



## News Release

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### **6,000 Business Appointments Pre-Scheduled As Quito Welcomes Global Travel Industry Professionals To The 43rd Annual TravelMart LatinAmerica.**

(Jacksonville, Florida, USA & Quito, Ecuador) Over 600 Travel Industry Professionals from forty (40) countries including Buyers from global markets and Suppliers from Latin America are attending the 43<sup>rd</sup> Annual **TravelMart LatinAmerica (TMLA'19)** in Quito, Ecuador, September 18, 19, and 20. 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 Quorum Quito Convention Center.

Over 200 Buyers and Journalists from global markets will be meeting Suppliers representing 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 Quorum Quito Convention Center. Other activities include a Welcome Reception at Centro Cultural Metropolitano; Working Lunches; and the Closing/Farewell Awards Party at Centro de Convenciones Metropolitano de Quito sponsored by Quito Turismo.

**TravelMart LatinAmerica** was first held in Lima, Peru in 1978. This will be the eighth time that this prestigious Latin America Tourism business development Event is held in Ecuador, and the sixth time in Quito. The Event was previously held in Ecuador in 1983, 1991, 2003, 2008, 2013 (Quito) and in 1998, 2017 (Guayaquil). Last year's **TravelMart LatinAmerica** was held in Buenos Aires, Argentina.

**TravelMart LatinAmerica** Buyers and Suppliers are staying at Host Hotels including Hilton Quito, Swissotel Quito, Illa Experience Hotel, Casa Gangotena, Le Parc Hotel, Mercure Hotel Alameda Quito, Carlota Hotel, Mama Cuchara by Arthotels, Ibis Hotel Quito, NH Collection Royal Quito, JW Marriott Quito, Sheraton Quito, EB by Eurobuilding Hotel Quito, and Hotel Patio Andaluz.

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The **TMLA'19** Travel Industry “Buyers” are from the world’s most important markets, including the United States, Canada, Europe, Asia, and the Pacific. They will be negotiating products and services in every pricing segment: 80% of the Buyers are looking for Deluxe/Luxury services; 81% will be booking “Moderate” priced products/services; and 30% of the Buyers feature Economy priced travel. (Note: Most **TMLA'19** Buyers feature multiple pricing segments.) Buyers have the opportunity to meet 174 Supplier Companies representing all market/pricing segments for all Central and South America destinations.

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 features are an important part of this year’s **TMLA'19**. An “On-Site App” 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. A **“Using Photography to increase Social Media Results”** presented by Jorge Vinueza of Ñan Magazine will be held Thursday morning at the Convention Center before the business appointments begin.

This year’s **TravelMart LatinAmerica** is sponsored by a long list of distinguished Travel Industry Leaders including: The Ministry of Tourism of Ecuador, Quito Turismo, PromPeru, PROCOLOMBIA, LATAM Airlines Group, Quiport – Aeropuerto Internacional de Quito, Quorum Quito Convention Center, Napo Wildlife Center Ecologde - Amazon Ecuador, SERNATUR - Chilean National Tourism Service, Galagents Galapagos Cruises, AMResorts, GO GALAPAGOS – Kleintours, Anakonda Amazon Cruises, Quito Convention Bureau, RLA Event Technologies, Ñan Magazine, Exito Travel, and Grupo Excelencias.

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 Quito 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'19** is the culmination of almost two (2) years of hard work and promotion by the Ecuador Tourism Industry. 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 2020** will be held in Lima, Peru, September 23-25, 2020. Information and registration details are available on the official web site: [www.travelmartlatinamerica.com](http://www.travelmartlatinamerica.com); e mail: [sales@whcoleman.com](mailto:sales@whcoleman.com).