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## Spain Tourist Office Launches Digital Magazine

*Meet in Spain* features business tourism highlights

The Tourist Office of Spain in Chicago unveils this month a brand-new digital publication, ***Meet in Spain Magazine***, available to tourism professionals and consumers free of charge.

The magazine can be accessed at [www.meetinspainmagazine.com](http://www.meetinspainmagazine.com) at any time, without special subscription. Although it primarily targets meeting planners, specialized media, MICE companies, and tourism marketing professionals, *Meet in Spain* is open to consumers as well.

Published in ten editions per year, this first volume – the introductory edition – features general information and current highlights about the MICE industry (meetings, incentives & conventions) in Spain. Future editions will focus on more specific topics, such as cities and regions within Spain, singular venues, incentive packages, and seasonal offers; content will be prepared with the collaboration of convention bureau, accommodations and destination management companies in each targeted area.

In addition, permanent sections will be maintained, updated with cultural and event calendars, local deals, and promotional events in which the TOS Chicago is involved.

“Our magazine is an example of one of the latest tourism marketing trends,” said Jorge Rubio Navarro, consul in charge of tourism affairs and director of the TOS in Chicago....”and forms part of a global strategy of leveraging innovation and modern technology as an educational, promotional and marketing tool for Spain.”

### About the Tourist Office of Spain in Chicago

The Tourist Office of Spain in Chicago is one of 33 worldwide offices of TURESPAÑA, Spain’s government tourism promotion authority based in Madrid, **responsible for promoting Spain as a tourism destination to travel trade, press and consumers in the Midwest USA market.**

Additionally, it is the branch office in the USA responsible for marketing the business, incentive and meeting tourism product. To that end, the TOS Chicago acts as a liaison between suppliers and DMC’s in Spain and the buyer/planner in the USA. A full array of marketing activities are carried out throughout the year, including workshops, familiarization trips, participation in trade shows such as IMEX Las Vegas and AIBTM Chicago, and networking events in cooperation with MICE industry associations and CVB’s in Spain, organization of the ConexiónSpain Virtual Trade Show, and active presence on their **Spain Meeting & Events Community at IMeet.com portal** <http://i-meet.com/spain>

To learn more about the TOS Chicago’s services and activities, visit our freshly-inaugurated Spain Virtual Event Center [www.spainvirtualcenter.com](http://www.spainvirtualcenter.com)

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