



## TOURISM AROUND THE WORLD MONTHLY

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

**PRESS RELEASE**

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### **Tourism around the World Monthly enters South America with new Media Partnership with CULTOUR 2011**

In the latest of several newly signed Media Partnerships, **Tourism around the World Monthly** is delighted to become a global media partner of the 2011 edition of the **CULTOUR** fair, that is taking place in the 'American Capital of Culture' for 2011, Quito, Ecuador from 22<sup>nd</sup> – 24<sup>th</sup> June at the Itchimbia Cultural Centre.

Culture is a unique event highlighting the global heritage and cultural travel sector and each year moves location all over the world. During the 2010 **CULTOUR**, 216 exhibitors completed a total of 3,512 meetings with a 101 wholesale tour operators from 31 countries in the 2 exhibiting days of the fair. It is estimated that an approximate total of over €100 million of future business was done in those two days.

E-journal Editor, Caroline Laspas said 'We have wanted to work with the **CULTOUR** event and its organisers, GSAR Marketing, based in Spain for a long time. We are delighted that they have invited us to become a global media partner for this edition of the event.'

She continued 'Cultural and heritage tourism is a core element for almost all tourism destinations; it is what makes each destination unique and different, therefore it is essential to harness that special aspect of the tourism industry and promote it worldwide – that is part of the success of the **CULTOUR** events.

It is the first event that **Tourism around the World Monthly** has been a Media Partner for in South America. Publisher Dimitri Laspas, will be attending the event and is looking forward to discovering Ecuador, **CULTOUR** and the first ever UNESCO recognised World Heritage site of Quito (recognised in 1978).

In conclusion, Mrs. Laspas said, 'It seems most fitting that the **CULTOUR 2011** should be held in the city of Quito, the world's first World Heritage Site and we hope that this will also be the first of many **CULTOUR** events that **Tourism around the World Monthly** will assist the organisers with over the coming years for their international advertising and publicity.

For more information on **CULTOUR** visit the **Tourism around the World Monthly** website at: [www.tourismaroundtheworld.co.uk](http://www.tourismaroundtheworld.co.uk) or [www.cultourfair.com](http://www.cultourfair.com)

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**Tourism around the World Monthly** was started in 1997 with just 35 paper copies, it now reaches an ever growing global audience covering all sectors of the travel, tourism, M.I.C.E. and exhibition industries, electronically. With dedicated features and industry trends, interviews, special Germany and China news sections, the monthly e-journal is one of the more unique media in the industry. **Tourism around the World Monthly** also represents a number of key international travel and tourism exhibitions as their global supporting media. [www.tourismaroundtheworld.co.uk](http://www.tourismaroundtheworld.co.uk)