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Professional
networking
events

Targeting
more than
1,000 exhibitors
and **7,000**
visitors

For
**Leisure,
MICE and
Business**
travel

WTM Latin America

Means Business

.....
Including the 39th BRAZTOA Business Meeting
.....

23-25 April 2013 • São Paulo, Brazil



braztoa[®]
associação brasileira das operadoras de turismo

**world
travel
market**
Latin America



23-25 April 2013
São Paulo, Brazil

WTM Latin America. Means Business

Reed Travel Exhibitions' (RTE) World Travel Market Latin America is taking place in Brazil in April 2013. RTE is the leading provider of events in the global travel and tourism industry and is proud to be expanding the successful World Travel Market brand in Latin America.

World Travel Market Latin America, the leading global event for the Latin American travel industry - 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. To be staged annually in the economic powerhouse of São Paulo, World Travel Market Latin America will utilise the knowledge, expertise and experience of organiser Reed Travel Exhibitions and sister event World Travel Market in London.

WTM LATIN AMERICA. MEANS INCREASING YOUR BUSINESS OPPORTUNITIES

WTM Latin America joins forces with BRAZTOA Business Meeting (The leading Brazilian Tour Operators Association). The partnership positions WTM Latin America as the event for the Latin American travel and tourism industry. 1,000 BRAZTOA hosted travel agents will attend the event in 2013.

"This collaboration is highly positive. Brazil has become an increasingly important player within the global scenario and it is quite natural for these partnerships to spring up, in order to expand initiatives and to reduce the existing gap between the domestic and international market. We are adding our expertise in business events and our knowledge of the Brazilian market to an exhibition of international credibility"

**BRAZTOA President,
Marco Ferraz.**

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associação brasileira das operadoras de turismo

▶ World Travel Market Latin America for **Leisure, MICE** and **Business Travel** is the event where the Latin American Travel Industry will conduct business to become one of the most important regions in the global travel and tourism industry.

The event will work with an established network of industry partners including international media and associations to help deliver key messages to a global audience of travel professionals throughout the year.

WHO WILL ATTEND WTM LATIN AMERICA?

WTM Latin America will be targeting 1,000 exhibiting companies and more than 7,000 visitors for the inaugural event.

Exhibitor Profile

Exhibitors will be from the following principal categories:

- National, Regional & City Tourist Offices (NTO)
- National, Regional & City based Convention Bureaux (CVBs)
- Hotel Groups
- Tour Operators
- Wholesalers
- Destination Management Companies (DMCs) & other agencies
- Technology & Event Service Providers
- Airlines & Major Transport Providers

Visitor Profile

(pre-qualified Trade Visitors only)

- Tour Operators
- Travel Agencies
- Event Agencies
- Corporate Travel Organisers
- Group Travel Organisers
- Incentive Houses

Visitors will be from the following geo regions: 80% Brazil, 15% Latin America, 5% Rest of the World.



WTM LATIN AMERICA. MEANS INNOVATION

▶ WTM Latin America is the place to do business.

WTM Latin America will work with key industry players, locally and internationally, to provide a strong, professional event programme over the three days of the show. The programme will focus on the Latin American region and cover important topics affecting the market currently and in the future.

The official event programme, to include sector networking sessions, will provide additional opportunities for exhibitors and visitors to meet and make business connections.

EVENT PROGRAMME HIGHLIGHTS

- UNWTO Seminar
- WTM Vision Conference
- PhocusWright Seminar
- World Responsible Tourism Programme
- Social Travel Market Programme
- Sports Tourism seminars
- Leisure Forum and networking session
- MICE Forum and networking session
- Business Travel Forum and networking session

The German National Tourist Board is sponsoring the inaugural event as the official host country partner for 2013.

“We are delighted to be able to showcase Destination Germany as a partner country in the high-growth market of Brazil”

Petra Hedorfer, CEO of GNTB



WTM Latin America is supported by the Brazilian Tourist Board

“For Brazil, it is a special and strategic moment to receive an event like WTM Latin America and an opportunity to receive its buyers and showcase our country”

Marcelo Pedroso,
International
Markets Director
of EMBRATUR.



CONTACTS

To reserve your space or discuss your partnership with WTM Latin America 2013 please contact one of the below:

Brazilian Enquiries

Lawrence Reinisch
Exhibition Director
T: +55 11 3060-4895
E: lawrence.reinisch@reedexpo.com.br

International Enquiries

Polly Magraw
Project Manager – International Sales
T: +44 208 9107897
E: polly.magraw@reedexpo.co.uk

To find out more please visit **wtmlatinamerica.com**

Generalist



World Travel Market
The leading global event for the travel industry
4-7 November 2013 | London, UK



World Travel Market Latin America
The leading global event for the Latin American travel industry
23-25 April 2013 | São Paulo, Brazil



Arabian Travel Market
The leading travel exhibition in the Middle East
6-9 May 2013 | Dubai, UAE



International French Travel Market Top Resa
The international event for the French travel market
24-27 September 2013 | Paris, France

Luxury & Specialist



International Luxury Travel Market
The leading 'by invitation only' event for the global luxury travel community
2-5 December 2013 | Cannes, France



International Luxury Travel Market Asia
The leading 'by invitation only' event for the luxury travel community of the Asia Pacific
3-6 June 2013 | Shanghai, China



International Luxury Travel Market Americas
The leading 'by invitation only' event serving the luxury travel sector of the Americas
30 September-3 October 2013 | Mayakoba, Mexico



International Luxury Travel Market Africa
The leading 'by invitation only' event serving the luxury travel sector of Africa
8-9 April 2013 | Cape Town, South Africa



International Golf Travel Market

International Golf Travel Market

The world's premier event dedicated to golf tourism
11-14 November 2013 | A different venue every year

Meetings, Events & Business Travel



EIBTM
The global meetings and events exhibition
19-21 November 2013 | Barcelona, Spain



CIBTM
China's incentive, business travel and meetings exhibition
2-4 September 2013 | Beijing, China



AIBTM
The Americas' meetings and events exhibition
11-13 June 2013 | Baltimore, USA



GIBTM
The Gulf's incentive, business travel and meetings exhibition
25-27 March 2013 | Abu Dhabi, UAE



AIME
The Asia-Pacific incentives and meetings exhibition
26-27 February 2013 | Melbourne, Australia



Business Travel Market
The event for the business travel industry
6-7 November 2013 | London, UK



Moscow, Russia	2 April 2013
Beijing, China	8 April 2013
São Paulo, Brazil	24 April 2013
London, UK	1 May 2013
Dubai, United Arab Emirates	7 May 2013
Rimini, Italy (TTG Incontri)	17 October 2013



Latin America

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