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Portugal & Spain Invest in Promoting Iberian Peninsula as Single Destination

PortugalSpainBoth.com Offers Leisure Travelers New Online Content, "Deals" and Fulfillment Services.

Atlanta, GA, September 19, 2008 --([PR.com](#))-- The tourist offices of Portugal and Spain have announced a renewed commitment and financial support for their successful co-op program, which promotes both countries as a single destination. Launched in 2006, PortugalSpainBoth (<http://www.portugalspainboth.com>) is a marketing platform for its partners and travel suppliers to reach qualified leisure travelers. In addition to the co-op's integrated print and online marketing efforts, the 2008 funding will be used for website enhancements, comprehensive email and lead generation programs, and new online fulfillment and brochure services from Todd Travel Promotions.

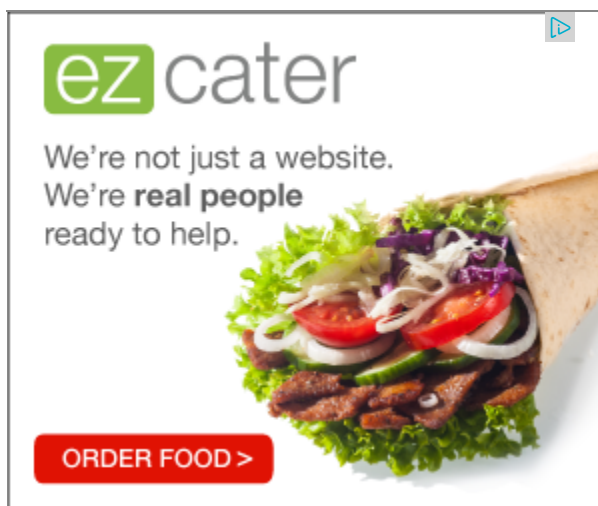
The alliance with Todd Travel Promotions will support the travel agency community and assist travel partners in promoting their products via a new online "Info Center" to be launched later in the spring. The "Info Center" on the site, will provide travel agents and consumers a one-stop resource to order product materials and travel brochures from key suppliers simultaneously. Visitors to PortugalSpainBoth.com will also have the opportunity to view the travel materials and to place and receive orders.

"This is an important project for Portugal and for our continued support of our U.S. travel partners," said Luis Moura, recently appointed Director of the Portugal National Tourist Office. "We're confident that our key partners will take full advantage of this platform to showcase their products to consumers and retail travel agents."

The PortugalSpainBoth co-op program will continue to serve and support travel suppliers throughout the year with marketing initiatives in highly targeted media channels and the collection of highly qualified leads to be shared amongst its partners. Opportunities for partners to integrate their products with PortugalSpainBoth will also be available, and exist at varying levels. To date, Abreu Tours, Auto Europe, Destination Oceans and 1-800-Fly-Europe have partnered with the program.

"We are keen in continuing our efforts to promote the two destinations with PortugalSpainBoth," said Javier Piñanes, Director of the Tourist Office of Spain. "And, naturally, we are most eager in driving brand presence in the US leisure market through the support of our travel partners."

Travel Spike, a leader in innovative digital marketing and technology solutions for the travel industry, is the



interactive agency of record for PortugalSpainBoth and will continue to manage and grow the program.

About PortugalSpainBoth

PortugalSpainBoth is the official USA co-op and www.portugalspainboth.com is the official U.S. website for the joint promotion of Portugal and Spain. Funded by the two governments, key partnership subscriptions and commercial activity, the co-op promotes and markets Portugal and Spain as a single destination to leisure visitors and works closely with strategic partners in developing effective marketing programs.

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