



BELIZE HOTEL ASSOCIATION

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CARIBBEAN
HOTEL & TOURISM
ASSOCIATION



ExpoVacaciones
Centroamérica
tan pequeña... tan grande...



Belize Hotel Association in Salvador - Expovaciones 2016

The Belize Hotel Association, represented by Marketing Director Tessie Duran Tonaco and Office



Administrator, Lourdes Moore, participated at the Expovaciones 2016, held July 9 and 10 in San Salvador. The event, in its 13th year, was held in Pavilion 8 at CIFCO (Centro Internacional de Ferias y Convenciones de El Salvador).

Expovaciones is a consumer tourism fair that is open to the Salvadoran public. It is aimed to promote international destinations, packages and tour operator services, and related products for recreation and travel. The event opens one month prior to the main travel period for Salvadorans in August 3-8 for the long holiday weekend celebrating Dia de San Salvador. Statistics have shown large group excursions from Salvador, sometimes up to 275 persons at a time, traveling to Belize, in August as well as Easter and December, over the past years. Their main destination has been Belize City, but recently groups have been visiting Placencia, Cayo, the Cayes as well as doing snorkeling, caving, and ziplining tours. Salvador is proving to be a viable market with much potential especially taking into consideration, the recent decrease in airfare between Belize and Salvador.

The Belize Hotel Association received over 400 visitors to the booth, requesting information about Belize and promotions available during the summer months. We also received extensive media coverage, including television and radio interviews during the show.



Booth visitors were excited to learn that they would be receiving information about Belize and rates and specials direct from our BHA members!

...encouraging and supporting the sustainable growth of members