



For Release: Immediate

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Lima, Peru To Host
TravelMart LatinAmerica (TMLA'20)
September 23-25, 2020

(Jacksonville, Florida, USA & Lima, Peru) William H. Coleman, Inc., **PromPeru**, and **CANATUR** confirm that Lima, Peru will host the 44th Annual **TravelMart LatinAmerica (TMLA)** September 23-25, 2020 at the Lima Convention Center. **TravelMart LatinAmerica** is returning to this popular South America tourism destination after a 10-year absence. The last time this prestigious event was held here was in 2010. The "first ever" inaugural **TravelMart LatinAmerica (TMLA)** called "El Mercado" at that time was held in Lima in 1978, and has returned 3 times in 1984, 2005, and 2010.

About 225 Travel Industry "Buyers" from the United States, Canada, Europe, Asia, and the Pacific, and 200 Supplier Companies from all Latin America destinations attend each year. A small group of selected International Travel Journalists also participate. Buyer and Supplier attendance is "balanced" to help everyone have a productive and valuable experience. Suppliers from the Host Country usually comprise about 35% of the total Supplier participation.

The **TravelMart LatinAmerica** format features the exclusive "Select Match" pre-scheduled appointments system that arranges meetings between "Buyers and Suppliers" in advance. Almost 6,000 business appointments are expected to be pre-scheduled with many more appointments personally scheduled during the Event.

All the **TravelMart LatinAmerica (TMLA)** Buyers and Suppliers will be staying at Host Hotels in Lima arranged by Sociedad de Hotels del Peru (SHP).

Most of the **TMLA** delegates will visit tourism sites throughout Peru by taking special Pre and Post Tours offered by registered Suppliers and coordinated by CANATUR.

Manuel Cuevas, Executive Vice-President of William H. Coleman, Inc., the **TravelMart LatinAmerica** organizing company, said: "We are very pleased to be returning to the **TMLA** "birthplace," Lima, Peru. We are already working with a dedicated group of Travel Industry professionals from PromPeru, CANATUR, and SHP to be sure all **TMLA'20** Delegates personally experience Peru's professionalism and hospitality."

TravelMart LatinAmerica (TMLA) is produced and managed by William H. Coleman, Inc., an international events management firm headquartered in Jacksonville, Florida, USA. Information and registration details are available on the official Web Site: www.travelmartlatinamerica.com; E Mail: help@whcoleman.com. Delegates who have attended previous **TravelMart LatinAmerica** events or other William H. Coleman, Inc. events can manage their attendance at www.mywhcoleman.com.