporated the promotion of tourism in their community into their routine and convey the GoRaymi's message.
- ✓ 89% level of results from the support of Replicators, which caused them to achieve the targets of publishing content and have a positive impact on tourism promotion in their community, helping to build new business relationships. In this context, the replicators succeeded:
    - ✓ 220 new content created by the Replicators
    - ✓ 3 concrete leads for SAAS sales achieved for themselves.
    - ✓ 2 invitations to territorial tourism committees.
    - ✓ Awareness meetings with important stakeholders and citizens to promote their own territories and tourist offers.
    - ✓ Participation in events to launch campaigns in the territory (#Héroes del turismo)

	PARAMETERS	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20
		AVERAGE MONTHLY RESULT						
Level 1: Satisfaction	Maximum score	16	16	16	16	16	16	16
	Score obtained	13,8	13,9	14,0	14,8	14,9	14,8	15,3
	Satisfaction with the methodology, contents and materials	86%	87%	88%	93%	93%	93%	95%
	Maximum score	16	16	16	16	16	16	16
	Score obtained	15,3	15,2	15,0	15,0	15,1	15,2	15,4
	Trainer Satisfaction	95%	95%	94%	94%	95%	95%	96%
	Maximum rating	32	32	32	32	32	32	32
	Score obtained	29,1	29,1	29,0	29,8	30,0	30,0	30,6
	Level of satisfaction with the training process	91%	91%	91%	93%	94%	94%	96%
	Maximum score	8	8	8	8	8	8	8
	Score obtained	7,2	7,3	7,5	7,7	7,7	7,8	7,8
	Technical Support - Satisfaction Level	90%	92%	94%	96%	96%	97%	98%
Level 2: Learning	CaliMaximum score	8	8	8	8	8	8	8
	Score obtained	6,7	6,8	6,7	6,8	6,9	6,8	6,8
	Increased knowledge	83%	85%	84%	85%	86%	85%	84%
	Maximum score	8	8	8	8	8	8	8
	Score obtained	6,7	6,8	6,8	6,8	6,8	6,8	6,9
	Increased motivation	84%	85%	85%	85%	85%	85%	86%
	Maximum score	16	16	16	16	16	16	16
	Score obtained	13,4	13,6	13,5	13,6	13,7	13,6	13,6
	Learning Level	84%	85%	84%	85%	86%	85%	85%
Level 3: Awareness	Maximum score							16
	Score obtained							15,3
	Awareness Level							96%
Level 4: Empowerment	Maximum score							12
	Score obtained							11,0
	Empowerment Level							92%
Nivel 4: Results	Maximum score							12
	Score obtained							10,7
	Results level of replicators' work							89%

4.4. Fulfillment of Targets related to the level of satisfaction of the training process.

Below is the monthly result of the satisfaction level of the training and technical support process where it can be shown that, in addition to meeting the targets of "more than 90% satisfaction", the monthly results were improving over time, reaching at the end of the process 96% satisfaction of the training process and 98% satisfaction of technical support.

Satisfaction level of the training process

Satisfaction Level of Technical Support

	Dec-19 Dic-19	Jan-20 Ene-20	Feb-20 Feb-20	Mar-20 Mar-20	Apr-20 Abr-20	May-20 May-20	Jun-20 Jun-20
Training	91%	91%	91%	93%	94%	94%	96%

	Dec-19 Dic-19	Jan-20 Ene-20	Feb-20 Feb-20	Mar-20 Mar-20	Apr-20 Abr-20	May-20 May-20	Jun-20 Jun-20
Technical Support	90%	92%	94%	96%	96%	97%	98%

Targets: More than 90% of satisfaction level

To determine the level of satisfaction with the training process, two factors were considered: the level of satisfaction with the methodology, materials and content, which improved over time, from 86% in December 2019 to 95% satisfaction in June 2020; and the level of satisfaction with the trainer, which remained around 95% during the entire process.

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Chapter 5

Review of results and achievement of targets of the Stage D: Efficient promotion of small actors and destinations

To join individual efforts through collaborative technology. It will improve the results of promoting small actors of tourism, and it will allow to position their territories and their country.
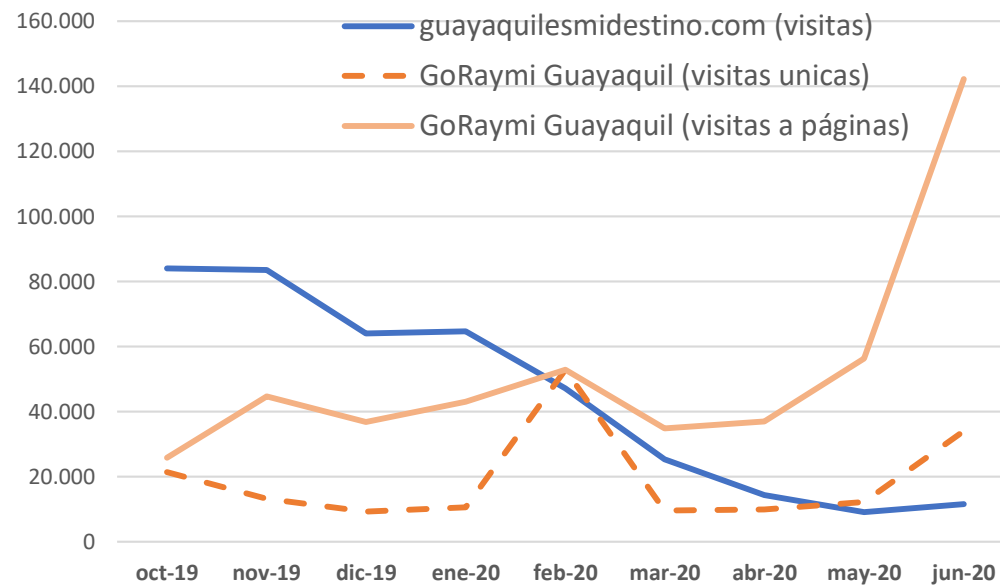
5.1.1.Evolution:

GoRaymi surpasses all individual efforts in the territory, except for "Riobamba.com" (a platform that is part of our subscriber network).
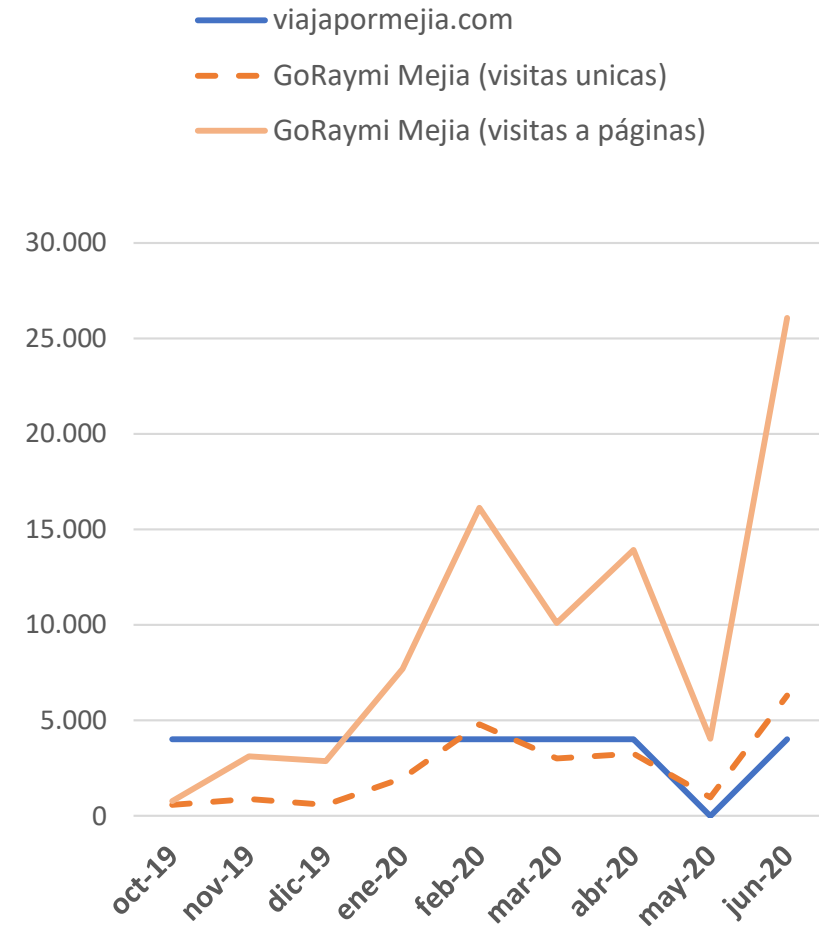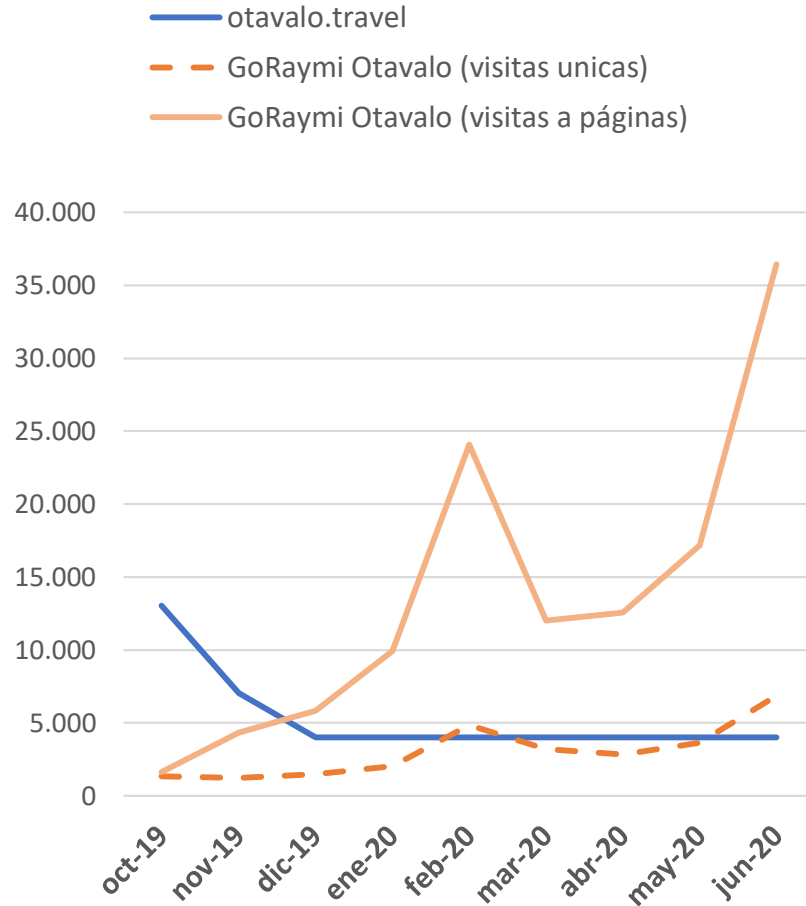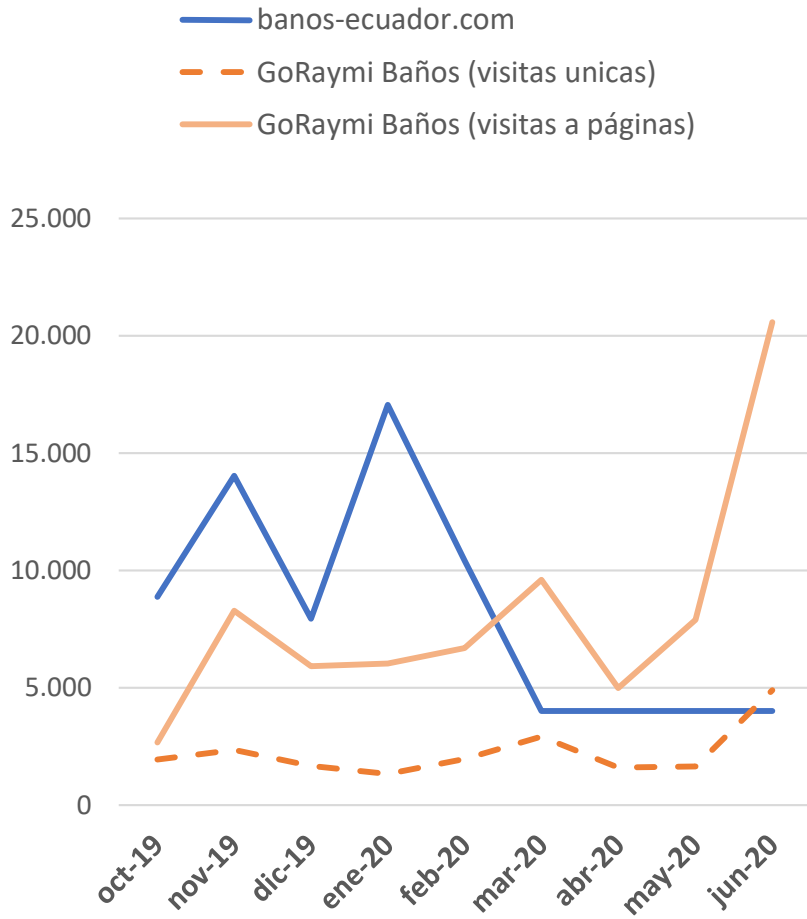
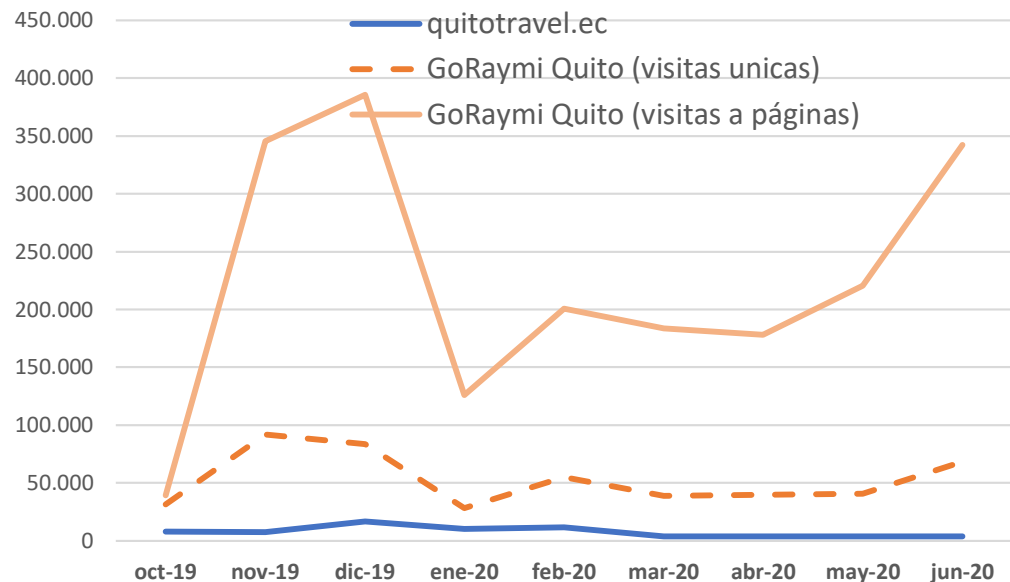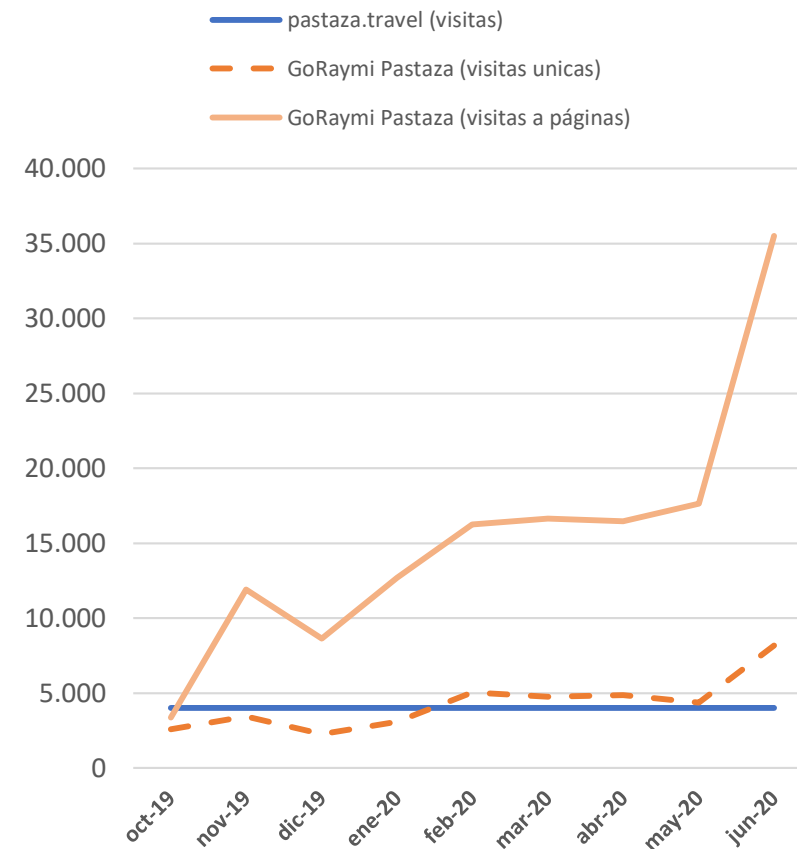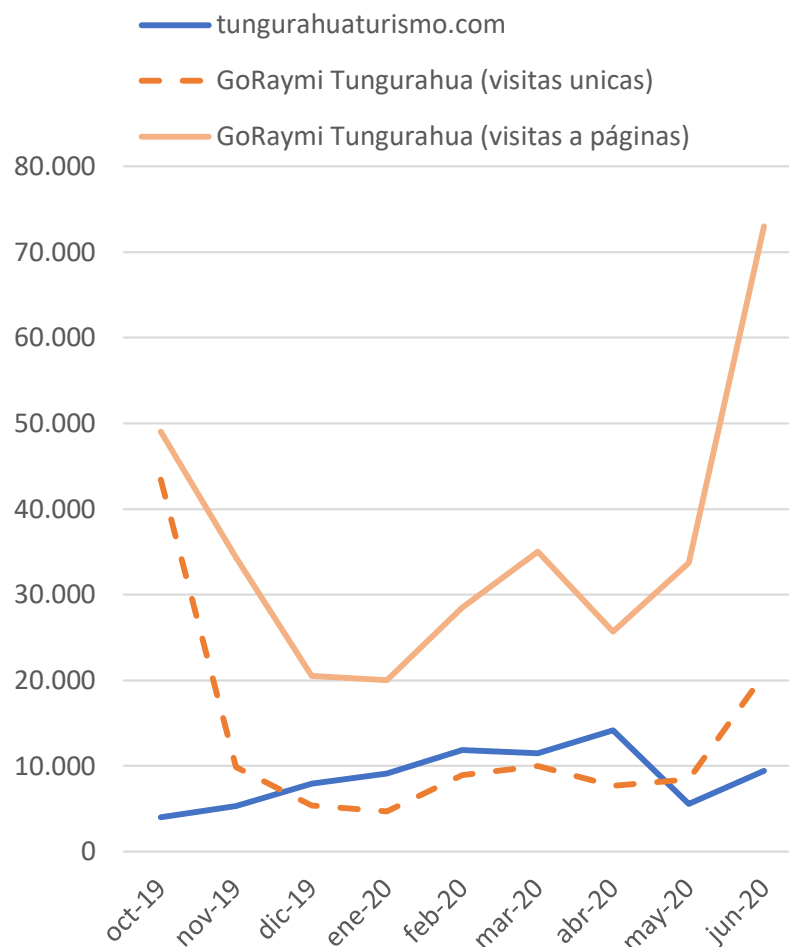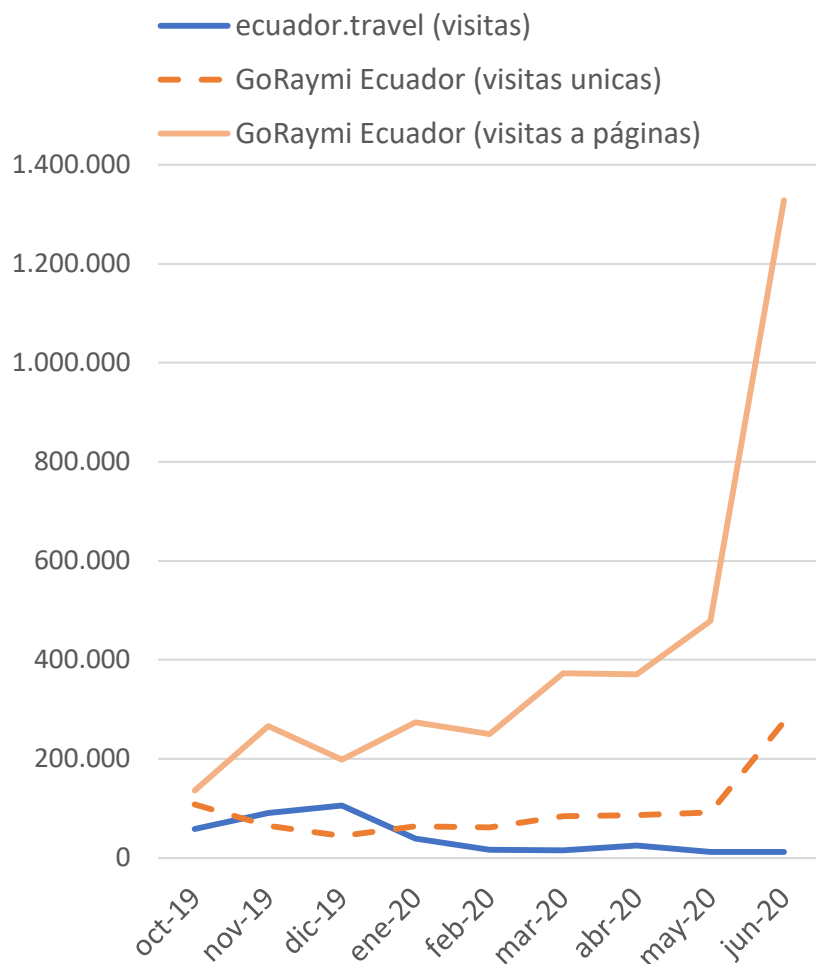# 5.1. Monthly comparison of the traffic obtained, by individual efforts Vs GoRaymi efforts, in 10 destinations
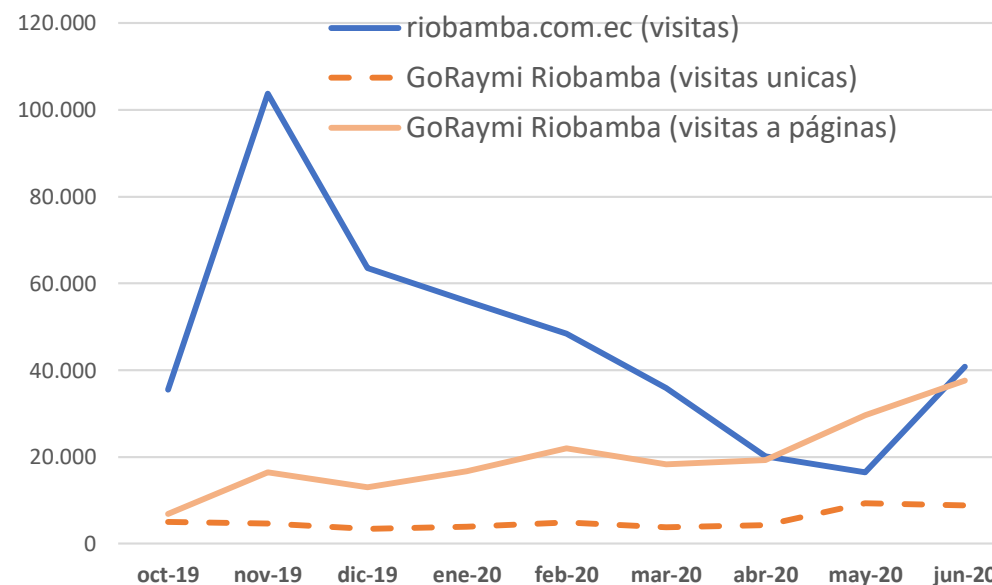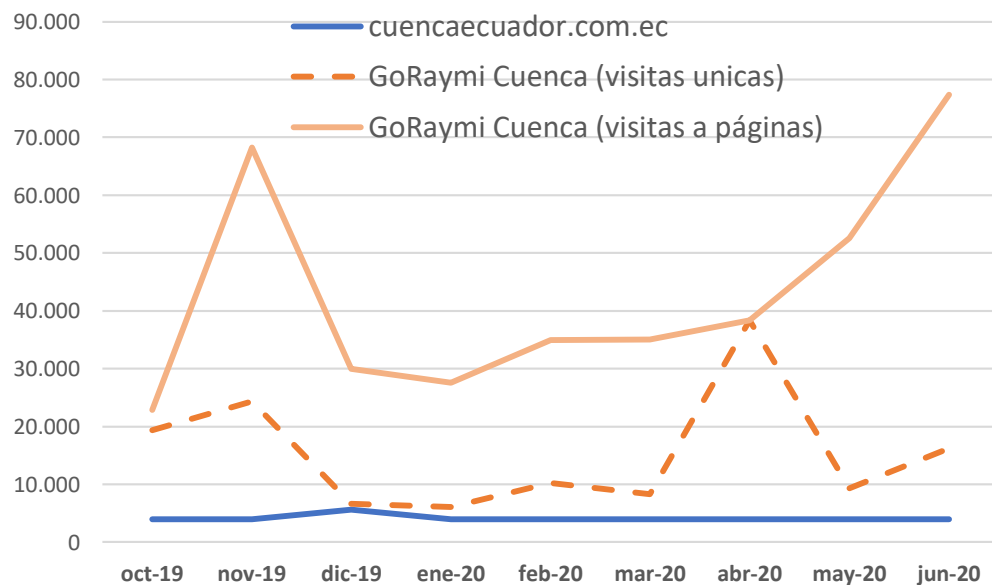
5.1.1.Evolutión:

5.1. Monthly comparison of the traffic obtained, by individual efforts Vs GoRaymi efforts, in 10 destinations

5.1.1.Evolutión:

GoRaymi substantially outperforms all individual territory efforts, with the only exception Riobamba.com, which are part of its subscription network. In this sense, its goal of increasing traffic outcomes compared to individual tourism promotion efforts of the territories was accomplished.

5.2. Positioning as a leading tourism promotion company

5.2.1. Engagement results in America

GoRaymi.com has the best results in the engagement variables in Ecuador and in the American continent since it registered the highest number of visits (410,943; a reading time catalogued as very good); registering 13 minutes and 25 seconds, compared to the time of 3 minutes and 22 seconds registered by the second platform in the audience ranking in the continent. It also ranks second in pages per visit at 5.96 minutes; and a very good bounce rate of 58.8%, compared to, for example, the United States at 79.13% (The lower the bounce rate, the higher the probability of driving it towards our choice of destination). t should also be noted that these results are 100% organic, since no paid advertising is used. The improvement in these variables, increases the probability that the tourist visits and becomes a client of a small Ecuadorian actors.

Ranking Audience June-2020	Country	Visits	Lenght of reading	Pages per visit	% Bounce rate
1	GoRaymi	410.943	0:13:25	5,96	58,94%
2	Aruba	211.186	0:03:22	2,25	58,56%
2 - A	Canadá	207.432	0:03:22	1,4	77,92%
2 - B	EEUU	190.634	0:01:20	1,79	79,13%
3	Jamaica	162.640	2:50:14	2,43	59,43%
4	México	134.006	0:03:10	2,32	72,29%
5	R. Dominicana	125.934	0:57:19	1,6	74,55%
6	Colombia	109.307	2:36:05	1,82	72,97%
7	Costa Rica	97.315	0:51:58	1,8	63,46%
8	Chile	89.767	0:04:01	1,97	71,09%
9	Perú	87.247	0:05:26	1,76	72,61%
10	Barbados	38.749	0:23:56	1,75	65,92%
11	Uruguay	33.636	0:02:25	1,59	75,05%
12	Brasil	30.791	0:01:51	1,58	72,49%
13	Nicaragua	17.538	0:30:10	6,62	57,12%
14	Guatemala	14.754	0:12:38	1,47	81,06%
15	Ecuador	11.977	0:13:50	1,94	67,09%
16	Cuba	11.784	0:03:54	3,92	50,57%
17	Martinique	11.540	0:06:48	3,08	59,31%
18	Belice	9.126	0:00:39	1,42	71,77%
19	Panama	5.997	4:13:50	2,23	61,91%
20	Bolivia	5.225	0:04:24	2,95	51,99%
21	El Salvador	4900	0:01:47	2,76	61,41%

Quality scale					
Excelent	Very good	Good	Medium	Low	Lower

5.2. Positioning as a leading tourism promotion company

5.2.2. Engagement results in Ecuador

It has the largest audience and traffic, and this is not by chance, but the result of business and technological strategies which have managed to improve the quality of the platform, making the user experience more satisfactory, as evidenced in the improvement of engagement variables: longer reading time (from 01:38 minutes to 14:18 minutes), higher number of pages per visit (from 1.61 to 5.99) and lower bounce rate (from 79% to 56%)

GoRaymi is Ecuador's tourism promotion platform:

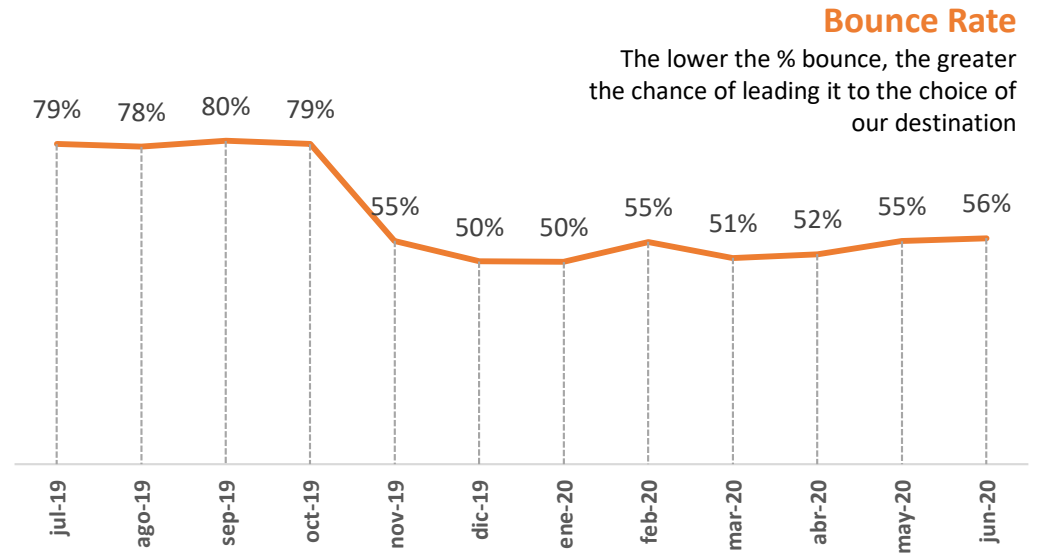| **Visible**	**Communicates**	**Lead the way**	**Build confidence**
More visitors, greater opportunity to find potential tourists for our destiny	The longer you read time, the greater the opportunity to respond tourist's concerns	The more pages the tourist visits, the greater opportunity to present the competitive advantages of the destination	The lower the % bounce, the greater the chance of leading it to the choice of our destination
Monthly Visits GoRaymi: > 400 mil — X Ecuador: < 5 mil	**Visit Duration** GoRaymi: > 00:13:25 — X Ecuador: < 00:02:00	**Pages per visit** GoRaymi: > 5.96 — X Ecuador: < 1,5	**Bounce Rate** GoRaymi: < 58,8% — X Ecuador: > 75,0%

June 2020 — SimilarWeb
Engagement Metrics

Domain	Monthly Visits	Visit Duration	Pages/Visit	Bounce Rate
goraymi.com	🏆 410,943	00:13:25	5.96	58.94%
despegar.com.ec	99,714	00:09:03	3.68	39.71%
viajandox.com	69,434	00:33:30	1.57	79.99%
riobamba.com.ec	40,774	🏆 00:36:51	🏆 8.50	52.52%
clubmiles.com.ec	28,851	00:10:29	8.07	🏆 27.27%
ecuador-turistico.com	22,825	00:04:39	1.52	74.97%
quitotourbus.com	22,409	00:01:45	1.40	79.57%
turismoaccesible.ec	17,145	00:07:22	1.57	83.71%
ecuadorexplorer.com	16,183	00:01:36	1.30	80.44%
descubriendogalapagos.ec	11,005	00:07:25	2.27	74.93%
ecuador.travel	11,977	00:13:50	1.94	67.09%
guayaquilesmidestino.com	11,529	00:00:40	1.33	89.87%
tungurahuaturismo.com	9,411	00:18:35	7.39	45.35%
thisisecuador.com	8,052	00:16:45	1.90	76.10%
quitotravel.ec	< 5,000	00:16:50	2.00	56.65%
mitaddelmundo.com	< 5,000	00:15:25	2.64	52.68%
nanmagazine.com	< 5,000	00:05:13	1.49	75.84%
fullvacations.com.ec	< 5,000	00:03:33	1.92	53.13%
banos-ecuador.com	< 5,000	00:03:14	2.23	59.63%
viajapormejia.com	< 5,000	00:02:47	1.25	75.43%
feriadosecuador.net	< 5,000	00:02:42	1.41	70.76%
sientetamemagazine.com	< 5,000	00:01:42	1.74	63.25%
otavalo.travel	< 5,000	00:01:13	1.64	65.16%
naturegalapagos.com	< 5,000	00:00:43	1.57	81.46%
wanderbusecuador.com	< 5,000	00:00:49	1.18	86.65%
viajaecuador.com.ec	< 5,000	N/A	1.25	93.69%
cuencaecuador.com.ec	< 5,000	N/A	1.09	94.97%
pastaza.travel	< 5,000	N/A	1.00	99.58%
orellanaturismo.gob.ec	< 5,000	N/A	1.00	100.00%
viajaporpichincha.com	< 5,000	N/A	1.00	100.00%
claveturismo.com	N/A	N/A	N/A	N/A
turismopelileo.com	N/A	N/A	N/A	N/A
imbaburatravel.ec	N/A	N/A	N/A	N/A
chimborazo.travel	N/A	N/A	N/A	N/A

5.2.3. Evolution of Engagement results:

GoRaymi has the best results in the engagement variables in Ecuador and in the American continent

Monthly Visits
More visitors, greater opportunity to find potential tourists for our destiny

157.158 · 131.393 · 126.433 · 220.075 · 233.258 · 175.763 · 267.598 · 220.625 · 193.955 · 197.753 · 209.637 · 449.581

(jul-19, ago-19, sep-19, oct-19, nov-19, dic-19, ene-20, feb-20, mar-20, abr-20, may-20, jun-20)

Pages per visit
The more pages the tourist visits, the greater opportunity to present the competitive advantages of the destination

1,61 · 1,65 · 1,61 · 1,61 · 4,71 · 5,56 · 5,79 · 5,03 · 5,48 · 5,27 · 6,33 · **5,99**

(jul-19, ago-19, sep-19, oct-19, nov-19, dic-19, ene-20, feb-20, mar-20, abr-20, may-20, jun-20)

Visit lenght (Reading time)
The longer the reading time, the greater the opportunity to respond to the tourist's concerns

0:01:38 · 0:01:45 · 0:10:36 · 0:13:10 · 0:11:14 · 0:12:43 · 0:14:59 · 0:14:18

(jul-19, ago-19, sep-19, oct-19, nov-19, dic-19, ene-20, feb-20, mar-20, abr-20, may-20, jun-20)

Bounce Rate
The lower the % bounce, the greater the chance of leading it to the choice of our destination

79% · 78% · 80% · 79% · 55% · 50% · 50% · 55% · 51% · 52% · 55% · 56%

(jul-19, ago-19, sep-19, oct-19, nov-19, dic-19, ene-20, feb-20, mar-20, abr-20, may-20, jun-20)

5.2.4. National positioning in search engines

✓ The positioning in the search engines of Ecuador was consolidated, since of all the private initiatives of tourism in Ecuador, GoRaymi had 74%, among the initiatives of receptive marketplaces it had 85%, among the initiatives of promotion of Local Governments and government in general GoRaymi had 90%.

Promotion iniciatives
Private
June 2020 - Similar Web

SaaS
GoRaymi
74%
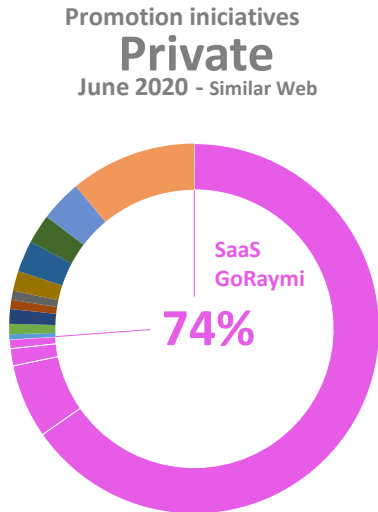
- goraymi.com
- riobamba.com.ec
- tungurahuaturismo.com
- banos-ecuador.com
- sientetamemagazine.com
- nanmagazine.com
- thisisecuador.com
- claveturismo.com
- feriadosecuador.net
- descubriendogalapagos.ec
- turismoaccesible.ec
- ecuadorexplorer.com

Marketplace iniciatives
Receptives
June 2020 - Similar Web

SaaS
GoRaymi
85%
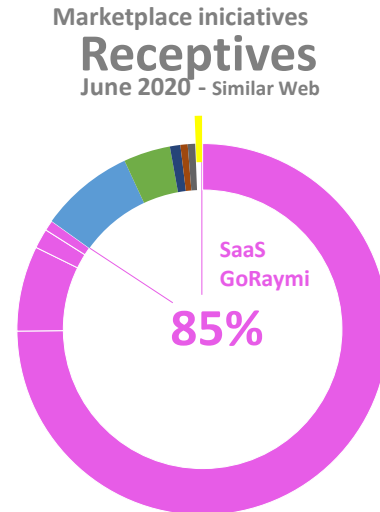
- goraymi.com
- riobamba.com.ec
- tungurahuaturismo.com
- banos-ecuador.com
- tame.com.ec
- quitotourbus.com
- naturegalapagos.com
- fullvacations.com.ec
- wanderbusecuador.com
- viajaecuador.com.ec

Promotion iniciatives
GADs & Government
June 2020 - Similar Web

SaaS
GoRaymi
90%
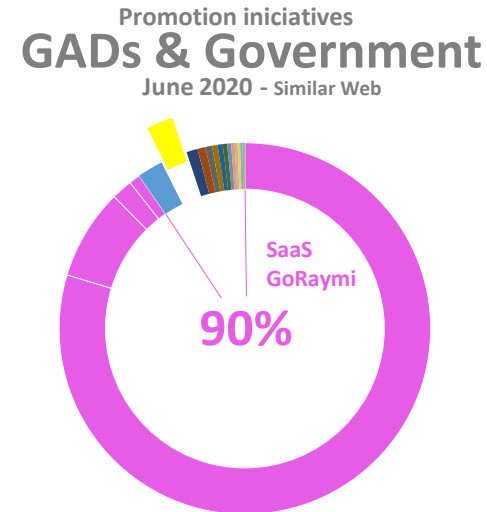
- goraymi.com
- riobamba.com.ec
- tungurahuaturismo.com
- banos-ecuador.com
- guayaquilesmidestino.com
- ecuador.travel
- cuencaecuador.com.ec
- otavalo.travel
- pastaza.travel
- viajapormejia.com
- quitotravel.ec
- mitaddelmundo.com
- imbaburatravel.ec
- orellanaturismo.gob.ec
- viajaporpichincha.com

All Promotion iniciatives
June 2020 - Similar Web

SaaS
GoRaymi
61%

- Suscripciones GoRaymi
- GADs y Gobierno
- Marketplaces receptivos
- Promoción privada

**6 of 10 people
in the world**
looking for tourist information
from Ecuador, are using
**GoRaymi.com
and its network of
subscriptions**

The collaborative work was successful in the #Héroes del Turismo Campaign because the methodology used in this initiative allowed the smaller actors of tourism, to become protagonists of territorial tourism promotion campaigns, which add up the communication efforts of all actors. Among the results of the implementation of the campaign are: the videos made by GoRaymi, distributed through the social networks of municipalities, prefectures, and in the social networks of the same tourism actors; the citizens contributed to make the contents viral; launch events were organized by local tourism actors, where the efforts of each actor and GoRaymi were recognized.

The effectiveness of the campaign #Heroes del Turismo, carried out in the first semester of the year 2020, was evident by observing the traffic generated, despite the decline of interest in tourism, caused by the COVID-19 virus. Thus, this campaign obtained: 436 thousand complete reproductions, 92 thousand 1-minute reproductions, 1 million 15-second reproductions, 2.8 million 3-second reproductions. To these results should be added the results of Facebook, Twitter and Instagram of municipalities and prefectures, also of the participating small actors, and the viral material by the replicating citizens. This exercise proved that collaborative work enhances the success of actions. This campaign allowed audience levels and traffic to recover from the negative effects of the pandemic.

Lenght of reproductions

37.3%

8.94%

2,8 mill. **1 mill.** **92,5 mil**

3-second reproductions **15-second reproductions** **1-minute reproductions**
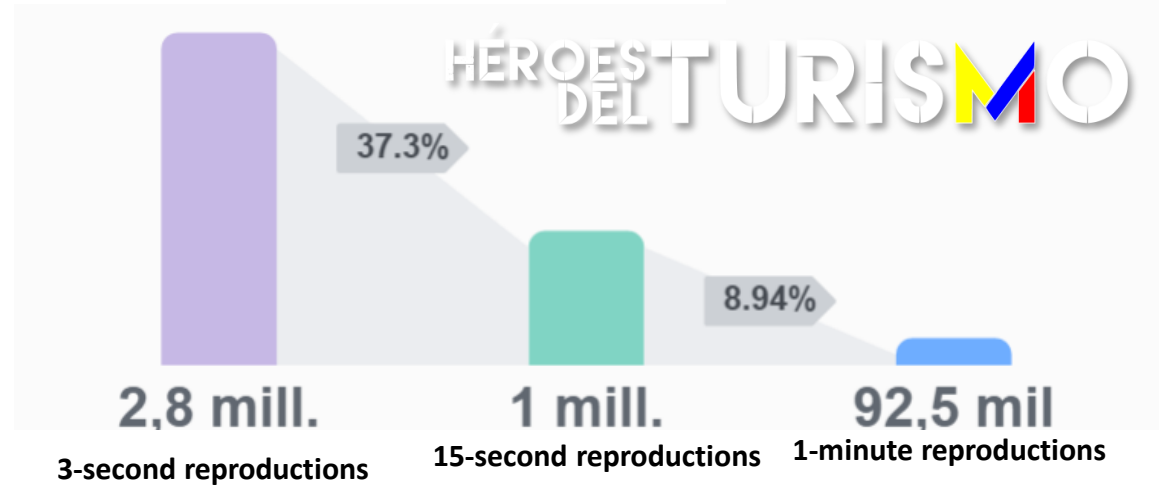
42 mil
Seguidores netos
▲ 25050% de 151 días anteriores

85
Espectadores recurrentes
domingo - martes

436,9 mil
Reproducciones completas
▲ 2044% de 151 días anteriores

907,5 mil	92,5 mil	2,8 mill.	240,2 mil	42 mil
Minutos reproducidos	Reproducciones de video de 1 minuto	Reproducciones de video de 3 segundos	Interacción	Seguidores netos
▲ 1446% de 151 días anteriores	▲ 1682% de 151 días anteriores	▲ 1701% de 151 días anteriores	▲ 1818% de 151 días anteriores	▲ 25050% de 151 días anteriores

Nativa Gastronomía Ecuatoriana....
hace 6 semanas 5,6 mil reproducciones 102

Restaurante Patrimonio. #HéroesDelTurismo
hace 4 semanas 5,5 mil reproducciones 111

Bizcochos de Licto. #HéroesDelTurismo
hace 9 semanas 5,9 mil reproducciones 110

Fogón del puente, parrillada en el punto más cercano al...
hace 6 semanas 9,2 mil reproducciones 168

Asociación Primicias, rescatando tradiciones....
hace 8 semanas 4,5 mil reproducciones 52

El Cristo roto, taller de escultura y restauración....
hace 9 semanas 3 mil reproducciones 55

Momo Wings Stop, alitas de pollo. #HéroesDelTurismo.
hace 6 semanas 9,1 mil reproducciones 197

Saté, tienda del chocolate, #Riobamba
hace 4 semanas 5,1 mil reproducciones 98

At the closest point to the sun *we find our mission:* **CHANGE THE LIVES** of the smallest players in the tourism industry

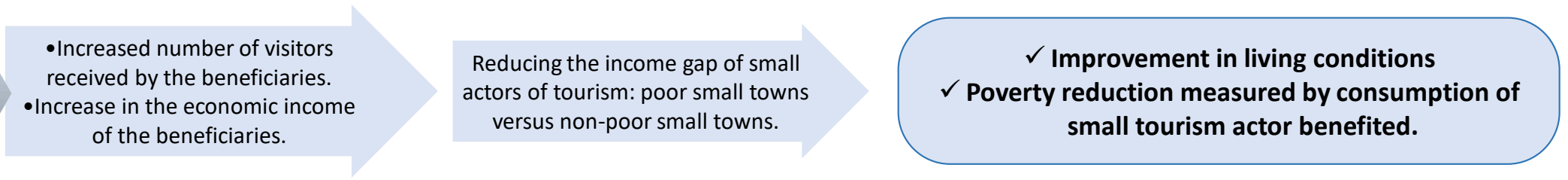6.263,47 m.a.s.l / 6.384,4 Km. from the center of the Earth

Chapter 6

Analysis of the relationship of the results of the stages with the impact on the lives of small catalogued actors

6.1 Relationship of the results of the stages and fulfillment of targets, with the impact on the life of the small catalogued actors

Stages	Results achieved	Involvement of results	Benefits for the small catalogued actors
STAGE A: Cataloging and exhibition of small actors of tourism and less positioned destinations	• Cataloging of small actors and efficient exhibition. • Exponential increase in the reach and exposure of small players. • Exponential increase of traffic from less positioned destinations.	Showing small tourism actors and destinations not highly positioned within the Internet information about tourism, will distribute tourists to more destinations.	✓ Incorporation and free promotion of their tourism ventures in a national and international tourism promotion platform. ✓ Constant presence in all sections of GoRaymi, gastronomical, cultural, artisanal or tourist offer, to all people surfing in GoRaymi's platform.
STAGE B: Encouraging the growth of GoRaymi's audience nationally and internationally	• Exponential increase of the national and international audience of GoRaymi, reaching approximately 450,000 users. • First place in the audience ranking of Ecuador and the American continent.	Showing the world new destinations and new experiences, driven by small tourism actors, will transform Ecuador into a more attractive destination for tourists	✓ Be part of a tourism promotion platform, with the largest national and international audience, for free ✓ Increase in the possibility of thousands of people, who are potential clients, getting to know about them.
STAGE C: Awareness of collaborative work for tourism promotion	• Increasing awareness among citizens about collaborative work for the tourist promotion.	Effective empowerment of actors in the world of tourism, about the importance to promote small actors and destinations, will generate a sustainable process that benefits their localities.	✓ Increase their knowledge and skills (through training and awareness processes). ✓ Increased awareness about the importance of being an active agent in the promotion of their territory, and not just their enterprise.
STAGE D: Efficient promotion of small actors and destinations	• Increased traffic in destinations positioned by GoRaymi compared to individual efforts. • National and international positioning • Search Engine Positioning • Better results in the engagement area • Efficiency in the implementation of the Campaign #HéroesDelTurismo	Joining individual efforts through a collaborative technology will improve the promotion results of small actors, this will boost the positioning of their territories and of Ecuador.	✓ Constant and efficient marketing, in the GoRaymi platform and its social networks about the gastronomic, cultural, artisanal or tourist offer that the beneficiary has. ✓ Professional and personalized videos of their tourism ventures, produced and promoted for free ✓ Every day, possible clients know them; they read their story of overcoming and love for what they do, that they can watch a promotional video of their tourism venture, and when they are already captivated, they can have all the information to contact or visit them. ✓ That during the months when they had to close the doors of their businesses, because of the sanitary emergency; people don't forget them, and that through the #Heroes del Turismo Campaign, thousands of people can dream about visiting them when the restrictions have been removed.

These results should lead to:

• Increased number of visitors received by the beneficiaries.
• Increase in the economic income of the beneficiaries.

Reducing the income gap of small actors of tourism: poor small towns versus non-poor small towns.

✓ **Improvement in living conditions**
✓ **Poverty reduction measured by consumption of small tourism actor benefited.**

6.263,47 m.a.s.l / 6.384,4 Km. from the center of the Earth

Chapter 7

Measurement of the level of visits and income received by the small catalogued actors of the target group.

7.1.1. Type of sampling

Sampling method	Stratified sampling, related to the necessity to analyze the impact in groups, according to poverty levels.
Universe:	240 small catalogued actors
Sample percentage:	20%
Sample:	48 small catalogued actors
Método de muestreo	Stratified sampling.

STRATIFIED SAMPLING
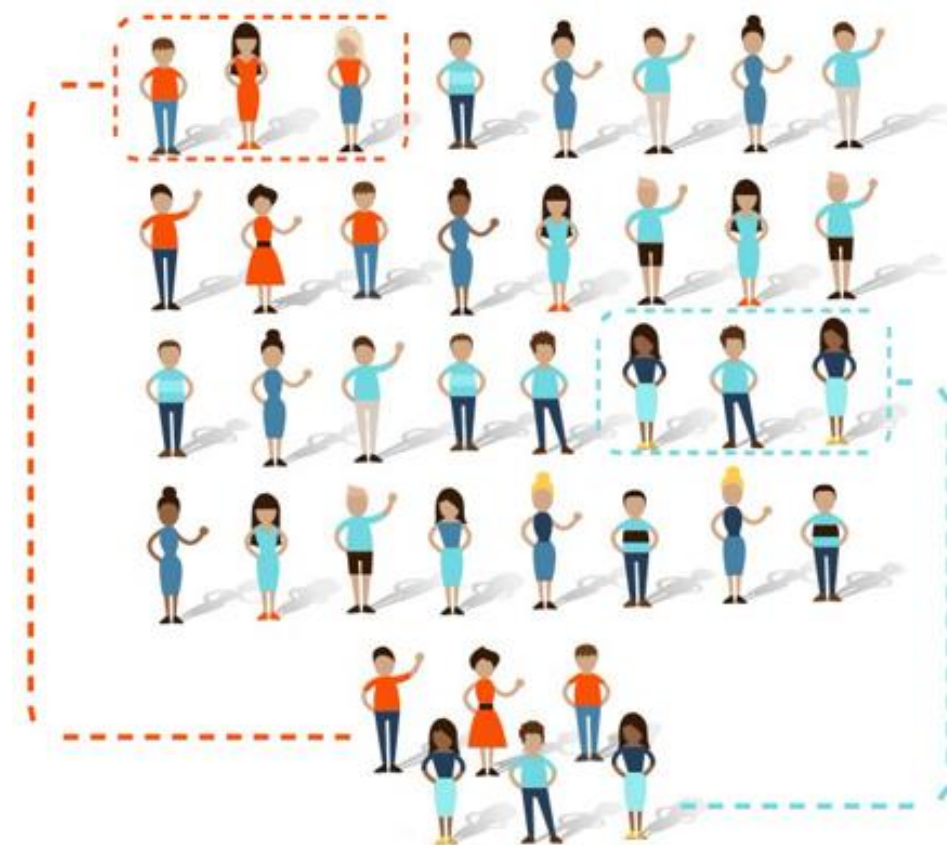
7.1. Type of sampling, choice and validation of the sample.

7.1.2. Technical criteria for the definition of strata and sample choice

Type of selection	Criteria for group calculation	Selection criteria regarding to analysis parameters
Choice of small towns:	• Initial characteristics of the small town: • Traditional positioning of the destination • Socio-economic conditions of the small town (poverty)	✓ Positioned destination for comparison - Positive SE Conditions (Low poverty): Quito ✓ Less positioned destination by province – Positive SE conditions (low poverty): Baños and Riobamba ✓ Less positioned destination by province - Negative SE conditions (High poverty): Guamote and Pillaro.
	• Characteristics of the intervention • Exposure level on GoRaymi before the intervention. • Presence of replicators.	✓ High exposure: Patate, Alausí. ✓ Medium exposure: Penipe, Pelileo. ✓ Low exposure: Tisaleo, Pallatanga.
	• Relationship with the evolution and results of the other indicators	✓ Indicator 1 (20 successful platforms): Baños, Quito, Riobamba. ✓ Indicator 2 (20 less positioned destinations): Chambo, Cevallos. ✓ Indicator 4 (10 individual efforts): Baños, Mejía, Quito, Riobamba. ✓ Indicator 5 (replicator's performance): Low: Guano; High: Ambato.
Choice of Small actor of tourism:	• Weight of cataloged factors by small town and province	✓ To keep the proportion of small actors by province.
	• Small catalogued actors characteristics: Age, gender, type of tourism venture	✓ To keep the amount of small actors by gender. ✓ To keep the amount of small actors by type of tourism venture. ✓ To keep the amount of small actors by age. ✓ To keep the amount of small actors by population size.

7.1.3. Sample calculation.

The sample was calculated and the universe of people to be surveyed were chose based on the stablished method. In the annex, the matrix shows the universe (total of small catalogued actors) and the sample of selected people. The numerical detail of the selection is presented below and it shows that the weight by provinces was maintained.

Province	UNIVERSE					SAMPLE					
	Small actors by province		Total of small catalogued actors by small town			Catalogued tourism actors by province			Sample of small catlogued actors by benefited small town		
	Number	Weight	Number of small towns	Name of small towns	Number of small actors	Number	Weight	% of applied sample	Number of small towns	Name of small towns	Number of Tourism actors
Pichincha	21	8,8%	2	Mejía	1	4	8,3%	19,0%	2	Mejía	1
				Quito (DMQ)	20					Quito (DMQ)	3
Tungurahua	105	43,8%	9	Ambato	11	21	43,8%	20,0%	7	Ambato	3
				Baños (BAS)	14					Baños (BAS)	3
				Cevallos	11					Cevallos	2
				Mocha	6						
				Patate	33					Patate	7
				Pelileo	9					Pelileo	2
				Píllaro	9					Píllaro	2
				Quero	4						
				Tisaleo	8					Tisaleo	2
Chimborazo	114	47,5%	10	Alausí	5	23	47,9%	20,2%	7	Alausí	2
				Chambo	12					Chambo	2
				Chunchi	4						
				Colta	5						
				Cumandá	3						
				Guamote	5					Guamote	2
				Guano	23					Guano	5
				Pallatanga	5					Pallatanga	2
				Penipe	9					Penipe	2
				Riobamba	43					Riobamba	8
TOTAL	240	100%	21		240	48	100%	20%	16		48

64

7.2 Technical data sheet of the measuring instruments.

Indicators and results to measure the impact were also stablished.

|	
Indicators' name:	✓ **Monthly evolution of visitors received by the beneficiaries** ✓ **Monthly income projection of the catalogued actors**
Analized variables:	✓ Number of visitors (clients) received by the small catalogued actors per month. ✓ Projected income received by the small catalogued actors (monthly).
Analysis period:	From October 2019 to June 2020, monthly frequency.
Data source:	Results of the monthly surveys applied to 48 small catalogued actors (sample) about the visits/clients received and the value of the average consumption per month. The surveys were applied from October 2019 to June 2020.
Collected data:	1,342 data collected in monthly surveys for 9 months.
Survey description:	The survey has these sections: A) small catalogued actors identification data, B) Business data, C) Clients or visitors' evolution D) Average consumption, E) About COVID. The data from sections A, B, C, and D was collected during the first month, creating the initial database. Then, it was completed month by month, applying sections C and D monthly. Due to the pandemic, section E was added in June. In total, 38 questions were asked for 9 months. The survey and data processing can be found in the annex.
Calculation method:	✓ Number of visitors (clients) received by the small catalogued actors per month: the data were taken directly from the answers given by the small catalogued actors who were part of the survey. ✓ Projected income received by the small catalogued actors monthly: it is calculated by multiplying the "average value of consumption" by the "number of visitors"; both, the average consumption value and the number of visitors were taken directly from the small catalogued actors' answers.

As seen in previous chapters, since October 2019, the GoRaymi audience began to grow progressively, this caused an increase in traffic in all the small towns of the country and it was more intense in the small towns with a presence of small catalogued actors.

Considering the "Theory of micro-moments of tourism", which explains that it takes at least a month for a tourist, influenced by the digital tourism promotion, to visit a destination and make a purchase from the small actors, the impact of the digital promotion of GoRaymi, should have started to work in November 2019. The review of the monthly evolution of the visits, received by small catalogued actors, indicates that the targets was accomplished; as there was a 94% growth between October and November 2019, going from 14,615 in October to 28,351 visits received in February 2020.
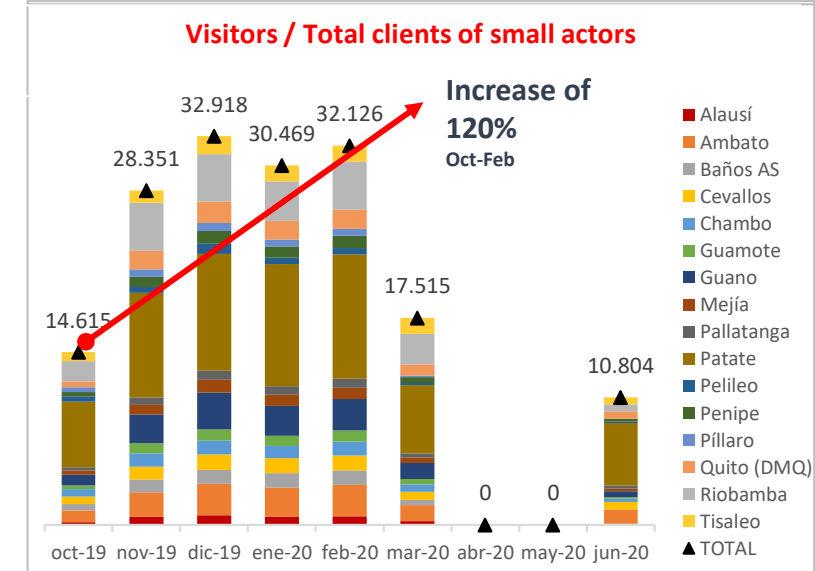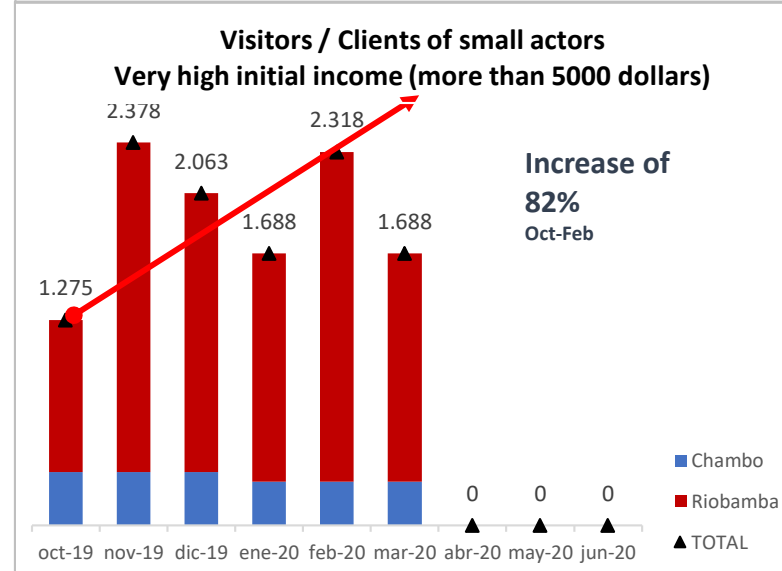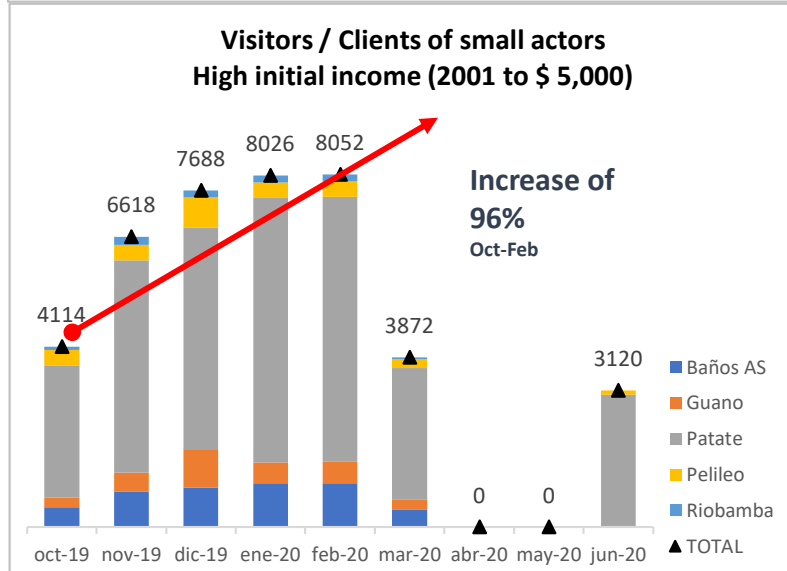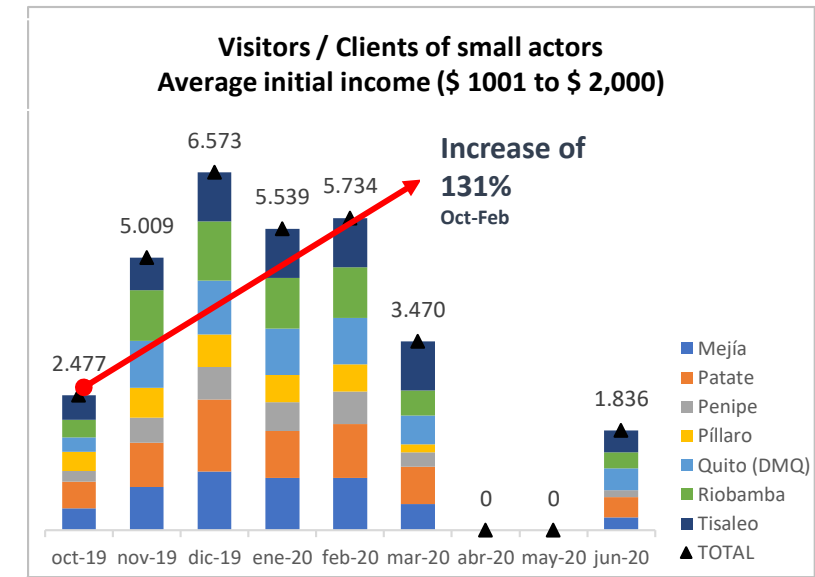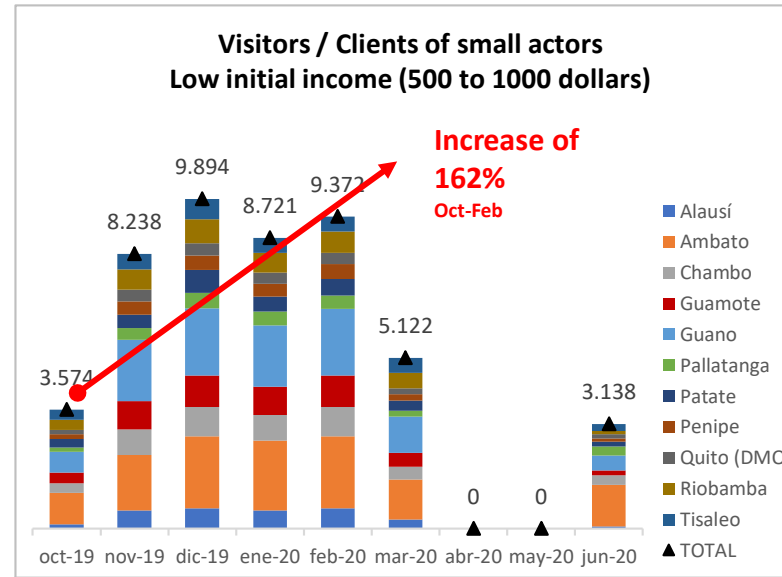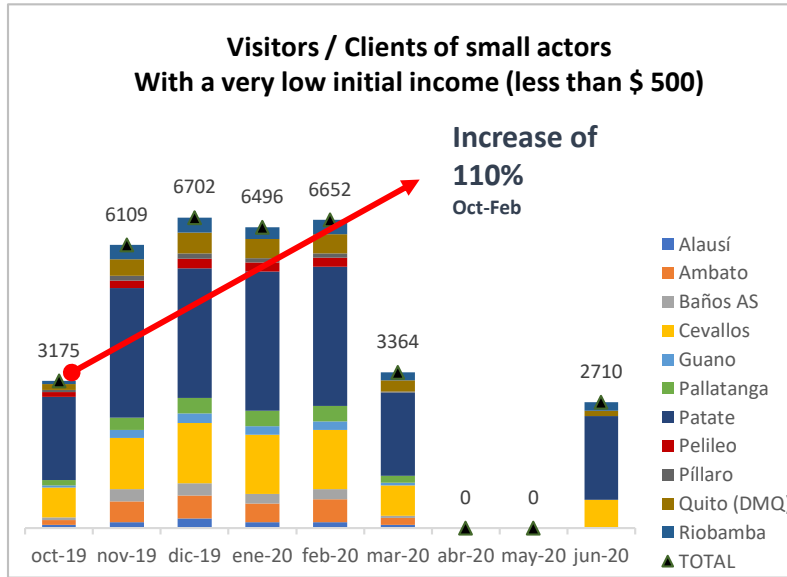
In December, there is an increase above the stabilized trend (7% of theoretical monthly increase) because of the holiday season. In January it returns to a more conservative value (which seems to be a decrease); and in February it is located at 32,126 visits, showing an increase of 120%, between October 2019 and February 2020. In March, until the 13th (date of closure of businesses due to Covid-19) 17,515 visits were registered. Therefore, that value could have been doubled, reaching 35,030 visits (which confirms the stabilized trend). From March 14th to June 15th, 2020, Ecuador imposed a state of emergency and quarantine, so, during that time there was a prohibition for opening businesses, and, hence, no visits were recorded in that period. From June 15th, 2020, commerce is authorized in some small towns at a 30% of their capacity, so the value of visits in June is limited and atypical (17,515).

Because of the pandemic, the period considered to measure the increase is from October 2019 to February 2020, because that was the last month without restrictions. In this context, a 120% increase was registered in that period, exceeding the proposed target of 50%.

Total visits to small catalogued actors
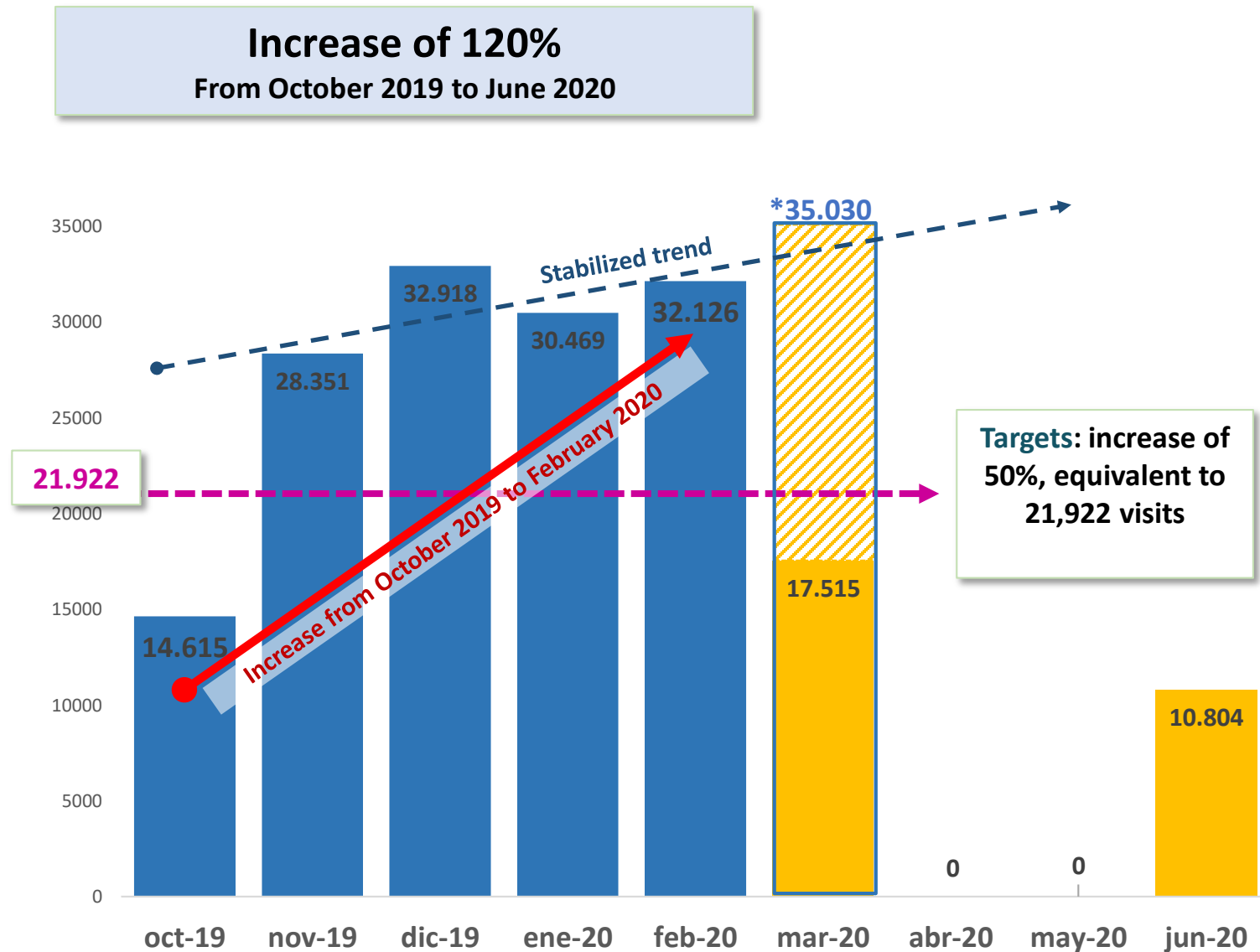
Increase of 120%
From October 2019 to June 2020

Targets: increase of 50%, equivalent to 21,922 visits

We can verify that the positive impact of the cataloging and promotion of small actors of tourism was much greater in those small actors of tourism who initially had medium to very low-income levels. The small catalogued actors with a low initial income represent the group with the highest rate of increase. They recorded a 162% increase in visits / clients from October 2019 to February 2020. In addition, it's the group with the best level of recovery after quarantine, despite the fact that there are still restrictions on mobility and concentration of people. The percentage of increase in income by group and the participation of each small town is presented below.
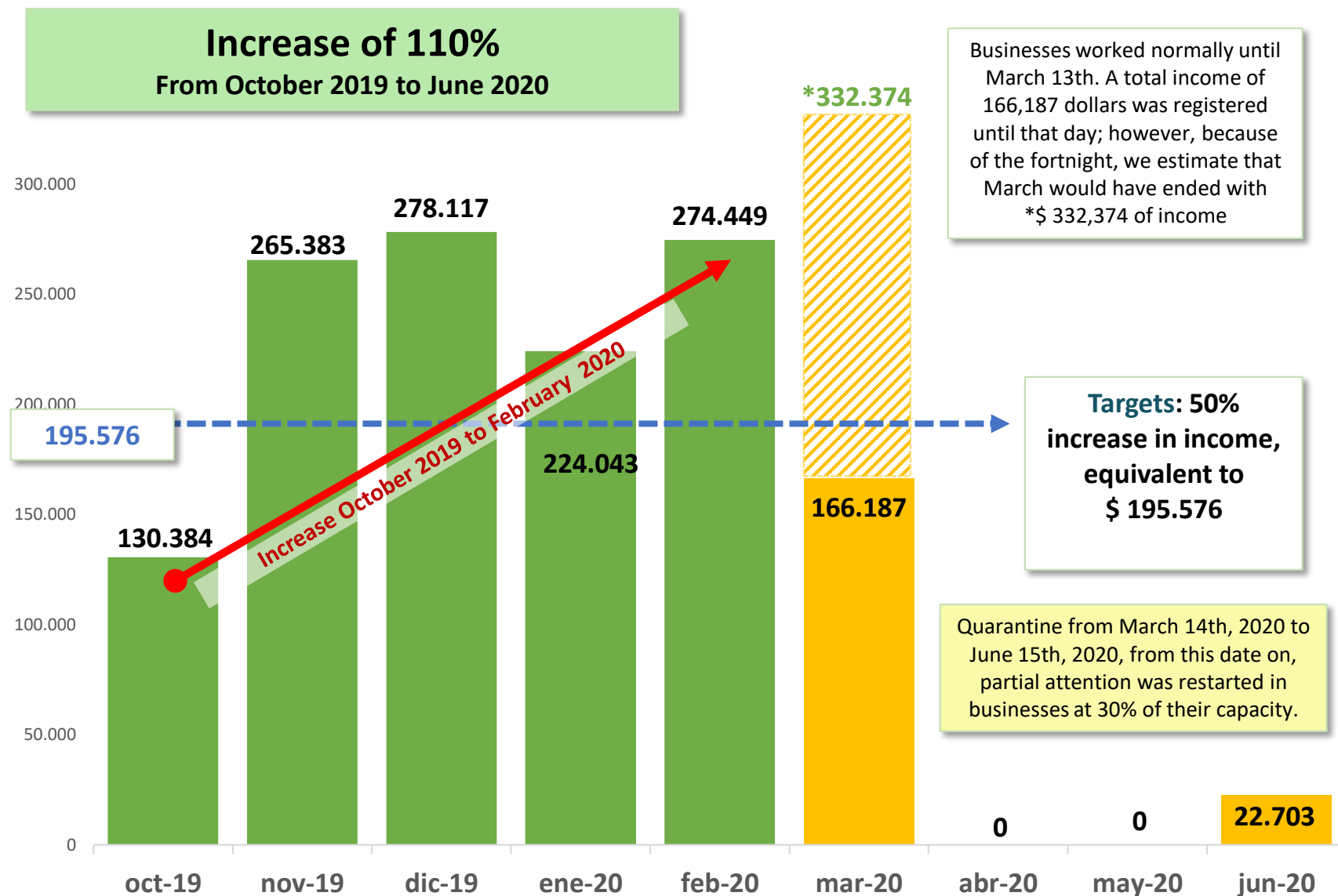

Visitors / Clients of small actors
With a very low initial income (less than $ 500)

Increase of 110% Oct-Feb

Visitors / Clients of small actors
Low initial income (500 to 1000 dollars)

Increase of 162% Oct-Feb

Visitors / Clients of small actors
Average initial income ($ 1001 to $ 2,000)

Increase of 131% Oct-Feb

Visitors / Clients of small actors
High initial income (2001 to $ 5,000)

Increase of 96% Oct-Feb

Visitors / Clients of small actors
Very high initial income (more than 5000 dollars)

Increase of 82% Oct-Feb

Visitors / Total clients of small actors

Increase of 120% Oct-Feb

The small catalogued actors´ income projection was calculated based on the visits received and the average value of consumption. That is the reason why the trend and the analysis in the section of the evolution of visits received by the small catalogued actors is similar to the analysis and concl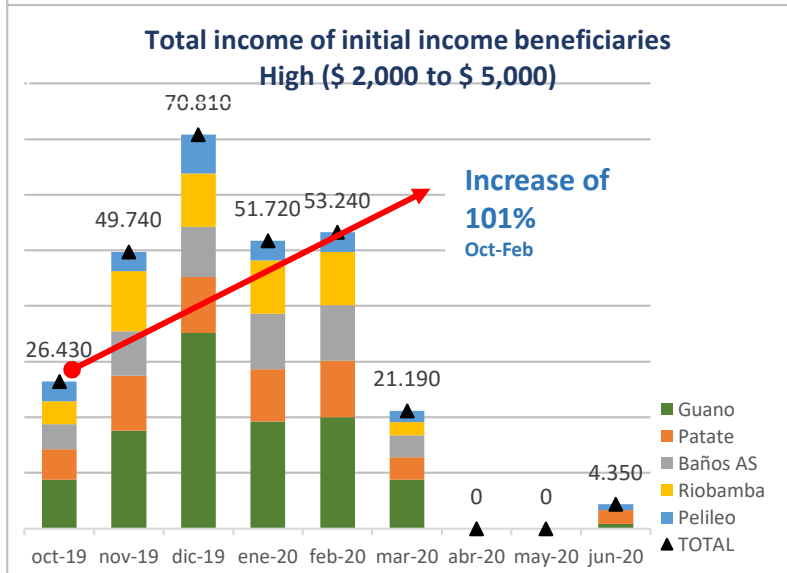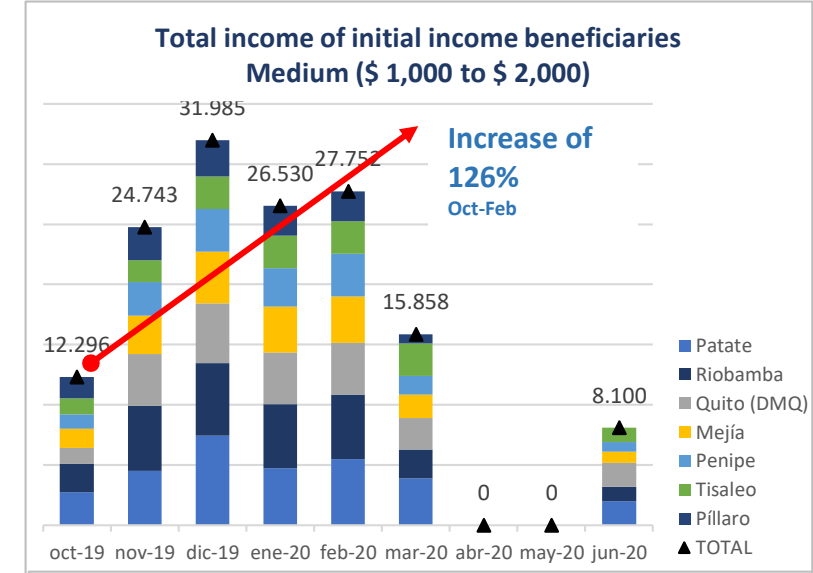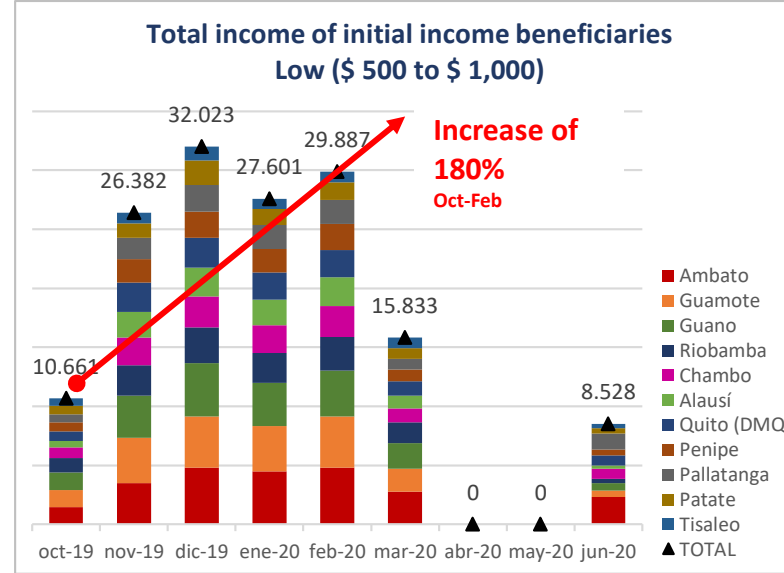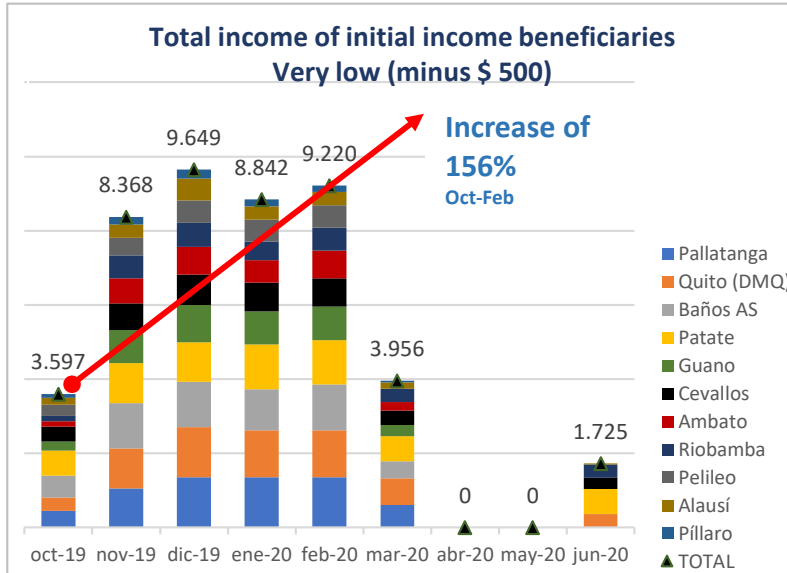usions of the income evolution. However, unlike the visits, the monthly growth of income was more subtle; and a stabilized growth trend is not visible yet. Despite this, as these two variables are directly related, in the future, the growing and constant trend of visits will drag the income trend with it.

In this context, depending on what happened during the pandemic, the period that will be considered to see the increase will be from October 2019 to February 2020, because that was the last month without restrictions. In this context, there is a 110% increase in that period, exceeding the target of 50%.

Total income of beneficiaries (USD dollars)

Increase of 110%
From October 2019 to June 2020

Businesses worked normally until March 13th. A total income of 166,187 dollars was registered until that day; however, because of the fortnight, we estimate that March would have ended with *$ 332,374 of income

*332.374

278.117

265.383

274.449

195.576

Increase October 2019 to February 2020

224.043

Targets: 50% increase in income, equivalent to $ 195.576

130.384

166.187

Quarantine from March 14th, 2020 to June 15th, 2020, from this date on, partial attention was restarted in businesses at 30% of their capacity.

300.000

250.000

200.000

150.000

100.000

50.000

0

0   0   22.703

oct-19   nov-19   dic-19   ene-20   feb-20   mar-20   abr-20   may-20   jun-20

GoRaymi

We can verify that the positive impact of the cataloging and promotion of small catalogued actors, was greater in small catalogued actors who initially had medium to very low income levels. The small actors with a low initial income represent the group with the highest rate of increase. They recorded a 180% increase in income from October 2019 to February 2020. This percentage of growth is higher than the percentage of the same group in the evolution of visits (18 points more), which means that the average consumption values of this group were higher. Furthermore, this is the group with the best level of recovery after quarantine. The percentage of increase in income by group and the participation of each small town is presented below.

Total income of initial income beneficiaries
Very low (minus $ 500)
Increase of 156% Oct-Feb

Total income of initial income beneficiaries
Low ($ 500 to $ 1,000)
Increase of 180% Oct-Feb

Total income of initial income beneficiaries
Medium ($ 1,000 to $ 2,000)
Increase of 126% Oct-Feb

Total income of initial income beneficiaries
High ($ 2,000 to $ 5,000)
Increase of 101% Oct-Feb

Total income of beneficiaries with very high initial income (more than $ 5,000)
Increase of 99% Oct-Feb

Total income of beneficiaries(dollars)
Increase of 110% Oct-Feb

At the closest point to the sun
we find **our mission:**
CHANGE THE LIVES
of the smallest players
in the tourism industry

SUPPORTED BY

EXPO LIVE
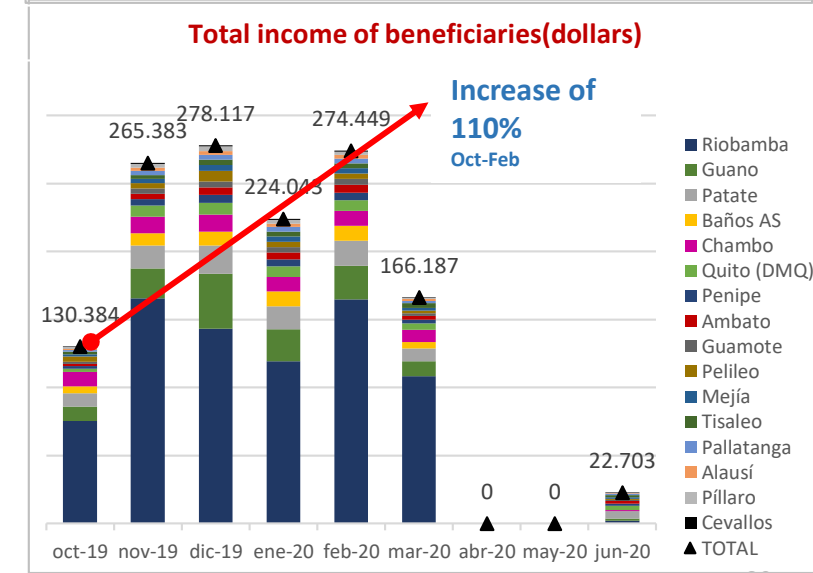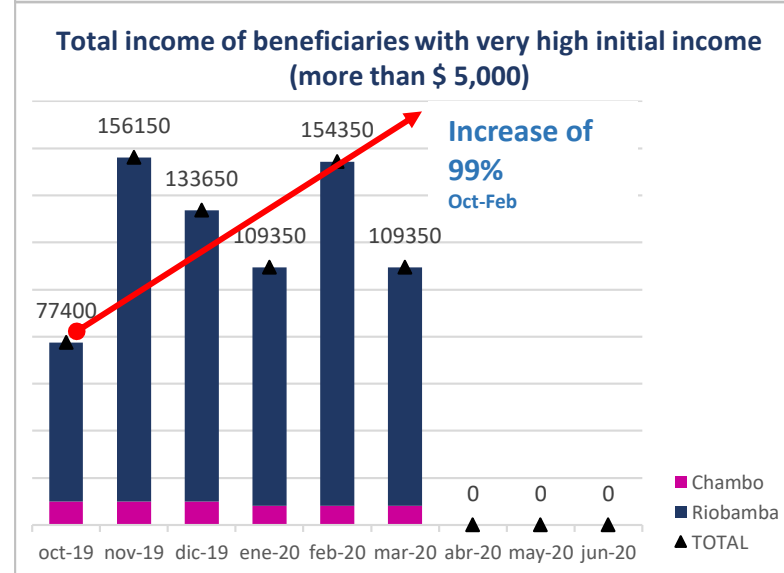
An Expo 2020
Dubai Initiative

6.263,47 m.a.s.l / 6.384,4 Km. from the center of the Earth

Chapter 8

Impact analysis
and case of study by income and poverty levels.

"Technological platforms, based on collaborative economy, can improve the commercial conditions of the smallest actors in the tourism industry and, therefore, these conditions can be turned into tools for the construction of sustainable territories, and for the reduction of poverty".
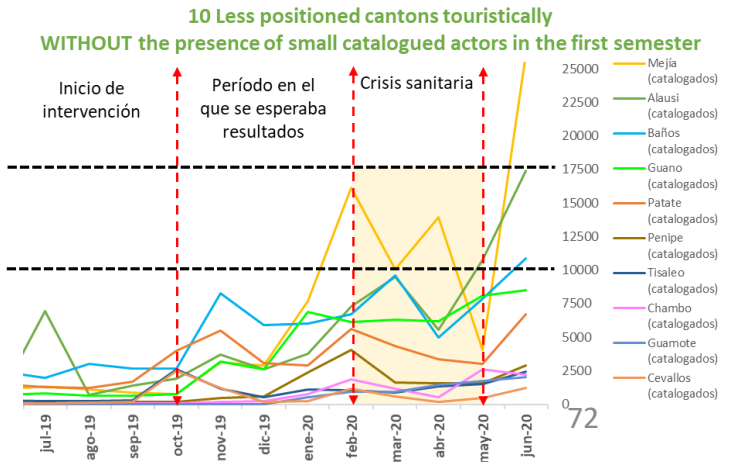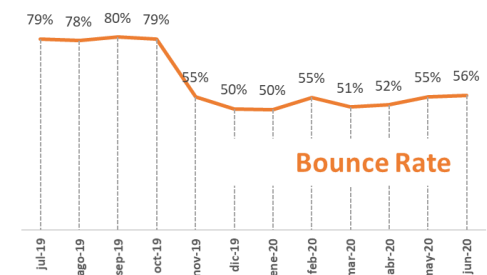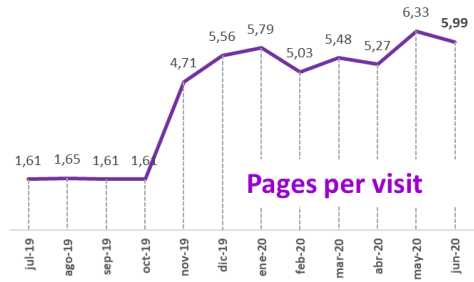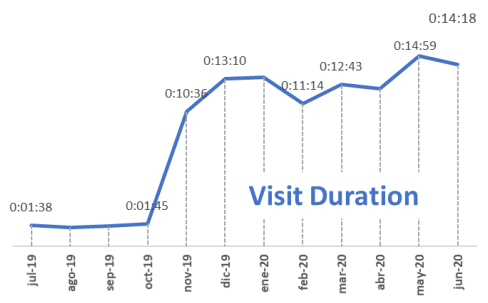
8.1 Methodological considerations

Indicator for impact measurement:	✓ **Average income ranges of the small actor, cataloged by small town**
Variable used to divide the analysis groups.	**Poverty level by consumption of the small town where the small tourism actor lives:** ✓ At the beginning of the project, the small towns were technically selected for intervention; considering cantonal poverty levels, in order to have comparable groups to measure impact. ✓ Considering this, small towns were catalogued by different levels of poverty and in homogeneous groups, as follows: ✓ 34% of small towns with low and very low poverty levels (0.0% to 36.4%); ✓ 33% of small towns with a medium poverty level (36.5% to 54.6%); ✓ 34% of small towns with a high and very high poverty level (54.7% to 90.9%).
Additional variables for the analysis:	✓ Small town where the small actor lives ✓ Small actors' initial average income (the base will be the income of October 2019). ✓ Average gross income ranges. ✓ Final traffic and engagement variables ✓ Growth rate from October 2019 to February 2020.
Analysis period:	The baseline was the average income of October 2019; and its evolution was analyzed until February 2020 because small actors were able to open their businesses until that month.
Technical concepts:	Poverty level by consumption starts by determining a basket of goods and services that allow to satisfy basic needs at a minimum cost, and households whose income or consumption is below the cost of this basket are clasified as poor people. Small tourism actor is a catalogued beneficiary whose main economic activities are related to tourism in Ecuador. Canton or small town is an administrative and territorial división unit. It is the second level of political division in Ecuador.
Considerations:	Considering that: The cost of the "base basket of goods" in Ecuador is $ 716; Most small actors work with their families (82% in low poverty small towns, 87% in medium poverty small towns, and 100% in high poverty small towns, which means they do not have any other additional income. Part of the total income must cover the fixed and variable costs of an enterprise. It is considered that a small actor with a low income ($ 1,000 or less) cannot cover the cost of the base basket of goods, so he and his home are considered poor people. In addition, the impact in small towns will be analyzed according to their poverty level, as the economic environment influences the economic dynamics of business.

As part of its intervention, GoRaymi developed a series of actions in a way that the digital promotion of small actors can increase their visits and their income. Thus, while actors were catalogued, GoRaymi improved its platform, managing to surpass all its intermedium goals. In this context, GoRaymi strengthened its national and international audience, until it became the first in America. This generated an increase in users, who access the offer of at least 4 small actors of tourism per content every time they enter any section of the platform. This allows the exposure of the small catalogued actors and the less positioned destinations to grow exponentially and it increases the traffic of the benefited small towns (see charts).

Moreover, if we check the evolution of the engagement variables, we can verify their progressive improvement, achieving the best results in Ecuador and the region. So, the content reading time and the number of pages per visit gets higher; and the bounce rate is reduced. This means that users stay long enough in GoRaymi to get the offer of various small actors, and that it creates enough interest to consume the content.
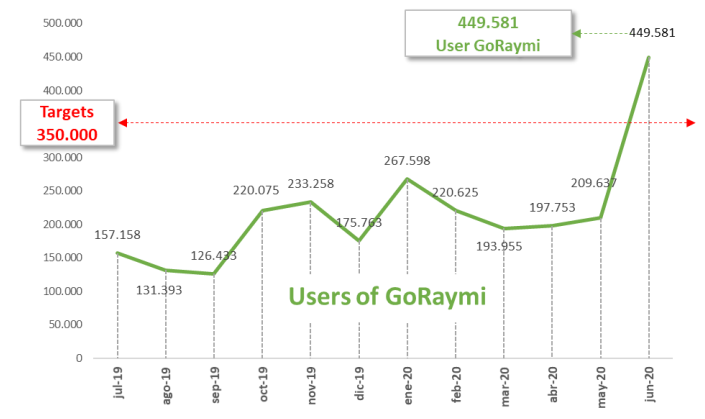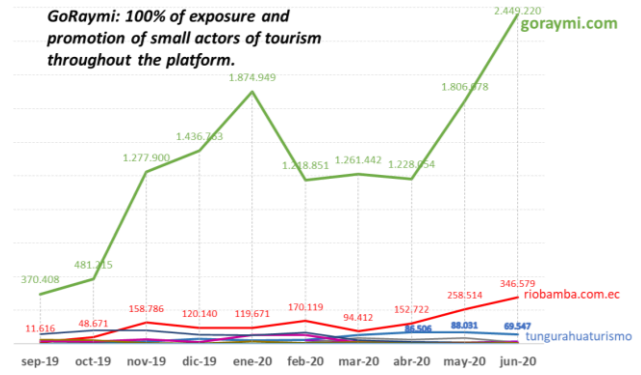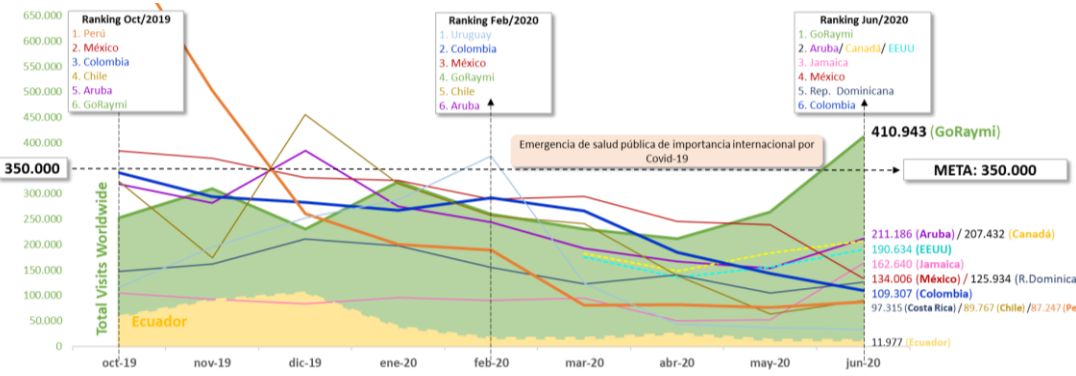
Evolution of the scope of small catalogued actors exposure

Total visits to small catalogued actors

Total income of beneficiaries (dollars)

	oct-19	nov-19	dic-19	ene-20	feb-20	mar-20	abr-20	may-20	jun-20
Exposure	481.215	1.277.900	1.436.763	1.874.949	1.218.851	1.261.442	1.228.054	1.806.078	2.449.220
Income	130.38	265.38	278.1	224.0	274.4	166.1	0	0	22.70
Visits	14.615	28.351	32.918	30.469	32.126	17.515	0	0	10.804
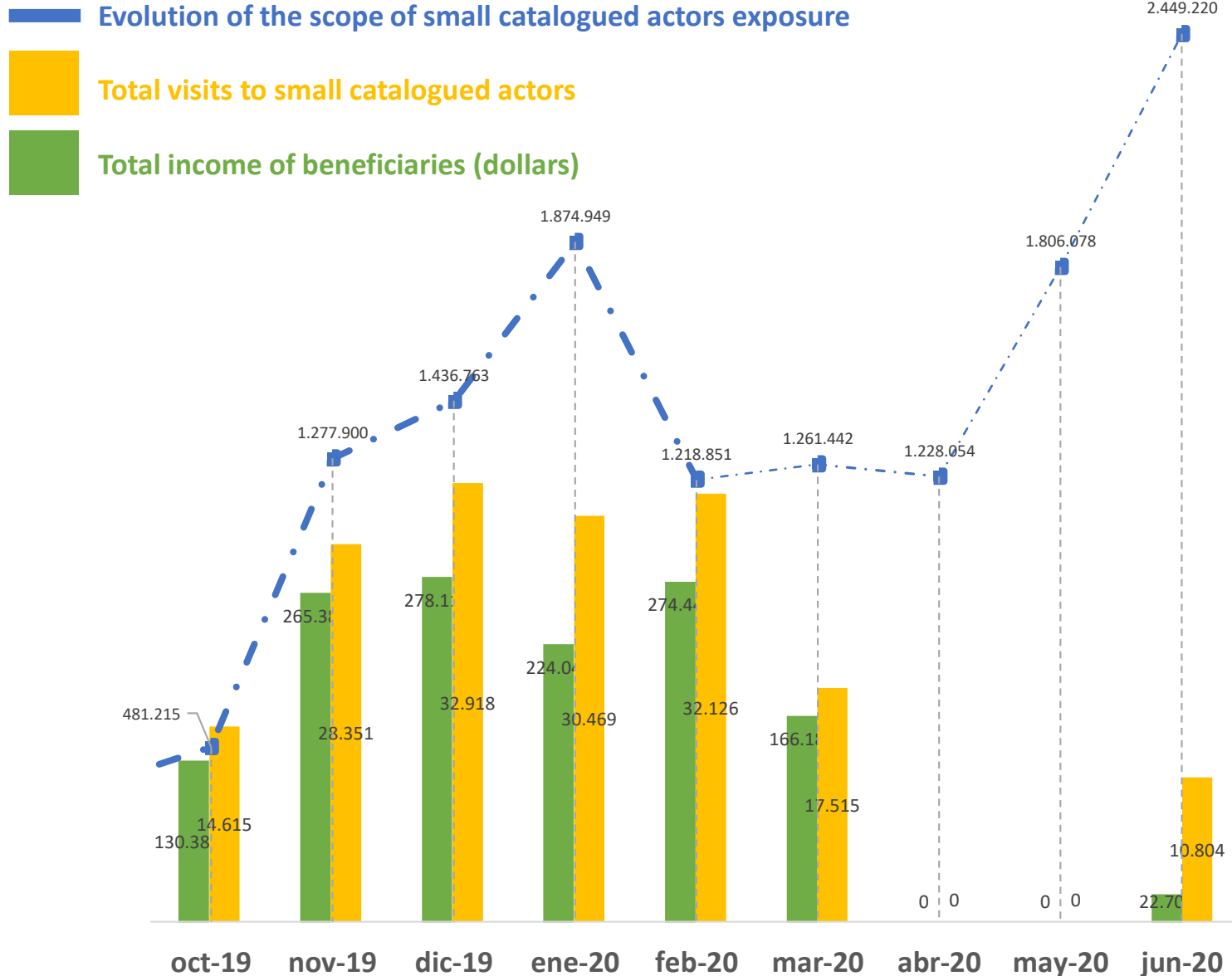
In general terms, the graphics show the indisputable relationship between the increase in the exposure of small actors in GoRaymi; and the increase in visits and income of small catalogued actors. If reviewed on a different scale, the trend of the increase of the three variables is practically the same. In this way, while the digital exposure on the platform grows, physical visits to small catalogued actors also grow, and, therefore, their income increases too. The months of quarantine are the only exception, since the small actors could not open the doors of their businesses.

In addition, the relationship between the traffic and engagement variables of the benefited small towns was analyzed, in order to check the impact of GoRaymi's promotion for small catalogued actors with the average growth rates of the small actors income per small town.

There is a direct relationship between the positive levels of the traffic and engagement variables by small town, and the rates of income growth. When small towns are ordered according to the best results of average income growth, we note that there are a coincidence with the small towns that have the highest levels of traffic quality and engagemet. In this context, the table below shows that the small towns in the group of traffic and engagement variables with high and very high quality levels also have the best rates of income growth; which a range from 118% to 281%. Besides, the group of small towns with medium and low levels of traffic quality and engagemet registered low and medium income growth rates. This proves that GoRaymi is an efficient digital showcase for small actors of tourism, and generating enough impact in a way that the cataloging and exposure of small actors helps them to increase their income.

Small towns	Results in the small actors income level.				Quality level of the variables of traffic and engagement of the small towns in GoRaymi at the end of the intervention (June 2020)								
	Income growth rate (Oct/2019 – Feb/2020)	Average income per small town (Feb/2020)	Group		Traffic level in June	Traffic resistance against Covid-19	Traffic recovery level	Revised content	Monthly Visits	Visit Duration (Reading time)	Bounce Rate	Visibility, accumulated traffic)	Group
Alausí	281% The best	Medium	small towns with high or higher growth levels		Higher	Higher	Higher	High	Higher	High	Higher	High	small towns with high or higher traffic quality levels and engagemet.
Ambato	245% Higher	Medium			High	Higher	High	Higher	High	High	High	High	
Quito (DMQ)	212% Higher	High			The best	Higher	Higher	Higher	The best	High	Higher	The best	
Penipe	200% Higher	High			Medium	Medium	Medium	Medium	Medium	High	High	Medium	
Guamote	200% Higher	High			Medium	High	High	Low	Medium	Medium	High	Low	
Pallatanga	200% Higher	Medium			Low	Medium	Medium	Low	Low	Medium	Medium	Low	
Mejía	140% High	Higher			Higher	Higher	The best	High	Higher	The best	High	High	
Guano	135% High	Higher			High	The best	Medium	High	High	High	High	Medium	
Baños (BAS)	121% High	Higher			Higher	Higher	Higher	High	High	High	The best	High	
Riobamba	118% High	The best			Higher	High	High	The best	Higher	High	High	Higher	
Cevallos	94% Medium	Low	small towns with low or medium growth levels.		Low	Low	Low	Low	Low	Low	Medium	Low	small towns with medium or low traffic quality levels and engagemet.
Patate	91% Medium	High			Medium	Medium	Medium	Medium	High	High	High	Medium	
Tisaleo	85% Medium	Medium			Low	Medium	Medium	Medium	Medium	High	Medium	Medium	
Píllaro	45% Medium	Medium			Low	Low	Low	Medium	Low	Low	Medium	Medium	
Pelileo	8% Low	High			Low	Low	Low	Medium	Low	Low	Medium	Medium	
Chambo	0% Low	Medium			Low	Low	Medium	Medium	Medium	Medium	High	Low	

*With the exception of Pallatanga, which has a high growth rate, but low and medium traffic quality levels.

Distribution of small catalogued actors by income level in October 2019

2.001 - 5.000; 10%

Más de 10.000; 10%

1.501 - 2.000; 10%

1.001 - 1.500; 15%

$ 1.000 or less 55%
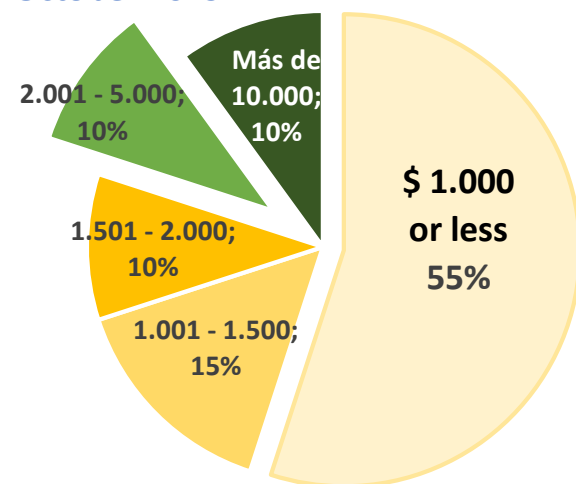
Levels income	
Más de 10000	**Very high**
5001 –10000	**High**
2.001–5.000	
1.501–2.000	**Medium**
1.001–1.500	
1000 y menos	**Low**

GoRaymi had a positive impact on the income level of small catalogued actors in low poverty small towns (poverty from 0.0% to 36.4%). The impact was bigger in the increase of the percentage of small catalogued actors with high incomes, from 10% in October to 40% in February.

Additionally, there was a positive impact on the reduction of small catalogued actors who receive low incomes. In October 2019, 55% of small catalogued actors had an average income of $ 1,000 or less (low income). After GoRaymi's intervention, this percentage dropped to 25%. In other words, 30% of small catalogued actors ceased to be economically vulnerable (receiving low income). Thanks to their income's increase, they were able to reach medium or high-income levels.

So, we conclude that GoRaymi's intervention managed to influence the improvement in wealth distribution and now 50% of small catalogued actors receive a high or very high income, 25% an average income and only 25% of them receive a low income.

Distribution of small catalogued actors by income level in February 2020
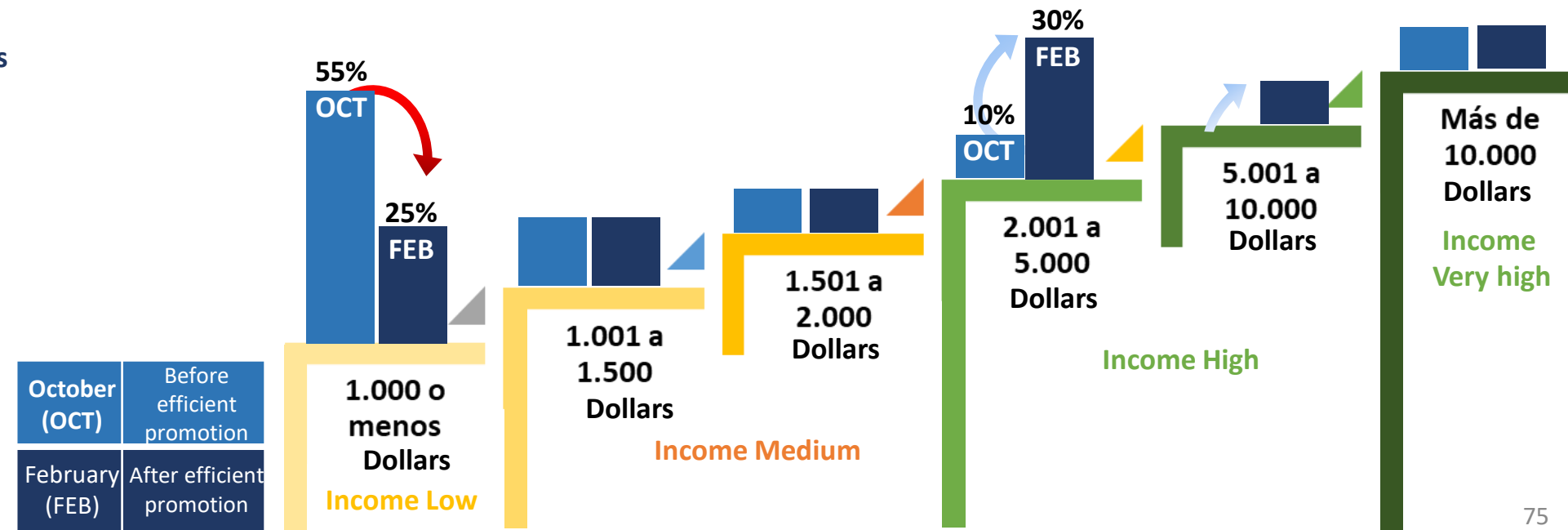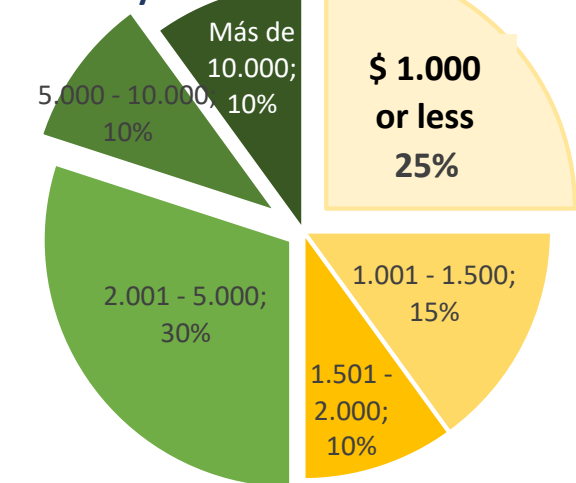
5.000 - 10.000; 10%

Más de 10.000; 10%

$ 1.000 or less 25%

2.001 - 5.000; 30%

1.001 - 1.500; 15%

1.501 - 2.000; 10%

October (OCT)	Before efficient promotion
February (FEB)	After efficient promotion

55% OCT

25% FEB

1.000 o menos Dollars

Income Low

1.001 a 1.500 Dollars

1.501 a 2.000 Dollars

Income Medium

10% OCT

30% FEB

2.001 a 5.000 Dollars

Income High

5.001 a 10.000 Dollars

Más de 10.000 Dollars

Income Very high

75

Distribution of small catalogued actors by income level in October 2019

Levels income	
More than 10000	**Very high**
5001 –10000	**High**
2.001–5.000	
1.501–2.000	**Medium**
1.001–1.500	
1000 y menos	**Low**
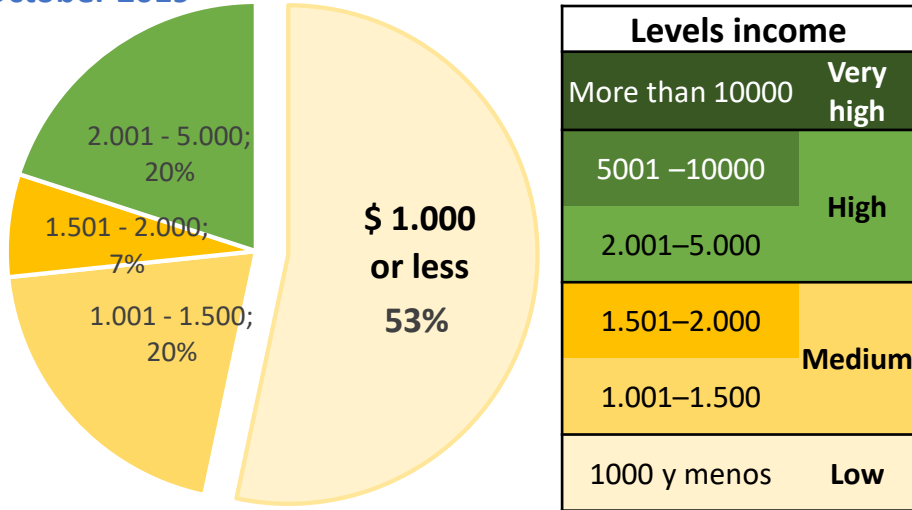
In medium poverty small towns (poverty from 36.5% to 54.6%), GoRaymi also had a positive impact on the income level of small catalogued actors. As seen in the previous group, the percentage of small catalogued actors with low income is reduced, but at a lesser degree (it goes from 53% to 44%); the percentage of average income is also reduced (it goes from 27% to 7%). In contrast, the percentage of small catalogued actors with high incomes grew from 20% to 53%.

Distribution of small catalogued actors by income level in February 2020
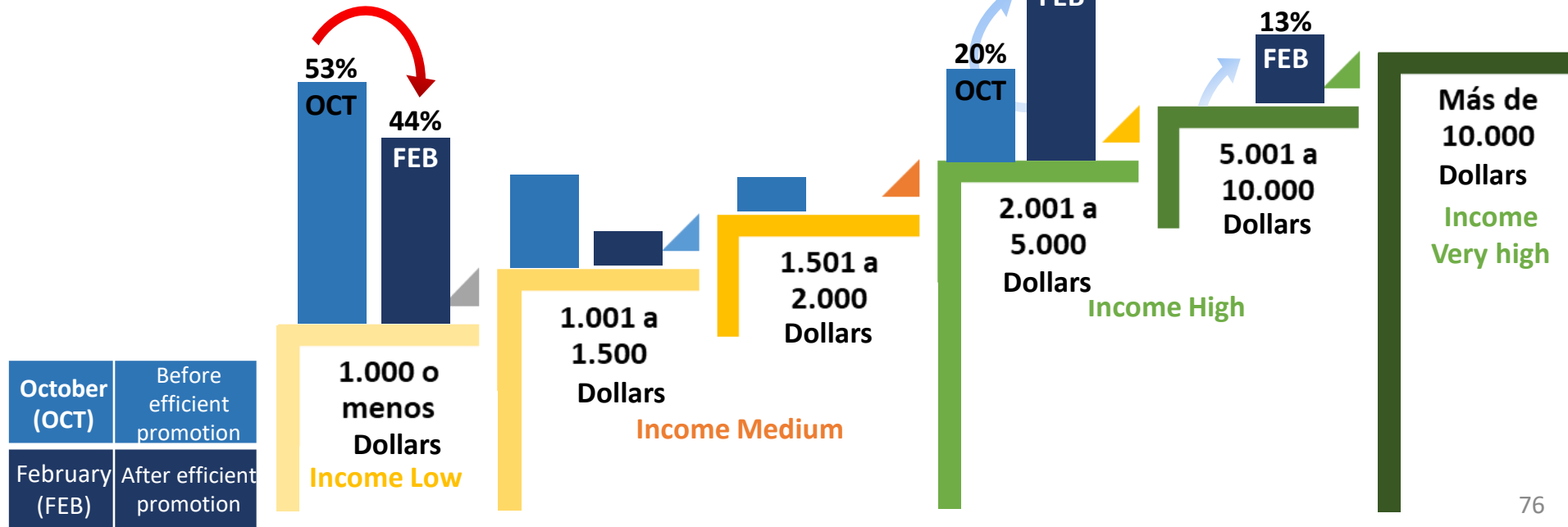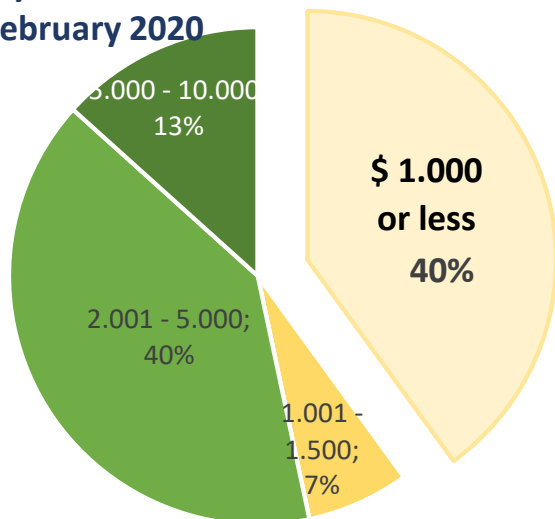
October (OCT)	Before efficient promotion
February (FEB)	After efficient promotion

Distribution of small catalogued actors by income level in October 2019
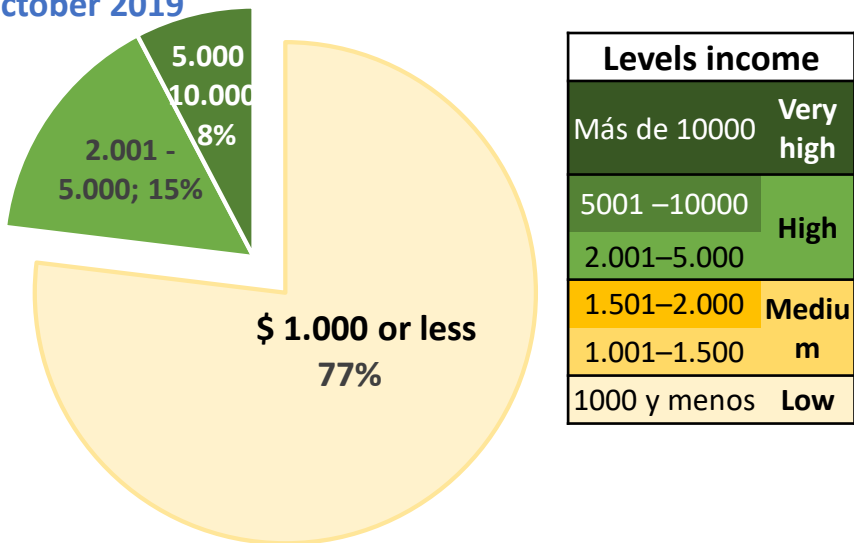
Levels income	
Más de 10000	**Very high**
5001 –10000	**High**
2.001–5.000	
1.501–2.000	**Medium**
1.001–1.500	
1000 y menos	**Low**

In small towns with high and very high poverty (54.7% to 72.8% of poverty), the positive impact of GoRaymi's intervention is much greater than in the case of "non-poor" small towns. Thus, it was possible to influence on reducing the small actor's poverty and improve wealth distribution in the small towns. Before GoRaymi's intervention, 77% of small actors were economically vulnerable because they had low incomes; and only 23% of small actors had high incomes. In other words, wealth was concentrated in 23% of small actors. After GoRaymi's intervention, the distribution of wealth improved considerably, thanks to the fact that 77% of small catalogued actors were able to rise various levels of income, causing wealth to be distributed to more small actors. In conclusion, now only 23% of small catalogued actors have a low income; a group of 16% with an average income was born; the percentage of small actors with income increased to 53%; and a group of small actors with very high incomes was born (8%).

In other words, not only did the percentage of economically vulnerability fell from 77% to 23%; but also, the distribution of wealth changed dramatically, going from being concentrated in a few hands to being redistributed in 77% of small actors, who were able to access better levels of income.
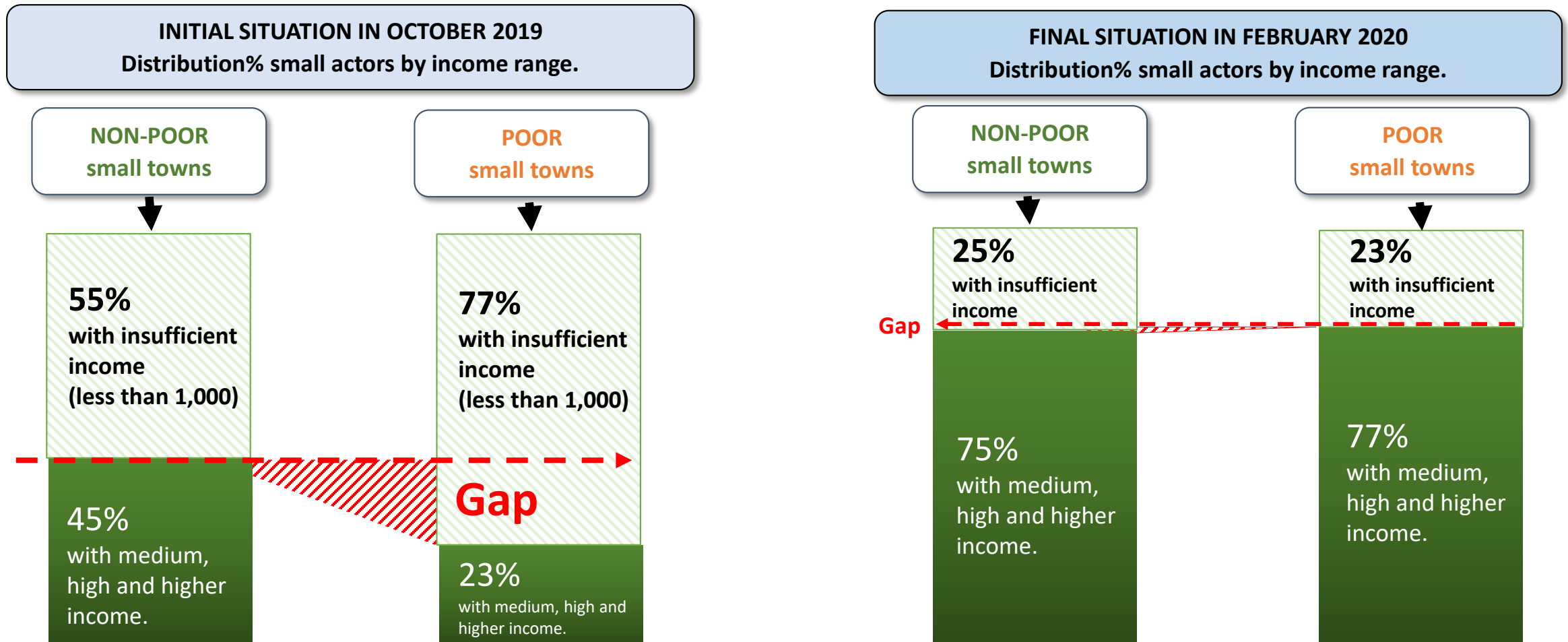
Distribution of small catalogued actors by income level in February 2020

October (OCT)	Before efficient promotion
February (FEB)	After efficient promotion

77
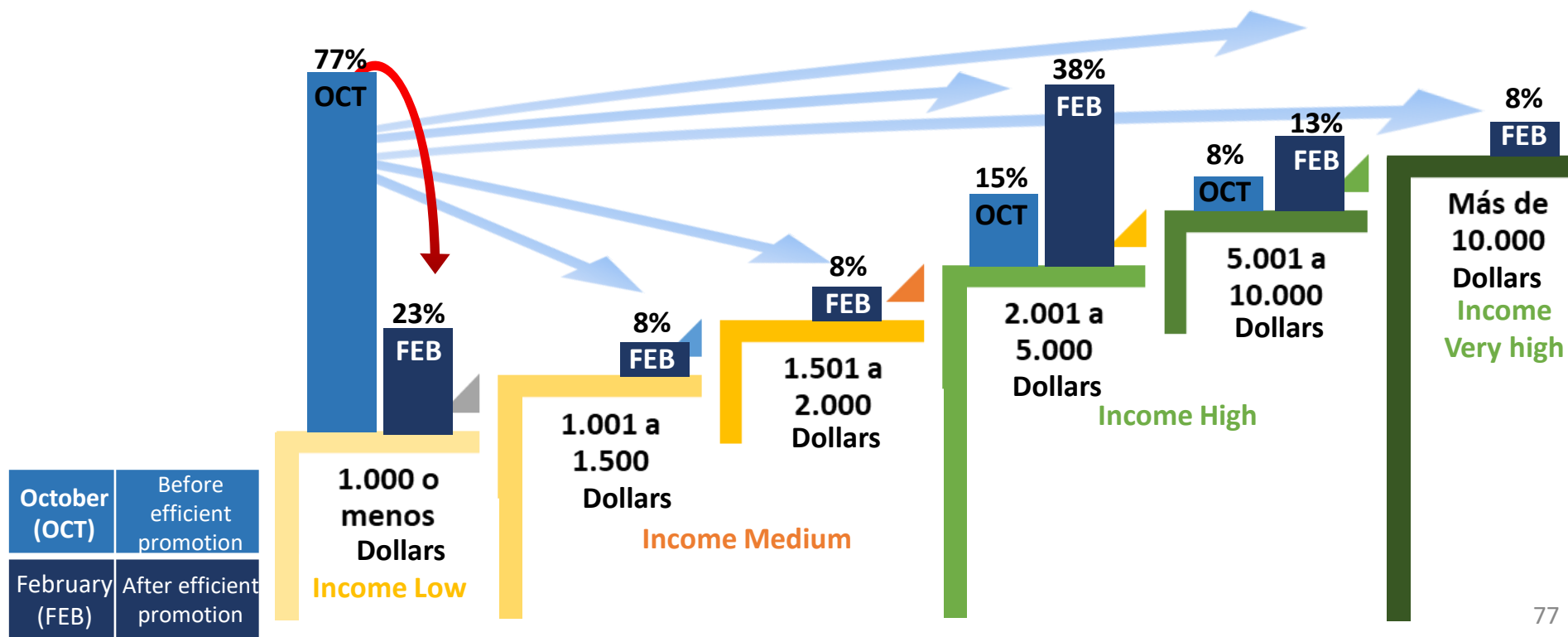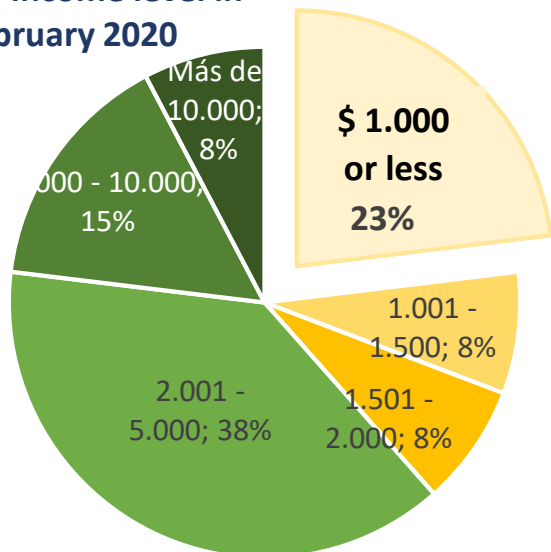
8.6. Impact on wealth distribution improvement in small towns

	LOW Poverty - small towns	MEDIUM Poverty - small towns	HIGH Poverty - small towns	Conclusions
October 2019	$1.000 or less 55%; 2.001 - 5.000; 10%; 1.501 - 2.000; 10%; 1.001 - 1.500; 15%. **CONCENTRATED WEALTH** in 20% of small actors who have high and very high incomes.	$1.000 or less 53%; 2.001 - 5.000; 20%; 1.501 - 2.000; 7%; 1.001 - 1.500; 20%. **CONCENTRATED WEALTH** in 20% of small actors with high incomes.	5.000 - 10.000; 8%; 2.001 - 5.000; 15%; $1.000 or less 77%. **CONCENTRATED WEALTH** in 23% of small actors with high incomes.	Before the intervention, there was a concentration of wealth in 20% of small actors, in all the small towns.
February 2020 *After the intervention*	$1.000 or less, 25%; 5.000 - 10.000; 10%; 2.001 - 5.000; 30%; 1.501 - 2.000; 10%; 1.001 - 1.500; 15%. **DISTRIBUTED WEALTH** in 50% of small actors who have high and very high incomes.	5.000 - 10.000;…; 2.001 - 5.000; 40%; $1.000 or less 40%; 1.001 - 1.500;… . **DISTRIBUTED WEALTH** in 53% of small actors who have high and very high incomes.	Más de 10.000; 8%; 5.000 - 10.000; 15%; 2.001 - 5.000; 38%; $1.000 or less; 23%; 1.001 - 1.500; 8%; 1.501 - 2.000; 8%. **DISTRIBUTED WEALTH** In 61% of small actors who have high and very high incomes.	After the intervention, wealth was distributed in more than half of the small actors in all the small towns with a greater impact in the poor small towns, where it was distributed in 62% of the small actors.

Legend (each pie): Income Very high, Income High, Income Medium, Income Low

INITIAL SITUATION IN OCTOBER 2019
Distribution% small actors by income range.

FINAL SITUATION IN FEBRUARY 2020
Distribution% small actors by income range.

NON-POOR
small towns

POOR
small towns

NON-POOR
small towns

POOR
small towns

55%
with insufficient income
(less than 1,000)

77%
with insufficient income
(less than 1,000)

25%
with insufficient income

23%
with insufficient income

Gap

45%
with medium, high and higher income.

Gap

23%
with medium, high and higher income.

75%
with medium, high and higher income.

77%
with medium, high and higher income.

With the implementation of the project it was possible to reduce the income gap that existed between small actors from poor small towns versus those from non-poor small towns. In October, there was a gap of 22 points between the percentage of small actors who had enough income, compared to the cost of the base basket of goods, of a non-poor small town (45%) and that of a poor small town (23%). In contrast, after the intervention, the gap was reduced and reversed, reaching -2 points. Now, poor small towns have a higher percentage of small actors with enough resources. In addition, now, the percentage of small catalogued actors with enough resources exceeds 75% in all small towns, which means that only 24% do not have enough income to cover the cost of the base basket of goods.

8.8. Impact in inequality decrease between territories

Before the intervention (October 2019)	After the intervention (February 2020)

Before the intervention (October 2019)

Levels income

Más de 10000	Very high
5001 – 10000	High
2.001– 5.000	High
1.501– 2.000	Medium
1.001– 1.500	Medium
1000 y menos	Low

NON-POOR small towns: 10%, 10%, 10%, 15%, 55%

POOR small towns: 8%, 15%, 77%

After the intervention (February 2020)

Levels income

Más de 10000	Very high
5001 – 10000	High
2.001– 5.000	High
1.501– 2.000	Medium
1.001– 1.500	Medium
1000 y menos	Low

NON-POOR small towns: 10%, 10%, 30%, 10%, 15%, 25%

POOR small towns: 8%, 15%, 38%, 8%, 8%, 23%

Before the intervention, there was a wide level of inequality between the income levels of small actors living in non-poor small towns versus those living in poor small towns.

In poor small towns, the percentage of small actors with low incomes was 77%, unlike the percentage registered in a non-poor small town, where it reached only 55%.

In poor small towns, there was a greater concentration of wealth; therefore, there was no percentage of small actors with medium incomes, nor with very high incomes. In contrast, there was a 25% of small catalogued actors with medium incomes and 10% of small actors with very high incomes in non-poor small towns.

After the intervention, the situation changed radically. On the one hand, in both cases the percentage of small actors with low incomes was substantially reduced, reaching 25% in non-poor small towns and 24% in poor small towns.
On the other hand, in both cases, all income levels are distributed in a uniform way among small actors.

And most importantly, for the first time, the poor small towns matched the improved income structure of the non-poor small towns. In other words, at the end of the intervention, the poor and non-poor small towns have similar percentages of very high, high, medium, and low incomes. This certifies that GoRaymi is useful to reduce income inequality between small actors in poor and non-poor small towns.

8.9. Case of study: lower poverty small towns versus higher poverty small towns.

Baños de Agua Santa, is one of the poorest small towns in Ecuador. It is small and positioned as a tourist destination for adventure sports. At the beginning of the intervention, 67% of cataloged small actors had a gross income of $ 1,000 or less (low income); and 33% earned from $ 1,501 to $ 2,000 (medium income). After the promotion on GoRaymi, the income range increased in 33% in February, receiving from 2,001 to $ 5,000 (high income).

Very high poverty canton: BAÑOS
(poverty from 0,0% - 18,20%)
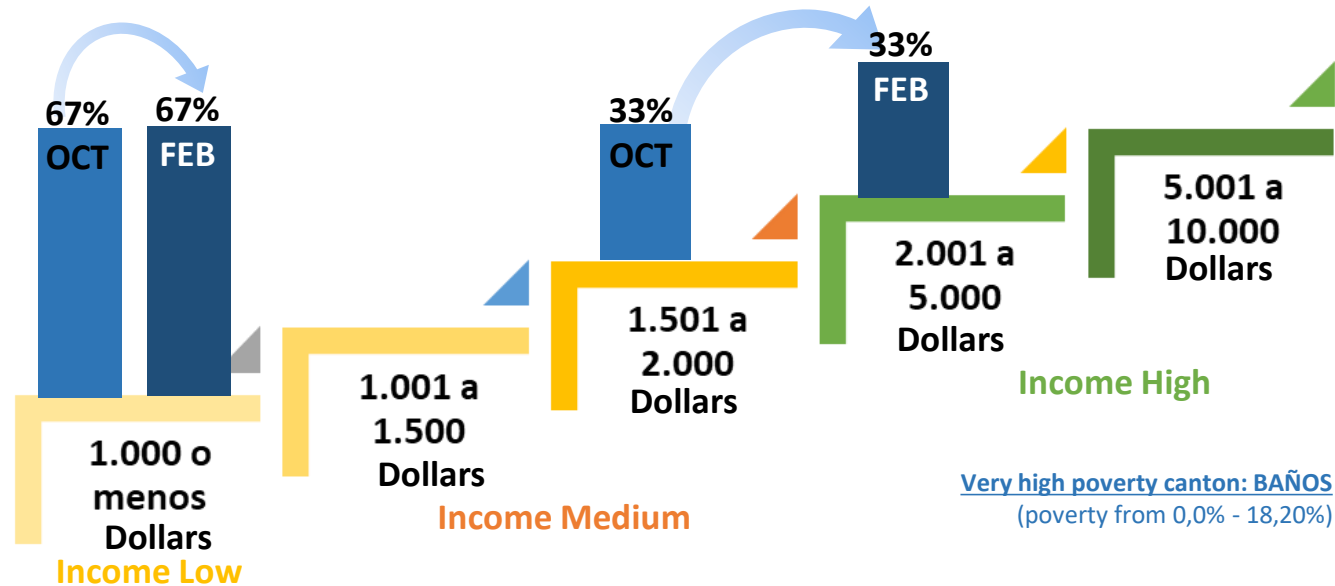
Guamote, is one of the poorest small towns in Ecuador. It is small and was not considered as a tourist destination. At the beginning of the intervention, 100% of cataloged small actors had a gross income of $ 1,000 or less (low income). After the promotion on GoRaymi, everyone rose their income rank; 50% rose 2 ranges, which allowed them to receive an average income; and the other 50% managed to ascend three income ranges, earning between 2,001 and $ 5,000 (high income).

Very low poverty canton: GUAMOTE
(Poverty from de 72,9% - 90,9%)
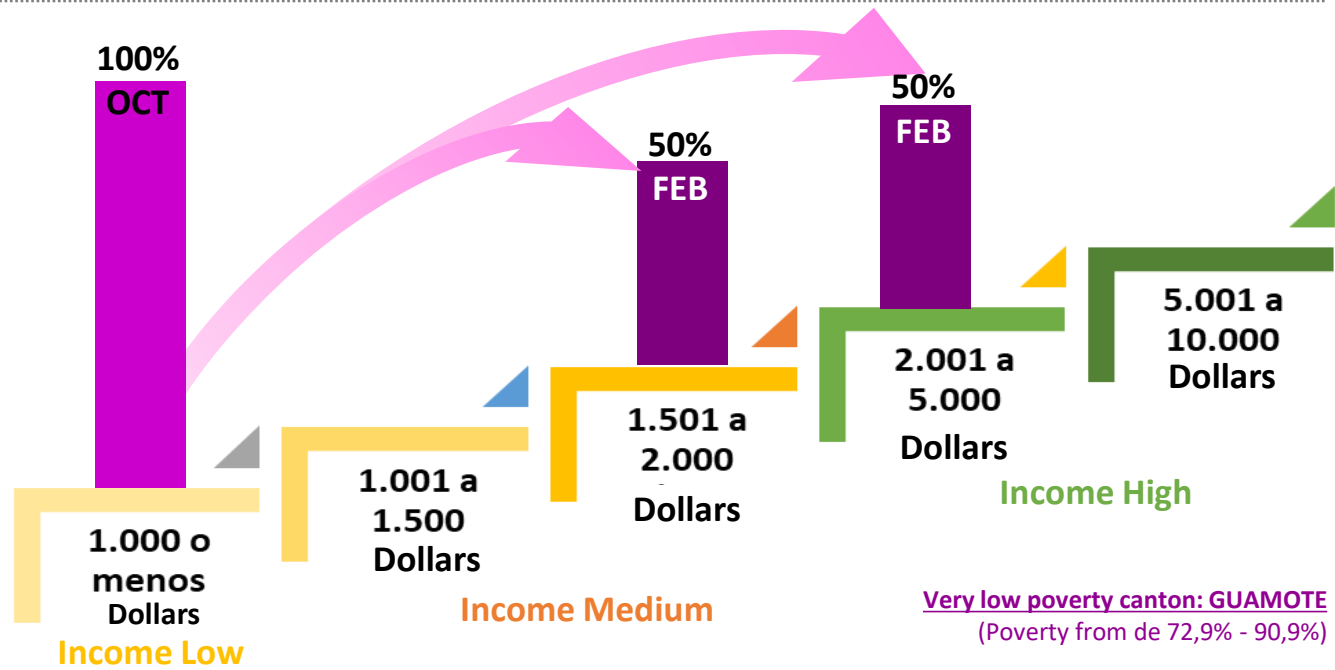
In this case of study, the impact of cataloging and promoting small actors in the poorest small towns of the intervention was compared with the richest small towns with similar characteristics (geographic and population size). This analysis concluded that:

✓ There is a positive impact of the intervention in the increase of the small actor's income in the two small towns. There is a greater impact in the poor small town (Guamote).

✓ By promoting a small town that did not exist in the virtual catalog, it begins to exist. This generates a very positive effect, since the audience, upon learning of this new destination, opts for it.

✓ The increase in income was strong enough to cause small actors to move between income ranges, going from a low income to a middle and high income. This effect was much stronger in the poor small town, where 100% of small catalogued actors received low incomes, and after the intervention, they managed to rise between 2 and 3 income ranges in February.

✓ It was possible to influence the reduction of the income gap of small catalogued actors in the "poor" small towns versus the "non poor" small towns.
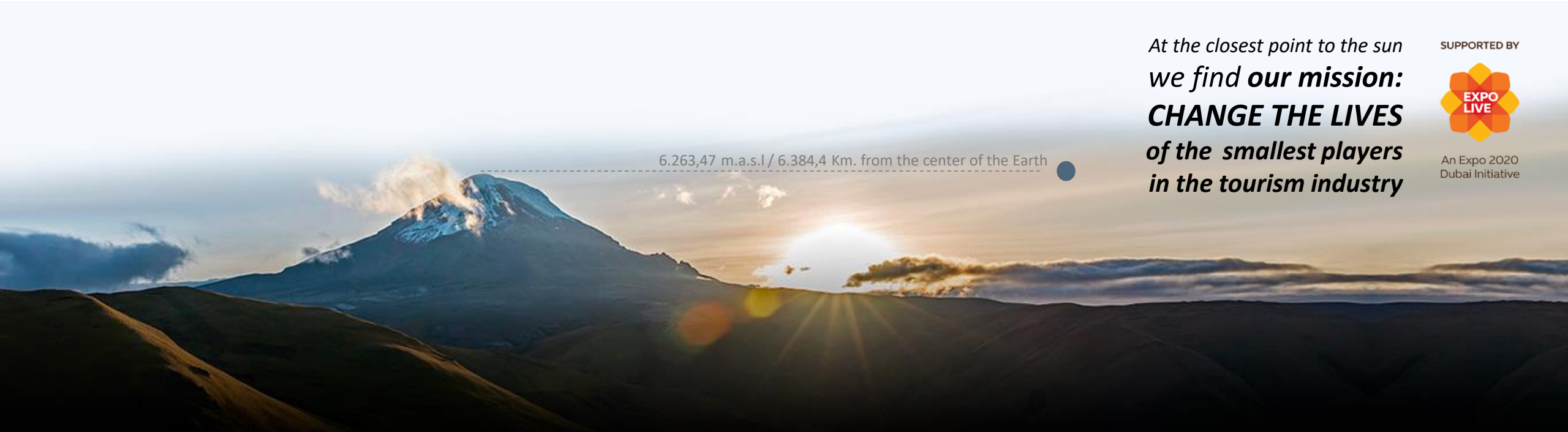
81

At the closest point to the sun we find **our mission: CHANGE THE LIVES** of the smallest players in the tourism industry

SUPPORTED BY

EXPO LIVE

An Expo 2020 Dubai Initiative

6.263,47 m.a.s.l / 6.384,4 Km. from the center of the Earth

CONCLUSIONS

Go Raymi

i. General Conclusions:

The cataloging, exhibition and promotion of small actors of tourism generates positive, tangible and measurable impacts at a medium- term. Thanks to Expo Live Innovation Impact Grant Program, we achieved main impacts for our country:

Impact on society

(In benefited small towns)

- Reduction of inequality between poor versus non-poor small towns.
- Contribution to the dynamism of the economy of poor small towns.
- Inclusion of small towns in the tourist offer that is visible and promoted nationally and internationally.
- Increase in the predilection of Ecuadorians in domestic tourism.
- Social cohesion in the territories, regarding the importance of promoting small actors of tourism.

Impact on the start up

Go Raymi

- Positioning as a leading tourism promotion company at a national level .
- Positioning in the international ranking of countries tourism promotion platforms.
- Increased productivity through collaborative work.
- Increased competitiveness, thanks to the best engagement results and a varied offer of new destinations.

Impact on people

(Small catalogued tourism actors)

- **Increase in knowledge, abilities and skills.**
- **Increase in visitors / clients to their tourism ventures.**
- **Increase of the economic income of the beneficiaries.**
- **Impact on poverty reduction measured by consumption, in the group of small and economically vulnerable actors.**
- **Impact on wealth distribution improvement in small towns.**
- **Impact in the reduction of small actors' income gap in poor vs non poor small towns.**
- **Impact in inequality decrease between territories.**

ii. Specific Conclusions about impact on people (small catalogued tourism actors)

About the intervention impact	Global results achieved	Accomplishment of Targets	Proven theory
About the intervention impact	**Impact of traffic and engagement variables in income increase** ✓ An augmented exposition of small actors of tourism in GoRaymi, increased traffic and income of the small catalogued actors. ✓ Small towns with traffic and engagement variables with high and very high quality levels, have the highest income growth rates (between 118% and 281% growth rate). ✓ GoRaymi became a digital and efficient showcase for small tourism actors and caused an impact big enough to increase their income. **Impact on poverty reduction measured by consumption, in the group of small and economically vulnerable actors.** ✓ Our Project allowed a percentage of tourism actors, that had an income lower that the basic bundle of goods, to achieve higher income levels and leave behind poverty measured by consumption. ✓ In small towns with low poverty, the percentage of low income actors decreased from 55% in October 2019 to 25% in July 2020. This implies that 30% of small actors left economic vulnerability behind and were able to access better income levels (medium or high). ✓ In small towns with medium poverty levels, the percentage of managers with low income decreased from 53% in October 2019 to 44% in June 2020. ✓ In small towns with high poverty levels, impact is higher. The percentage of low income actors decreased from 77% in October 2019 to 23% in June 2020. Income increases are big enough to allow them to reach higher income levels, allowing a deeper wealth distribution among more actors.	**All our targets were accomplished and even were surpassed** **GoRaymi** *CHANGES THE LIVES* *of the smallest actors in the Ecuadorian tourism industry*	*Our mission is to show how technological platforms based on collaborative economy can improve the business conditions of the smallest actors in the tourism industry and how these improvements can be transformed into tools for the construction of sustainable territories.*

ii. Specific Conclusions about impact on people (small catalogued tourism actors)

	Global results achieved	Accomplishment of Targets	Proven theory
About the intervention impact	**Impact on wealth distribution improvement in cities** ✓ In October 2019, wealth was overly concentrated in 20% of the actors in all the small towns. After the intervention, wealth gets distributed in more than a half of the small actors, with a bigger impact in poor small towns, where it is being distributed among 62% of the tourism actors. **Impact in the reduction of small actors' income gap in poor vs non poor small towns** ✓ In October 2019, there was a gap of 22 points, between the percentage of actors with average income from a poor city (45%) and from a non poor city (23%). After the intervention, the gap was reduced and reversed, reaching -2 percentage points. Now, poor small towns have a bigger percentage of actors with sufficient income. In all the small towns, the percentage of actors with sufficient income is above 75%. **Impact in inequality decrease between territories** ✓ Before the intervention, there was a big inequality level, between actors from non poor small towns and those from poor small towns. In poor small towns, actors with low income were 77% and in non poor small towns, 55%. In poor small towns there was a higher wealth concentration and no tourism actors with average or higher income. In non poor small towns, there was 25% of actors with average income and 10% with high income. After the intervention, in both cases the percentage of low income tourism actors decreases by an average of 24.5%. Also, there is a better distribution of all small tourism actors in all levels. Poor small towns were able to match the income structure of non poor small towns which means that poor and non poor small towns have now similar percentages and levels of income in high, higher, average and low income levels.	**All our targets were accomplished and even were surpassed** **GoRaymi CHANGES THE LIVES** of the smallest actors in the Ecuadorian tourism industry	*Our mission is to show how technological platforms based on collaborative economy can improve the business conditions of the smallest actors in the tourism industry and how these improvements can be transformed into tools for the construction of sustainable territories.*

iii. Objectives of support to small players of tourism:

Targets	Indicator	Overall results achieved	Accomplishment of Targets
Over 90% satisfaction rate	5) Monthly evolution of the satisfaction level of the training process and technical support received	✓ 24 trained replicators promoting their territories. ✓ 96% satisfaction level of the training process for replicators, exceeding the target of 90%. ✓ 98% satisfaction level of technical support, exceeding the Targets of 90%. ✓ 85% level of learning achieved by the replicators, which implies that they have the technical skills to digitally promote their community. ✓ 96% level of awareness among replicators, which means that the trained group is conscious of the importance and benefits of promoting their community and putting it into practice. ✓ 92% level of empowerment in the replicators, which implied that they incorporate in their routine the tourism promotion of their community and convey GoRaymi's message. ✓ 89% level of results in contributions from the replicators, which caused them to reach the targets of publishing content and have a positive impact on tourism promotion in their community, helping to foster new business relationships. In this sense, the replicators achieved: 220 new contents created by themselves; 3 specific leads for SAAS sales achieved by the replicators; 2 invitations to territorial tourism tables; awareness meetings with key actors and citizens to promote their own territories and tourism offers; participation in events to launch campaigns in the territory (#Héroes al turismo) ✓ It should also be mentioned in this section that due to the awareness-raising work done with replicators, small catalogued actors and other tourism actors, both public and private in the territory, their level of commitment and empowerment was effective in the collaborative work they carried out for the execution and success of the Campaign #HeróesDelTurismo. It allowed small catalogued actors to become active agents, and several other actors to join in, getting the audience and the traffic of the territories to recover from the negative effects of the pandemic by the Covid-19. ✓ This campaign had an impact on people's spirit during the difficult times of the pandemic (months when they had to close down their businesses and lose their income); because by actively participating in the campaign, it gave them back a hope for a future of economic recovery. They made this campaign their own and keep hoping that their clients will return. Thus, in June, customers will start to return, despite certain restrictions on mobility and gathering of people.	**COMPLETED AND SURPASSED** **Because it was achieved:** **Increased awareness of citizenship, on collaborative work for tourism promotion**
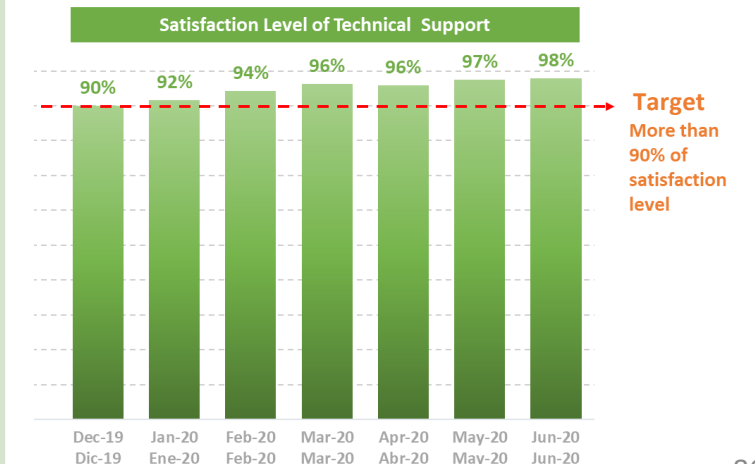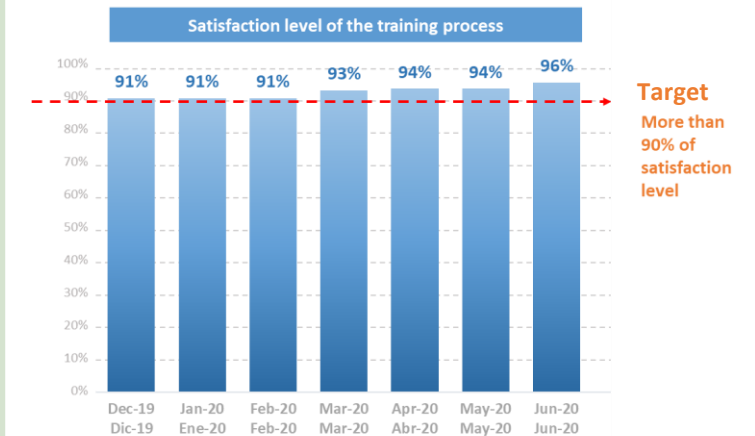
Targets	Indicator	Overall results achieved	Accomplishment of Targets
50% increase in number of visitors	6) Monthly evolution of visitors received by the beneficiaries	The GoRaymi audience began to grow progressively, this caused an increase in traffic in all the towns of the country and it was more intense in the small towns with a presence of small catalogued actors. Considering the "Theory of micro-moments of tourism", which explains that it takes at least a month for a tourist, influenced by the digital tourism promotion, to visit a destination and make a purchase from the small catalogued actors, the impact of the digital promotion of GoRaymi, should have started to work in November 2019. The review of the monthly evolution of the visits, received by small catalogued actors, indicates that this target was accomplished; as there was a 94% growth between October and November 2019, going from 14,615 in October to 28,351 visits received in February 2020. In December, there is an increase above the stabilized trend (7% of theoretical monthly increase) because of the holiday season. In January it returns to a more conservative value (which seems to be a decrease); and in February it is located at 32,126 visits, which indicates an increase of 120%, between October 2019 and February 2020. In March, until the 13th (date of closure of businesses due to Covid-19) 17,515 visits were registered. Therefore, that value could have been doubled, reaching 35,030 visits (which confirms the stabilized trend). From March 14th to June 15th 2020, Ecuador imposed a state of emergency and quarantine, so, during that time there was a prohibition for opening businesses, and, hence, no visits were recorded in that period. From June 15th, 2020, commerce is authorized in certain small towns at a 30% of their capacity, so the value of visits in June is limited and atypical (17,515). Because of the pandemic, the period considered to measure the increase is from October 2019 to February 2020, because that was the last month without restrictions. In this context, a 120% increase was registered in that period, exceeding the proposed Target of 50%.	**COMPLETED AND SURPASSED**

Targets	Indicator	Overall results achieved	Accomplishment of Targets
50% increase in income of catalogued actors	7) Monthly income projection of the catalogued actors	The small catalogued actors income projection was calculated based on the views and the average value of consumption. That is the reason why the trend and the analysis in the section of the evolution of visits received by the small actors is similar to the analysis and conclusions of the income evolution. However, unlike the visits, the monthly growth of income was more subtle; and a stabilized growth trend is not visible yet. Despite this, as these two variables are directly related, in the future, the growing and constant trend of visits will drag the income trend with it. In this context, depending on what happened during the pandemic, the period that will be considered to see the increase will be from October 2019 to February 2020, because that was the last month without restrictions. In this context, there is a 110% increase in that period, exceeding the target of 50%.	

COMPLETED AND SURPASSED

Total income of beneficiaries (dollars)

Increase of 110%
From October 2019 to June 2020

*332.374

Businesses worked normally until March 13th. A total income of 166,187 dollars was registered until that day; however, because of the fornight, we estimate that March would have ended with *$ 332,374 of income

278.117
274.449
265.383
224.043
195.576
166.187
130.384

Incremento de October de 2019 a February de 2020

Targets: 50% increase in income, equivalent to $ 195,576

Quarantine from March 14th, 2020 to June 15th, 2020, from this date on, partial attention was restarted in businesses at 30% of their capacity.

0   0   22.703

oct-19 nov-19 dic-19 ene-20 feb-20 mar-20 abr-20 may-20 jun-20

"Positioning the offer of the smallest actors on the digital map of tourism opens up a beautiful opportunity to change lives and build the future "

Go Raymi

OBJETIVOS
DE DESARROLLO
SOSTENIBLE

| 01 END OF POVERTY | 08 DECENT WORK ECONOMIC GROWTH | 11 SUSTAINABLE CITIES AND COMMUNITIES | 17 ALLIANCES TO ACHIEVE THE OBJECTIVES |

"*We are not in the same boat. We are in the same sea,*
Some of us on a yacht, others on a boat, others on life jackets and others
swimming with all their strength. "

"The big wave of Kanagawa"
Autor: Katsushika Hokusai

- Covid -19 is like a great tsunami that threatens everyone's life, even more when you are in a small boat that can disappear in the middle of the storm. Small actors of tourism in Ecuador try to survive the threat in their boats, however their small boats can shipwreck, and that is more likely if they continue paddling alone.

- Aware that the storm will end, GoRaymi knows that Ecuador's tourism potential will remain intact, just like the imposing Mount Fuji in the painting, or like its twin in Ecuador, the Cotopaxi volcano. With the Campaign #TourismHeroes, we coordinated forces, offering a stronger technological barge and summoning several small actors of tourism and others actors to row together, in an organized way, resisting without losing breath, to get to the mainland without anyone being forgotten. The storm will end and with it, will take away the haze that prevented the small actors of tourism from becoming visible. From now on, they will shine, because they are not massive destinations and there are no artificial lights able to overshadow them.

- The sea will calm down, our small actors of tourism will sail again, but this time, more united; and this time the sea will not be as big and the waves will not be as high, and, if they are, together they will be able to overcome anything.

- **We like to think that the post COVID-19 times will be an opportunity for less positioned tourist destinations, as they will be preferred by tourists seeking new experiences in non-massive sites.**
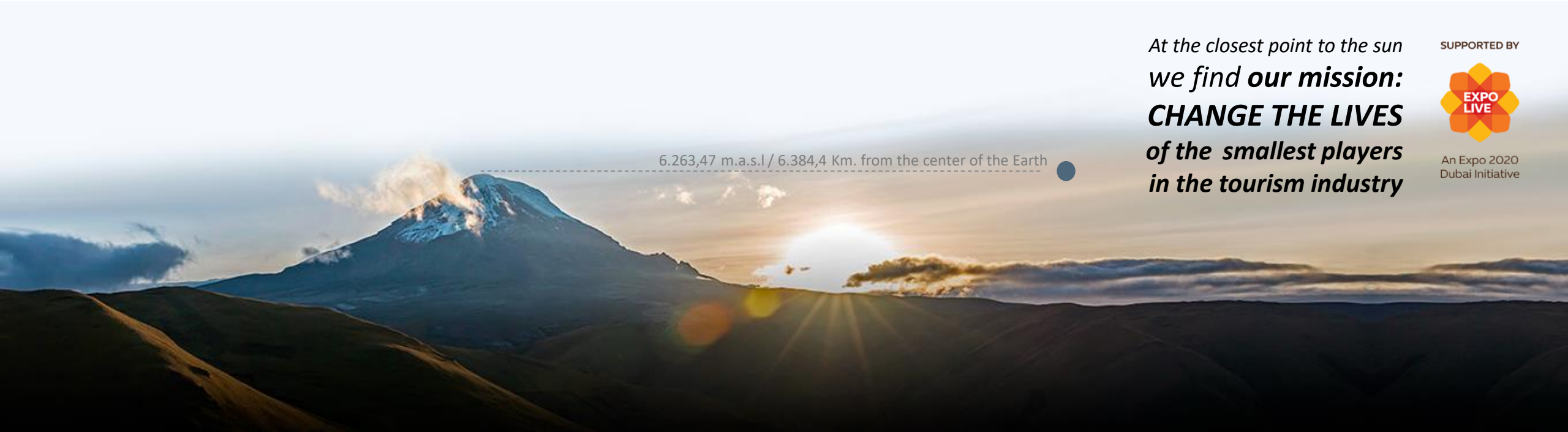
At the closest point to the sun
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THANKS EXPO LIVE!

Thanks for your support and for trusting in us
"Innovation can come from anywhere, to everyone"

Go Raymi

The statistical data used in this report can be found at the following link:
https://drive.google.com/file/d/1X59b3PPDRK-58QLZPOFBn-ypeCegHt3v/view?usp=sharing