



NEWS RELEASE

For Release: November 29, 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

Karina Perticone, Promotion & Marketing Director, Buenos Aires Tourist Board
Telephone: 54-11-5030-9200
E Mail: kperticone@buenosaires.gob.ar
Web Site: www.turismo.buenosaires.gob.ar/en

Registrations for TravelMart LatinAmerica '18 In Buenos Aires, Argentina at a record pace.

(Jacksonville, Florida, USA & Buenos Aires, Argentina) William H. Coleman, Inc. and the Buenos Aires Tourist Board confirm that early Buyer and Supplier registrations for **TravelMart LatinAmerica '18 in** Buenos Aires, Argentina, September 19-21, 2018 are being made at a record pace. It has been more than thirty (30) years since **TMLA** has been held in this popular South America tourism destination, and there is considerable enthusiasm about returning to one of the region's most vibrant cities. The last time this prestigious event was held here was in 1985. **TravelMart LatinAmerica** was last held in Argentina in Salta, in 2014.

About 250 Travel Industry "Buyers" from the United States, Canada, Europe, Asia, and the Pacific, and over 225 Supplier Companies from all Latin America destinations attend each year. A small group of selected International Travel Journalists also participate.

The **TravelMart LatinAmerica (TMLA)** format features the exclusive *Select-Match* pre-scheduled appointments system that arranges meetings between "Buyers and Suppliers" in advance. **TMLA** attendance traditionally "sells out," and that will happen again this year. Total attendance is always limited to 1,000 delegates, and the number of Buyers and Suppliers is monitored carefully to provide a productive and personal business experience for everyone.

Most of the **TravelMart LatinAmerica** delegates visit tourism sites throughout Argentina by taking special Pre and Post Tours offered by registered Suppliers.

Karina Perticone, Promotion & Marketing Director of the Buenos Aires Tourist Board said: "We are very excited to be joining with our Argentina Travel Industry colleagues to be hosting this important and valuable Leisure Travel business development Event. This is an excellent opportunity for global Buyers and Latin America Suppliers to see and experience everything that Buenos Aires and Argentina can offer their clients."

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Mrs. Irma Coleman, President & CEO of William H. Coleman, Inc., the **TravelMart LatinAmerica** founding company, said: "We are very pleased to be returning to Buenos Aires after so many years. We are looking forward to working with a wonderful group of Travel Industry professionals from the Buenos Aires Tourist Board and the private sector who are providing host and support services."

TravelMart LatinAmerica (TMLA) is produced and managed by William H. Coleman, Inc., an international events management firm headquartered in Jacksonville, Florida, USA. Additional information and registration details are available on the official web site: www.travelmartlatinamerica.com. Personal assistance is available at e mail: help@whcoleman.com. Delegates who have attended **TravelMart LatinAmerica** or other William H. Coleman, Inc. events can register and manage their attendance at www.mywhcoleman.com.