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## 17. edition of MITM Americas started in San Salvador

18. Nov 2011 von [Joachim Fischer](#)



### **Chinese and Russians could be the next wave of Tourists to the Latin America countries**

The seventeenth edition of MIM Americas, Meetings and Incentive Travel Market is taking place in San Salvador by the invitation of CORSATUR and the Ministry of Tourism of El Salvador, derived from the success that El Salvador had in the past editions of MITM in Latin America.

During the opening press conference the CEO of the organizers GSAR Marketing from Madrid, Spain, Ramón Álvarez ( left ) and the Hon. Minister of Tourism de El Salvador, José Napoleón Duarte Durán ( right).

This edition of MITM in San Salvador has had a great success in attracting events, conferences

and incentive travel organizations from Europe, the United States and Latin America, forcing to close the applications approval period almost two month before the event.

To MITM in El Salvador have come more than one hundred congresses, conferences, events and incentive travel organizers from 23 countries: Argentina, Austria, Belgium, Brazil, Canada Czech Republic, France, Germany, Guatemala, Hungary, Ireland, Israel, Italy, Mexico, Netherlands, Poland, Portugal, Romania, Russia, Sweden, Switzerland, UK and the United Staes.



The Minister and the CEO inspect the MITM in the Crown Plaza Hotel and Convention Center San Salvadoe

It must be taken in account that MITM received more than 300 requests from MICE organizers to attend MITM in San Salvador – so a good number of them could not attend since there was no more space or the did not qualify as hosted Buyers with potential to bring groups of incentive, congresses or events.

MITM is a truly international event that has been previously celebrated throughout all Europe and North Africa in 11 cities and eight countries, from Seville to Prague and from Cologne to Nice, as well as Tunisia and Marrakech. In the Americas, MITM has been celebrated in Guadalajara, Jalisco, Mexico; Guatemala City, Miami, Leon, Orlando, Merida, Varadero and Havanna, Las Vegas, Quito, Salvador, Bahia, Brazil and Cartagena, Colombia.

In this year´s Americas edition are present as exhibitors. More than 70 travel companies and organizations from 12 countries, including El Salvador, Argentina, Columbia, Cuba, Ecuador, Guatemala, Honduras, Mexico , Panama Peru, Russia and the United States.

Finally 14 journalists from the business travel market are present in MITM in San Salvador, coming form 10 countries: Argebtina, Colombia, Germany, Guatemala, Mexico, Russia, Spain and the United States. Tourism-Insider is also present and again the Media Partner of MITM. Tourism-Insider published the news about the MITM in three languages: german, English and Chinese.

At the buyers and exhibitors request, MITM programmed more than 3.000 appointments between exhibitors and buyers. It is estimated that these contacts will generate business of around 20.000.000 dollars in lodgings, restaurants, tours, shopping etc. in future incentives, congresses , conferences and events grous in El Salavador.

The Minister presented during the press meeting a new brochure for the promotion for El Salvador in Russian and Chinese language. He said that the new target groups from this countries Russia and china now have explored that there is more behind the United States and the Central American countries see a growth of tourist and business travelers.

220 Million peoples from China alone have now the money and also the willing to travel around the world in the next 5 years and the Chinese government support this.

But one is for sure important, the Hotels and the whole Tourismindustry in El Salvador and the other American Countries have to be well prepared for this travelers. IF they are feeling well – they com in thousender numbers and will spent a lot of money.

Print well-formated:



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