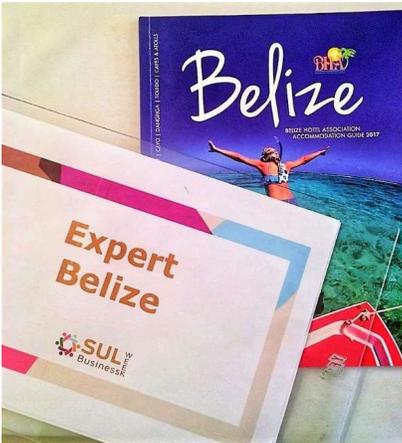


BRAZIL ROADSHOW- Sul Business Week Organized by Sul Hotels and Tropic Air October 23 and 24, 2017



The South American Tourism Market is critical to the growth of the overall tourism sector in Belize. The introduction of COPA airlines flights in December 2015, flying twice weekly from Panama to Belize, has made connections to Belize from South America, so much easier. This movement has created the opportunity for Belize to gain a strong foothold in this region.

The BHA has participated in several successful Roadshows to South America including countries like Colombia, Chile, Per Brazil and Argentina in the past years. At these shows we have noted an increasing interest and enthusiasm, from South American agents and wholesalers, to learn more about Belize, our tourism product and our hotels.

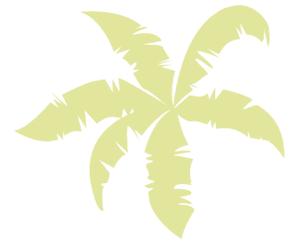
In light of these developments, the Belize Hotel Association in collaboration with our BHA member Tropic Air, was excited to participate in the Sul Business Week in Brazil that was organized by Sul Hoteles. Sul Hoteles creates a perfect fit for Belize, since they are renowned for promoting small boutique properties, making Belize the ideal destination for their agents and their market.

Sul Business Week, hosted marketing events throughout Brazil the past week. BHA participated in the intense two day marketing event that was held in Sao Paulo on October 23 and 24, 2017. The Belize Hotel Association, listed as a Destination expert at the event, gave four separate 15 minute presentations/ trainings about Belize, speaking on the attractions, activities, areas of interest and the culture of the different destinations within the country. After each presentation, the BHA had one-on-one meetings, with a total of more than 80 travel agents from Brazil



The Belize Hotel Association, was represented by Past President Leisa Carr-Caceres and Marketing Director, Tessie Duran Tonaco. Belize's attendance at the Sul Business week, also included other members of the Private sector that showcased different aspects of what our country has to offer.

An important note, is that the visa waiver, for most South American countries, facilitating travel to Belize, came into effect on August 16, 2016. This information was greeted with much enthusiasm by the Travel agents, who were already in awe of all that Belize has to offer, and the ease of travel within the different destinations in the country. There was an almost palpable excitement from the agents, who now have enough knowledge about our country, to be able to offer Belize as a viable option to their clients for their holidays.



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