



*lata*  
Expo 2020

## LATA Expo European Hosted Buyer Programme 2020

8-10 JUNE 2020 | LONDON  
15 JUNE 2020 | AMSTERDAM  
17 JUNE 2020 | PARIS

Presented by:

In association with:

Venue:



BATTERSEA  
EVOLUTION  
A SMART VENUE





# LATA Expo 2020- 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 comprises over 350 companies including tourism boards, airlines, hotels, tour operators, representation companies and the travel media.

[www.lata.travel](http://www.lata.travel)

## ABOUT LATA EXPO

LATA Expo (formerly Experience Latin America) is Europe's only event dedicated to Latin American 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 2020, the seventh edition of LATA Expo will take place at Battersea Evolution. LATA Expo 2020 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 the 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.lataexpo.travel](http://www.lataexpo.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 expert audiences, informing smarter business decisions and building their professional networks.

We publish more than 150 magazines, supplements, guides and directories, including *Travel Weekly* and the luxury travel 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 more than 250,000 social media followers.

[www.jacobsmediagroup.com](http://www.jacobsmediagroup.com)



## European Hosted Buyer Programme

### The LATA Expo European Hosted Buyer Package Includes:

- Return flights to London (Up to €150)
- Bed and Breakfast in London for up to 4 nights (7,8,9 10 June)
- Transfers to Battersea Evolution 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 Battersea Evolution.
- Invitation to the Closing party with drinks, food and dancing at Battersea Evolution.
- Attendance to the enlightening, Interactive and Knowledge Sharing Educational sessions:
  - » **Monday 8 June** - Destination stewardship (Content TBC in April)
  - » **Tuesday 9 June** - Opportunities in tranformation travel (Content TBC in April)
  - » **Wednesday 10 June** - Opportunities in the LGBT market (Content TBC in April)



Please contact the LATA Expo team for  
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