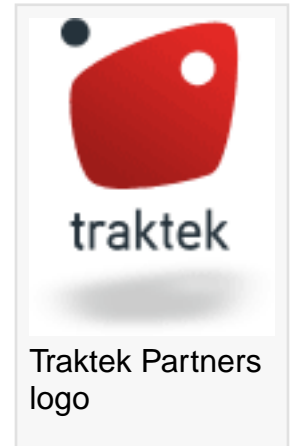


Tenerife Choses Traktek Partners for Integrated Marketing Campaign and Travel Agent Outreach

Island of Tenerife, Canary Islands Re-Enlists Traktek Partners for US Marketing Campaign

NEWTON, MA, USA, July 29, 2015 /EINPresswire.com/ -- The [island of Tenerife](#), an island off the coast of Spain, that was recently awarded the Trip Advisor 2015 Travel's Choice Award, has re-enlisted Boston-based [digital marketing agency](#) Traktek Partners (www.traktekpartners.com) to develop and manage a comprehensive marketing plan to attract North-American travelers to the island. The multi-faceted campaign includes tour operator and travel agent outreach, an integrated social media campaign and a consumer focused digital marketing and communications plan.



Traktek will be spearheading the "Adventure On, Tenerife" creative campaign to showcase Tenerife's breadth of landscapes, natural beauty, and attractions. The campaign has been promoted in the US via advertising, social media, and email marketing directing visitors to website, www.adventureontenerife.com, for more information on the exciting adventures the island has to offer. Launching this week, a free honeymoon getaway will be awarded to one lucky couple through the Tenerife Dream [Honeymoon contest](#). The honeymoon includes a 7-day package to beautiful Tenerife including hotel, airfare, excursions and airport transfers. Couples can apply by submitting their video to <http://www.adventureontenerife.com/win-free-honeymoon> where the trip will be awarded by popular vote.

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Stephanie Wear

Traktek Partners will also be working with tour operators, travel agencies and cruise lines from both the US and abroad to provide competitive travel packages to the island. On July 29th, Traktek and Quest Travel Adventures are hosting an event in the Boston area exclusively for travel agents about this virtually untapped luxury destination. For more information about this event, contact Rachael Lewis at rlewis@questtraveladventures.com.

"With 78 degree weather year round, Tenerife is a luxurious island destination with premier, world-class resorts, superb gastronomy and plenty of cultural activities and adventures to choose from for every demographic and lifestyle," says Cyril Lemaire, Managing Partner, Traktek Partners. "We are excited to have the opportunity to spread the word about this beautiful, untapped destination to travelers in the US and Canada."

"We are delighted to continue our relationship with Traktek Partners to promote awareness of Tenerife to the North American market," comments Stephanie Wear, Development Director for the Island's Office of Tourism. "Our results show that, based on the marketing efforts executed by Traktek Partners to date, US travelers to Tenerife are up 8.2% year-over-year."

For more information about the Island of Tenerife, contact Traktek Partners at 617-855-5148. Visit www.traktekpartners.com or www.adventureontenerife.com.

About TrakTek Partners

TrakTek Partners (www.traktekpartners.com) is a consulting and digital marketing agency that specializes in revenue and lead generation for the travel and leisure, higher education, and technology sectors. We provide business and digital marketing strategies, creative design, website development, video production, search marketing and social media campaign management services to domestic and international clients seeking to build brand reputation, generate new revenue streams, and build customer loyalty.

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