



News Release

For Release: Immediate

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Lima, Peru To Host The 46th Annual *TravelMart LatinAmerica* September 17-19, 2025.

(Jacksonville, Florida, USA & Lima, Peru) – William H. Coleman, Inc. and **Sociedad Hoteles del Peru (SHP)** are delighted to announce that Lima, Peru will host the 46th Annual ***TravelMart LatinAmerica (TMLA)***, September 17, 18 & 19, 2025 at the Expo Center Olguin. ***TMLA*** is returning to Peru, one of Latin America’s top tourism destinations, after hosting this prestigious event fifteen (15) years ago. Peru boasts a rich history of hosting ***TMLA*** in Lima, including the “first ever” inaugural ***TravelMart LatinAmerica*** called “El Mercado” in 1978, and has returned three (3) times in 1984, 2005, and 2010. The event, originally scheduled in Peru for 2020, was cancelled due to the pandemic.

TMLA’25 arranges and schedules meetings between Tourism Product Buyers from global markets and Suppliers representing Central and South America tourism services, over three (3) days of carefully structured business and social activities.

TMLA’25 attendance is always carefully “balanced” to ensure participants have a productive and valuable experience. This will be especially important this year, with around 100 Travel Industry Tour Operator “Buyers” from the United States, Canada, Europe, Asia-Pacific, and Latin America meeting with 100 Supplier organizations representing travel services from the most popular Latin America destinations.

Continued on Page 2...

Page 2. *TravelMart LatinAmerica (TMLA'25)*

The ***TravelMart LatinAmerica (TMLA'25)*** format features the exclusive William H. Coleman, Inc. "SelectMatch" appointments system that schedules over 2,000 business appointments between Buyers and Suppliers in advance, with additional meetings arranged personally "onsite" during the Event.

Buyers and Suppliers will be hosted in Lima Hotels during TMLA'25, including at member hotels of the **Sociedad Hoteles del Peru (SHP)**, and will be able to experience and explore tourism sites throughout Peru on pre and post tours. Peru's tourism products and services have expanded dramatically in recent years, especially in Adventure, Eco-Tourism, and Luxury travel. **TMLA'25** is a unique opportunity for the global travel industry to explore and personally experience everything that Lima and Peru are now offering.

Buyers pay a US\$195 registration fee that includes three nights of single-room accommodations, prescheduled appointments with Suppliers, official business and social functions, ground transportation to official functions, and airport transfers.

Suppliers pay a US\$2,795 registration fee, including one (1) delegate badge, a fully furnished stand/office, prescheduled appointments with Buyers, attendance at all official business and social functions, ground transportation to official functions, and airport transfers.

Manuel Cuevas, President of William H. Coleman, Inc., the ***TravelMart LatinAmerica (TMLA)*** organizing Company, stated: *"We are excited to return to Lima and to showcase the City and the new and exciting products and services that the Peru Tourism Industry is offering. We are looking forward to working closely with SHP and the Peru Travel Industry professionals to make sure TMLA'25 Delegates experience Peru's professionalism and hospitality."*

TravelMart LatinAmerica (TMLA) is managed and produced by William H. Coleman, Inc., an international events management firm headquartered in Jacksonville, Florida, USA. Registration information and event details are available on the official website: www.travelmartlatinamerica.com. For additional information and personal attendance questions Email: help@whcoleman.com.

Delegates who have previously attended ***TravelMart LatinAmerica*** or other William H. Coleman, Inc. events can conveniently manage their participation at www.mywhcoleman.com.