

# Reed Travel Exhibitions Launches World Travel Market Latin America



Reed Travel Exhibitions (RTE), the leading provider of events in the global travel and tourism industry, is delighted to announce the launch of World Travel Market Latin America - the first global event for this increasingly important region for travel and tourism.

The first World Travel Market Latin America will take place in São Paulo in April 2013. RTE is working with the Brazilian tourist board EMBRATUR over a hosted buyers programme for WTM Latin America.

The event is targeted at the booming Brazilian and Latin American travel and tourism industry. Latin America will attract 33,127,000 tourists (including those travelling between countries and into the region) in 2011 rising by 5.2% a year to 55,191,000 in 2021, according to the World Travel & Tourism Council.

This increase in visitors sees Latin America top the table of percentage increase in tourists spending over the next 10 years rising 7.5% over the period to \$70.8 billion in 2021.

RTE Managing Director Richard Mortimore said: "Reed Travel Exhibitions is launching World Travel Market Latin America at an exciting time for the Brazilian and wider Latin American travel industry.

"WTM Latin America gives the Latin American internal and outbound travel industry the perfect shop window to heighten its already growing profile in the global tourism industry.

"It will be region's only global marketplace to conduct business, negotiate deals and sign the contracts which will see it grow to one of the most important regions in the tourism industry."

The launch of WTM Latin America has received unequivocal support from the continent's travel and tourism industry, including national and regional tourist boards and leading hotel chains.

Caio Carvalho, President of São Paulo tourist board SPTuris said: "It is a pleasure to welcome WTM Latin America to São Paulo, largest market in South America, foremost destination in Brazil and one of the 2014 World Cup host cities, in 2013."

The former president of EMBRATUR (1994/2002) and subsequently Minister of Sports, Leisure and Tourism (2002), added: "We are sure that the event will be an absolute success, with the creation of much new business; with visitors being surprised by the cultural environment, the variety and quality of gastronomy and the diversity of attractions offered by São Paulo."

Ronald Ázaro, President of Turisrio (tourist board for Rio de Janeiro) added:

"Rio de Janeiro is blessed with an enormous variety of landscapes - Beaches, Islands, Atlantic Rain Forest very close to beautiful mountain resort towns and also Rio, one of the most glamorous metropolises in the world."

“WTM Latin America will help the State of Rio de Janeiro - already well known for its Leisure Tourism - to strengthen its MICE segment. Congresses, Incentives, Conventions and Corporate Meetings, Technical Visits are segments where the world expertise of RTE will certainly make the difference.”

São Paulo Convention Visitors Bureau (SPCVB) Executive Director Toni Sandro said: “Another great event is arriving in the city of São Paulo. São Paulo has the privilege to welcome, for the first time, the most important international event in the world for travel and tourism. Thousands of visitors will have the opportunity to sample the cultural and leisure attractions of the Latin American business capital.”

Hoteis Othon Commercial Director Tomas Ramos added: “Othon Hotels, the most traditional Brazilian chain of hotels, is pleasantly surprised with the news of the launching of WTM Latin America.

“We consider it a great opportunity to see the Brazilian and Latin American hotels promoted in an international-ranking event, in the city that offers the best air connections to all Latin America and the world.”

Furthermore, WTM Latin America is also backed by states focusing on responsible travel.

The State of Mato Grosso do Sul is located in the heart of Brazil and focuses on environmentally-friendly small tours to its natural resources of swamps, lowlands and rivers.

Nilde Brun, past President of FORNATUR the Brazilian State Tourism Secretary Forum and President of Fundtur (Secretary of Tourism) of the State of Mato Grosso do Sul said: "We believe the experience of Reed Travel Exhibitions in putting together selected exhibitors and buyers that work within this concept will add to the actions that we look for as productive alternatives, focused on environment preservation and sustainability".

Negotiations between RTE and ABAV for RTE to continue to organise Fairs of the Americas - ABAV under a management contract are ongoing.

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## Reed Travel Exhibitions

Reed Travel Exhibitions (RTE) is the world’s leading provider of exhibitions in the travel and tourism industry. Its wide-ranging portfolio of events around the globe covers leisure travel, luxury travel and the meetings and incentives industry.

The 13 events are; World Travel Market (WTM), Arabian Travel Market (ATM), International French Travel Market (IFTM), La Cumbre, International Golf Travel Market (IGTM), International Luxury Travel Market (ILTM), International Luxury Travel Market Asia (ILTMA), Asia-Pacific Incentives & Meetings Expo (AIME) (owned by Melbourne Convention + Visitors Bureau), Exhibition for the Incentive Business Travel Market (EIBTM), Gulf Incentive Business Travel Market (GIBTM), Americas Incentive Business Travel Market (AIBTM), China Incentive Business Travel Market (CIBTM) and Business Travel Market.

RTE is a business unit of Reed Exhibitions. In 2010, Reed Exhibitions held more than 460 events in

36 countries bringing together more than seven million people from around the world generating billions of dollars in business.

Reed Exhibitions is owned by Reed Elsevier, the world's leading provider of professional information and online workflow solutions.

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