



ela

EXPERIENCE
LATIN AMERICA

ELA European Hosted Buyer Programme 2019

10-12 JUNE 2019 | LONDON

Presented by:



In association with:



Venue:



ELA 2019 - European Hosted Buyer Programme



ABOUT LATA

The Latin American Travel Association (LATA) is a travel trade membership association that aims to promote Latin America as a tourist destination and stimulate growth of travel to the region.

LATA members represent an ever growing travel community with unrivalled passion and knowledge for Latin America. The association is comprised of over 340 companies including tourism boards, airlines, hotels, tour operators, representation companies and the travel press.

www.lata.travel



ABOUT ELA

Experience Latin America by LATA is Europe's only event dedicated to Latin America travel. The exclusive B2B event will showcase the very best Latin American product and connect key buyers from the UK and Europe with exclusive exhibitors.

In 2019, the sixth edition of ELA will take place in a new venue: Stamford Bridge, the world-famous home of Chelsea Football Club. ELA 2019 will boast three days of invaluable business meetings, networking opportunities, engaging seminars and unique evening events.

Entry is open to all Latin America suppliers, both LATA members and non-members, operating services across all sectors within the region. To ensure an optimum cross-section of exhibitors from across Latin America, the number of suppliers per country will be capped. Buyers are carefully selected based on their current Latin America business or potential new business to Latin America.

www.experiencelatinamerica.travel



ABOUT JACOBS MEDIA GROUP

Jacobs Media Group is Europe's largest travel and hospitality B2B media company. Our market-leading products in print, digital and face-to-face events connect and inspire professional audiences informing smarter business decisions and building their professional networks.

We publish over 150 magazines, supplements, guides and directories, including *Travel Weekly* and the luxury publication *Aspire*. We also run over 120 events annually across the group, including *Connections* in luxury, well-being, MICE and adventure.

Our digital content is consumed by more than 500,000 unique users every month. We also brief our audience by email, sending more than 50 types of targeted emails to over 120,000 people.

On social media our combined brand and journalist reach connects us with over 250,000 social media followers.

www.jacobsmediagroup.com

European Hosted Buyer Programme

The ELA European Hosted Buyer Package includes:

- Return flights to London
- Bed and Breakfast at newly opened Hard Rock Hotel in London for 4 nights (9, 10, 11, 12 of June)
- Transfers to Chelsea Football Club for 3 days of up to 39 one to one meetings with the finest Latin American Suppliers
- Lunch Provided on Monday, Tuesday and Wednesday
- Attendance at the LATA Achievement Awards on the Monday evening
- Light buffet dinner on the Monday and BBQ on the Tuesday evening at Chelsea Football Club
- Invitation to the Closing party with drinks, food and dancing at Under The Bridge music venue at Chelsea Football Club
- Attendance to the enlightening, Interactive and Knowledge Sharing Educational sessions:
 - » **Monday 10 June-** Wellbeing and Transformational Travel Interactive programme (Content TBC in April)
 - » **Tuesday 11 June-** Adventure Travel interactive programme sponsored by ProColombia (Content TBC in April)
 - » **Wednesday 12 June-** Luxury and High- End Experiential Travel Interactive programme (Content TBC in April)



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