



EXPERIENCE LATIN AMERICA (ELA) HITS LONDON FOR ANOTHER ROUND IN 2016!

The Latin American Travel Association (LATA) is delighted to announce the return of exclusive by-invitation-only event Experience Latin America 2016. From 6 to 8 June key Latin America suppliers and buyers from the UK, Europe and Latin America will come together at the CCT Venues in Canary Wharf, London, for European premier Latin America trade event, dedicated to Latin America.

During this three day B2B event, airlines, tourist boards, trains, hotels and tour operators from across Latin America will be given ample opportunities to showcase new and inspiring products from Latin America to the European travel industry during pre-scheduled meetings, seminars and other networking opportunities hosted by LATA.

To date there are over 100 exhibitors enrolled to participate in Experience Latin America including tourist boards from El Salvador, Ecuador, Mexico, Peru, Quito and Chile, key airlines such as **AirEuropa** and **LATAM Airlines Group** and **British Airways** and hotels and DMCs from across the region including **Alto Atacama Desert Lodge and Spa**, **Balloons over Atacama**, **Colombian Journeys** and **Costa Rican Trails**.

Experience Latin America attendees will be offered the chance of attending inspiring and informative seminars during the 'Digital Day' or 'Trends Day' aimed at tackling the current big questions emerging from the travel industry's increasing online presence and current trends that are developing in the tourism sector.

The 'Digital Day' seminars will take place on Monday 6 June and will cover the following topics:

- **How can travel companies grow their business through Instagram?**
- **Working with bloggers and digital influencers – how can travel brands benefit?**
- **What's the next social "big thing"?**

The 'Trends Day' seminars will take place on Wednesday 8 June and will focus on answering the following questions:

- **What is the UK consumer booking and how?**
- **The buzz words in travel**
- **Future Gazing.**

The 'Discovery Seminars' will take place on Tuesday 7 June and will focus on Latin American destinations.

Media can register for Experience Latin America [HERE](#). The deadline for registration is **Friday 27 May**. For regular updates on Experience Latin America, follow Experience Latin America on Twitter [@ELA_BY_LATA](#) and [@latauk](#) or search the official event hashtag [#ELA2016](#).

For further information, please visit www.experiencelatinamerica.co.uk or email press@lata.org or contact Kate McWilliams or Lucy Keenan at Lotus (02079538788).