



News Release

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6,000 Business Appointments Pre-Scheduled **As Buenos Aires Welcomes Global Travel Industry Professionals** **To The 42nd Annual TravelMart LatinAmerica.**

(Jacksonville, Florida, USA & Buenos Aires, Argentina) Over 700 Travel Industry Professionals from thirty-eight (38) countries including Buyers from global markets and Suppliers from Latin America are attending the 42nd Annual **TravelMart LatinAmerica (TMLA'18)** in Buenos Aires, Argentina, September 19, 20, and 21. 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 held at the Costa Salguero 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 Costa Salguero Convention Center. Other activities include a Welcome Reception at Tango Porteño hosted by The City of Buenos Aires; Working Lunches; and the Closing/Farewell Reception at Hipodromo de Palermo sponsored by Argentina Tourism Board.

TravelMart LatinAmerica was first held in Lima, Peru in 1978. This will be the third time that this prestigious Latin America Tourism business development Event is held in Argentina, and the second time in Buenos Aires. The Event was previously held in Argentina in 1985 (Buenos Aires) and in 2014 (Salta). Last year's **TravelMart LatinAmerica** was held in Guayaquil, Ecuador.

TravelMart LatinAmerica Buyers and Suppliers are staying at Host Hotels including Sheraton Buenos Aires Hotel & Convention Center, Park Tower Hotel, Alvear Art Hotel, Carles Hotel Buenos Aires, Hotel Emperador Buenos Aires, Eurobuilding Hotel Boutique Buenos Aires, Faena Buenos Aires, Hilton Buenos Aires, InterContinental Buenos Aires, Kenton Palace Buenos Aires, Hotel Madero Buenos Aires, NH 9 de Julio, NH City, Panamericano Buenos Aires, Palacio Duhau Park Hyatt Buenos Aires, Recoleta Grand Buenos Aires, and Savoy Hotel Buenos Aires.

The **TMLA'18** Travel Industry "Buyers" are from the world's most important markets, including the United States, Canada, Europe, Asia, and the Pacific. 216 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 over 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 are an important part this year's **TMLA'18**. A new "On-Site App" introduced at last year's event enables all Delegates to "stay connected" during the three (3) days of 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. An "Adventure Travel Trends" seminar presented by Gustavo Timo of the Adventure Travel Trade Association (ATTA) will be held Thursday morning before the business appointments.

This year's **TravelMart LatinAmerica** is sponsored by a long list of distinguished Travel Industry Leaders including: The City of Buenos Aires, Argentina Tourism Board, Quito-Ecuador, PROCOLOMBIA, Napo Wildlife Center Ecolodge - Amazon Ecuador, SERNATUR - Chilean National Tourism Service, EUROTUR, Exitos Travel, LATAM Airlines Group, and ATTA (Adventure Travel Trade Association).

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 Argentina. Many Delegates are visiting Buenos Aires 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'18** is the culmination of almost two (2) years of hard work and promotion by The City of Buenos Aires. 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. **TravelMart LatinAmerica 2019** will be held in Quito, Ecuador, September 18-20, 2019. Information and registration details are available on the official web site: www.travelmartlatinamerica.com; e mail: sales@whcoleman.com.