

## Central America Travel Market 2017 ( CATM )

El Salvador

October 6-8, 2017

BHA Delegate: Mrs. Leisa Carr- Caceres ( Past President)



The Central America Travel Market ( CATM ) was held in San Salvador from October 6 to 8, 2017. This regional tourism event, held in a different Central American country each year, has a main goal of promoting Tourism to the area. Participating countries this year included Belize, El Salvador, Honduras, Guatemala, Costa Rica, Panama and Nicaragua. Over 80 wholesalers from Europe, the US and South America and many international journalists attend this event each year in an effort to make new connections and contracts within Central America.

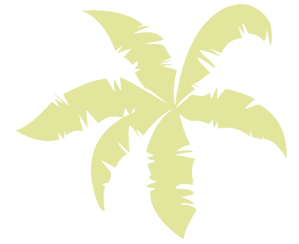
The Salvadoran Ministry of Tourism said CATM *"... will house more than 100 tourism companies in the region, and about 80 of whom are specialized multi - product buyers from Europe, South America and the United States, allowing for promotion of business relationships with tourism suppliers in Central America. "*

The eleventh edition of the event was organized by the Ministry of Tourism of El Salvador and the Federation of Chambers of Tourism of Central America (FEDECATUR) and the Central America Tourism Agency (CATA). The Belize Tourism Industry Association (BTIA), being the representatives of CATA in Belize, spearheaded this initiative, whereby local tourism stakeholders could participate in the event.



The Belize Pavilion at CATM, housed several representatives of our Tourism industry including the Belize Hotel Association, Belize Tourism Board, Splash Dive Center and Ramada Belize City Princess Hotel. In attendance during the event, was Ambassador Celie Paz Marin, of the Embassy of Belize in El Salvador.

Following this event, the Belize Tourism Industry Association, organized a three day Post Tour to Belize, for nine European and Central American Travel Agents who attended CATM. In Belize they visited Placencia, Cayo and Belize City. On Tuesday October 10, the BHA and the BTIA co-hosted a cocktail event for the agents and several tourism stakeholders, at the Best



Western Plus Belize Biltmore Plaza, where both parties could mingle and network in a relaxed and informal setting.



A list of contacts from the CATM Travel Trade Show will be posted on the BHA website [belizehotels.org](http://belizehotels.org) and can be accessed with your member login and password.