



News Release

For Release: Wednesday, September 13, 2017

Contact: Manuel Cuevas, Executive Vice President
William H. Coleman, Inc.
Telephone: (904) 398 6777, EXT 8025
E Mail: manuel@whcoleman.com
Web Site: www.travelmartlatinamerica.com

Gloria Gallardo, President
Public and Municipal Company of Tourism, Civic Promotion
and International Relations of Guayaquil
Telephone: (593) 4 259 4800, EXT 3479
E Mail: gloria.gallardo@guayaquilturismoep.gob.ec
Website: www.guayaquilesmidestino.com

**Guayaquil welcomes Global Travel Industry Professionals
To The 41st Annual TravelMart LatinAmerica:
6,000 Business Appointments Pre-Scheduled.**

(Jacksonville, Florida, USA & Guayaquil, Ecuador) Over 800 Travel Industry Professionals from thirty-five (35) countries including Buyers from global markets and Suppliers from Latin America are attending the 41st Annual **TravelMart LatinAmerica (TMLA'17)** in Guayaquil, Ecuador, September 13, 14, and 15. Over 6,000 appointments between Buyers and Suppliers have already been pre-scheduled, and many more will be arranged "on-site" during the two days of business sessions being held at the Guayaquil Convention Center.

Over 220 Buyers and Journalists from global markets will be meeting Suppliers from every Latin America Country during the three (3) days of carefully structured business and social activities. The **TravelMart LatinAmerica** format includes two (2) full days dedicated exclusively to pre-scheduled business appointments at the Guayaquil Convention Center. Other activities include a Welcome Reception at Parque Seminario hosted by Guayaquil Tourism; Working Lunches sponsored by this year's host Guayaquil tourism and next year's **TMLA** host city, Buenos Aires, Argentina; and the Closing/Farewell Reception at Palacio de Cristal sponsored by Guayaquil Tourism.

-MORE-

TravelMart LatinAmerica was first held in Lima, Peru in 1978. This will be the sixth time that this prestigious Latin America Tourism business development Event is held in Ecuador, and the second time in Guayaquil. The Event was held in Ecuador in 1983, 2003, 2008, and 2013 in Quito, and in 1998 in Guayaquil. Last year's **TravelMart LatinAmerica** was held in Foz do Iguacu, Brazil.

TravelMart LatinAmerica Buyers and Suppliers are staying at Host Hotels including Hotel Continental, Courtyard by Marriott, Grand Hotel Guayaquil, Hilton Colon Guayaquil, Holiday Inn Guayaquil Airport, Hotel Oro Verde Guayaquil, Hotel Palace, Radisson, Sheraton Guayaquil, Sonesta Guayaquil, Unipark Hotel, Wyndham Garden, and Wyndham Guayaquil.

The **TMLA'17** Travel Industry "Buyers" are from the world's most important markets, including the United States, Canada, Europe, Asia, and the Pacific. 222 Supplier Companies are representing all Central and South America destinations. International Travel Industry Journalists also attend.

The exclusive William H. Coleman, Inc. "Select-Match" pre-scheduled appointments system has already arranged about 6,000 meetings between Buyers and Suppliers, and many more meetings will be arranged "on-site" during the business sessions. **TravelMart LatinAmerica** Supplier attendance has once again been limited and is "sold out" to make sure that all delegates have a productive and enjoyable experience.

Several new features have been added to this year's **TMLA'17** Event: A new "On-Site App" is being introduced that will enable all Delegates to "stay connected" during the three (3) days of the business and social functions; Buyers and Suppliers who have attended **TMLA** for *at least* the last fifteen (15) years will be recognized as "Platinum" Delegates; and a special Coffee Break sponsored by Guayaquil Tourism will be held at the same time for all Delegates Thursday afternoon in the Café's and Business Areas

This year's **TravelMart LatinAmerica** is sponsored by a long list of distinguished Travel Industry Leaders including: Guayaquil Convention & Visitors Bureau, Ministry of Tourism of Ecuador, Argentina Ministry of Tourism, Buenos Aires Tourist Board, Napo Wildlife Center Ecolodge – Amazon Ecuador, Tame Airlines, GO GALAPAGOS by Kleintours, ILLA Experience Hotel, SERNATUR – Chile, Ñan Magazine, Exito Travel, LATA (Latin American Travel Association), and ATALA (Australian Travel Association for Latin America).

Irma Coleman, President & CEO of William H. Coleman, Inc., the **TravelMart LatinAmerica** organizing company, said: "We are very pleased and excited to once again bring this professional and dedicated group of Travel Industry Buyers and Suppliers to Ecuador. Many Delegates are visiting Guayaquil for the first time in many years, and this is an excellent opportunity for them to personally experience everything that this very special destination has to offer."

Manuel Cuevas, William H. Coleman, Inc. Executive Vice President said: “**TMLA’17** is the culmination of almost three (3) years of hard work and promotion by Guayaquil Tourism. We know all the **TMLA** delegates will have a very valuable and special experience.”

TravelMart LatinAmerica is produced and managed by William H. Coleman, Inc., an international events management firm headquartered in Jacksonville, Florida, USA with a client service office in London, England. **TravelMart LatinAmerica 2018** will be held in Buenos Aires, Argentina, September 19-21, 2018. Information and registration details are available on the official web site: www.travelmartlatinamerica.com; e mail: sales@whcoleman.com.