

Guide Book Written By Foreigners to be Launched

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The guide book 'Santiago Inside' aims to give a view of Santiago as seen by foreigners who live and work here.

The 120-page pocket-sized publication will be distributed without charge in hotels, car-rentals, and tourist agencies.

It is divided into different categories: Information about Santiago, Places of Interest, a small Events Calendar, Shopping, Restaurants, Accommodation, Tourism & Activities, Nightlife, Health & Beauty, Culture & Language, General Services and Useful Information.

There is also a section on *insider tips* such as how to care for your belongings in downtown, the best places to shop and how to get the best view of Santiago from the San Cristobal hill.

Marion Ruhland, founder of the agency Chile Inside which is producing the guide said 'We have the advantage of seeing Santiago from an outsider's perspective. Many people who live here may think that a certain area of Santiago is not interesting, but to foreigners it is. We encourage people not just to visit 'Sanhattan' but also more typical Chilean places, where you can see a more Latin way of life'.

The team in charge of the project includes professionals from Germany, Austria, Peru, Switzerland and the United States who have lived in Chile for many years.

In addition to highlighting the many advantages of Santiago life, such as its proximity to the mountains and the sea or the increase in nightlife and cultural attractions in the last few years, the guide also points out some of the drawbacks such as the air pollution that hangs over Santiago, especially in winter times.

Juan Luis Crespo, Secretary General of the Federation of Tourism Companies in Chile (Fedetur) said that 'from all perspectives, the guide will benefit the arrival and experience of foreigners who visit our country'.

The guide book will be launched at the end of December.

SOURCE: LA TERCERA

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