



## BELIZE HOTEL ASSOCIATION

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CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

### **BHA attends Expodestinos 2016 in Mexico City**

As a follow-up to the August 2016 FAM trip for Mexican travel Agents, the Embassy of Belize in Mexico invited the Belize Hotel Association and the Belize Tourism Board to promote Belize in their booth at the ExpoDestinos Mexico 2016 show, that was held in Mexico City on October 1 and 2, 2016. The Belize Hotel Association was represented by its Marketing Director Ms. Tessie Tonaco and the Belize Tourism Board was represented by Ms. Althea Sebastian-Travel Trade Officer and Ms. Jana Puga- Media & Public Relations Officer. ExpoDestinos Mexico 2016, an annual consumer show, attracted more than 15000 attendees who were looking for vacation destinations and packages for their next



holidays. The Belize booth was abuzz with visitors who were very interested in our destination, and inquiring about hotels and transportation options. Their proximity to Belize, and the possibility to receive packages and information directly from our BHA members, made it a very viable option for their next vacations. In addition, one of the travel agents who was in Belize on the FAM trip, Ms. Fernanda Marquez of TravelStore, visited the booth on Sunday October 2. Ms. Marquez explained to the attendees, how uncomplicated it was for her to travel to Belize, and the many exciting adventures she had in our country, including snorkeling, island hopping, visiting the ruins, the waterfalls, the caves, trekking through the jungle, along with the cultural experiences of drumming and chocolate making. The BHA would like to thank Ms. Marquez for her invaluable assistance that day.



Once again we would like to thank the Belize Embassy in Mexico for offering us this great opportunity to market Belize and the BHA in Mexico City. The Belize Embassy in Mexico, has always supported the Belize Hotel Association and has aggressively promoted our 2016 hotel guide in Spanish on their official facebook page. They also distributed our guides, our BHA member brochures and other collateral at the Feria de las Culturas Amigos, held in Mexico City in May 2016. The Embassy has expressed much interest to continue collaborating with the Belize Hotel Association, the Belize Tourism Board, and the Belize Tourism Industry Association, in an effort to promote Belize in Mexico, and we look forward to working with them towards this goal.



The contacts from Expodestinos 2016 are available in the Members section of the BHA website for our members to download and email the visitors to the Belize booth.

*...encouraging and supporting the sustainable growth of members*