



## EMBRATUR WINS PRIZE FOR BEST SOUTH AMERICAN TOURIST OFFICE

*Third award received by the Brazilian Tourist Board in the United Kingdom for its activities on the British market*

**London, 16th September 2014** – On Monday 8 September, in London, the Brazilian Tourist Board (Embratur) was awarded the Star South America Tourist Office prize by the Travel Bulletin Star Awards 2014. The 18th Travel Bulletin magazine awards were held to showcase the best of the world tourist trade operating in the British market, including tourist operators, hotels, cruise companies, airlines, tourist offices and spas.

“This prize recognises the work that Embratur does on the British market and also shows us that we have an effective strategy for promoting Brazil to the tourist trade,” said Vicente Neto, president of Embratur.

The other finalists in the Star South America Tourist Office category were The National Institute for Tourism Promotion (Argentina), Costa Rica Tourism, PromPerú and Turismo Chile.

The Travel Bulletin award is the third time Embratur’s UK office has been awarded a prize. In 2009 it was named Best Latin American Tourist Office by the Latin American Travel Association (LATA) and in 2010 it was named the best South American tourist office in the United Kingdom by Travel Bulletin Star Awards.

### **Brazilian Tourist Board offices around the world**

The 13 Brazilian Tourist Offices resumed activities in 2013 with the objective of establishing even closer contacts with operators from other countries, both to diversify the products offered and to provide more detailed information about tourism in Brazil.

In Europe there are offices in Amsterdam (Netherlands), Frankfurt (Germany), Madrid (Spain), Paris (France), Milan (Italy), Lisbon (Portugal) and London (United Kingdom).

The South America I office, located in Buenos Aires, covers Argentina, Uruguay and Chile; the South America II office is based in Lima and serves Colombia, Peru, Bolivia, Paraguay, Ecuador and Venezuela. North America has three offices: North America I, based in New York, serves the states of New York, Florida, Georgia, Pennsylvania, Ohio, Massachusetts, New Jersey, Washington D.C., Michigan, North Carolina, Virginia, Indiana, Maryland, South Carolina, Connecticut, Vermont, Delaware, Rhode Island, Maine, New Hampshire, Tennessee, Alabama, Kentucky and West Virginia.

The North America II office, based in Los Angeles, serves the states of California, Arizona, Nevada, Washington, Utah, Kansas, Colorado, Oregon, Montana, Wyoming, Hawaii, Alaska as well as Mexico.

The North America III office, in Chicago, serves the states of Illinois, Idaho, Missouri, Arkansas, Oklahoma, Nebraska, North Dakota, South Dakota, Texas, Minnesota, Iowa, Wisconsin, New Mexico, Louisiana, Mississippi and also Canada. The Brazilian Tourist Board office that serves the Asian market is based in Tokyo (Japan). As well as promoting Brazil, the Asian office also promotes the other Mercosur countries.

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#### ABOUT EMBRATUR

The Brazilian Tourist Board (Embratur) is the specialist agency of the Brazilian Ministry of Tourism responsible for implementing National Tourism Policy in the areas of promotion, marketing, and marketing support for Brazilian tourist destinations, services and products in the international market. Embratur helps to generate social and economic development for the country by increasing the flow of international tourists to national destinations. For this purpose, it has the 'Aquarela Plan - International Tourism Marketing of Brazil' as the guideline for its action programmes.



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