



BELIZE HOTEL ASSOCIATION

#13 Cork Street,
P. O. Box 2480
Belize City, Belize
Tel: 501-223-0669



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

E-mail: bha@btl.net Website: www.belizehotels.org



The 29th Annual Cancun Travel Mart Mexico Summit, a Travel-Trade show Sponsored by the Cancun & Puerto Morelos Hotel Association, was held on October 17-19, 2016 at the Cancun Convention Center. The Schedule of Events is "strictly business" with an arrival/registration day, followed by two days of pre-scheduled business appointment periods. International Buyers and Suppliers are able to meet face-to-face with decision

makers to discuss existing contracts, develop new packages and "fill-in" last minute winter/spring openings.

The BHA represented by Past President Doug Thompson and Marketing Director Tessie Tonaco, met with several international travel agents and marketing agencies who were interested in learning more about what Belize has to offer. Past experience has shown that this show has yielded great results in terms of acquiring new Travel agent contacts and bookings for our members. However this year, the two day show was not as well attended as expected, and caliber of appointments were not as high as in previous years. Some scheduled appointments were a



no-show, but from the few that we spoke to, we are hoping to be able to attract more travelers to Belize from countries such as Mexico, Japan, Spain, Canada and the USA.



In addition to meeting with travel agents at the Cancun TravelMart 2016, the BHA received much Press coverage and interviews from local media who were interested in publicizing Belize and the many activities we have to offer our visitors.

...encouraging and supporting the sustainable growth of members