

Ecuador: Four Worlds, One Country, One Purpose.

Ecuador just launched a new international tourism campaign. This action was motivated by the citizens in social media after suffering an earthquake on April 16.

QUITO, PICHINCHA, ECUADOR, July 22, 2016 /EINPresswire.com/ -- For the first time an entire country has united for one purpose: To position tourism. This was [Ecuador's](#) mission, after suffering an earthquake on April 16, since then authorities are committed to promoting tourism as one of the pillars of our country's reconstruction and development.

With this in mind, today Ecuador marked a milestone by going viral with the campaign hashtag #AllYouNeedIsEcuador, led by a first tweet of President Rafael Correa (@mashirafael) inviting people to tour the country. From then state authorities, public officials, thousands of Ecuadorians and fans all over the world joined a global initiative that Twitter has considered



President's Correa Profile

unique by the scope achieved and how it was obtained. Users shared photos massively and used Ecuadorian landscapes as profile pictures.

The campaign goes in hand with the new promotional page www.ecuador.travel. In that website you can find all the information on tourist attractions in the South American country, how to get to the main destinations and where the main national and international tour operators are.

Everyone still remembers the impact that the campaign #AllYouNeedIsEcuador received worldwide in previous years, which led it to win more than 25 international awards for creativity, tourism promotion and advertising. And this trend is likely to continue with the relaunch of the campaign, expecting to boost the creativity to spread the natural beauty of the country of the four worlds (Pacific Coast, Andes, Amazon and The Galapagos) across the world. The goal is to continue attracting the large audience eager to explore spectacular, unique and relaxing destinations.

These are some of the main awards that the campaign has received:

Cóndor de Oro (Ecuador); New York International Publicity Festival; Festival Iberoamericano de Publicidad EL Sol (España), Festival Iberoamericano de Publicidad FIAP (USA); el Festival Iberoamericano de Publicidad Ojo de Iberoamérica (Panamá); the famous and acclaimed World

Travel Awards in the World Tourism Sector Award category, International Festival of Publicity Digital Awards; China Outbound Tourism & Travel 2015 award for best video, among others.

At the moment the initiative led by MashiRafael, of becoming a tourist promoter for a day on social media, to which other officials and citizens have joined has accomplish during the morning 2.5 million impressions, more than 120,000 mentions on social media with the hashtag #AllYouNeedisEcuador. The commercial in English and Spanish has been viewed more than 314.000 times across all the networks.

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