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El Salvador flags pedigree for future meetings

Wednesday, November 23, 2011

As the first MICE destination in Central America, with a convention and visitors bureau (CVB) some 35 years old, El Salvador is more than ready to welcome your meetings business, says its CVB's executive director Adriana de Gale.

Speaking to attendees of this year's MITM Americas tradeshow, which was held for the first time in El Salvador, Ms de Gale said that the Central American nation had always been "deeply concerned" about bringing MICE business to the country.

"It's a new site, but then again we were the first CVB in the Central American region 35 years ago, and our vision was groups ... it has always been that," Ms de Gale stated, pointing to the country's history of welcoming "all kinds of presidents, all kinds of business meetings, and United Nations and Latin American leaders" to its shores.

Promising to be creative and intelligent, and ready "to do what it takes for you to come and do business with us", the CVB boss said El Salvador had learnt from its civil war many years ago about how to properly handle MICE events.

"We were always full of news press ... so there were always meetings going on," she remarked.

"We learnt one good thing out of the war – how to do business with MICE."

De Gale, who until last year had been president of the Central American Federation of Convention Bureaus, said the general consensus amongst her counterparts in the region was that El Salvador "was MICE".

"Our neighbors, we all have different specialties ... and they learnt that El Salvador is MICE ... that's what I dare to tell you," she stated.



El Salvador is ready to do business, says de Gale



Eco-Mayan Tours President Leonor de Castellanos at MITM Americas

Echoing Ms de Gale's remarks, was Eco-Mayan Tours President Leonor de Castellanos, who said the country had spent "many, many, many years to become a MICE destination".

"And that's why we are springing out in tourism, and we want you to know that," Ms de Castellanos said.

"There's always something new to tell, always something new to discover and this destination now is a destination to discover."

Source = e-Travel Blackboard: M.H

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