



A world of ideas to be discovered



wtm[®]

LATIN AMERICA

2019 POST SHOW REPORT

About WTM Latin America 2019

When:

2 – 4 April 2019

Where:

Expo Center Norte, São Paulo

World Travel Market Latin America is the three day must-attend business-to-business (B2B) event which brings the world to Latin America and promotes Latin America to the world. Targeting Leisure, MICE and Business Travel, WTM Latin America is the event where the travel industry meets to negotiate and conclude business deals aiding the region to become one of the most important areas in the global travel and tourism industry.



2019 Facts and Figures

- **9,413 unique visitors***
 - 910 Buyers' Club members (including 69 Hosted Buyers)
 - 6,082 Travel Professionals
 - 1,711 Travel Agents
 - 710 members of the press
- **591 Exhibitors from 50 countries**
 - 192 Main Stand Holders
 - 399 Sharers
- **57 Conferences and Seminars**
- **4 Speed Networking Sessions**
- **33 Media Partners** from Latin America and the world
- **29 Association Partners** from Latin America and the world

2019 Highlights

- 14,9% increase on visitor numbers
- 7,14% increase on travel agents in the Agente na Estrada Programme
- 5,5% increase on number of press
- 4 Speed Networking Sessions
 - 1 with Buyers' Club
 - 1 with Hosted Buyers
 - 1 with Digital Influencers
 - 1 with Corporate Travel Managers
- Features on the showfloor to improve visitors and exhibitors experience
 - Travel Forward
 - Tour Operators Area (with 38 Exhibitors)
 - Destination Pavilions
 - Inspire Theatre
 - Digital Influencers' Lounge
- Corporate Travel Programme with the main sectors entities (ABRACORP, ALAGEV, GBTA, HSMAI Brazil, MPI Brazil and TMG)

Visitors Main Company Activity

Travel agency

Accommodation

Tour operator

Other

Adventure travel company

Consulting agency

Group travel company

Private travel company

Business travel management company

Meetings industry

Educational establishment

Marketing services company

Association

Destination management company (DMC)

Travel technology company

Tourism organisation

Transport company

Transport company

Wholesaler

Business & Financial company

Business process management company

Press/Media

Travel management company (TMC)

Tourist attractions and entertainment company

Airline ground handling company

Travel insurance company

Voluntourism

Venues

Spa & Wellness

Ticketing agency

Embassy/Consulate

Real estate company

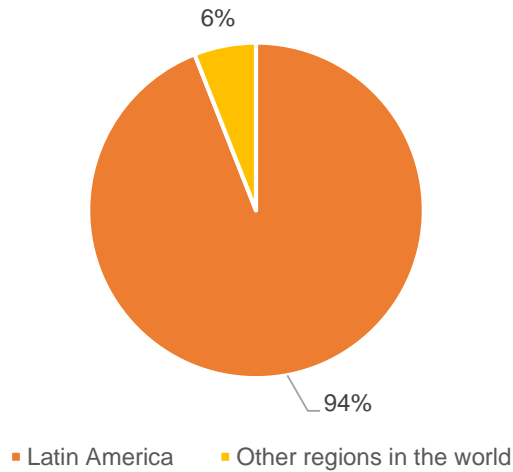
Golf rental company

Golf marketing company

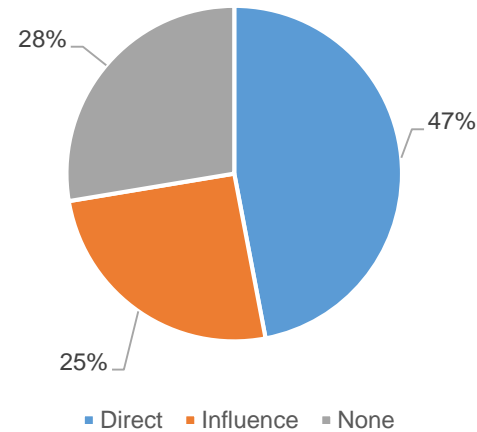
Travel recruitment company

Visitors Profile

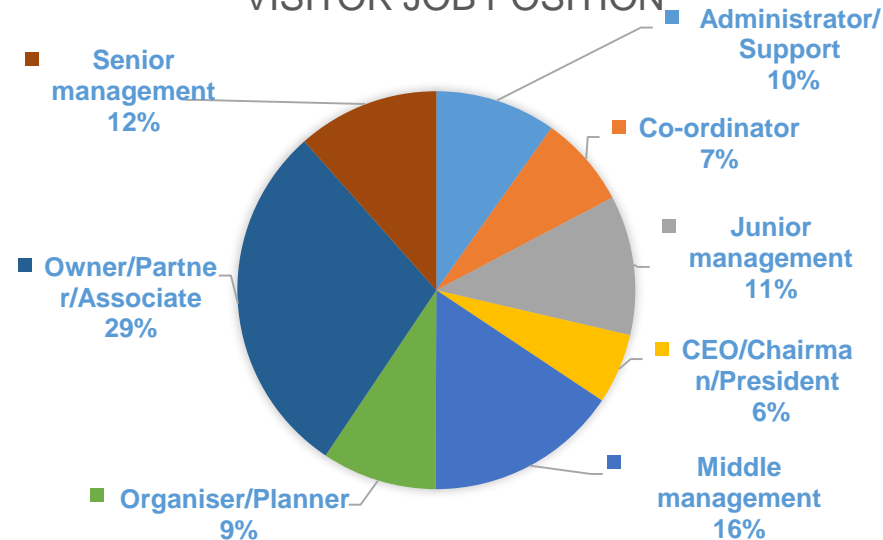
Origin of Visitors



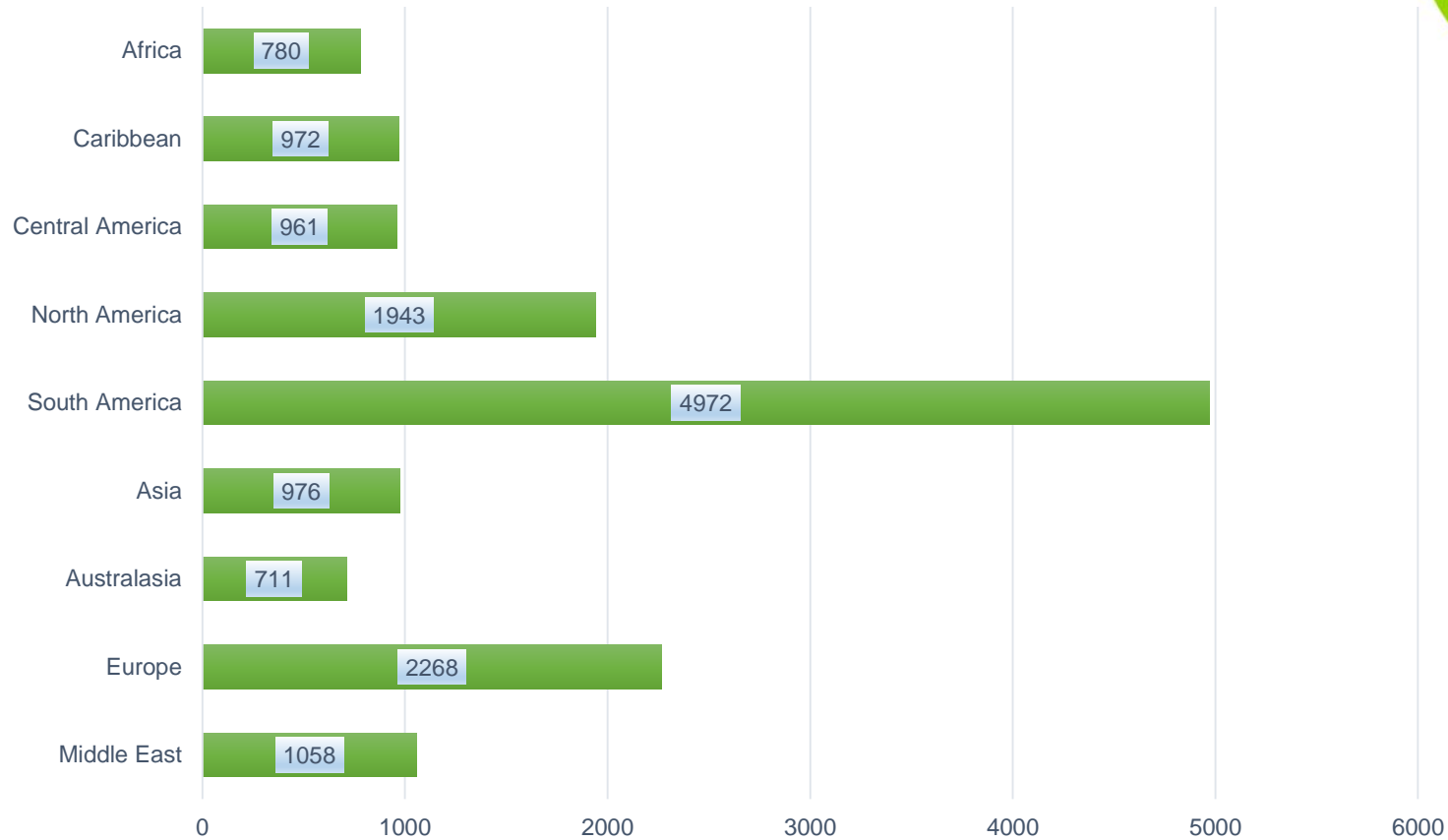
Visitor Purchasing Responsibility



VISITOR JOB POSITION



Visitors Geographical Region of Interest



2019 WTM Latin America Buyers' Programme

Hosted Buyer Programme

- 69 fully hosted buyers from all over the world:
 - 23% from Europe
 - 12% from North America
 - 58% from Latin America (except Brazil)
 - 4% from Asia
 - 1% from Africa
 - 1% from Middle East

WTM Buyers' Club Programme

- 910 members of the WTM Buyers' Club

Hosted Travel Agents Programme

- 750 fully hosted Travel Agents from all 27 Brazilian States

Some example of destinations and sectors at the show

- **Africa & Middle East**
 - Egypt
 - Israel
 - Ethiopia
- **Asia, Pacific & Oceania**
 - China
 - Thailand
 - Indonesia
- **Brazil:**
 - All 27 Brazilian States
- **Europe**
 - Italy
 - Moscow
 - Portugal
- **North America**
 - United States
- **Latin America**
 - Argentina
 - Chile
 - Uruguay
 - Peru
 - Ecuador
 - Costa Rica
 - Guatemala
 - Colômbia
- **Sectors**
 - Tour Operators
 - Airlines
 - Travel Technology
 - Car Rentals
 - Hotels

Some example of destinations and sectors at the show



Some example of destinations and sectors at the show



Corporate Travel Programme

Launched on 2018, the specific Programme for Corporate Travel Managers, continues in 2019 which included fundamental alliances for the programme's success in each of the event's 3 days:



The main objective of this program is to encourage managers to widen their network of contacts, to promote the making of deals and partnerships, as well as to increase knowledge by means of debates and discussions.

The Programme consisted in:

- Private meeting with travel managers to discuss their daily routine and issue they face
- Open Forum with travel managers and suppliers to make alliances stronger and bring new solutions to the market
- Full day courses to improve knowledge and show best practices in the market for travel managers
- Speed Networking Sessions with Travel Managers and Exhibitors

2019 Content Programme

A total of 55 sessions provided quality content for all participants within 5 specific areas:

- Inspire Theatre
- Travel Forward Theatre
- Seminar Room
- Mezzanine Room
- Corporate Travel Area

3,215 travel professionals gathered in the contents area throughout the 3 days of event



2019 Speed Networking Sessions

Speed Networking with Hosted Buyers

405 people attended, being:

63 Hosted Buyers (sitted)

342 exhibitors (circulating)

Speed Networking with Buyers' Club members

287 people attended, being:

43 members of the Buyers' Club (sitted)

244 exhibitors (circulating)

Digital Influencers Speed Networking

135 people attended, being:

30 Influencers (sitted)

39 exhibitors (circulating)

40 travel professionals (circulating)

26 press (circulating)

Speed Networking with Travel Managers

193 people attended, being:

13 travel managers (sitted)

180 exhibitors (circulating)

**A total of 1020 travel
professionals gathered in the
4 Speed Networking Sessions
throughout the 3 days**

2019 Speed Networking Sessions



2019 Association Partners

 AAOYT Asociación Argentina de Operadores de Viajes y Turismo	 ABEOC Brasil Associação Brasileira de Empresas de Eventos	 ABETA Associação Brasileira das Empresas de Ecoturismo e Turismo de Aventura
 ABH Associação Brasileira da Indústria de Hotéis	 ABLA Associação Brasileira das Locadoras de automóveis	 AMPRO Associação de Marketing Promocional
 ANEEA Associação Nacional das Empresas Administradoras de Aeroportos	 ANSEDTUR Associação Nacional dos Secretários e Dirigentes Municipais de Turismo	 APOTUR Asociación Peruana de Operadores de Turismo Receptivo y Interno
 APRECESP Associação das Prefeituras das Cidades Estância do Estado de São Paulo	 ATTATRAVEL Adventure Travel Trade Association	 AVEMAREP Asociación Venezolana de Mayoristas, Operadoras de Turismo y Empresas de Representación
 CÂMARA LGBT Câmara de Comércio e Turismo LGBT do Brasil	 CANATUR Cámara Nacional de Turismo Perú	 CLIA BRASIL Associação Brasileira de Cruzeiros Marítimos
 FBHA Federação Brasileira de Hospedagem e Alimentação	 FEDETUR Federación de Empresas de Turismo de Chile	 FHB FÓRUM DE OPERADORES HOTELEIROS DO BRASIL
 GBTA Global Business Travel Association	 HI Hostelling International Brasil	 ifitt International Federation for Information Technologies and Travel & Tourism
 IGLTA International Gay and Lesbian Travel Association	 LIMA Lima Convention & Visitors Bureau	 SINDEPAT Sistema Integrado de Parques e Atrações Turísticas
 SKAL Internacional São Paulo	 SPCVB São Paulo Convention & Visitors Bureau	 UNEDESTINOS União Nacional de Convention & Visitors Bureaus e Entidades de Destinos
 VBRATA Associação do Trade Turístico Especialista em Brasil	 WAP World Animal Protection	 WATA World Association of Travel Agents

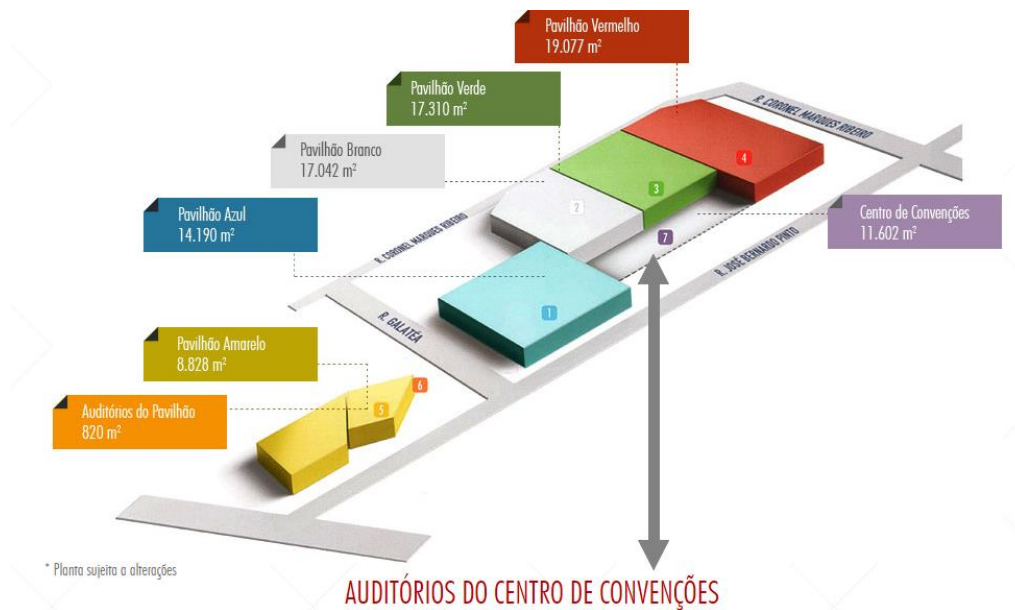
2019 Media Partners



2020 Dates and Location

Dates: 31 March – 2 April 2020

Location: Blue and White Halls, Expo Center Norte, São Paulo



LATIN AMERICA

São Paulo, 31 March–2 April 2020

