



Defying the industry's challenging times.



La Cumbre
The Americas' Travel Industry Summit

September 9th-11th, 2009
Puerto Rico Convention Center
Puerto Rico

POST SHOW REPORT

General Facts

- 189 Exhibitor Companies
- 213 Buyers
- 83 Local and International Journalists
- 7711 Appointments Generated
- 60% were online pre-scheduled appointments
- Exhibiting Countries: Argentina, Belize, Brazil, Canada, Dominican Republic, El Salvador, Jamaica, Mexico, Netherlands Antilles, Panama, Puerto Rico, United States, Uruguay, Virgin Islands (U.S.).
Buyer Countries: Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, El Salvador, Ecuador, Guatemala, Honduras, India, Mexico, Netherlands, Netherlands Antilles, Nicaragua, Panama, Paraguay, Perú, Puerto Rico, Spain, Switzerland, United Kingdom, United States, Uruguay, Uzbekistan, Venezuela
- 7 Conferences
- 2 Destination Seminars



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STRATEGIC MEDIA PARTNERS



MEDIA PARTNERS



Communications Campaign

Media

More than 177 print and online media articles reaching 60.638.028 readers



Advertising

29 ads reaching 291.700 readers.



Online Marketing

- More than 66.765 pages visited the website.
- More than 50 newsletters distributed to Exhibitors and Buyers.
- More than 10 advertising banners in websites.



Club Elite Program

- Special emails to Club Elite Members.
- Club Elite Registration area onsite.



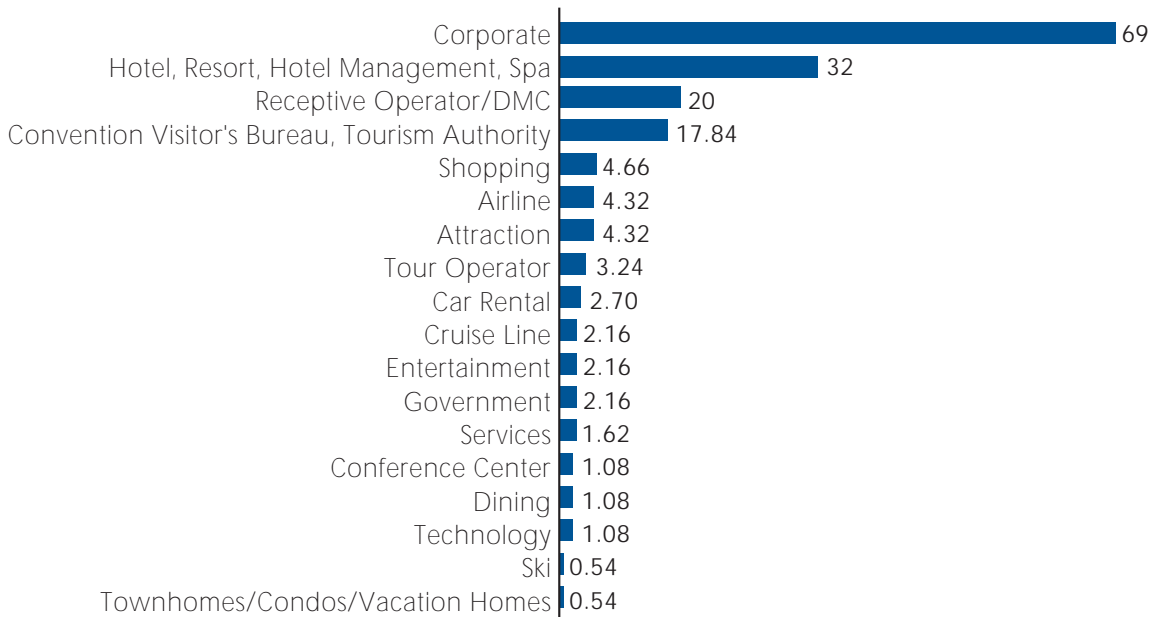
Exhibitor Analysis

Quantity & Origin

189 Exhibitors - 14 Countries Represented

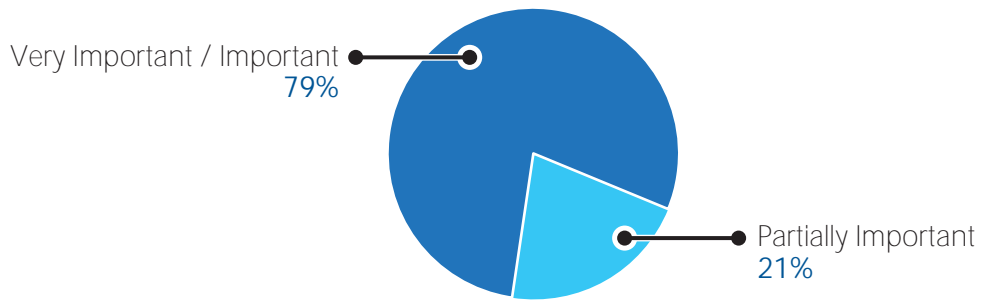


Exhibitors Categories

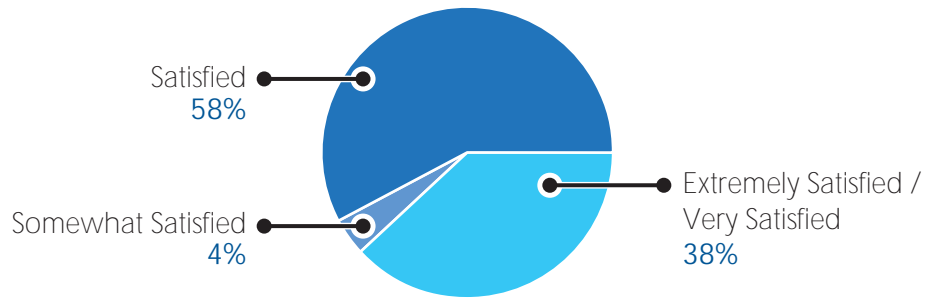


Satisfaction & Importance

How important is La Cumbre to your Organization?



How satisfied are you with your participation at La Cumbre?

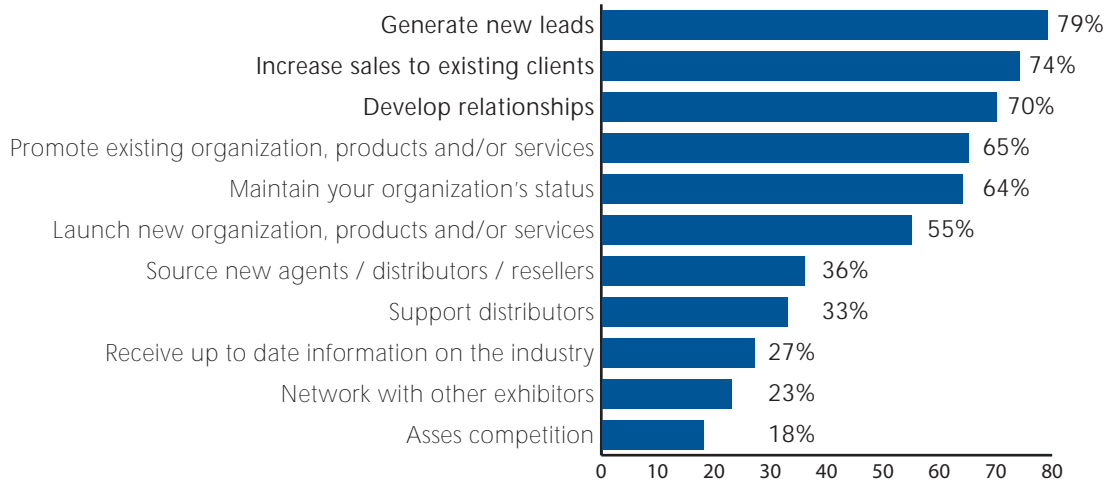


84% of the exhibitors stated they received significant competitive advantages from their participation in La Cumbre 2009.

81% of the exhibitors stated they definitely / possibly will exhibit in La Cumbre 2010.

Source: on-line poll conducted among 189 participating exhibitors companies.

Goals for Exhibiting



96% of the exhibitors stated they would recommend La Cumbre to other organizations.

92% of the exhibitors stated they are sure that buyers will place orders with them as a result of their participation at La Cumbre.

Source: on-line poll conducted among 189 participating exhibitors companies.

Buyers Analysis

Quantity & Origin

213 qualified Buyers - 24 Countries Represented

- | | | |
|--|--|---|
|  Argentina |  Guatemala |  Puerto Rico |
|  Bolivia |  Honduras |  Spain |
|  Brazil |  India |  Switzerland |
|  Chile |  Mexico |  United States |
|  Colombia |  Netherlands |  Uruguay |
|  Costa Rica |  Netherlands Antilles |  Venezuela |
|  Dominican Republic |  Panama | |
|  Ecuador |  Paraguay | |
|  El Salvador |  Peru | |

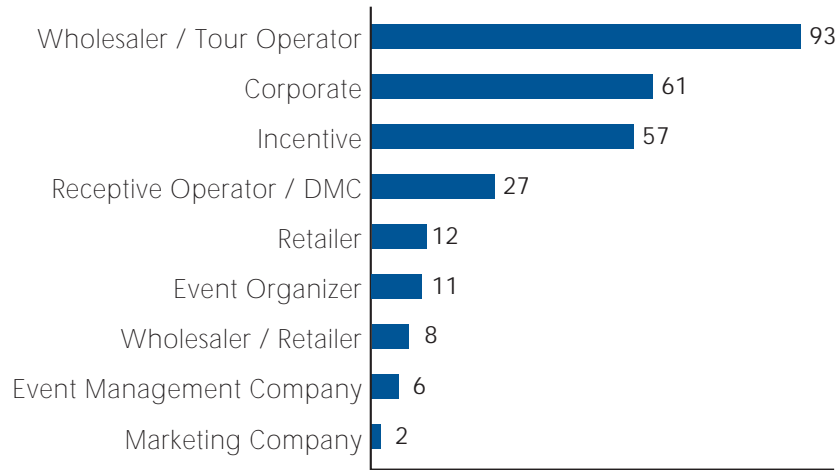
88% of the exhibitors stated they were satisfied with the quality of Buyers that attended.



"La Cumbre is the ideal combination: knowledge updating and the best business chance, all at a same place".

Gladys Balarezo B., General Manager,
Galaxy Vacations SAC

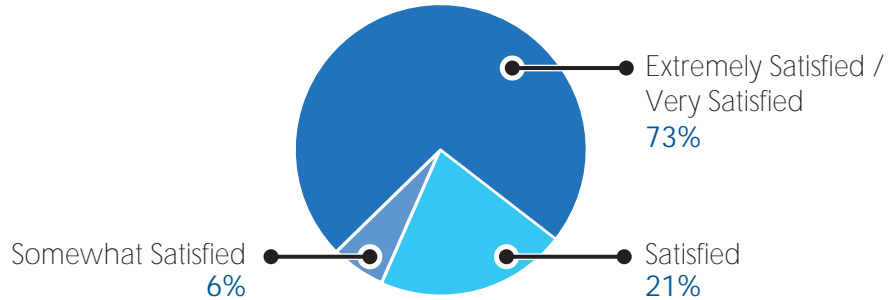
Buyers Categories



"For our market, **La Cumbre** is the most important event, as we find products that meet our clients' demands. All of it in the same place, which makes business easier, without the need of travelling to every destination. Besides, we have the chance of bonding even more with those with whom we work."

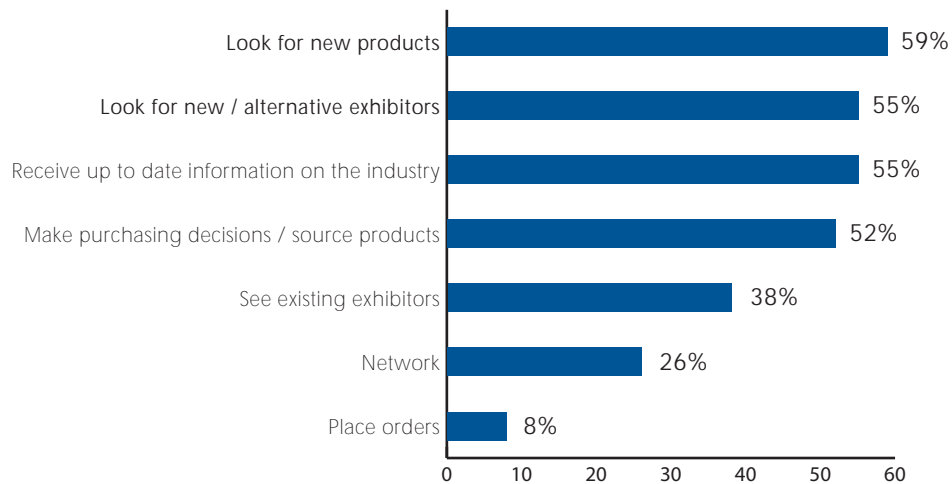
Hannia Corella,
 President, Suvia Reps.

Satisfaction & Importance



99% of the Buyers stated they received significant competitive advantages from their participation in La Cumbre 2009.

Goals of the Visit



Source: data provided by 213 attending Buyers' delegates.

Conference Program

95% of the Conference Program attendees rated the subject presented as Very Important / Important.

SEPTEMBER 9, 2009
THE NUMBERS



Pete Garcia
Founder - Pete Garcia
International

SEPTEMBER 9, 2009
USA INBOUND FROM LATAM AND THE CARIBBEAN

Since the 1990's peak, learn what has happened in Latin travel market in terms of arrivals, spending and key traveler characteristics. What are the top destinations for Latin visitors, what has changed for planning times, sources, purpose of trip, and more? What is the forecast for 2009 and beyond?



Ron Erdmann
Deputy Director - U.S.
Department of Commerce
Office of Travel &
Tourism Industries

SEPTEMBER 9, 2009
LATIN AMERICAN TOURISM; SURVIVING THE ECONOMIC DOWNTURN

Surviving the economic downturn: This presentation will examine the current economic state of the world, with emphasis on key countries, and explore its impact on the tourism industry in Latin America. It will also include an outlook for the tourism industry, detailing challenges and opportunities.



Michelle Grant
Travel and Tourism Research
Manager - Euromonitor
International

SEPTEMBER 9, 2009
USA OUTBOUND TO LATAM AND THE CARIBBEAN

In 2008, excluding Mexico, almost 11 million U.S. travelers visited Latin America. Where did they go? Where do they come from within the USA? Learn about other key traveler characteristics of the U.S. outbound market that can assist you in being more productive in this growing outbound market.



Ron Erdmann
Deputy Director - U.S.
Department of Commerce
Office of Travel &
Tourism Industries

SEPTEMBER 9, 2009

US HISPANIC MARKET - PRESENTED BY PETE GARCÍA INTERNATIONAL, INC.

The presentation will be of these items:

- How valuable is this market?
- Why is this market so diverse?
- Do they use the internet?
- What other opportunities are there within this group?
- How can I tap into this market?
- Are there ties to the larger Latin American market via US Hispanics.



Pete Garcia
Founder - Pete Garcia
International

SEPTEMBER 9, 2009

THE INTL TRAVELER SHOPPING STUDY: NEW RESEARCH HIGHLIGHTS IMPORTANCE OF SHOPPING TRAVEL AS A DESTINATION MOTIVATOR

More than 50 percent of international shopping travelers surveyed who have visited the United States in the last 12 months are likely to come again over the next year. That's good news for the U.S. economy according to a study commissioned by Taubman Centers and Shop America Alliance in partnership with the U.S. Department of Commerce, Office of Travel & Tourism Industries. New research on The International Shopping Traveler from the top five international inbound markets to the U.S. -- Canada, Mexico, UK, Germany and Japan, representing 75% of all inbound U.S. Travelers -- was conducted by Mandala Research via an online survey in January 2009. Shopping, dining and cultural travel are among the top tourism activities in the U.S. These activities are especially important to international travelers and continue to be so even in these challenging economic times. The study details the top US Shopping Destinations, top brands and amount of spent shopping, close to 30% of travel time and an average of \$1063 per person, as well as other activities and preferences. Shopping, Dining and Cultural Heritage travel continue to be the top tourism activities in the USA, and this presentation underscores the importance of effectively marketing these key activities.



Rosemary McCormick
President - Shop
America Alliance

SEPTEMBER 9, 2009

INCENTIVE & DESTINATION MEETINGS - TODAY!

The presentation will be of these items:

- Famous stock exchange crashes & other events
- Prediction (consumer) trends 2009
- Get creative in your programs
- Stay positive in tough times
- Successful negotiating
- The incentive market & destination meetings
- How do you build successful strategic partnerships?



Joost de Meyer
President - First Incentive
Travel, Inc.
SITE International

Media Analysis

Media Coverage

83 journalists covered La Cumbre 2009.

These are some of the media that published information about the event:

Agencia Colprensa	Latin Press Inc
Agencia EFE	Listin Diario
Airport News Ezeiza	Mundo Turístico
Asesoría Turística	National Geographic Traveller
Boletín Turístico / Revista Swishy	Notiturismo Internacional
Brasil Travel News	Panrotas
Brasilturis Jornal	Periódico Invertour
Buen Viaje	Portal de America
Caribbean News Digital	Primera Hora
Caribbean Travelling Network	Publitur
Casate	Radio 11Q
Convencionesonline.com	Report Americas
Diario Clarín	Revista Ambiente y Color
Diario La Verdad	Revista Contorno
Diario Libre	Revista Cosas
Dimension Turística	Revista Gaceta
Economía para Todos	Revista El Viajero
Editorial Turística	Revista Industriales
El Heraldó	Revista Mundo Turístico
El Nuevo Día - Sección Turismo	Revista Pasajero
Casa Editorial El Tiempo	Revista Viajeras de Colección
El Venezolano	Revista Viajes
El Vocero	Sin Fronteras Editores
Eventos Latinoamericanos	Telecadena NCN Puerto Rico
Folha do Turismo	The New Yorker
Gerencia de Viajes	TheTourOperator.com
Global Business Worldwide	Traffic News
GO Puerto Rico	Travel Time
Imagazinetur.com	Travel Update
Incentives & Meetings/The Workbook	Travel World News
Inbound	Turismo Al Día
Jornal de Turismo	Turistampa
La Agencia de Viajes	Viajero.com
Ladevi Producciones Editoriales	

Media Clipping



Photo Gallery



Photo Gallery



*Images provided by: Diego Díaz and Ileana Mora.

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Reed Travel Exhibitions Events

Meetings, Incentives, Conventions & Events (MICE)



AIBTM
21-23 June, 2011
Baltimore, USA



AIME
2-3 March, 2010
Melbourne, Australia



CIBTM
2010
Beijing, China



GIBTM
29-31 March, 2010
Abu Dhabi, United Arab Emirates



EIBTM
1-3 December, 2009
Barcelona, Spain



ICCA Congress & Exhibition
7-11 November, 2009
Florence, Italy

Luxury Travel Events



**Asia Luxury
Travel Market**
14-17 June, 2010
Shanghai, China



**International Luxury
Travel Market**
7-10 December, 2009
Cannes, France

Leisure Travel Events



**Arabian Travel
Market**
4-7 May, 2010
Dubai, United Arab Emirates



City Break
15-16 June, 2009
Gothenburg, Sweden



**International Golf
Travel Market**
16-19 November, 2009
Malaga, Spain



Top Resa
21-24 September, 2010
Paris, France



World Travel Market
9-12 November, 2009
London, UK