



TRAVEL AGENT ROADSHOW

14 - 16 March 2023



In association with:



The LATA Insight Report 2022 identified that nearly three quarters of travel agents stated that better knowledge of Latin America is the one factor that would help them sell holidays to the region.

Agents have a desire for knowledge, and to have tourist boards, hotel groups and operators engage with them. Tour Operators indicated that almost all bookings they take are direct, rather than through agents.

LATA has identified agent training as key to growing visitor numbers from the UK to Latin America, and over the last couple of years has run a programme of online training, both through e-learning and interactive webinars, culminating in a very successful travel agent event in London during *LATA Expo 2022*.

In March 2023 we will be working with leading travel representation partner, *Lotus LATAM*, to hold a series of 3 roadshow events across the UK with the aim of providing destination training to agents who have engaged with the online training and have a keen interest in selling Latin America.





The LATA Travel Agent Road Shows are a key and direct avenue for you to market and promote your destination to high end agents who directly influence your sales for the season ahead.

Why participate?

- The LATA Travel Agent Roadshow is the only agent roadshow dedicated to the region
- The roadshow will be reinforced by LATA's agent engagement program, which will further engage with the agents and continue engagement and education throughout the year
- The LATA Roadshow will ensure that you meet each and every attending agent
- LATA will target high end attendees who specialise in long-haul, high-revenue holidays
- Many of the participating agents will have engaged with the LATA OTT Academy or other Latin American activity, to demonstrate their interest in furthering their knowledge of Latin America
- The roadshows will be attended by:
 - Independent agents
 - Multiples
 - Tour Operators
 - Home-workers
 - Leisure agents





Roadshow Format

Each participating destination will receive:

- Dedicated area (scope to bring pop up banner)
- Large table to brand and decorate as you wish
- Opportunity to speak to all attending agents
- Dedicated prize draw/incentive for your destination (prize must be provided)
- Food, drink and entertainment
- Inclusion in mail-shot (including key messaging & branding)
- Branding and logos across all pre- and post-event communications and invitations.
- Inclusion in LATA social media campaign.

The evening events will run from 18:30 – 21:30:

- Welcome drinks and networking
- Destination workshop
- Latin American Entertainment
- Prize draw



Sponsorship opportunities

DESTINATION HEADLINE SPONSOR FOR ALL THREE EVENTS X 1

- Prominent priority branding throughout all three event (screens, promotional material)
- Welcome speech (or speech prior to prize draw) at each event
- Video showcase at each event to all delegates (1-2 minutes)
- Themed drink, cuisine or entertainment to showcase your destination*
- Branded name badges a/o lanyards (note – we should have a reuse policy on lanyards)
- Inclusion in all event communication (website etc)
- Branded e-shot to attendee database

*Note: the themed element will need to comply with the T&Cs of the venue.

Investment £12,000

HEADLINE SPONSOR FOR 1 EVENT *

Investment: £5000

*NOTE: Priority will be given to a headline sponsor across all three events. Individual event sponsorship only



Costs + Terms & Conditions

For year one, LATA will welcome a maximum of 12 exhibitors. Priority will be given to exhibitors attending all three events.

Tourist Boards

- 3 x events: £4500 (1 participant)
- 3 x events: £5000 (2 participants)
- 1 x event £1600 (1 participant)
- 1 x event £1750 (2 participants)

Tour Operators* a/o Hotel Groups

- 3 x events: £2700 (1 participant)
- 3 x events: £3000 (2 participants)
- 1 x event £1000 (1 participant)
- 1 x event £1100 (2 participants)

*UK tour operators that sell Latin America.

Please note, whereas destinations and hotel groups are welcomed from Latin America, we can only welcome UK-bonded tour operators to join this event (that UK travel agents can book through). Regrettably, this event is not open to local DMCs, incomings or tour companies based in Latin America. Maximum 1 additional stand-sharer per stand (when paying for two delegates).

Costs include participation at the roadshows and all elements as mentioned in this document. Travel costs, branding of the table and hotel costs are excluded.

LATA reserves the right to cancel or postpone the roadshows on or before 31 January 2023 in the event that not enough exhibitors have registered.

Roadshow Dates, March 2023:

Tuesday 14th, Bristol

Wednesday 15th, Birmingham

Thursday 16th, Manchester

For more information contact:

LATARoadshow@wearelotus.co.uk

