

EXPERIENCE LATIN AMERICA 2015 CELEBRATES A SUCCESSFUL SHOW!

After its second edition, Experience Latin America has established itself as the biggest Latin American Tourism event in Europe.

Experience Latin America (ELA), Europe's exclusive by-invitation only travel event, dedicated to Latin America was hosted by The Latin American Travel Association (LATA) last week in London's Canary Wharf from June 15-17 2015. The show was a great success bringing together **118 key suppliers** from Latin America with over **360 influential buyers** from the UK and Europe.

Over the course of the three day event, more than **4,700 meetings** took place at CCT Venues between DMCs, hotels, airlines, cruise companies, tourist boards, tour operators, travel agents and media with the mutual aim to develop relationships and grow business to Latin America.

A few highlights from the event:

- 41 speakers delivered 17 insightful 'Uncover & Discover' seminars
- 3 Latin American lunches & 11 coffee breaks
- 2 evening functions - opening party & closing reception

Dominic Hamilton, Deputy Minister of Tourism Promotion, Ministry of Tourism Ecuador - *"Experience Latin America is a really productive space, far less hectic than the average travel fair. It's great to have a specialised event where everyone is talking the same language. It's so much more cost effective coming to one place rather than travelling around the country to get our message across. ELA has provided us with an ideal platform to launch the new chapter in our international promotional campaign - it's been great!"*

Byron Shirto, Chairman of LATA - *"LATA are delighted with the success of Experience Latin America 2015. It was fantastic to welcome so many colleagues and friends from Latin America and Europe at what is now **the** European travel trade show for Latin America. The feedback we have received has been extremely positive and we are already looking forward to ELA 2016."*

Selling Travel was the official media partner for ELA 2015.

To find out more about the event follow Experience Latin America by LATA on Twitter [@ELA_by_LATA](https://twitter.com/ELA_by_LATA) and [@latauk](https://twitter.com/latauk). Official hashtag [#ELA2015](https://twitter.com/ELA2015)

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Notes to Editors:

About LATA: THE LATIN AMERICAN TRAVEL ASSOCIATION (LATA) is a travel trade association bringing together over 275 companies including tourist boards, tour operators, airlines, representation companies, hotels and the travel press. The aim of the association is to promote Latin America as a tourist destination and stimulate growth of travel to the region through a range of promotional and educational activities, and is committed to improving standards and best business practice for the safety and welfare of visitors to Latin America.

For more information about becoming a member of LATA and membership benefits, please contact info@lata.org.

For more information and highlights from ELA 2015 please visit www.experiencelatinamerica.co.uk



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