



News Release

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Lima, Peru Welcomes the Global Travel Industry **To the 46th TravelMart LatinAmerica (TMLA '25).** **1,300 Appointments Pre-Scheduled.**

(Jacksonville, Florida, USA & Lima, Peru) Over 250 carefully qualified Travel Industry Buyers from global markets and Suppliers from Latin America are attending the 46th annual ***TravelMart LatinAmerica (TMLA'25)*** in Lima, Peru, September 17, 18, and 19. Over 1,300 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 Expo Center Olguin.

Buyers from over 20 countries will be meeting Suppliers representing Central and South America during the three (3) days of carefully structured business and social activities. The pioneering ***TravelMart LatinAmerica (TMLA)*** format features two (2) full days that are dedicated exclusively to scheduled business appointments at the Expo Center Olguin. Other activities include a Welcome Reception at the newly opened Real Intercontinental Lima Miraflores; Working Lunches; and a Closing Happy Hour Cocktail "Farewell." Special Pre and Post Tours enable ***TMLA '25*** Delegates to personally experience Peru's ever-expanding Tourism products and services.

TravelMart LatinAmerica (TMLA) was originally launched in Lima, Peru in 1978, inaugurating one of the Travel Industry's most prestigious, productive, and enduring business development events. This is the fifth time that ***TMLA*** has been held in Peru. The Event was previously held in Lima in 1978 (twice), 1984, 2005, and 2010. Last year's ***TMLA'24*** was held in Quito, Ecuador.

TMLA'25 Travel Industry "Buyers" are from the world's most important tourism markets, including the United States, Canada, Europe, South America, and the Pacific. They are 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'25*** Buyers feature multiple pricing segments.) Buyers have the opportunity to meet over 70 Supplier Companies representing Central and South America Tourism destinations who are offering every marketing/pricing segment.

The exclusive William H. Coleman, Inc. "Select-Match" pre-scheduled appointments system has already arranged over 1,300 meetings between Buyers and Suppliers, and many more meetings will be arranged "on-site" during the business sessions. ***TMLA*** Supplier attendance is limited and is "sold out" to make sure attendance is "balanced" and that all delegates have a productive, personal, and enjoyable experience.

This year's ***TravelMart LatinAmerica (TMLA'25)*** is sponsored by a distinguished group of Travel Industry Leaders including: SHP - Sociedad Hoteles del Peru, LATAM Airlines / DELTA, Volaris, Copa Airlines, Honduras Institute of Tourism, The Springs Resort & Peace Lodge Costa Rica, Vipac Travel, AC Hotel Lima Miraflores, Aloft Lima Miraflores, Casa Andina Premium Golf Los Incas, Casa Andina Select Miraflores, El Pardo Doubletree by Hilton, Hilton Garden Inn Lima Miraflores, Hotel Indigo Lima Miraflores, Hyatt Centric San Isidro, Manto MGallery, Pullman Miraflores Hotel, Pullman San Isidro Hotel, Real Intercontinental Lima Miraflores, Sonesta El Olivar Hotel, and Wyndham Costa del Sol Lima City.

Ignacio Mendoza, President of Sociedad Hoteles del Peru (SHP) stated: "***TravelMart LatinAmerica*** provides Lima Travel Industry Suppliers a very special and unique opportunity to showcase and promote the country's expanding leisure and luxury travel products, and highlights our destination's hotels, attractions, competitive advantages, and special Peru Hospitality!"

Manuel Cuevas, President & CEO of William H. Coleman, Inc., the ***TravelMart LatinAmerica (TMLA)*** organizing company, said: "We are looking forward to welcoming Latin America Travel Industry Partners to Peru. For many delegates, this will be their first visit to Lima in several years, making ***TMLA*** a valuable opportunity to rediscover the unique experiences this remarkable destination offers, and to see firsthand what awaits their clients. We extend special "thanks" to the Lima Suppliers and Sponsors who worked hard to make everything "happen."

TravelMart LatinAmerica (TMLA) is produced and managed by William H. Coleman, Inc., a pioneering 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: sales@whcoleman.com.