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MITM Americas a hit in El Salvador

Wednesday, November 23, 2011

With applications for Meetings and Incentive Travel Market (MITM) Americas 2011 closing nearly two months before the event, the seventeenth edition of the annual Latin American MICE tradeshow promised to be bigger and better than ever. And it did not fail to deliver.

Held for the first time in San Salvador, El Salvador, and hosted by the country's Ministry of Tourism and tourism board, CORSATUR, MITM Americas 2011 succeeded in attracting more than one hundred event, conference, and incentive travel organizers from 23 countries across North America, South and Central America and Europe.

Underlining the success of MITM were the dozens of potential buyers organizers were forced to turn down due to the popularity of the tradeshow, which made a return to Central American region for the first time since 2001.

More than 70 exhibitors from across Central America, South America, the United States and Europe participated in over 3,000 appointments at the event, which is expected to directly generate around US\$20 million dollars of business for suppliers in El Salvador alone.

e-Travel Blackboard was on location at MITM Americas 2011, which was held on 16-18 November at the Crowne Plaza Hotel, San Salvador.



MITM Americas 2011



GSAR Marketing President Ramon Alvarez, El Salvador Tourism Minister Jose Napoleon Duarte and Deputy Tourism Minister Walter Aleman at MITM Americas

Source = e-Travel Blackboard: M.H

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