



## NEWS RELEASE

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### **TravelMart LatinAmerica** **Announces New** **Platinum Delegate Category.**

(Jacksonville, Florida, USA) **TravelMart LatinAmerica (TMLA)** announces the “Platinum” registration category that recognizes and rewards Buyers, Suppliers, and Sponsors that have attended the Event for fifteen (15) years or longer.

**TMLA’17**, held this year in Guayaquil, Ecuador, September 13, 14, 15, at the Guayaquil Convention Center will mark the 41<sup>st</sup> Anniversary of this original “strictly business” event for the Latin America Tourism Industry. Inaugurated in 1978 in Lima, Peru, **TMLA** is now attended by about 1,000 Buyers, Suppliers, and Sponsors. Buyers are tour operators from global origination markets, and Suppliers represent tourism products and services from every South and Central America destination.

“Platinum Delegates” will be identified by special platinum lapel pins and name badge identification, and will receive priority attention at all **TMLA** business and social activities.

In making this announcement, William H. Coleman, Inc. President & CEO Irma Coleman stated: “We think the Buyers, Suppliers, and Sponsors who have made **TravelMart LatinAmerica** such a valuable and productive event should be recognized. Their many years of hard work and financial investments have made Latin America Tourism a vibrant and growing segment of the Travel Industry. This is just one way we can acknowledge and thank them.”

Manuel Cuevas, William H. Coleman, Inc. Executive Vice President stated: “We decided to award “Platinum” status to Buyer, Supplier, and Sponsor Companies and Delegates who have attended **TMLA** for fifteen (15) years and more. Several **TravelMart LatinAmerica** Delegates have changed companies and titles over the years, but we think we have identified everyone. We look forward to welcoming more Platinum Delegates every year.”

**TravelMart LatinAmerica (TMLA)**, the original and premier business development event for Latin America Tourism, is organized by William H. Coleman, Inc., Jacksonville, Florida, with offices in London and Toronto. For information call 800-874-2324 in the USA & Canada, +1 904-398-6777 worldwide; email [sales@whcoleman.com](mailto:sales@whcoleman.com); web [www.travelmartlatinamerica.com](http://www.travelmartlatinamerica.com).