



BELIZE HOTEL ASSOCIATION

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CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Denver Travel and Adventure Show 2016

The Belize Hotel Association, represented by Board Member Julie Kee and Marketing Director Tessie Tonaco, attended another of the Travel and Adventures Show series, last weekend. This was a first of its kind to be held in Denver taking place at the Colorado Convention Centre, on March 18 and 19, 2016



The BHA booth received many visitors, who were eager to learn about the countless diving and adventure activities that Belize has to offer. The new Southwest, Denver-Belize direct connection, that was launched on March 11, 2017, was greeted with much enthusiasm and it offered an added incentive for booking a vacation to Belize in the very near future.



The Travel and Adventure Shows, create destination awareness, capture mind share, and generate leads by attracting serious travelers who are already in the planning stage of the travel purchase process. The Travel & Adventure Shows are strategically positioned in eight of the country's top gateway markets that offer easy access to airlift and contain large populations with above average disposable incomes. From international and domestic destinations, to tour operators and top travel suppliers, these events have connected more than 4,000 travel providers with over 1.25 million active travelers in the past twelve years.



The Shows offer face to face meetings, between suppliers and consumers, promoting quality conversations, information dissemination and building trust in our brand which ultimately leads to travel bookings for our members.

BHA received a substantial number of leads at the show, which our members can access by logging into the members section of the BHA website: www.belizehotels.org with their username and password.

...encouraging and supporting the sustainable growth of members