

More Airlift Connecting Belize to Canada Direct! Belize in Canada last week

Imagine leaving snowy Canada in the morning and sipping a frosty cocktail on a sunny Belizean beach by mid-afternoon. WestJet's quick connections make this possible and make our destination significantly more attractive for Canadian vacationers.

Belize's Tourism Market got a huge boost last week, with the introduction of a new Westjet connection from Calgary to Belize direct, coupled with the already existing direct flight from Toronto to Belize that came into effect last year.

Following in the heels of this new flight, the Belize Hotel Association was excited to participate in the Canadian Road show that was organized by the Belize Tourism Board, and included the participation of several private Tourism stakeholders from Belize. Tessie Duran Tonaco, Marketing Director of the BHA, attended the event to represent our membership.

The intense two day marketing event, was hosted in Calgary, on Tuesday November 7, 2017, followed by a second event in Toronto, on Thursday November 9, 2017. The BHA, the BTB and attending industry stakeholders, each had a tabletop presentation at both venues, where they had one-on-one meetings with a total of more than 100 Canadian travel agents.

After the meetings and business exchange, Ms. Deborah Gilharry and Ms. Jana Puga, Travel Trade Officers of the Belize Tourism Board, gave an insightful video and slideshow presentation about Belize, highlighting the areas of interest and the culture, of the different destinations within the country. This was followed by a Q&A segment, after which dinner was served to all the attendees. The most exciting portion of the night was the raffle of vacation packages to Belize for the agents attending, and this was greeted with much enthusiasm.

Westjet Airlines Representatives, also attended the event in both cities and gave a brief presentation about their new flights and services to Belize. They also offered round trip airline tickets to Belize, that were included in the grand prize raffle at each event.

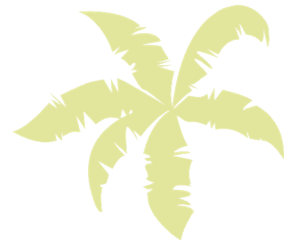
Mrs. Reggie Kieda of MKTG Inc, the Canadian counterpart that assisted the BTB with the logistics of the event, was instrumental in sourcing agents that were either already selling Belize or had a high interest in selling the destination to their clients.

The list of contacts made from the Canadian Road Show will be available to our BHA members in the Members section of our BHA website and can be accessed with your username and password. Kindly email Tessie Ilechia or Lourdes in the office or call us at 501- 223- 0669 if you have any questions or concerns









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"Canadian Road Show - Calgary"

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"Canadian Road Show - Toronto"