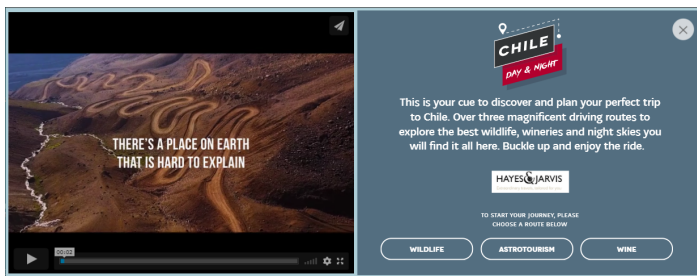




SWAROVSKI OPTIK AND CHILE TOURIST BOARD LAUNCH 'DAY AND NIGHT' DIGITAL CAMPAIGN TO DRIVE AWARENESS OF ADVENTURE AND WILDLIFE TOURISM



8 February 2021 - The Chile Tourist Board, in partnership with long-range and high-quality optic specialists SWAROVSKI OPTIK and UK tour operator Hayes&Jarvis, has launched a Day and Night campaign from 11th January to 7th March to drive awareness of Chile as a world-class visual and adventure tourism destination.

The digital campaign will promote three magnificent adventure driving routes available through Chile for visitors to experience from morning until night including the incredible local wildlife, impressive wineries and the star-studded skies through astrotourism. SWAROVSKI OPTIK is a leader in long-range and high-quality optics, with an unrivalled reputation among travellers and nature enthusiasts looking to enhance travelling and viewing experiences, and the campaign will promote the benefits a pair of luxury optics can bring to these experiences. It will also provide the opportunity to win a pair of SWAROVSKI OPTIK elegantly designed CL Companion 8x30 binoculars.

The campaign will be promoted through media partners including Conde Nast Traveller, Lonely Planet, the Guardian Travel section, and BBC Wildlife, targeting an affluent UK audience of adventure enthusiasts among the markets of Millennial, couples and families looking for high-end multi-generational activities one international travel resumes.

Chile is the perfect destination for travellers looking to immerse themselves in nature and the campaign will be promoting some of the country's incredible and unique wildlife watching experiences such as the chance to see the world's smallest deer, the Chilean pudú deer, in the Valdivian rainforest on Chiloé Island.

The combination of clean and clear skies and great weather in areas such as the Atacama Desert also provides the perfect conditions for visitors to enjoy a unique connection with nature through astronomical viewing experiences. Additionally, Chile's diverse landscapes and contrasting weather make it a perfect destination for tourists seeking excitement and adventure. And, of course, it shows the country's natural wonders that can be visited through a series of driving routes such as the Route of the Parks or the Route of the End of the World.

The Day and Night campaign will aim to position Chile as an ideal destination for wildlife watching and adventure, as well as a safe, original, and easily accessible destination from the United Kingdom.



For further information on Chile visit <https://chile.travel/en/traveltochileplan> and to enter the competition to win a pair of SWAROVSKI OPTIK CL Companion binoculars visit <https://chiledayandnight.co.uk>

The world belongs to those who can see beauty.

Experience the moment!

SEE THE UNSEEN.

WWW.SWAROVSKIOPTIK.COM

Photo caption:

- Chile Tourist Board Day and Night Campaign launched in partnership with SWAROVSKI OPTIK and Hayes&Jarvis
- SWAROVSKI OPTIK CL Companion 8x30 binoculars with bespoke Northern Lights accessory package including field bag and carrying strap

ABOUT SWAROVSKI OPTIK

SWAROVSKI OPTIK headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specialises in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects. The turnover in 2019 was 158.7 million euros (2018: 156.3 million euros), with an export ratio of 91%. The company has around 980 employees.

ABOUT CHILE TOURIST BOARD

From the driest desert in the world up north to eternal glaciers and inverted waterfalls down south, Chile extends travellers an invitation that is hard to turn down. Choose Chile. Where the impossible is possible. Space observation in the Atacama Desert, thousand-year-old glaciers in the far south, magical forests and lakes lying at the foot of extraordinary volcanoes. Islands full of legends, wine traditions, incredible challenges to take on, and the capital city of Santiago with its airs of modernity and accessibility.

For Media Enquiries, Images and SWAROVSKI OPTIK Product Loan, contact:
Sarah Salord and Eliza Barrett-Holman | GEC PR | swarovskioptik@gecpr.co.uk