Spanish Tourist Office Appoints Rooster PR

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Following a competitive pitch process, Rooster PR is delighted to announce it has been appointed by the **Spanish Tourist Office**(STO) in London.

Rooster will be working closely with the in-house PR and social media team on a retained basis to activate key digital and content campaigns for the destination. The agency's remit will cover story generation, drafting and translation of copy; content syndication; web design, website set-up and management; social media support for specific campaigns; and ad hoc crisis management support. Rooster will also be responsible for organising and managing media presence on behalf of the tourism board at consumer and industry events throughout the year.

With an ongoing brief to increase and enhance the STO's online content and reach wider (as well as more segmented) audiences, Rooster will promote the tourism board's branded content, including its new digital publication, **SPN Magazine** (the go-to resource for destination news and travel inspiration), by disseminating content in order to raise awareness of the magazine and ultimately, drive downloads.

Rooster has already begun work on its first two content campaigns which have been activated in partnership with Monocle and The Independent.

"We were very impressed by Rooster's understanding of the brief, the proposed strategy to help us reach new audiences and maximise the success of our upcoming projects, as well as the team's passion and in-depth knowledge of the destination. It was clear to us that Rooster was the best agency to help us raise awareness of Spain's unparalleled and lesser known tourism offering and reach the right target groups. We've already had a productive kick-off session with the team and look forward to seeing high quality results," said Enrique Ruiz De Lera, Director of the Spanish Tourist Office in London.

James Brooke, Managing Director, Rooster PR, said: "We're thrilled to have been selected to represent Spain, a leading global tourism destination and the nation's undisputed top choice for holidays. The team is excited to hit the ground running on our first campaign. Having already achieved great success with digital and content focused campaigns recently, we're keen to continue delivering outstanding results in this area for the Spanish Tourist Office."

For more information visit http://www.spain.info/ or follow the Spanish Tourist Office on Twitter, Facebook , YouTube or Instagram. To read the latest issue of SPN magazine, visit www.spnmagazine.com.

-Ends-

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About the Spanish Tourist Office in London

Spain is the top short-haul destination for Brits. The country is a safe and family-friendly destination with outstanding family resorts, experiences and attractions. The destination boasts a superb luxury offering as well as variety and quality for budget travellers.

SPN is the new, quarterly digital magazine showcasing the very best of contemporary Spanish design, arts, culture, gastronomy, travel and music. SPN's mission is to showcase the lesser known places, festivals, artists and influencers in Spain. With over 10,000 readers, the magazine is available as a free download from the iTunes Store, Google Play and Amazon Apps for Kindle Fire. To read the latest issue, visit www.spnmagazine.com.

For more information visit http://www.spain.info/ or follow the Spanish Tourist Office on Twitter, Facebook , YouTube or Instagram. To read the latest issue of SPN magazine, visit www.spnmagazine.com.

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