

IDENTIDAD DIGITAL DE COSTA RICA

Claves de la huella digital de Costa Rica

Presentación para el evento **B2B Forum 2021** Costa Rica.

GONZALO VILAR,
BLOOM CONSULTING

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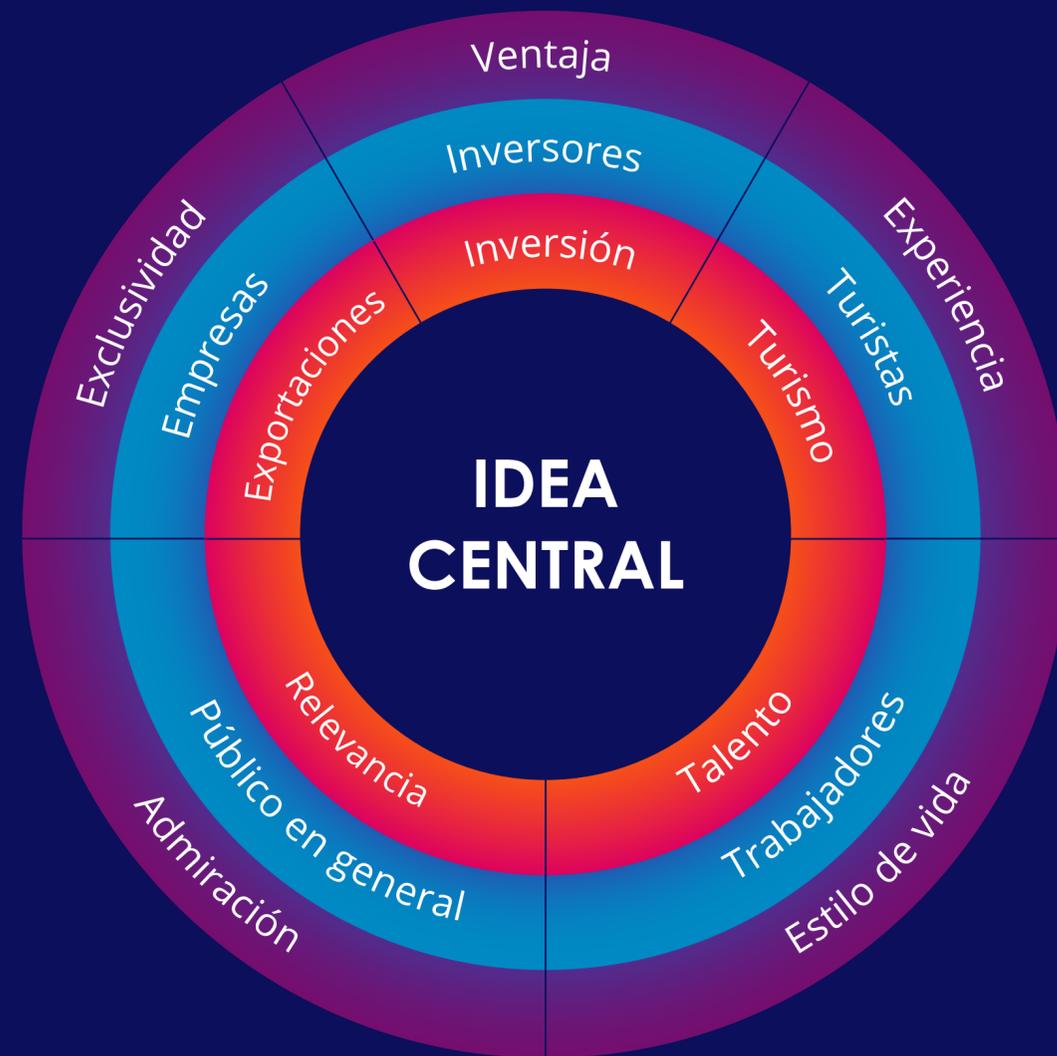
Parte I

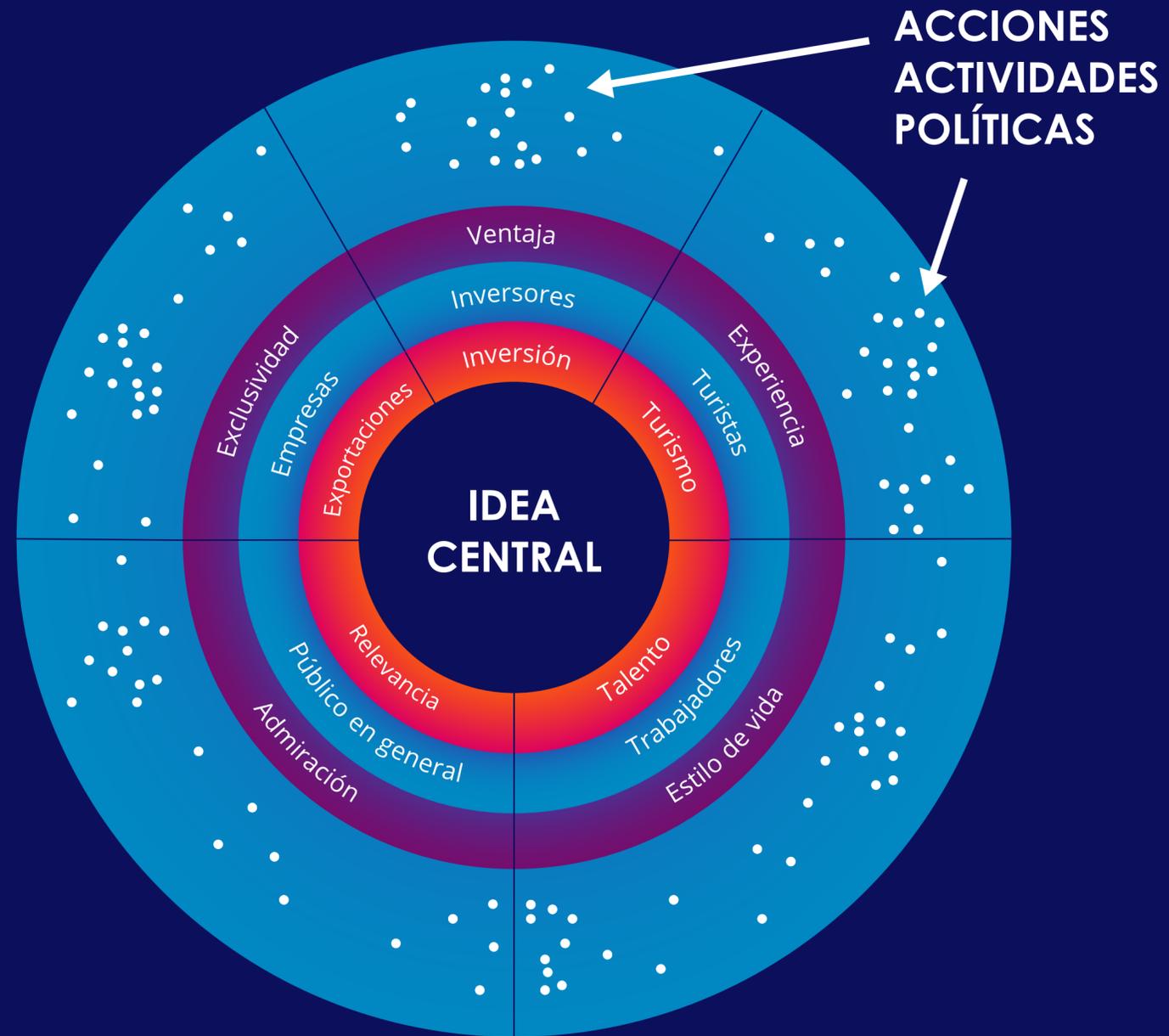
Introducción a la marca país y la identidad digital



esencial[®]
**COSTA
RICA**







Hoy en día
todo está relacionado
con “la búsqueda”



Google



Buscar con Google

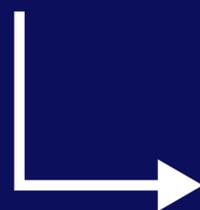
Me siento con suerte

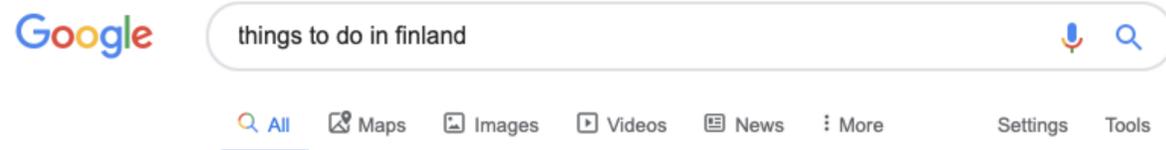
Demanda
(Appeal)



#identidad_digital

Resultados
(Supply)





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Things To Do In Finland | 10 Best Things to Do and More

www.getyourguide.com/Finland/Activities

Book your activities without the stress. We offer free and easy 24 hour cancellation. Find and pick from our wide selection of top-rated tours and activities for your trip. Multiple languages. Flexible booking. Over 40,000 activities. 2 million trusted reviews. Best price guarantee.

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Find top-rated tours and tickets.
- Finland**
Make your next trip unforgettable.
Find the best tours and activities.

Top things to do in Finland

| | | | |
|---|--|--|---|
| Suomenlinna Walking trails & Suomenlinna | Santa Claus Village Year-round Christmas-themed | Tempeliaukion Church 1960s church excavated into rock | Helsinki Cathedral Landmark 19th-century religious |
|---|--|--|---|

[More things to do](#)

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So, you're dreaming of coming to Finland, "Land of the Midnight Sun", for your holiday? Not sure where to start planning and what to do? From glass igloos to ...

[2]25 Best Things To Do In Finland - The Crazy Tourist
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25 Best Things To Do In Finland. Meet Mr. and Mrs. Learn some history at Siida Museum. Source: wikimedia. Dine at Restaurant Aanaar. Source: hotelkultahovi. Explore Olavinlinna. Source: flickr. Have a picnic at Suomenlinna. Source: youtube. Go skiing in Levi. Source: flickr. Visit the animals at Helsinki Zoo. Dig for ...

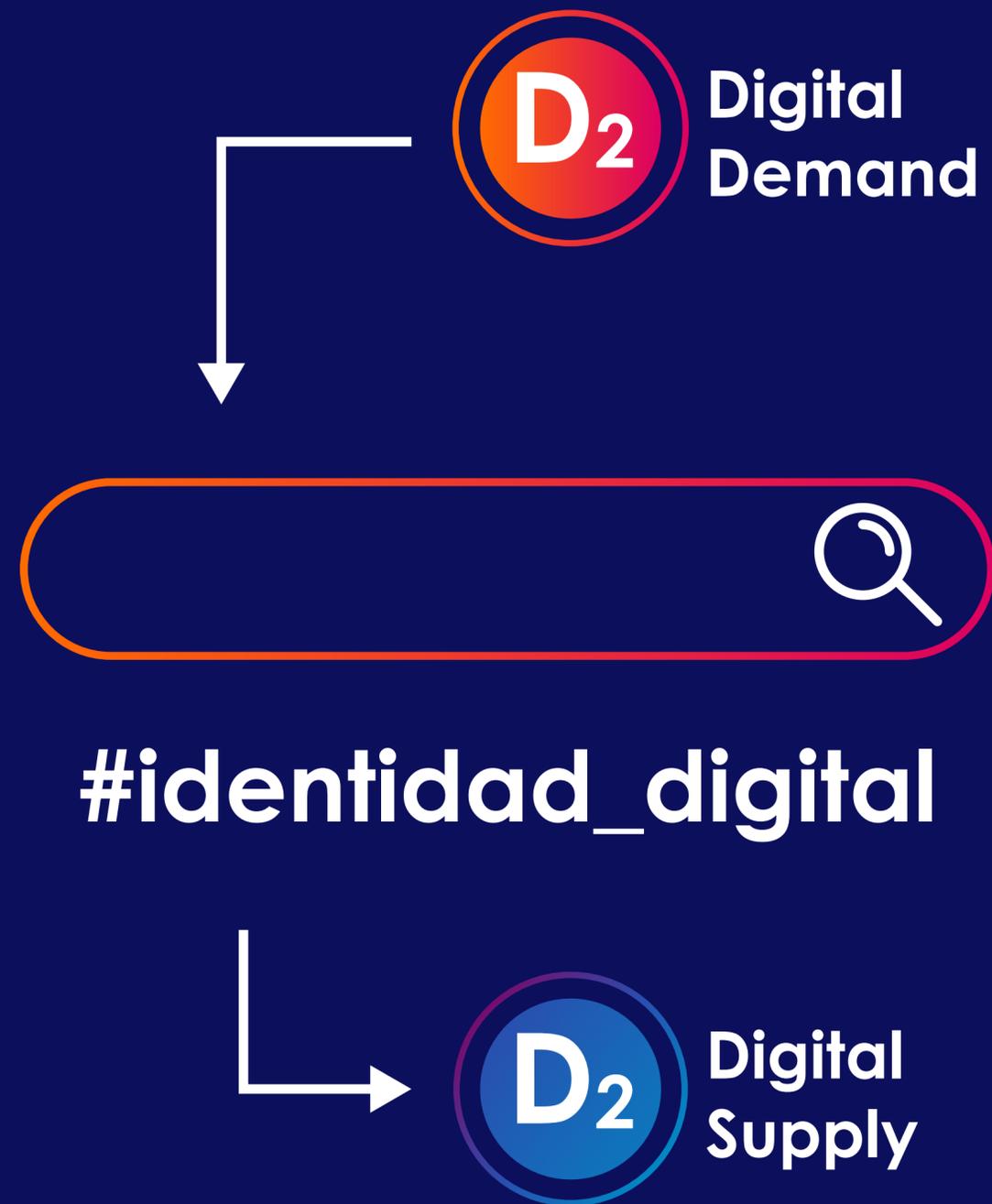
[3]56 Cool and Unusual Things to Do in Finland - Atlas Obscura

← Idioma + Ubicación + Micro-Brandtag

← **Tipo de sección**
(TODOS, Imágenes, Videos)

← **Tipo de resultado**
(Orgánico, Anuncio, destacado)

← **Ranking + Título**
Fecha de publicación + URL
Texto descriptivo



D2 Software

(Demand + Supply)



Parte II

Los resultados del estudio sobre la demanda digital

Conclusión 1

Costa Rica posee una fuerte atractividad (appeal) y una tasa de crecimiento estable, aunque todavía detrás de la competencia en las dimensiones de **Inversión y Exportaciones**.

Costa Rica se ubica en el top 3 en turismo y en el top 10 en Inversión en América Latina.

Turismo

Digital Country Index (Jan – Dec 2019)

| | | | |
|----------|---|-------------------|---------------|
| 1 |  | Mexico | 15,01 m |
| 2 |  | Cuba | 10,84 m |
| 3 |  | Costa Rica | 9,03 m |
| 4 |  | Brazil | 8,43 m |
| 5 |  | Bahamas | 6,53 m |
| 6 |  | Aruba | 6,42 m |
| 7 |  | Jamaica | 6,23 m |
| 8 |  | Puerto Rico | 6,01 m |
| 9 |  | Colombia | 5,69 m |
| 10 |  | Peru | 5,35 m |
| 11 |  | Chile | 4,81 m |
| 12 |  | Argentina | 4,38 m |
| 13 |  | Dominican Rep | 3,92 m |
| 14 |  | Panama | 3,91 m |
| 15 |  | Barbados | 3,52 m |

Inversión

Digital Country Index (Jan – Dec 2018)

| | | | |
|-----------|---|-------------------|---------------|
| 1 |  | Mexico | 1,30 m |
| 2 |  | Venezuela | 1,17 m |
| 3 |  | Brazil | 1,03 m |
| 4 |  | Argentina | 0,75 m |
| 5 |  | Colombia | 0,52 m |
| 6 |  | Chile | 0,48 m |
| 7 |  | Peru | 0,28 m |
| 8 |  | Cuba | 0,27 m |
| 9 |  | Panama | 0,24 m |
| 10 |  | Costa Rica | 0,21 m |
| 11 |  | Puerto Rico | 0,19 m |
| 12 |  | Ecuador | 0,16 m |
| 13 |  | Uruguay | 0,16 m |
| 14 |  | Bolivia | 0,15 m |
| 15 |  | Guatemala | 0,11 m |

Exportación

Digital Country Index (May 2018 – Apr 2019)

| | | | |
|-----------|---|-------------------|---------------|
| 1 |  | Mexico | 0,39 m |
| 2 |  | Brazil | 0,30 m |
| 3 |  | Cuba | 0,28 m |
| 4 |  | Peru | 0,25 m |
| 5 |  | Venezuela | 0,24 m |
| 6 |  | Colombia | 0,20 m |
| 7 |  | Puerto Rico | 0,15 m |
| 8 |  | Argentina | 0,15 m |
| 9 |  | Chile | 0,14 m |
| 10 |  | Panama | 0,09 m |
| 11 |  | Paraguay | 0,08 m |
| 12 |  | Guatemala | 0,06 m |
| 13 |  | Ecuador | 0,06 m |
| 14 |  | Costa Rica | 0,06 m |
| 15 |  | Bolivia | 0,05 m |

México y Colombia lideran el benchmark ranking. Costa Rica muestra su liderazgo en Turismo.

Turismo

Digital Country Index (Jan – Dec 2019)
Búsquedas en millones



Crecimiento del volumen de búsquedas
2018-2019

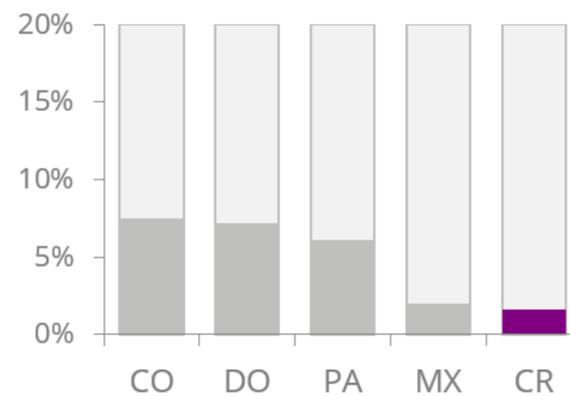


Inversión

Digital Country Index (Jan – Dec 2018)
Búsquedas en millones

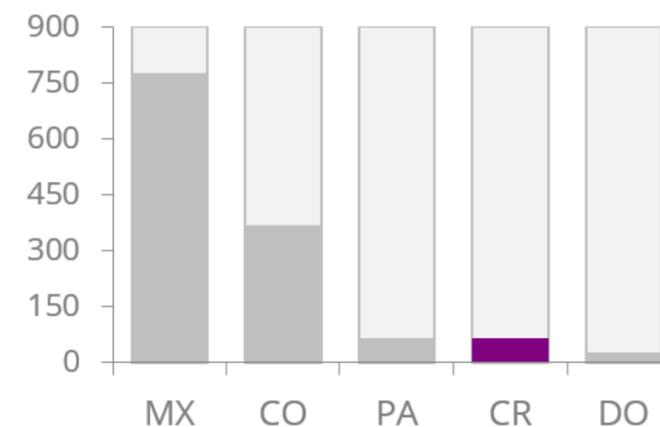


Crecimiento del volumen de búsquedas
2018-2019

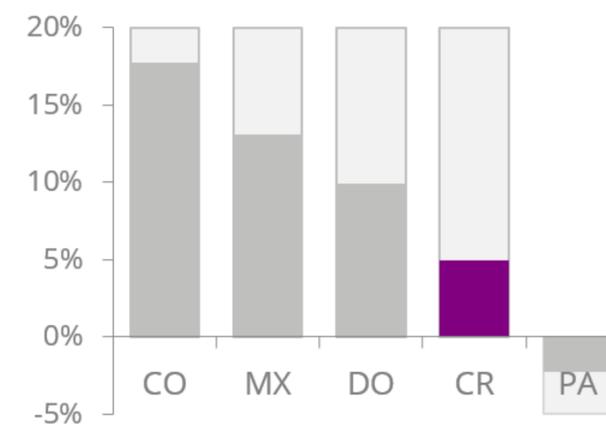


Exportación

Digital Country Index (May 2018 – Apr 2019)
Búsquedas en miles



Crecimiento del volumen de búsquedas
2018-2019



Conclusión 2

Costa Rica es una referencia mundial no sólo en **Turismo**, sino también en **Sostenibilidad**

Costa Rica es una referencia mundial en turismo, en actividades que están alineadas con la estrategia de marca

Eco Turismo



#1 Mundo (#1 América Latina)

Parques Nacionales



#3 Mundo (#1 América Latina)

Playas



#8 Mundo (#3 América Latina)

Surf



#4 Mundo (#1 América Latina)

Buceo



#5 Mundo (#1 América Latina)

Observación de Aves



#7 Mundo (#2 América Latina)

y es también es una referencia en medio ambiente, sostenibilidad e industrias de valor añadido.

Energías Renovables y Limpias



#1 América Latina (#3 Mundo)

Carbono Neutro



#1 América Latina (#1 Mundo)

Dispositivos médicos



#3 América Latina (#29 Mundo)

Ciencias de la salud y avanzadas



#5 América Latina (#22 Mundo)

TIC



#6 América Latina (#51 Mundo)



carbon neutral costa rica



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www.un.org › chronicle › article › costa-ricas-commit... traffic (us): 0/mo - keywords (us): 0

[1] Costa Rica's Commitment: On The Path To Becoming Carbon ...

The Government has prepared a far-reaching climate change strategy and is committed to becoming a **carbon-neutral** (C-neutral) country. We aspire to build a ...

climateactiontracker.org › countries › costa-rica traffic (us): 75/mo - keywords (us): 7

[2] Costa Rica | Climate Action Tracker

Its climate-related policies and programmes include the second phase of its National Programme for **Carbon Neutrality**—a **carbon neutral** certification scheme for ...

www.livingcircular.veolia.com › inspirations › costa-ric... traffic (us): 32/mo - keywords (us): 6

[3] Carbon neutrality goal for Costa Rica - Living Circular - Veolia

Nov 28, 2019 — On February 24, 2019 the President of **Costa Rica** launched a decarbonization plan to become one of the first countries to achieve **carbon** ...

www.bbc.co.uk › programmes › articles › costa-rica-a... traffic (us): 24/mo - keywords (us): 22

[4] Costa Rica - a 21st Century Environmental Leader - BBC

Costa Rica has long been celebrated for its leadership in environmental policy. In 2015, **Costa Rica** pledged to become **carbon neutral** (the result of a net zero ...

www.vox.com › energy-and-environment › costa-rica-r... traffic (us): 49/mo - keywords (us): 16

[5] Costa Rica is moving toward carbon neutrality faster than any ...

Jul 17, 2018 — Share All sharing options for: **Costa Rica** has an ambitious new **climate** policy — but no, it's not banning fossil fuels · **Costa Rica's climate** change ...

[6] The long road to a zero-carbon country - BBC Future - BBC.com

Jun 2, 2020 — **Costa Rica** – an ecological paradise of sandy beaches, protected tropical forests and pristine waterfalls, right? Include its 99% renewable ...

www.anywhere.com › Costa Rica › Sustainable traffic (us): 7/mo - keywords (us): 7

[7] Costa Rica's Commitment to a Carbon Neutral Costa Rica

In 2009, **Costa Rica** made a big announcement: it would become **carbon-neutral** by 2021. For a country that harbors some 5 percent of the planet's total ...

Videos



Carbon neutral future? Costa Rica is showing us the way ...

YouTube · World Economic Forum
Aug 26, 2019



Can Costa Rica Become The World's First Carbon Neutral ...

YouTube · Journeyman Pictures
Aug 30, 2016



Watch: How a Costa Rican cooperative slashed the carbon ...

Ensia
Apr 5, 2017



The First Carbon Neutral Country in the World

YouTube · FUSION
Aug 20, 2015

View all

www.theguardian.com › world › feb › costa-rica-plan-... traffic (us): 32/mo - keywords (us): 12

[8] Costa Rica unveils plan to achieve zero emissions by 2050 in ...

Feb 25, 2019 — Environment minister says under plan, his grandchildren in 2035 will have the same **carbon footprint** as his grandparents did in the 1940s ...

www.rapidtransition.org › stories › can-costa-ricas-path... traffic (us): 0/mo - keywords (us): 0

[9] Can Costa Rica's path to carbon neutrality be replicated by ...

May 8, 2019 — In a statement to the UN in 2007, **Costa Rica** announced: "**Costa Rica** has decided to respond and align its national priorities with global **climate** ...

ecobnb.com › blog › 2019/09 › costa-rica-plastic-carbo... traffic (us): 45/mo - keywords (us): 13

[10] Costa Rica set to become Plastic Free and Carbon Free by 2021

Sep 18, 2019 — Now, their plan is to be completely plastic-free and **carbon-neutral** by the year 2021. What is the drive behind their eco-friendliness and how the ...

Vox TOPICS - TRENDING 2016 ELECTION

How Costa Rica went 75 days without using fossil fuels for e

Updated by Brad Plumer | @bradplumer | brad@vox.com

TIME

How Costa Rica Went 75 Days Using Only Clean Electricity

theguardian

Justin Worland @justinworland April 1, 2015

Global development professionals network Energy access

Race to renewable: five developing countries ditching fossil fuels

While government... Costa Rica, Afghanistan, China, India and Albania are all... energy sources - five experts give their opinion on what...

The Telegraph

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Costa Rica has only used renewable energy this year

Central American nation, once described as the greenest on the planet, thrives on rain and volcanoes

f 10K t 0 p 124 < 10K e Email



An operator of the Costa Rican Energy Institute looks at the low water level registered at the Cachi dam Photo: AFP/Getty

INDEPENDENT News US Election Voices Culture Lifestyle Tech Sport Daily Edition

75 days powering itself with renewable energy

...e to rely on hydroelectric power for the first three

the US election

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News > World > Americas

Costa Rica powered by renewable energy for over 100 days

The Latin American country is now aiming for a year without fossil fuels

All that glitters is not green: Costa Rica's renewables conceal dependence on oil

Evwind, News Menu, Other renewables, Uncategorized, Wind Energy, wind energy

Costa Rica produced 98% of its electricity from renewable fuels but the sustainable success story is undermined by the demand for gasoline and cars

Costa Rica celebrates 300 days living alone with renewable

energy

February 2, 2020 reve

For the third consecutive year, Costa Rica's electricity consumption almost exclusively that produced by the Costa Rican Institute

Costa Rica Is At Nearly 100% Renewable Energy For Electricity

February 3rd, 2020 by [Steve Hanley](#)

Costa Rica is blessed with an abundance of free-flowing water which it uses to generate more than 78% of the electricity it needs. But it is committed to getting to **100% renewables** as soon as the end of this year. Is that possible? Look at it this way. In 2019, 99.62% of the country's electricity came from renewables, according to [REVE](#). In addition to hydro, 10.29% was derived from wind turbines, 10.23% from geothermal energy, and 0.84% from solar.



Environmental News for a Healthier Planet and Life

RENEWABLE ENERGY

Costa Rica Powered by Nearly 100% Renewable Energy

By [Jordan Davidson](#) | Aug. 06, 2019 11:29AM EST

ENERGY



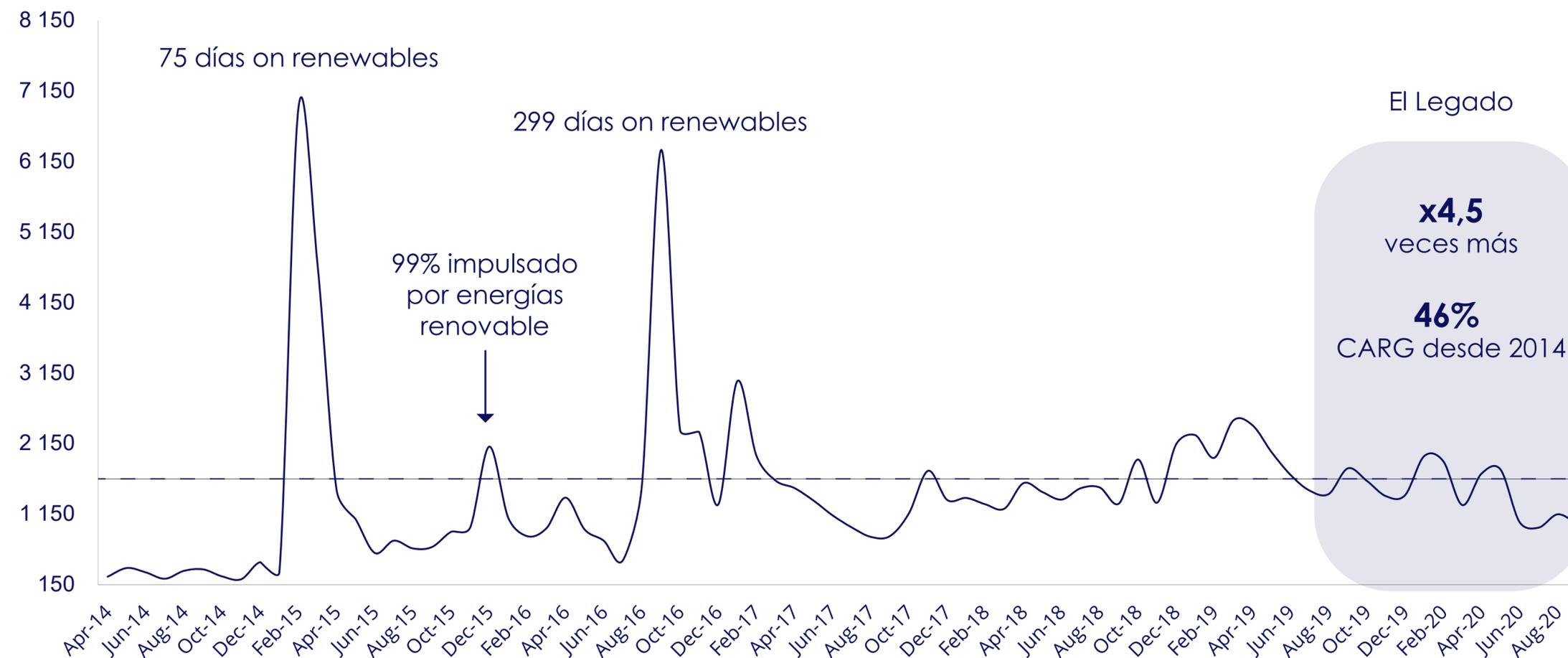
View of wind mills of the National Power and Light Company in Santa Ana, Costa Rica on Oct. 23, 2015. EZEQUIEL BECERRA / AFP / Getty Images

Costa Rica aims to have net zero carbon emissions by 2050 and if its energy production in 2019 is a sign of things to come, then it is well on its way to that goal. The small Central American nation produced the most electricity in its



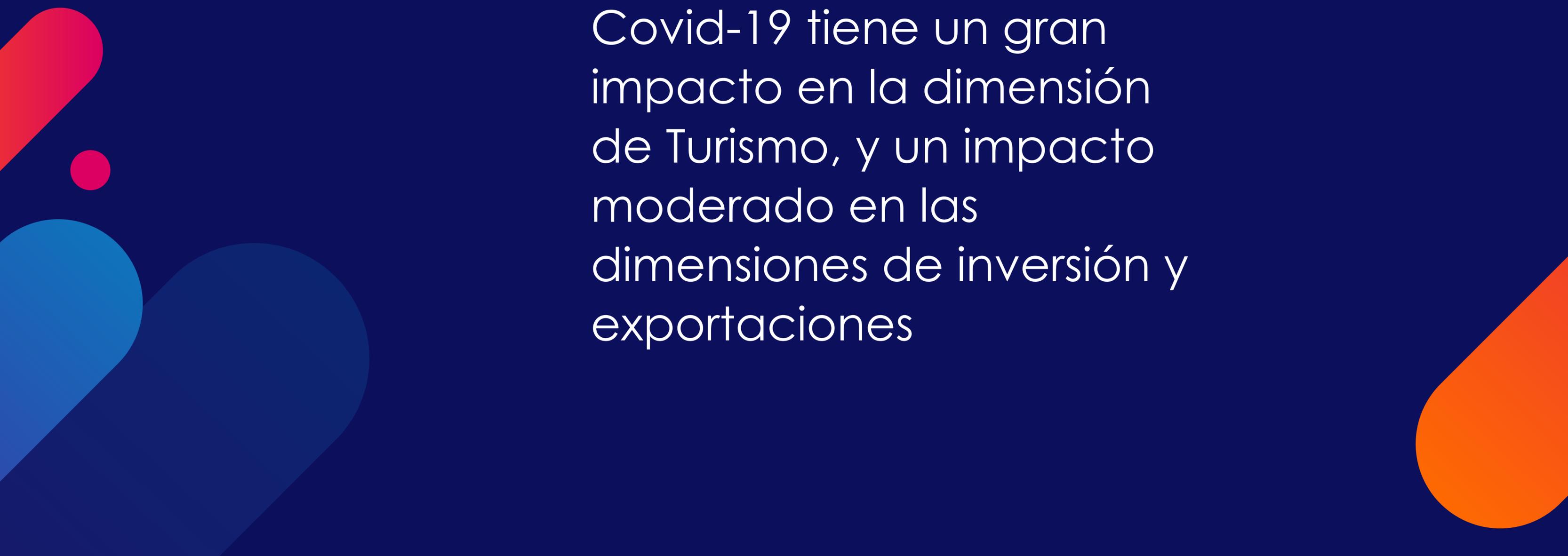
Ha logrado un legado gracias a los esfuerzos pasados en sus acciones y la cobertura en medios nacionales e internacionales

La Energía Renovable 2014 – 2020



Conclusión 3

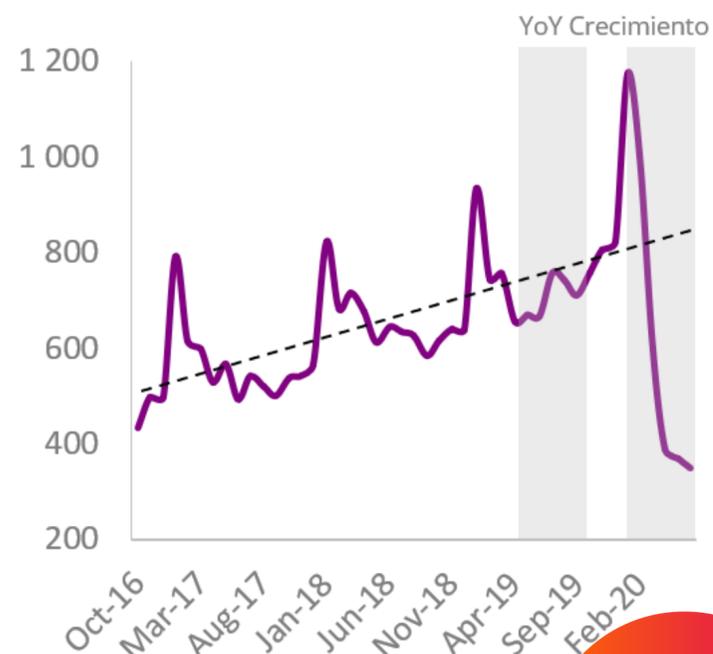
Covid-19 tiene un gran impacto en la dimensión de Turismo, y un impacto moderado en las dimensiones de inversión y exportaciones



El Turismo es la dimensión más afectada por el Covid-19, con poco impacto en la inversión o exportaciones

Turismo

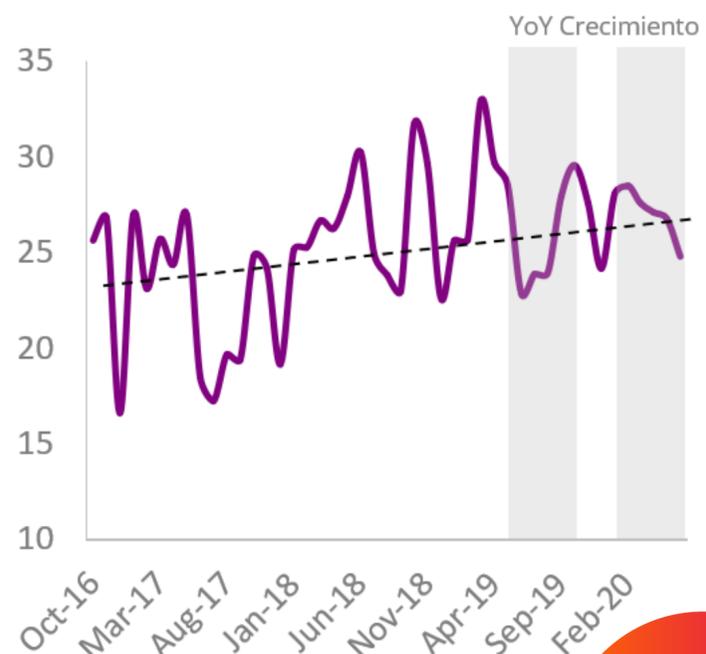
Búsquedas por mes Oct 2016 – Sep 2020
Búsquedas en miles



-49,3%
YoY Crecimiento

Inversión

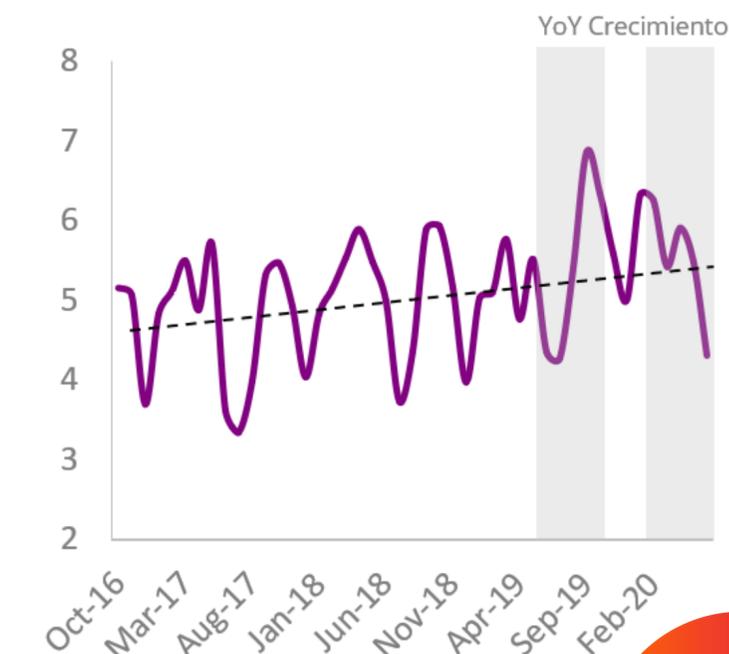
Búsquedas por mes Oct 2016 – Sep 2020
Búsquedas en miles



-2,5%
YoY Crecimiento

Exportación

Búsquedas por mes Oct 2016 – Sep 2020
Búsquedas en miles



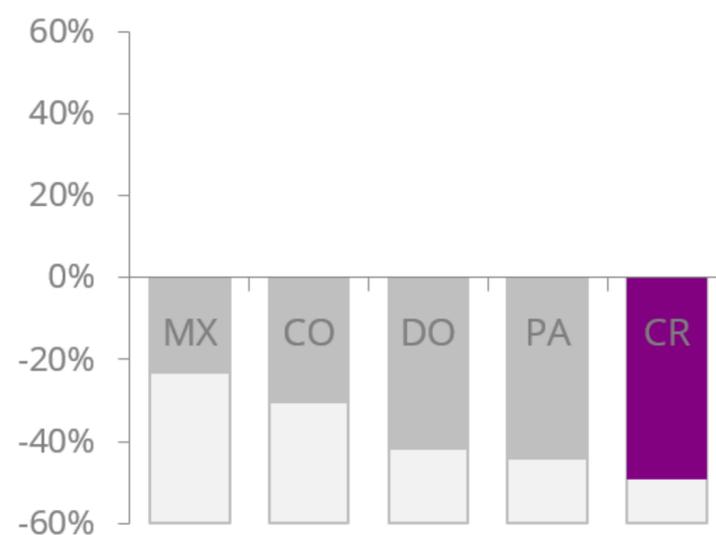
-4,8%
YoY Crecimiento

Colombia y México parecen crecer a pesar de la crisis del Covid-19

Turismo

Búsquedas de crecimiento por mes Oct 2016 - Sep 2020

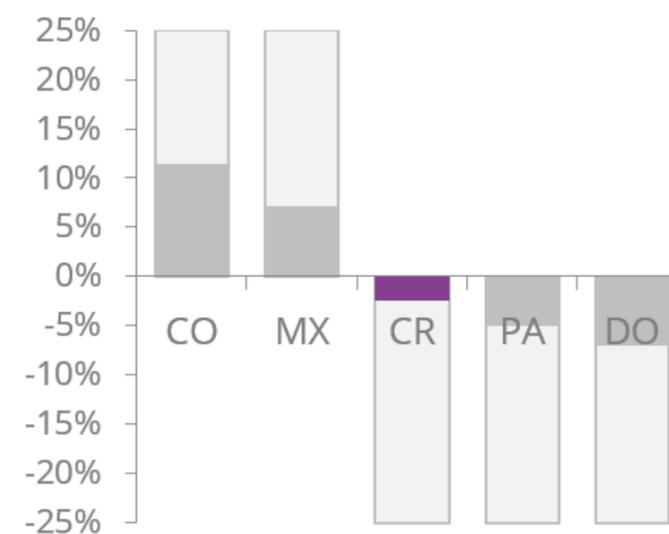
Búsquedas en miles



Inversión

Búsquedas de crecimiento por mes Oct 2016 - Sep 2020

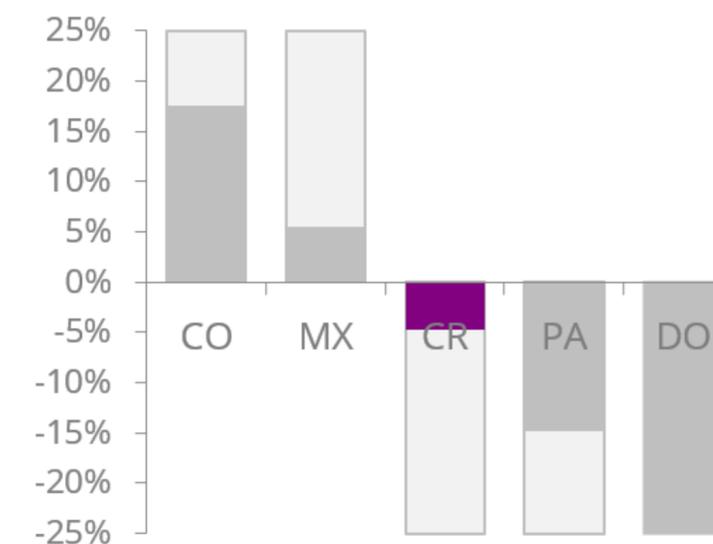
Búsquedas de miles



Exportación

Búsquedas de crecimiento por mes Oct 2016 - Sep 2020

Búsquedas de miles



Búsquedas relacionadas con “naturaleza”, “playas”, el “sector inmobiliario” o “Invertir en” crecen respecto al año anterior

Turismo

Top10 Brandtags - búsquedas Apr - Sep 2020

| # | Brandtags | evolución |
|----|------------------------|-----------|
| 1 | Viajar | ▲1 |
| 2 | Paquetes Turísticos | ▼1 |
| 3 | Playas | ▲1 |
| 4 | Maravillas naturales | ▲4 |
| 5 | Turismo | - |
| 6 | Atracciones turísticas | ▼3 |
| 7 | Hoteles | ▲2 |
| 8 | Complejos turísticos | ▼2 |
| 9 | Todo incluido Aloj. | ▼2 |
| 10 | Deportes acuáticos | - |

Inversión

Top10 Micro-Brandtags - búsquedas Apr - Sep 2020

| # | Micro-Brandtags | evolución |
|----|---------------------|-----------|
| 1 | PIB | ▲1 |
| 2 | Costes laborales | ▼1 |
| 3 | Impuestos | ▲1 |
| 4 | Energía renovable | ▼1 |
| 5 | Invertir en | ▲2 |
| 6 | Recursos naturales | ▼1 |
| 7 | Desempleo | ▼1 |
| 8 | Sector inmobiliario | ▲3 |
| 9 | IVA | ▼1 |
| 10 | Agricultura | ▼1 |

Exportación

Top10 Micro-Brandtags - búsquedas Apr - Sep 2020

| # | Micro-Brandtags | evolución |
|----|---------------------------|-----------|
| 1 | Exportar frutas | - |
| 2 | Exportar desde | ▲1 |
| 3 | Productos de | ▼1 |
| 4 | Importar desde | - |
| 5 | Exportación de cacao | - |
| 6 | Acuerdos y tratados | - |
| 7 | Cámara de Comercio | ▲3 |
| 8 | Exportar oro | ▼1 |
| 9 | Oportunidades comerciales | - |
| 10 | Exportar aceite de palma | ▼2 |

Conclusión 4

Costa Rica es una marca global, pero depende en gran medida de los EE.UU (todavía).



Estados Unidos es el principal mercado tanto desde el punto de vista turístico como de inversiones y exportaciones.

Turismo

La cuota de mercado (Jan – Dec 2019)

Líder



46,5%

Inversión

La cuota de mercado (Jan – Dec 2019)

Líder



29,7%

Exportación

La cuota de mercado (Jan – Dec 2019)

Líder



36,0%

Canadá y Alemania se encuentran entre los principales mercados para turismo y exportaciones, con México y Colombia para inversiones

Turismo

La cuota de mercado (Jan – Dec 2019)

Líder



46,5%

Mejor mercados



8,7%



6,4%



4,8%

Inversión

La cuota de mercado (Jan – Dec 2019)

Líder



29,7%

Mejor desempeños



5,8%



5,3%



4,7%

Exportación

La cuota de mercado (Jan – Dec 2019)

Líder



36,0%

Mejor desempeños



5,8%



5,3%



5,1%

Con una demanda mucho menor, Francia y España se encuentran los principales mercados objetivo

Turismo

La cuota de mercado (Jan - Dec 2019)

Líder



46,5%

Mejor mercados



8,7%



6,4%



4,8%

Resto de mercados



4,3%



3,8%



2,7%



2,4%



0,8%



0,8%

Inversión

La cuota de mercado (Jan - Dec 2019)

Líder



29,7%

Mejor desempeños



5,8%



5,3%



4,7%

Resto de mercados



3,9%



3,8%



3,8%



3,3%



2,6%



1,7%

Exportación

La cuota de mercado (Jan - Dec 2019)

Líder



36,0%

Mejor desempeños



5,8%



5,3%



5,1%

Resto de mercados



4,8%



4,6%



3,8%



2,8%



2,6%



2,1%

Parte III

Impacto en la huella digital

Secciones en los buscadores que conforman la huella digital

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Top things to do in Finland

| | | | |
|---|--|--|---|
| Suomenlinna Walking trails & Suomenlinna | Santa Claus Village Year-round Christmas-themed | TempPELLIAUKION Church 1960s church excavated into rock | Helsinki Cathedral Landmark 19th-century religious |
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So, you're dreaming of coming to Finland, "Land of the Midnight Sun", for your holiday? Not sure where to start planning and what to do? From glass igloos to ...

[2] 25 Best Things To Do In Finland - The Crazy Tourist
<https://www.thecrazytourist.com/Travel Guides/Finland>

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[1] TOP 10 THINGS TO DO IN FINLAND - YouTube
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 Looking for some fabulous things to do in Finland? Look no further. This travel video adventure takes you from ...

[2] 9 Must-Do Summer Activities in Finland (Europe's Last Great ...
<https://www.youtube.com/watch>
 Sep 1, 2016 - Uploaded by Tips For Travellers
 Join me, Gary Bembridge of TipsForTravellers.com, in Finland as I explore, recommend and show you nine ...

[3] Top 10 Things to Do in Helsinki, Finland - YouTube
<https://www.youtube.com/watch>
 Jan 6, 2015 - Uploaded by vagabrothers
 Here's our tips on the top ten things to do in Finland's stylish capital during the summer. SUBSCRIBE for ...

[4] Things to do in Finland | Top Attractions Travel Guide - YouTube
<https://www.youtube.com/watch>
 Apr 28, 2014 - Uploaded by Nomadic Samuel - Travel Channel
 During our visit to Finland last summer we were able to visit Helsinki, Dalsbruk, Suomenlinna and other area ...

[5] 13 Unique Things to Do in Helsinki - Heart My Backpack
<https://www.heartmybackpack.com/finland/things-to-do-helsinki>
 Mar 10, 2019
 I mean, are there even any fun things to do in Helsinki? I could have ... If you go to Finland you have to ...

[6] Top 25 Things to do in Helsinki (Finland) - Pretty Wild World
<https://www.prettilywildworld.com/things-to-do-in-helsinki-finland>
 Sep 26, 2019
 Interested in visiting the capital city of Finland? Here's a list of local insider tips of the things to do in ...

IMÁGENES

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Top 10 Costa Rica
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Top 10 things to see and do in Costa Rica
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Contribución de Esencial Costa Rica* a la identidad digital de Costa Rica por **sección**

TODOS

| # | Colaborador | artículos |
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| 3 | Facebook | 358 |
| 4 | Wikipedia | 351 |
| 5 | Costa Rica* | 217 |
| 6 | Govisistcostarica | 170 |
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| 8 | Larepublica | 135 |
| 9 | Pinterest | 132 |
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Contribución de otros entes públicos y privados a la identidad digital de Costa Rica por **sección**

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| 8 | Bizlatinhub | 75 |
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12 Costa Rica* 70

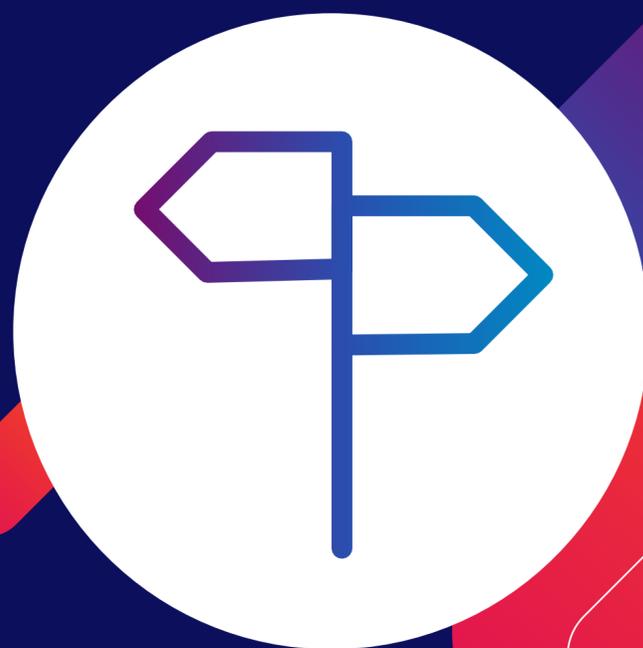
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Dimensiones de Marca País



Turismo



Inversión



Exportación

Contribución de Esencial Costa Rica* a la identidad digital de Costa Rica por **dimensión**

Turismo

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| 5 | Booking | 425 |
| 6 | Govisitcostarica | 316 |
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Inversión

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Exportación

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| 4 | Centralamericadata | 99 |
| 5 | Actualitix | 93 |
| 6 | Costa Rica* | 88 |
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| 9 | Tilasto | 49 |
| 10 | Nacion | 41 |
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Contribución de otros entes públicos y privados a la identidad digital de Costa Rica por **dimensión**

Turismo

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| ... | | |

Parte IV

Consideraciones finales y aplicaciones para su negocio

Recomendación 1

Definir una estrategia de contenido es clave, profundicen en la identidad digital de Costa Rica (demanda/ huella digital), segmentando por país de origen, creador de contenido y Brandtag.



Recomendación 2

Todo lo que hagan en el futuro, ya sea una campaña, un evento u otros, debe tener el objetivo de construir un “legado digital” a lo largo del camino.





Recomendación 3

Presten especial atención, no solo a la sección “Todo” en los motores de búsqueda, sino también a las secciones de **imágenes y videos**.



Recomendación 4

Creen contenido en la lengua materna de su público objetivo. Si bien el inglés es imprescindible, también lo es el español y otros idiomas de la UE (alemán y francés).



Recomendación 5

La identidad digital de Costa Rica debe ser construida no sólo por las instituciones que forman Esencial Costa Rica, sino también por otros entes públicos y empresas privadas locales e internacionales.



Aplicaciones y beneficios de manejar la Identidad Digital

Estrategia

- Estrategia de Marca País
- Definición de Producto
- Segmentación de mercados
- Estrategia de Marketing Digital
- Creación de contenido
- Mapeo de partners

Medición

- Atractivo y evolución de la Marca País
- Benchmarking de competidores directos
- ROI de las campañas de marketing (en búsquedas)
- Análisis SEO por Micro-Brandtag
- Ranking de creadores de contenido
- Resultados de los RR.PP en huella digital

Una última recomendación ...

**Busquen y valoren
ustedes mismos**

Google

Tap the mic... *dinner recipes*



¡MUCHAS
GRACIAS!

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RICA