

**SUMMARY OF THE XVII EDITION OF MITM
AMERICAS IN SAN SALVADOR, EL SALVADOR.
NOVEMBER 16/18, 2011**



**San Salvador
El Salvador
Nov. 16-17-18, 2011**



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1. PARTICIPANTS EVALUATION

MITM AMERICAS 2011, held in San Salvador, El Salvador, was visited by a 74,32% of European buyers and a 25,68% of American buyers, all of them specialized in meetings, incentives, congresses, conventions and events from the following 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 USA.

There were exhibitors from 13 countries: Argentina, Colombia, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Peru, Russia and USA.

In reference to business meetings, an 83% of respondents completed between 20 and 25 appointments, a 12% between 26 and 30 and a 5% between 31 and 40.

EVALUATION OF MITM 2011 IN SAN SALVADOR BY THE EXHIBITORS

Traditionally, MITM Americas, *Meetings and Incentive Travel Market*, asks exhibitors present in MITM to evaluate the travel trade show after its completion. The evaluation of the 17th edition of MITM Americas in San Salvador, El Salvador, was responded by an 83% of exhibitors and gave the following results:

	POOR	FAIR	GOOD	EXCELLENT
Trade Fair Format		9%	29,6%	61,4%
Trade Fair Organization	2,3%	9%	29,6%	59,1%
Quality of Buyers		11,3%	29,6%	59,1%
Business Opportunities		20,4%	34,1%	45,5%
Overall Rating		9%	36,4%	54,6%

Asking if they would exhibit in MITM next year, they answered:

Yes: 83,4%

No: 0%

No response: 16,6%

ADDENDUM

Pages 12 & 13 at the end of this document show the notarized exhibitors evaluation.

EVALUATION OF MITM 2011 IN SAN SALVADOR BY THE HOSTED BUYERS

99% of the **MICE hosted buyers** rated MITM as follows:

ABOUT MITM	POOR	FAIR	GOOD	EXCELLENT
Trade Fair Format	1,5%	6,2%	37,5%	54,8%
Trade Fair Organization		6,2%	37,5%	56,3%
Business Opportunities		1,5%	39,1%	59,4%
Overall Rating		1,5%	45,3%	53,2%

2. TESTIMONIALS

EXHIBITORS' COMMENTS

- The buyers were top quality.

Honduras Convention Bureau, Honduras.

- I think that the fair brought a good level of buyers. We had 24 meetings in total.

Crowne Plaza, El Salvador.

- Very good fair.

Grayline-Avitours DMC, El Salvador

- Very efficient.

Atelier of the Incentives, USA.

- Very well organized, good quality of buyers and punctual meetings.

CIFCO, El Salvador.

- Very professional. Good variety of buyers, some more interested than others, both very interesting.

TACA International Airlines, El Salvador.

- Excellent selection of buyers.

Hotel El Panama, Panama.

- Excellent fair with good contacts.

Los Almendros-Suchitoto, El Salvador.

- Excellent!

Plaza San Martin Hotel, Honduras.

- Very good organization and appointments coordination.

Iberia, El Salvador.

- Very good organization and attention.

Meetings & Events Cuba, Cuba.

- It is another category of exhibition, where the hosted buyers come with the idea of buying.

Hoteles Decameron, El Salvador.

- Very professional!

Guadalajara Convention Bureau, Mexico

- Excellent.

Biltmore Hotel – Miami, USA

- We enjoyed the organization.

Russkie-Prostori, Russia

- Punctuality in the times of meetings and a lot of attention to the requirements of the attendees.

Quito Visitor's Bureau, Ecuador

- I think the buyers are very well chosen, as well as the press. I like the fair a lot because I found a lot of business opportunities.

Eco Mayan DMC, El Salvador

- Excellent event.

Hotel Hilton Princess, El Salvador

- Congratulations, a very good organization. The exhibitors, buyers and press are people with a lot of vision and expectations.

Nü House Boutique Hotel, Ecuador

- It is a very professional fair of high quality. It is the most productive I have ever attended.

El Salvador Impressive, El Salvador

- Very well organized.

Real Intercontinental San Salvador, El Salvador

- The fair has improved a lot. When I registered I knew it was going to be good and had to choose between going to Barcelona or Las Vegas, but I decided to bet for MITM, even if it was going to be more expensive because I had to pay for my stand, so I invested the double but it was worth it. I hope this investment will multiply because of the quality of the hosted buyers. I am very glad with MITM, it was very well run.

Congratulations! It is the best fair I have attended lately.

Experience Panama, Panama

- Excellent support, organization, selection of buyers and commitment from their part.

Margotours Panama, Panama

HOSTED BUYERS' COMMENTS

- As always, it was good.

Setra Lubricants LLC, Russia

- Great venue with very good organization of stands. We enjoyed the hotel, social functions and business opportunities.

Varsavolo Travel, Poland.

- Excellent, thanks for inviting!!

Intel Corporation Ltd., Russia

- Again a job well done!

Touch The World, Netherlands.

- Well done. Good organization in an upcoming country.

IABS, Switzerland.

- Always good satisfaction for all your services and professionalism.

Business Events & Incentives, Belgium.

- Very productive and with a lot of potential to make business. Thanks a lot!

American Express Business Travel, Argentina.

- Well organized.

New Poland, Poland.

- Very good organization and information.

Sekom Voyages, Germany.

- Great organization. It was very good that we saw the country and it is actually very important to see its beautiful and safety, so now we can do our best to bring clients here.

J & T Concierge, Czech Republic.

- Good opportunities to meet possible suppliers and see venues and destinations.

Vok Dams Gruppe, Germany.

- Excellent organization, keeping a contact with the hosted buyers on time and with care and professionalism. Congratulations!

Incentive & Travel Designer, Portugal

- Very professionally organized.

Air Tours Cracow, Poland.

- Always professional. We were able to see all the stands. It was once again a very interesting exhibition. The exhibitors were very involved to promote their destination and I think that Central America represents a great potential for tourism such as business.

The organization was top and we could meet and discuss with a lot of exhibitors during the show and moreover during the leisure time, which was great. Thanks to the whole MITM team for the very nice and professional organization.

Turbomeca, France

- Again you did a great job, chapeau!

Travel & Events, Netherlands

- Interesting business opportunities, I liked it.

Hardwork communications, Poland.

- A very interesting fair. I made excellent contacts!

Sports, Incentives, Conventions International, France.

- Very good.

Key Solution, Poland.

- Interesting contacts. Good organization.

Passion Cote Basque, France.

- Great event.

Jaf Travel, USA.

- Good organization with very good exhibitors.

Abako, France.

- The business opportunities were great.

Carlson Wagonlit Travel, Guatemala.

- A great event that provides opportunity to exchange ideas, obtain more insight information of the industry and establish valuable contacts. Very informative and highly professional!

In Dreams, Poland.

- Perfect as always.

Peter Demeyer Travel Services, Belgium.

- Perfect!

Phillips Turismo Internacional, Mexico.

- It was good to get in contact with so many sellers and get the information by first hand.

Piato Travel Inc., Switzerland.

- Very good.

Rival Group, Poland.

- I liked the event and it is an excellent opportunity to contemplate new destinations to make events. Pleasantly surprised.

Meetings & Productions, Mexico.

- Excellent! Quality and not quantity.

Bamba Experience, Mexico.

- Very good.

Associazione Carpediem, Italy.

- Very professional, efficient and friendly meetings.

Amplitudes, France.

- MITM El Salvador was really useful for us!

Bono Travel Centre, Hungary

- Congratulations.

Canandes International Tours, Canada.

- Enjoyed every bit of a second as well as encountered and met interesting contacts which I do hope will assist in our daily routine and enhance business opportunities in near future.

Diesenhaus Ramat Hasharon, Israel.

- It was very useful to participate at this event.

AA-Expo, Russia

- It has been a very productive experience to participate in MITM.

Viamex Congresos y Convenciones, Mexico.

- Thanks a lot for this MITM edition in El Salvador. I liked it very much, very well organized, very friendly, and very useful... thanks to the all team.

Ordif, France

3. PROGRAM

Saturday & Tuesday, November 12th & 15th, 2011

- 6:00 am - 8:00 pm** Transfers from airport to official hotels for hosted buyers and press.
- 10:00 am - 4:00 pm** MITM registration at official hotels for hosted buyers and press (Only on Nov. 15th).

Wednesday, November 16th, 2011

- 6:00 am - 3:00 pm** Transfers from airport to official hotels for hosted buyers and press.
- 8:00 am - 4:00 pm** MITM registration at official hotels for hosted buyers and press.
- 9:30 am - 2:00 pm** City Tour for hosted buyers and press.
- 1:00 pm - 4:00 pm** Exhibitors registration and stands decoration at the Crowne Plaza San Salvador Hotel, venue of MITM Americas.
- 4:30 pm** Transfers for all participants from official hotels to the Welcome cocktail at *Plaza Futura* (interconnected to the Crowne Plaza Hotel).
- 5:00 pm** Welcome cocktail for all participants at *Plaza Futura*.
- 6:30 pm** Transfers for all participants from *Plaza Futura* to the Archaeological Site of *San Andres* for Welcome Reception.
- 7:30 pm** Welcome Reception ***El Salvador, Impressive!!*** for all participants at the Archaeological Site of *San Andres*. Dinner and show.
- 10:00 pm** Transfers back to official hotels.

Thursday, November 17th, 2011

- 8:00 am** Transfers for all participants from official hotels to the Crowne Plaza San Salvador Hotel.
- 9:00 am - 10:00 am** Participants registration and/or stand decoration at the Crowne Plaza San Salvador Hotel.
- 9:00 am - 10:00 am** Seminar presenting El Salvador to all participants at the Crowne Plaza San Salvador Hotel.
- 10:00 am - 5:30 pm** MITM Travel Market. Snacks and beverages service all day long.
- 10:00 am - 1:00 pm** Morning business session. Up to 9 pre-scheduled 20 minutes long meetings between exhibitors and buyers.
- 10:30 am** Press conference for international and local journalists.
- 1:00 pm - 3:00 pm** Working lunch ***El Salvador, Impressive!!*** at the Crowne Plaza San Salvador Hotel for all participants.
- 3:00 pm - 4:40 pm** Afternoon business session. Up to 5 pre-scheduled 20 minutes long meetings between exhibitors and buyers.
- 4:40 pm - 5:30 pm** Free time for buyers to visit the stands. At this time, exhibitors will be able to offer entertainment, drinks and snacks at their stands.
- 5:30 pm** Transfers back to official hotels for all participants.
- 6:30 pm** Transfers for all participants from official hotels to Closing Dinner.
- 7:00 pm** Gala Dinner and Closing at the National Palace offered by El Salvador to all participants.
- 10:00 pm** Transfers back to official hotels.

Friday, November 18th, 2011

- 8:00 am** Transfers for all participants from official hotels to the Crowne Plaza San Salvador Hotel.
- 9:00 am - 10:00 am** Seminar presenting Argentina to all participants at the Crowne Plaza San Salvador Hotel.
- 10:00 am - 12:00 pm** Business session. Up to 6 pre-scheduled 20 minutes long meetings between exhibitors and buyers.

10:00 am - 12:30 pm	Snacks and beverage service followed by a brunch.
12:00 pm - 12:30 pm	Time for exhibitors for decoration removal of stands and evaluation and meeting reports handing over at the MITM registration desk.
12:00 pm - 12:30 pm	Time for hosted buyers to pick up their refund transportation voucher at the MITM registration desk.
12:00 pm - 1:00 pm	Transfers back to official hotels for all participants.
2:00 pm	Transfers for all participants from the official hotels to the beach (take your bathing suit).
3:00 pm 5:00 pm	Beach activity for all participants. All inclusive, VIP category. Time to relax or party. Tropical music band.
6:00 pm	Dinner at the beach.
5pm, 7pm & 9pm	Shuttles for all participants to official hotels.

Saturday, November 19th, 2011

	Post Tours commencement for hosted buyers and press. Organized and executed by Avitours DMC, Eco Mayan DMC and Salvadorean DMC. Coordinated by El Salvador Convention Bureau.
10:00 am - 3:00 pm	Shopping tour for hosted buyers and press not taking post tours.
3:00 pm	Transfers to airport for hosted buyers and press not taking post tours.

DO'S AND DONT'S

WELCOME RECEPTION ON NOV. 16TH

- We recommend you to wear smart casual outfit, comfortable shoes and to avoid high heels and sandals, as we will visit an important archaeological site. We will count with important authorities (the President of the Republic Mr. Mauricio Funes Cartagena, to be confirmed).
- The use of cameras and video recorders is allowed.
- As the event will be done outdoors in the midst of nature, we recommend you the use of insect repellent, even though it's not the season.
- Men are not allowed to wear shorts or bermudas.

CLOSING CEREMONY ON NOV. 17TH

- A middle of the XVIII century event. There will be costumes from this period for rent (optional) at MITM in the Crowne Plaza Hotel.
- For those who prefer not to wear costumes, it is recommended the use of dark suits for men and cocktail or evening gown for women.
- We recommend the use of comfortable shoes.

FAREWELL PARTY ON THE BEACH ON NOV. 18TH

- We recommend you to wear comfortable clothing, preferably white colored for the official photo of the event.
- Take your bathing suit, hotel towel, sandals, sun block, hat and sunglasses.
- Average temperature of 32° degrees Celsius. Water temperature of 29,5° degrees Celsius all year long.
- We will also count with swimming pools and hammocks for sun tanning.
- Live music, dancing area, rest area, drinks and snacks all day long.

The social program for networking was eco-sustainable and VIP. There was a choice of 2 menus, plus a vegetarian option at every social function.

4. POST TOURS

CORSATUR, the Salvadorean Tourism Corporation, offered MITM buyers a fantastic post tour throughout the country.

The post tour started on Friday, November 18th and finished on Sunday, November 20th. Buyers had the chance to select one of the **three different programs** for Saturday and Sunday, named "**Air**", "**Water**" and "**Earth**". Saturday and Sunday mornings were different at each program, and afternoons the program was the same for all participants.

Free of cost – Handling Fee: EUR 55,00

MITM AMERICAS 2011 POST TOUR PROGRAM

FRIDAY, NOVEMBER 18 SUN AND BEACH

- 01:30 pm** Departure to *the Royal Decameron Salinitas Hotel* to enjoy an afternoon at leisure. Buyers will bring along with them their beachwear. A hasty lunch will be served to enjoy of the beach. Alcoholic and non-alcoholic drinks will be served.
- 03:00 pm** Appetizers and drinks will be served.
- 05:00 pm** A tropical music band will play live Salvadorean music to dance.
- 07:00 pm** *Pupusas* (typical Salvadorean dish) will be served.
- 09:00 pm** Return to the hotel in San Salvador.

OPTION 1 – AIR GROUP

SATURDAY, NOVEMBER 19 COLORS OF EARTH

- 08:00 am** Departure to *La Palma* at the north of the country.
- 09:30 am** Visit the town of *La Palma*.
- 10:15 am** Departure to ACOPROARTE, where local artisans will teach us the naif technic to make our own painting.
- 11:15 pm** Departure to *Miramundo* to the "*Alla Arriba*" (*Up There* in english) Hotel to enjoy the nature and have lunch.
- 02:15 pm** Departure to *Suchitoto* (*Flower Bird* in nahuatl language).
- 04:15 pm** Arrival and welcome at the *Teatro de Las Ruinas* (Theatre of the Ruins) and visit of the town of *Suchitoto*.
- 07:00 pm** Meet the other groups to have dinner at Los Almendros Hotel.
- 10:00 pm** Departure to San Salvador and return to the hotel.

SUNDAY, NOVEMBER 20 AIR AND EARTH

- 08:00 am** Departure to the Volcanoes Complex.
- 09:00 am** Arrival and walking by the trails of *Cerro Verde*, an ancient inactive volcano and now misty forest, to admire the marvellous views that Nature guards cealously.
- 11:00 am** Departure to the Flowers and Coffee Route.
- 12:00 pm** Arrival to *El Portezuelo* for a pic-nic lunch.
- 02:00 pm** Visit of the Flowers and Coffee Route.
- 05:00 pm** Arrival to "*Los Moros y Cristianos*" (Moors and Christians) to enjoy of a typical dances show in a magnificent amphitheatre outdoors and have dinner in a marvelous atmosphere.
- 10:00 pm** Departure to San Salvador and return to the hotel.

OPTION 2 – WATER GROUP

SATURDAY, NOVEMBER 19 COLORS OF EARTH

- 08:00 am** Departure to *Cihuatán*, one of the most important archaeological sites of the country.
- 08:45 am** Arrival and visit of the City of 100 Years.
- 10:00 am** Arrival and visit of the *Hacienda Los Nacimientos*.
- 12:00 pm** Pic-nic lunch (indian hen soup).

- 02:00 pm** Class of indigo dye to make our own handicrafts.
- 04:15 pm** Arrival and welcome at the *Teatro de Las Ruinas* (Theatre of the Ruins) and visit of the town of *Suchitoto*.
- 07:00 pm** Meet the other groups to have dinner at Los Almendros Hotel.
- 10:00 pm** Departure to San Salvador and return to the hotel.

SUNDAY, NOVEMBER 20 EARTH AND FIRE

- 08:00 am** Departure to the archaeological site of *Joya de Cerén*, UNESCO World Heritage.
- 09:00 am** Visit of *Joya de Cerén*.
- 10:00 am** Departure to the Flowers and Coffee Route to visit the beautiful little towns of the area.
- 12:00 pm** Lunch at *El Carmen* and Coffee Tour.
- 02:00 pm** Visit of the Flowers and Coffee Route.
- 05:00 pm** Arrival to "*Los Moros y Cristianos*" (Moors and Christians) to enjoy of a typical dances show in a magnificent amphitheatre outdoors and have dinner in a marvelous atmosphere.
- 10:00 pm** Departure to San Salvador and return to the hotel.

OPTION 3 – EARTH GROUP

SATURDAY, NOVEMBER 19 COLORS OF EARTH

- 08:00 am** Departure to the archaeological site of *Joya de Cerén*, UNESCO World Heritage.
- 09:00 am** Visit of *Joya de Cerén*.
- 10:00 am** Departure to Quezaltepeque Volcano, to admire its grand crater, called *el Boquerón*, the biggest of its various craters the volcano has got.
- 12:00 pm** Lunch at a restaurant of the area.
- 03:00 pm** Departure to *Suchitoto* (*Flower Bird* in nahuatl language).
- 04:15 pm** Arrival and welcome at the *Teatro de Las Ruinas* (Theatre of the Ruins) and visit of the town of *Suchitoto*.
- 07:00 pm** Meet the other groups to have dinner at Los Almendros Hotel.
- 10:00 pm** Departure to San Salvador and return to the hotel.

SUNDAY, NOVEMBER 20 FIRE AND WATER

- 08:30 am** Departure to *Jayaque* town.
- 08:45 am** Arrival at *Jayaque* town and visit.
- 10:00 am** We'll live the traditions of *Jayaque* and the *Greeting of the Cumpas*.
- 12:00 pm** Lunch at *El Carmel*.
- 02:00 pm** Departure to the Flowers Route.
- 03:00 pm** Visit of the Apaneca Lamatepec Sierra.
- 05:00 pm** Arrival to "*Los Moros y Cristianos*" (Moors and Christians) to enjoy of a typical dances show in a magnificent amphitheatre outdoors and have dinner in a marvelous atmosphere.
- 10:00 pm** Departure to San Salvador and return to the hotel.

EXPOSITORES: 53 - CONTESTAN: 44 = 83 %

	POBRE - 1	SUFICIENTE - 2	BIEN - 3	EXCELENTE - 4
FORMATO DE LA FERIA		4 = 9 %	13 = 29.6 %	27 = 61.4 %
ORGANIZACIÓN DE LA FERIA	1 = 2.3 %	4 = 9 %	13 = 29.6 %	26 = 59.1 %
CALIDAD DE LOS COMPRADORES		5 = 11.3 %	13 = 29.6 %	26 = 59.1 %
OPORTUNIDAD DE NEGOCIO		9 = 20.4 %	15 = 34.1 %	20 = 45.5 %
EVALUACIÓN GENERAL		4 = 9 %	16 = 36.4 %	24 = 54.6 %

Empresa - Contacto	Formato de la feria	Organización de la feria	Calidad de los compradores	Oportunidad de negocio	Evaluación General
Milenaria DMC - Marcelo Llorente	2	1	3	2	2
Margotours - M ^a Alejandra Santana	4	4	4	4	4
Experience Panama - Ana Royo	4	4	4	4	4
Real Intercontinental - Denis Portillo	3	3	4	3	3
El Salvador Impressive - Marisol Asturias	4	4	4	4	4
Kleintours - Bernarda Bustillos	2	2	2	2	2
Panama Star Tours - Jaime Correal	4	3	3	3	3
Nu House Boutique Hotel - Karla Lopez	4	4	4	3	4
H. Hilton Princess - Jose A. Romero	4	3	2	2	3
Eco Mayan DMC - Leonor de Castellanos	4	4	4	4	4
Quito Visitor's Bureau - Alexandra Muñoz	3	3	4	3	3
Surtrek - Gaelle Jacques	2	2	2	2	2
Panama Travel Planners - Suyin de la Guardia	4	4	4	4	4
Biltmore Hotel - Nancy Bedoya	4	4	4	4	4
Hotel Astoria - Yulia Volkova	3	3	3	3	3
Russkie Prostori - Ekaterina Maltseva	3	3	3	3	3
Sheraton Presidente Hotel - Anabell Romero	3	2	3	3	3
Copa Airlines - Ana Carolina	3	3	2	2	3
Cintermex - Mauricio Gonzalez	3	4	2	2	3
Guadalajara CVB - Luis Felipe Nuño	4	4	4	4	4
Hotelis Villa Serena - Bellyni Siguenza	4	4	3	3	4
Ofi. De Turismo de las Vegas - Rafael Villanueva	4	4	4	4	4
Hoteles Decameron - Claudia Salazar	4	4	4	4	4
Meetings & Events Cuba - Judith Gonzalez	4	4	4	4	4
Iberia - Vladimir Salgado	4	4	4	3	4
Plaza S. Martin Hotel - Jeannette Talavera	4	4	4	4	4
Taca - Ana Beatriz Ferreira	3	3	3	3	3
Hotel Terraza - Sylvia de Santacruz	4	4	3	2	3
Plz. Juan Carlos Hotel - M ^a Fernanda Guerra	4	4	4	3	3
Los Almendros - Pascal Lebailly	4	4	4	4	4
Las Hojas Resort - Saadat Awan	3	2	3	2	2
Hotel El Panama - Yamileth Pastor	4	4	4	4	4
Taca - Salvador Galdamez	4	4	4	4	4
Cifco - Carmen Chacon	2	4	4	4	4
Atelier - Jose S. Vicente	4	4	4	4	4
Iberostar - Maydelin Herrera	3	3	3	3	3
Regus - Cristina Ramirez	4	3	3	3	3
Salvadorean Tours - Rodrigo J. Moreno	4	4	4	4	4
Mendoza Bureau - Fernanda Aleman	4	4	4	3	4
Decameron - Alba Milano	3	3	3	2	3
Grayline - Benjamin Melara	3	4	3	3	3
CVB Honduras - Yamileth Rivera	4	3	4	4	4
El Salvador CVB - Adriana de Gale	4	4	4	4	4
Inprotur - Pablo Sismanian	3	3	4	4	4

RN7676633

LEGITIMACIÓN:

Yo, JOSÉ USERA CANO, Notario
de Madrid, _____

DOY FE: Que la presente fotocopia es
identica a su original, que he de a la vista y
devuelvo. _____

Madrid, a 22 OCT. 2011
LIBRO INDICADOR 1 N° 200

DOCUMENTO SIN
CANTIA

0,15
SELO DE
LEGITIMACIONES Y
LEGALIZACIONES



[Handwritten signature]