



# 2020 TOP 100 GOOD PRACTICE STORY

**Title of the Story:** Digital transformation of tourist experiences in Natales

**Destination Name:** *(include any state, province or region)*

NATALES – PROVINCIA DE ULTIMA ESPERANZA

**Country:** CHILE

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**Nomination Category:** *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs\* *(if yes, which one)* GOAL 11: Sustainable Cities and Communities

\*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)



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Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

## Issues faced

The Natales destination has historically been considered the gateway to the Torres del Paine National Park. This situation has meant that the tourist image of the territory is immediately associated with the national park, signifying a greater burden in terms of number of visitors. However, since 2019, work has been carried out with the tourism entrepreneurs of Natales to create a series of tourist experiences that place in value the natural and cultural heritage of the territory and thus, begin to redirect the flows of tourists arriving at the destination, In this way increasing the permanence and therefore, the individual daily expense. In an effort not previously seen in the Natales destination, work has been done to design new tourist experiences and their subsequent digital transformation. Today it is possible to see the first results on the portal [www.visitnatales.travel](http://www.visitnatales.travel), which was selected by the Development Corporation of Chile to receive government support and thus continue supporting entrepreneurs in the conservation of their heritage and subsequent economic diversification.

## Methods, steps and tools applied

Visit Puerto Natales, aims to deliver the promotion of the tourist destination of the city and the services that comprise it. Various entrepreneurs, including hoteliers, gastronomics, artisans and tour operators, participated in the project, with the common goal of having a presence in the digital world and new channels for promoting and selling services.

To achieve this, we worked with entrepreneurs presenting the benefits of collaborative work that benefits all the inhabitants of the territory. At the same time, the Natales destination applied for a fund from the Chilean Development Corporation for the implementation of the digital platform. Counting with the financial support, an audiovisual work was carried out in the field and with the support of the entrepreneurs to rescue the true essence of the territory, its gastronomy and the way of life of Patagonia. Finally, in celebration of the 2019 International Tourism Day, a launch ceremony was held for the platform.

## Key success factors

Perhaps the key to success lies in the work that entrepreneurs and the local community have begun to visualize after the creation of the sustainable tourism management committee of the Natales destination, in addition to the work that the tourism department of the Municipality of Natales has carried out in order to improve the living conditions of the community through a participatory information gathering. This has created trust in entrepreneurs and the local community, and step by step results are beginning to be seen, one of which was having been selected as TOP100 3rd Best of Americas in 2018.



### Lessons learned

*We believe that it is important to continue promoting associative measures, formalization of the tourist offer, increasing the sense of identity of the territory and heritage education. Visit Puerto Natales is just the beginning of a more ambitious project, which is to create a new concept of sustainable tourist destination and that this area of Patagonia is recognized by more than just Torres del Paine National Park.*

*One of the lessons learned is the need to formalize the tourist offer and create tourism unions that are spokespersons for the needs of the sector. The boom in adventure tourism associated with Torres del Paine National Park has meant an increase in accommodation, tour operators and tourist guides that do not respect minimum protocols. However, with the work carried out by the tourism unit of the Municipality of Natales, bad practices begin to disappear.*

### Results, achievements and recognitions

*The most important recognition comes from the local community and entrepreneurs, who are beginning to see tangible results from an effort of partnership and trust building. Likewise, the Chilean Development Corporation has trusted in this initiative and has provided financial contributions for the collection of information in audiovisual form, as well as the design of new experiences and tourist circuits in the territory.*

### Additional references

<https://visitnatales.travel/>

<https://opinionsur.cl/en-el-dia-mundial-del-turismo-lanzan-plataforma-digital-informativa/>

<https://elpinguino.com/noticia/2019/10/06/visit-puerto-natales->

