



February 2011: Turismo Chile (www.chile.travel) has appointed Mango PR as its retained PR agency in the UK following a seven-way pitch.

As Turismo Chile launches its first full communications strategy in the UK, Mango PR's brief is to build and enhance Chile's visibility in the market. The PR campaign will focus on attracting visitors to Chile through the following six experiences: Culture & Heritage; Natural Inspiration; Sports & Adventure; Food & Wine; Entertainment & Lifestyle and Health & Wellness - with the umbrella message 'Chile is good for you'. Mango PR will be targeting the UK media as well as working with consumer brands. It will also be integrating a full travel trade campaign.

Alvaro Castilla, President of the Board of Directors of Turismo Chile says, "Our communications strategy in the UK is part of a wider European campaign to connect with our target market and inform them about the wealth of experiences we offer in Chile. To deliver this campaign we will be working hand-in-hand with our valued tourism partners in the UK as well as carving new and direct routes to market."

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About Turismo Chile

Turismo Chile is a nonprofit organisation that unites public and private efforts to promote Chile as a travel destination in international markets.

For further information on Chile visit the consumer website www.chile.travel

Members of the travel industry should visit www.turismochile.travel

Victoria Coombes / Clare Corry at Mango PR

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Chile Overview

An overview of the Republic of Chile

Population: 17.1 million (UN, 2010)

Capital: Santiago

Area: 756,096 sq km (291,930 sq miles)

Major language: Spanish

Major religion: Catholicism

Monetary unit: Chilean peso

Main exports: Copper, fish, fruit, paper and pulp, chemicals

The first thing that strikes potential visitors to Chile is the country's extraordinary, elongated shape - Chile is 2,690 miles long and nowhere more than 112 miles wide. The remarkable geography of this South American nation stretches from one end of the country to the other; from arid, rain-starved desert in the north - the Atacama - to dense forests, and the icy glaciers of the south and the beautiful Andes mountain range is rarely far from sight defining the country's easterly border.

Chile is bordered to the north by Peru, to the east by Bolivia and Argentina, to the west by the Pacific Ocean and to the south by the Antarctic and the country exercises sovereignty over a number of islands off the coast, including the Juan Fernández Islands and Easter Island. The country's sophisticated capital, Santiago lies alongside the Andes: a frenetic collision of skyscrapers, noise and nightlife that is home to some of South America's most experimental modern artists.

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