

**ANALYSIS OF PROMOTIONAL ACTIVITIES UNDERTAKEN
BY HOTELIERS IN ORDER TO REDUCE SEASONALITY
A Case Study of Balneário Camboriu, Brazil**

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This paper is the result of a research undertaken at the Brazilian beach resort known as Balneário Camboriu and whose main purpose was to analyze promotional activities made by owner of local hotels in order to reduce seasonality. Results show that hotels have different seasonality rates y try by all means to attract different market segments during the low season by means of promotion in the Internet. Travel agencies and tour operators also play an important role.

KEY WORDS: *hotels, seasonality, promotion.*