



TOURISM AROUND THE WORLD MONTHLY

global news for tourism, m.i.c.e & exhibitions

PRESS RELEASE

London 9 February 2011

New Media Partnerships for leading e-journal

With the start of the New Year, the global e-journal, **Tourism around the World Monthly** has already begun the year with several new media partnerships across various tourism and miche exhibitions.

In addition, for the third year running **Tourism around the World Monthly** has been invited by **ITB Berlin** to take part in its International Travel Trade Press stand.

New to its ever growing list of events to support is the **Polish Travel Mart** taking place from 7-9 March in Warsaw, Poland. E-journal Editor and Co-Founder, Caroline Laspas said 'This is the first time we are working with Poland and the Polish Travel Mart, which is exciting. Poland continues to dominate Eastern Europe tourism and so we hope that this market grows for us in coming months and years.' 'Already the e-journal has been invited to cover a Study Tour of Gdansk, Poland, showing that there is a need for quality and serious journalism in tourism, miche and exhibitions to cover a host of events taking place'. Continued Mrs. Laspas

Heading east towards Asia, **Tourism around the World Monthly** has definitely made its mark on the region. For the second year running the e-journal has been a hosted member support for the regions **ATF (Asia Travel Forum)** which was held in Brunei in 2010, Cambodia in 2011 and will take place in Indonesia in 2012.

With China being a major tourism hot spot, **Tourism around the World Monthly** has not wasted time making sure it is part of the media support for a number of Asian events.

The **World Travel Fair** taking place in Shanghai in May 2011 is the first time the e-journal is providing media support. For the 2nd year running, The **Guangzhou International Travel Fair** in Guangzhou, China in March, has requested media support from the e-journal and repeat media support requests have come in from the **ITE & MICE Hong Kong, IT&CMA and CTW Asia Pacific**, in Bangkok, Thailand, as well as long standing media support for the leading event in China, **Beijing International Tourism Expo**, taking place in June. Also for the second time, the **Guilin International Tourism Expo** taking place in Guilin, China this coming September is being supported by **Tourism around the World Monthly**. Finally, the **IT&CM** in Shanghai sees the e-journal as a vital part of its extensive media support network, which the e-journal has been a part of for three years now.

Commenting on the growing number of Asian-based events signing **Tourism around the World Monthly** for media support, Mrs, Laspas says 'Asia as a whole region is booming. We believe that **Tourism around the World Monthly** is one of the more unusual e-journal in the tourism sector and offers a very global readership, therefore giving a very broad base for the exhibitions to present their product to.'

E-journal Publisher and Co-Founder Dimitri Laspas added 'By attending these events as hosted Media or through Media partnerships, gives **Tourism around the World Monthly** a real insight into the event and the destination hosting it. Throughout the year, **Tourism around the World Monthly** attends events all over the world in order to make sure it provides the most up-to-date and useful news and reviews for its readers.

For more information on the events supported by **Tourism around the World Monthly** visit the website at: www.tourismaroundtheworld.co.uk and see the 'Media Support' page. If you are an event organiser, and wish to enlist the e-journal as a Media Partner/Support, please email editor@tourismaroundtheworld.co.uk

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