UNFORGETTABLE

Costa Rica

HOTEL, RESORT, RESIDENCES

A digital campaing to disuade
sexual tourists from visiting Costa Rica

I·C·T
INSTITUTO COSTARRICENSE DE TURISMO

FUNDACION paniamor

CÓDIGO DE CONDUCTA
COSTA RICA Protegiéndoles Contra
LA EXPLOTACIÓN SEXUAL COMERCIAL EN VIAJES Y TURISMO

PROBLEM

A lot of internet sites promote Costa Rica as a “perfect destination” for sex tourism.

Most of these internet sites are written in english and they are targeted to seduce foreign tourists mostly from North America and Europe. These tourist see our country as an opportunity to find underage victims of sexual exploitation.

SAMPLE

INSIGHT

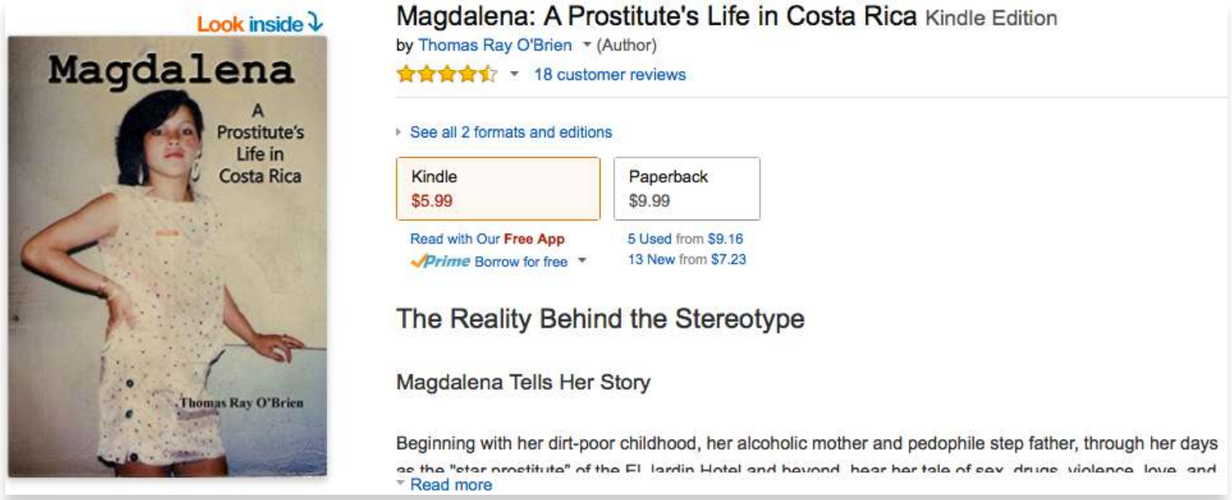
To choose their destination they look for information on the internet. One of the key factors in the process of choosing our country as a destination for sexual exploitation of underage children is the misconception about cultural acceptance of the sexual exploitation therefore they believe that this crime goes unpunished in our country.

STRATEGY

1

We identified the internet sites with messages persuading the tourists to visit Costa Rica and find underage children victims of exploitation

SAMPLE

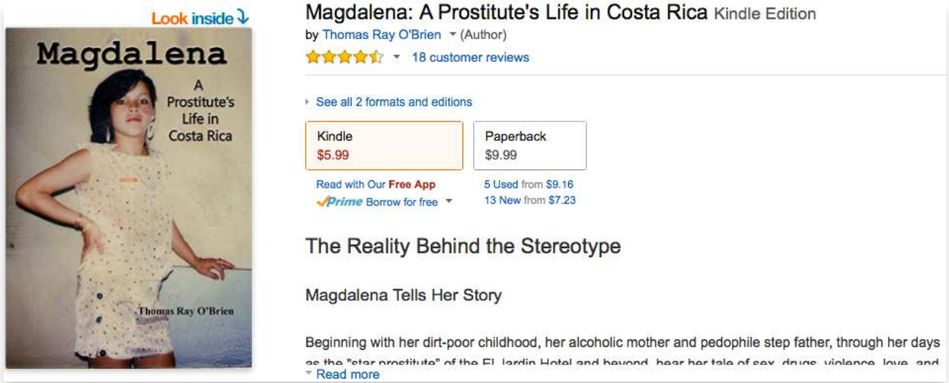


STRATEGY

2

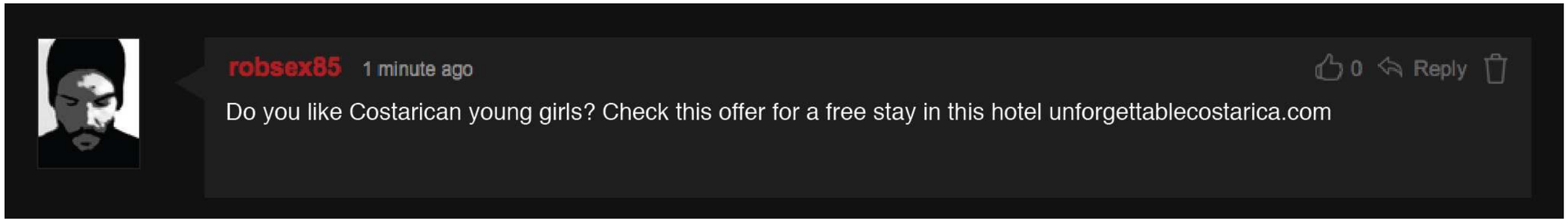
For over six months we visited, blogs, forums, social networks, dating sites, travel forums, porn sites that had videos, threads and messages suggesting the exploitation of underage children in our country. On those sites we left an offer for a free stay in Costa Rica

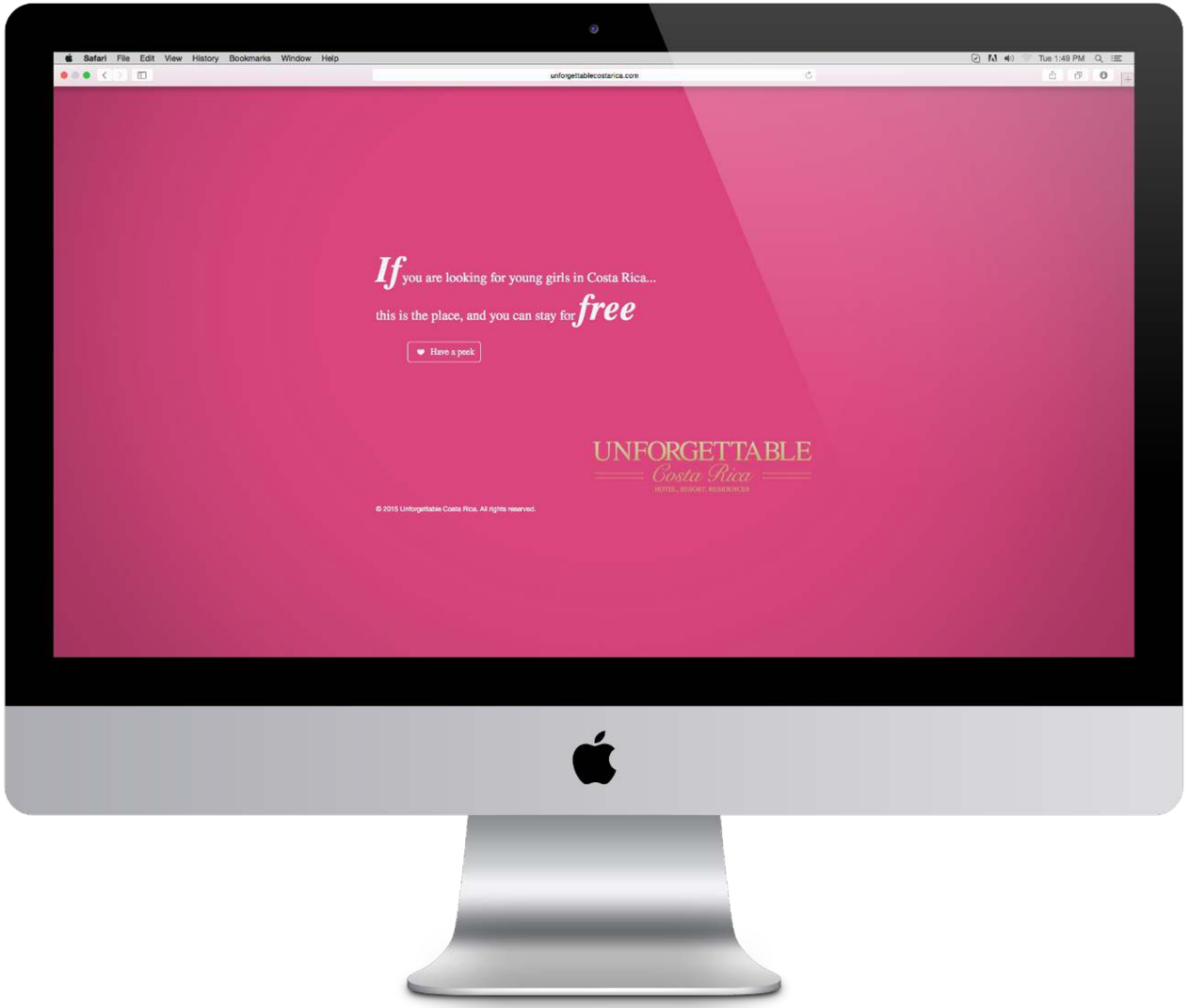
SAMPLE



SAMPLE

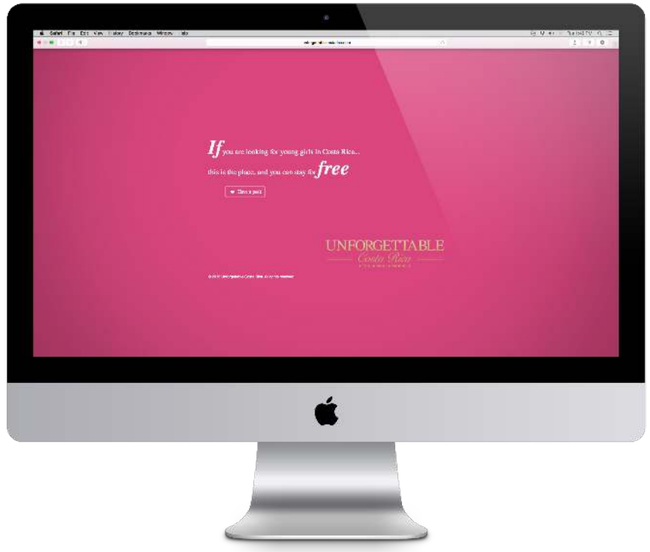
Advertisement
trafficjunky
MAKE WOMEN WANT YOU
Discover Secrets used by men who effortlessly Attract Woman
WATCH FREE VIDEO
Resume
PLAY NOW
FULL DOWNLOAD
NOW AVAILABLE IN
1080P HD
PREVIOUS
SHUFFLE
NEXT
ADVERTISEMENT
Impatient British sex tourist in Costa Rica


robsex85
1 minute ago
0
Reply
Do you like Costarican young girls? Check this offer for a free stay in this hotel unforgettablecostarica.com

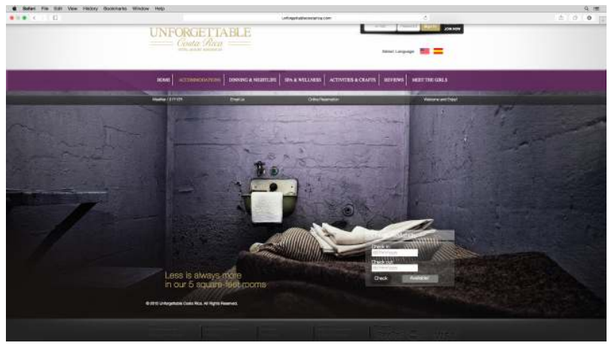


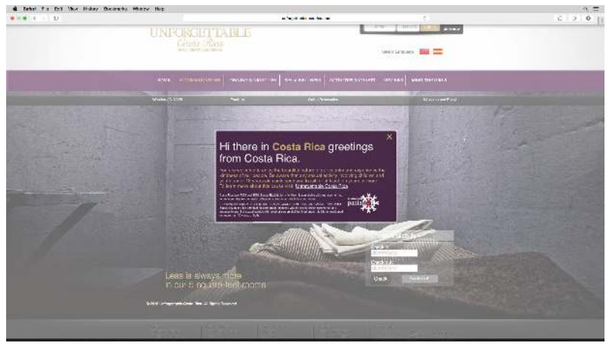
IDEA

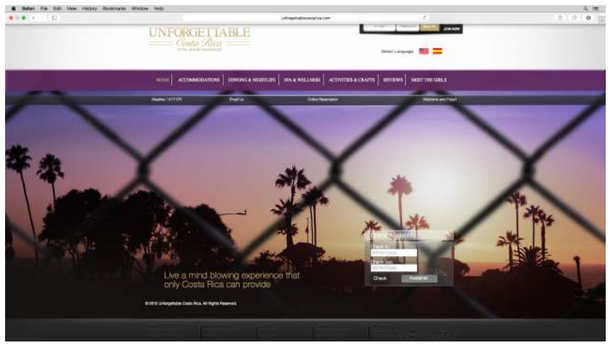
Those invitations lead the viewers to a website offering a free of charge hotel for those looking for underage sex in Costa Rica: Unforgettable Costa Rica, Hotel.

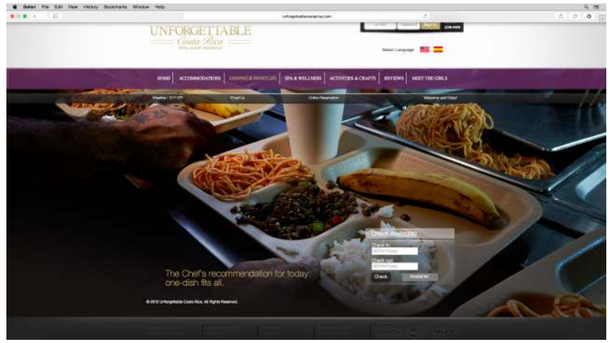


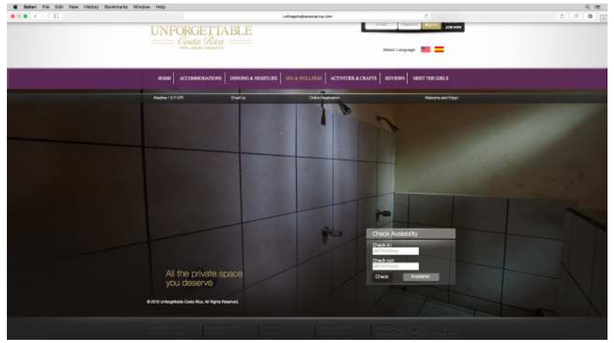
Once on the website the viewer finds out that this hotel is in fact a prison. There we wrote a warning letting them know that in Costa Rica this crime is punished with jail.

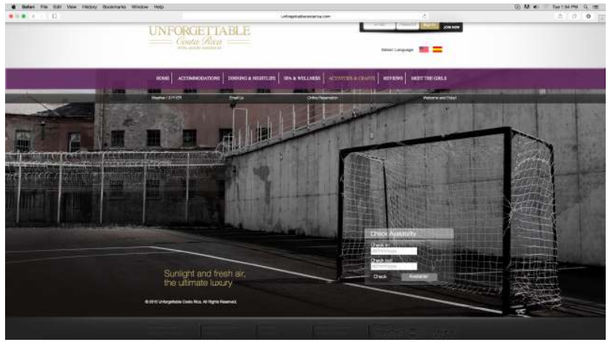












Results so far

+3000 visits

from all over the world

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