



## BELIZE HOTEL ASSOCIATION

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# Chile- COPA Roadshow

**Vina del Mar, Chile – Dec 9, 2015- Lunch Presentation**

**Santiago Chile- December 10, 2015- Breakfast Presentation**



The BTB, in conjunction with the BHA and the private sector have been actively promoting Belize as a new destination to the South American market. Several Roadshows have been organized in the past years to include Brazil, Colombia and now Chile and also Participation in tradeshow in Argentina. The large populations of these countries, coupled with the fact that their main travel dates coincide with our low season in Belize ( May- November),

makes them the ideal regions to promote our destination. The addition of the new COPA twice weekly flights from Panama has only made Belize, even easier to promote, along with the many attractions we have to offer our visitors.

The Chile –COPA Roadshow was organized by our Tourism Partner, Tropic Air, with the introduction of the new twice weekly COPA airlines direct flight from Panama to Belize. The Belize delegation, with the BHA , represented by Marketing Director, Tessie Tonaco, and several other Private sector partners, boarded the two hour inaugural COPA flight to Panama, on the 8 December at 2:00 PM. A quick, seamless connection was made from Panama to Chile on a six hour COPA flight, arriving at 2:30 AM, on December 9. The Roadshow consisted of a lunch presentation in Vina del Mar on December 9, at 1PM, where we were joined by approximately 50 travel agents from this city. On December 10, a breakfast presentation at 8:30 AM was done in Santiago, Chile, that was also very well attended. In fact, more agents came in, than had confirmed their presence, and the conference room was full to capacity. Each Belize representative had Tabletop presentations at each city, where could meet one-on-one with the travel agents. After these meetings, an excellent and informative presentation on Belize, was done in Spanish, by Mr. Mynor Larrieu of the BTB, and then the floor was opened for questions.



*...encouraging and supporting the sustainable growth of members*



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Great gift packages were donated from members of the tourism industry, and these were raffled, creating great anticipation from all the participants. COPA airlines also offered a round trip ticket to Belize, to be raffled at each event, and coupled with the hotel and tour packages, that created excitement for the attending agents. We thank all our BHA members who offered gift certificates for the Roadshow raffles, which included **Victoria House, Chukka, San Ignacio Hotel, Best Western Belize Biltmore Plaza, Tropic Air, Belizean Nirvana, Ramon's Reef Resort.**

**SUMMARY OF EXPERIENCE:** Chilean vacationers travel mainly during their winter months of May and October, which coincide with student vacation breaks and national holidays. Many also travel during June/July. These months fall within our low season in Belize, which will result in an increase in arrivals for Belize during these months, if we can effectively secure the South American Market. December through May, are their warm, dry, summer months in Chile, therefore they travel less, internationally, during this season and instead vacation at home.

The Chilean Travel agents were excited about Belize as a new destination and with the addition of the easy and inexpensive flight connections, they feel confident about selling Belize. The Belize Hotel Association was very successful at this Roadshow, particularly because we offered the Spanish digital version of the 2016 Hotel Guide on our BHA flashdrives. The travel agents were very enthusiastic about receiving the entire listing of hotels, contacts and information about Belize, in Spanish, making it easier to present our product to their clients. . A list of the travel agent contacts will be made available on our website [www.belizehotels.org](http://www.belizehotels.org) for our members to access with their login and password



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