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## **ACRO Global launches**

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Interactive marketing agency ACRO Global has launched an electronic newsletter, “Get American Tourists”, and the companion Web site <http://www.GetAmericanTourists.com/> , designed specifically for travel-industry professionals in Ireland, Britain and Canada.

According to ACRO Global President/CEO David Boggs, this newsletter will be of interest to managers of any tourist board, business or marketing group that sells or promotes tourism products to the American market. In addition to country-specific and general news items, coverage includes accommodation, specialty markets, Internet marketing and the latest tourism research and statistics. Every article has been reviewed by an ACRO Global editor.

ACRO Global (<http://www.acroglobal-ie.com/> ), with offices in the USA and Ireland, specializes in Internet marketing of tourism services to the US market. Services include strategic market consultation, cross-cultural usability testing, localisation for the US market, search engine optimisation, pay-per-click search marketing, and offline marketing support in the USA.