



INTERNATIONAL
TRADE
ADMINISTRATION

Where the Latin American Travel Community Meets Face-to-Face: La Cita V - August 29 - August 31, 2017 Petersburg, Florida

In 2015, despite some challenges, visitors from Latin America (Mexico, Central, South America & the Caribbean) generated a record 26.6 million visitors of the record 77.5 million international arrivals to the United States, more than 34% of all visitors to the country. Latin American arrivals are up 55% since 2006. Within Latin America, the countries of South America represent the growth area for the region, up 193% since 2006.

Spending in the United States by all Latin countries in 2015 generated a record \$60.1 billion of the record \$246 billion spent by international travelers, up 78% since 2006. Total travel & tourism exports account for 33% of all services exports for the United States.

Looking at the big picture, South and Central America collectively account for 55% of U.S. services exports and Mexico's share of all services exports from this country was 63%. These figures reflect the strength the United States has in the services sector, and you should want a part of it.

By 2021 the National Travel Tourism Office Forecast for International Travel projects that Latin arrivals may reach 32.4 million visitors, up 22% over 2015. The Caribbean and Mexico will lead the growth for arrivals from this region, increasing by 39% and 23% respectively over the five year period.

Successfully doing business in the Latin America region is about building and sustaining relationships. In Latin America, business is conducted with trusted colleagues, based upon relationships and experience. This powerful market force is rooted in the uncertain economies and the generations of tradition where loyalties exist to survive good times and bad.

Taking place in St. Petersburg, Florida from August 29 to August 31, 2017, La Cita is not a trade show where suppliers stand in a booth, or walk around a pavilion hoping to meet potential clients to introduce their products or services. It's a two-day event with thirty pre-scheduled appointments (15-minutes each) held in participating suppliers' offices (equipped with furniture, Wi-Fi and electricity as part of the registration package). Think of it as speed-dating among travel professionals where everyone knows who they are going to meet in advance.

Latin American buyer delegates include MICE (meeting, incentive, convention and exhibition), wholesalers and large retail travel agencies that handle leisure, VFR, and corporate travel. Travel media, representation companies, U.S. Embassy staff, air carriers, research companies and other business development components also participate.

"La Cita helps all of our delegates develop strong, future business-producing relationships, with trust," said Rick Still, Managing Director, La Cita, "if you want to get stronger in the Latin American market, La Cita is the most efficient investment you can make." <http://www.lacitaamericas.com/>

NTTO participates in La Cita's one-on-one meetings and delivers a presentation on current market intelligence on the Latin American market. Participants can learn about the latest trends in arrivals, spending, and traveler characteristics data including the destinations visited by the 2016 Latin American visitors. The presentation will also include a forecast for international travel for 2017-2021 to help businesses understand the changing Latin market to the United States, as well as how to use this data to be more effective in the marketplace.