

Plan Wallata 2016-2021

4. Commercial Articulation and Tourism Promotion:	SG2: To consolidate local commercial links based on demand.					Budget				
	SG4: To promote the interaction and integration of public and private efforts, adopting innovative models of integral management based on mutual understanding and communication.									
GENERAL AND SPECIFIC ACTION PLAN	Goal	Indicator	General responsibility and coordination	IMPLEMENTATION TIMETABLE						
				2016	2017	2018	2019	2020	2021	
GPA: 4.1. Development of a tourism-based culture in the host population										
SPA 4.1.1. Awareness raising in matters of material and intangible cultural heritage, and conservation	Goal: 1 training course in each year of implementation	Indicator: # training courses	MDO		x	x	x	x	x	S/.18,000.00
SPA 4.1.2. Training in a tourism-based culture for school teachers		Indicator: # training courses	MINCETUR/MDO		x	x	x	x	x	S/.150,000.00

Plan Wallata 2016-2021

SPA 4.1.3. Creation of Tourism and Environmental Brigades in the 4 schools	Goal: 1 Tourism and Environmental Brigade by the 1st year of implementation	Indicator: # brigades implemented	MDO		x						S/.2,000.00
SPA 4.1.4. Participation by Tourism Brigades on festival dates, providing information to visitors and raising the awareness of the local population	Goal: 3 awareness-raising actions or events for the local population per year of implementation.	Indicator: # of activities implemented by the brigade	MDO		x	x	x	x	x		S/.12,500.00
SPA 4.1.5. Street parades commemorating the district's festivals and tourism			MDO		x	x	x	x	x		S/.7,500.00
SPA 4.1.6. Open-air sports events linked to tourism			MDO		x	x	x	x	x		S/.75,000.00
GPA 4.2. Tourist information and guidance											
SPA 4.2.1. Relocation of the tourist information service to a more visible area (proposed bus terminal and/or municipal park)	Goal: 1 tourist information office open in a visible location by the 1st year of implementation	Indicator: # of visitors going to the office each year	MDO		x						S/.20,000.00
GPA: 4.3. Development of a specific digital strategy for the destination											

Plan Wallata 2016-2021

SPA 4.3.1. Creation of content with the principal sales values	Goal: 2 items of content developed per year of implementation	Indicator: # of visitors to the website	MDO		x	x				S/.6,000.00
SPA 4.3.2. Creation of a tourism website for Ollantaytambo, with investment in SEO, SEM	Goal: 1 tourism website with investment in SEO and SEM by the 1st year of implementation		MDO		x	x				S/.14,625.00
SPA. 4.3.3. Online commercial strategy for rural community tourism entrepreneurship	Goal: 1 strategy in place by the 2nd year of implementation	Indicator: # of new businesses with operating websites	MDO			x	x			S/.19,800.00
GPA: 4.4. Development of multimedia tools										
SPA 4.4.1. Image bank	Goal: 1 image bank by the 1st year of implementation	Indicator: # of items of material generated with the image bank	MINCETUR		x					S/.30,000.00
SPA 4.4.2. Short videos for each tourism market segment	Goal: 1 video per market segment identified	Indicator: # of videos posted in the media	MDO		x	x				S/.36,000.00
SPA 4.4.3. % minute video representative of the destination	Goal: 5 representative videos by the end of year 5 of implementation	Indicator: Video created	MDO		x	x				S/.36,000.00

Plan Wallata 2016-2021

GPA: 4.5. Use and management of the brand										
SPA 4.5.1. Fine tuning and improvements in the use of the brand	Goal: 1 brand fine tuned by the end of the 2nd year of implementation	Indicator: Brand aligned	MDO		x	x				S/.17,320.00
SPA 4.5.2. Draft brand positioning plan: inputs, investment, guidelines	Goal: 1 brand positioned by the end of the 5th year of implementation	Indicator: Plan approved	MDO		x	x	x	x	x	S/.17,320.00
SPA 4.5.3. Socialisation and appropriation of the Ollantaytambo brand	Goal: 1 workshop per stakeholder group in the Ollantaytambo brand in each year of implementation	Indicator: List of participants in socialisation event	MDO		x	x	x	x	x	S/.17,320.00
SPA 4.5.4. Internal marketing proposals for the destination brand	Goal: 1 proposed destination brand by the first year of implementation	Indicator: Proposal approved	MDO		x					S/.17,320.00
SPA 4.5.5. Preparation of a dossier and merchandising for the destination brand	Goal: 1 dossier and merchandising designed by the 1st year of implementation	Indicator: Dossier and merchandising implemented	MDO/TL		x					S/.17,320.00

Plan Wallata 2016-2021

GPA: 4.6. Application of media strategy										
SPA 4.6.1. Development of press tours for Peruvian and international segments	Goal: 1 press tour per segment in each year of implementation	Indicator: # of domestic and international media outlets present on press tour	MINCETUR			x	x	x	x	S/.250,000.00
SPA 4.6.2. Advertising in strategic media	Goal: 1 item of advertising per year of implementation	Indicator: # of advertising spots in media and their impact	MDO			x	x	x	x	S/.100,000.00
SPA 4.6.3. Alliances with friendly companies: Inca Rail, Peru Rail, hotel chains, foreign press in the tourism sector, nature, culture	Goal: 1 alliance per strategic partner per year of implementation	Indicator: # of alliances	MDO	x	x	x	x	x	x	S/.50,000.00
SPA 4.6.4. Identify well-known frequent visitors (intellectuals, writers, press, sportsmen, entertainers) to the valley and digital testimonials	Goal: 1 testimonial per year of implementation	Indicator: # of testimonials published on the web	MDO			x	x	x	x	S/.40,000.00
SPA. 4.6.5. Participation in fairs	Goal: 1 fair in each year of implementation	Indicator: # of fairs attended	MINCETUR/PROMPERU			x	x	x	x	S/.150,000.00
SPA. 4.6.6. Annual Fam. Trip	Goal: 1 Fam Trip each year of implementation	Indicator: # of agencies participating in Fam Trip	MINCETUR/PROMPERU			x	x	x	x	S/.150,000.00
GPA. 4.7. Promotion for the Ollantaytambo destination										

Plan Wallata 2016-2021

SPA.4.7.1. Incorporation of Ollantaytambo in Promperu Annual Tourism Promotion Plan	Goal: Ollantaytambo included in the Promperu annual promotion plan	Indicator: # of promotion actions taken by Promperu on behalf of Ollantaytambo	MINCETUR/PROMPERU		x	x	x	x	x	S/.1,000.00
GPA. 4.8. Implementation of the Social Tourism Programme										
SPA 4.8.1. Development of tourist routes for students	Goal: 3 routes by the 2nd year of implementation	Indicator: # of students who have visited the student routes	MINCETUR/MDO/TurismoCuida			x				S/.15,000.00