

# MyTenerifeinfo now available in Spanish as well as English

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MyTenerifeinfo, the comprehensive Tenerife information portal, is now available in Spanish as well as English, opening up a whole new market for current and future advertisers and business listings. At the click of a button in the top right hand corner of every page, the entire website can be viewed in Spanish, offering British and Spanish businesses listed on the site the opportunity to reach two significant markets for the price of one.

Although Tenerife's main overseas tourism drive is targeted at the British visitor, the number of visitors from mainland Spain has steadily risen over the past few years. According to statistics provided by the Tenerife Cabildo (Island Government), of the 5.3 million visitors the island received in 2007, 1.7 million were from the UK and 1.6 million from mainland Spain making it the second most important market for Tenerife.

Both Spanish and English-speaking visitors to myTenerifeinfo.com can now book Tenerife excursions (<http://tenerife.mydestinationinfo.com/en/tenerife-excursions>) and view information on various Tenerife businesses, ranging from restaurants to Tenerife estate agents (<http://tenerife.mydestinationinfo.com/en/estate-agents-property-in-tenerife>). Already providing information, images and videos on local businesses and facilities, the dual languages adds extra value to companies looking for the best place to advertise in Tenerife (<http://tenerife.mydestinationinfo.com/>).

In addition to a plethora of business information and reviews, myTenerifeinfo.com also offers guides to some of the island's most popular places such as Teide National Park, Los Gigantes and the north coast village of Garachico.

The Spanish language addition is just the latest in a series of developments that has seen myTenerifeinfo.com become one of the most popular and user-friendly websites in Tenerife. It follows on from the success of the recently implemented virtual tours, which give users a 360-degree tour of selected Tenerife restaurants (<http://tenerife.mydestinationinfo.com/en/tenerife-restaurants>), hotels and golf courses.

Over the next few months, this Tenerife information website will introduce more language options, including French, German and many others, making myTenerifeinfo.com a unique, multi-lingual advertising medium for businesses of any nationality seeking a way to tap into the lucrative Tenerife holidaymaker segment.

About myTenerifeinfo

MyTenerifeinfo is part of mydestinationinfo.com, an award-winning global network of 70-plus destination websites currently used by over 5.5 million travellers a year.

MyTenerifeinfo is managed by a local "Tenerife expert" with unique inside knowledge and is focused on providing unrivalled levels of local information. The websites combine accurate information on the local area and businesses with the added usability of an online booking engine, offering travellers a one-stop

shop where they can research and book their holiday on a single website.

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