



# LATIN AMERICA OUTLOOK 2019

## **INTERAMERICAN NETWORK**

A public relations agency that reflects the energy,  
the passion and the plurality of the Latin America region.

Pampas landscapes in Cordillera de Los Andes, Peru.



**IN**

# INTERAMERICAN NETWORK

We connect people and places, translating emotions.  
Welcome to the heart of Latin Americans.  
Welcome to our world.

What once was an internal market report to our clients has now established itself as a Latin America Outlook for Travel & Tourism. I have to say that even in the most ambitious dreams of my father when he created Interamerican, we did not see it coming.

I am very proud to share this curated information with you, in the true desire to allow more and more people to get a sense of what this Latin American World means to me and my team and could soon mean to you.

I had a chance to walk this road holding the hands of my dad and my brother – indeed I still do. But I am happy to hold your hands and point our favourite views and secret trails. In this “age of experience”, do not wander around repeating everyone – create your own path of success in this amazing market.

Enjoy the reading!

**Danielle Clouzet Roman**  
President & CEO

Lighthouse in Jose Ignacio near Punta del Este, Atlantic Coast, Uruguay.

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# ABOUT IN

## OUR MISSION

To connect people and places, offer tourists extraordinary experiences and assist destinations, airlines and travel products to implement their global strategies with a local touch.

## OUR VALUES

Our team is the source of our strength. We value the mutual commitment and loyalty of everyone in the group.





## WE OFFER TAILOR MADE SERVICES

We cover the entire LATAM region through our offices and or bases in Brazil, Argentina, Colombia and Chile. Our clients vary from tech platforms to destinations, hotels, airlines, etc. The relationship we have with our clients vary according to their needs, it can focus sales, marketing, digital, advertising and public relations.

Our structure allow us to use a regional billing structure via Brazil or via Uruguay, it depends on the client needs. We have a multitask and diverse team with different backgrounds that vary from sales to PR, marketing, digital and advertising. We offer dedicated and or shared team.



TRAVEL  
CONSUL

CROSS  
NETWORKING

TRAVEL  
BRANDS  
SPECIALISTS

APG

GLOBAL  
ALLIANCES

SMART  
THINKING

INTEGRATED  
SOLUTIONS

**IN**

LATAM BASED  
SAO PAULO,  
COLOMBIA,  
BUENOS AIRES,  
SANTIAGO

TRADITION  
X  
INOVATION

CREATE  
REPUTATION

STRONG  
TEAM



COMBINED  
EFFORT

ORGANIZED  
COOPERATION

WORKING  
TOGETHER





# AFFILIATIONS AND MEMBERSHIPS

## **ABAV National**

Brazilian Travel Agencies Association, Board Member

## **ABCA**

Brazilian Assistance Cards Association, Founder and Past President

## **ABEOC**

Brazilian Association of Meeting Planners, Member

## **ABIH**

Brazilian Hotel Industry Association, Member

## **ABRACOM**

Brazilian Association of Communication Agencies, Member

## **AVIABUE**

Asociación de Agencias de Viajes y Turismo de Buenos Aires

## **BRAZTOA**

Brazil Tour Operators Association, Board Member

## **CONRERP**

Public Relations Regional Council

## **LIDE – Grupo de Líderes Empresariais**

(Business Leaders Group), Member

## **FECOMERCIO**

Federation of Commerce of the State of São Paulo, Director

## **UNWTO**

World Tourism Organization, Member

## **Visit USA Committee Brazil, Argentina, Chile, Colombia**

Vice President and/or Member

## **WTC Business Club**

São Paulo WTC

# OUR OFFICES



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## **Mexico, Country Manager**

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Latin America Division  
Procurement Division  
Events Organization  
Administrative  
Marketing  
Public Relations  
Digital  
Sales

Spanish Speaking Countries  
Contracting Services and Suppliers  
Sales Mission, Press Conference, Trade Show  
Accounting and Financial Services  
Activations, Cross Branding, Campaigns  
Media Relations, Corporate Communications and Crisis Mnt.  
Online Presence, Campaigns, Influencers and Social Media Strategy  
MICE, Airlines and Platforms

# OUR LEADERS



## **Ricardo A. Roman, Founder**

Ricardo was born in Argentina and grew up in Uruguay, but has chosen Brazil as a country to live for more than 50 years. He began his career in the hotel industry when he started a hotel in Guarujá, on the coast of the State of São Paulo. Since then, it was a leap to found Interamerican in Brazil with its first customer, Braniff Airways, and thus, starting strong and long ties with airlines and the main representatives of the tourist industry. Interamerican has been in the market for three decades and, over the years, Ricardo has become a synonym for experience and knowledge in marketing and public relations solutions in tourism, not only in Brazil, but also in South America. A true visionary, years ago Ricardo took an important step in his professional life and acquired one of the clients of Interamerican, Travel Ace, becoming a partner of Travel Ace Brazil. At the end of the 90s, he decided to increase Interamerican Network's performance in South America and opened a

subsidiary in Buenos Aires, Argentina to better serve Spanish-speaking countries, and in 2014, Chile, Colombia and Ecuador were added portfolio of the company.



## **Danielle Roman, CEO & President**

With Public Relations background, at Interamerican Network, Danielle Roman is focused on connecting people and places by leading a team of experts who are strategically spread in Latin America and helping them to turn each client into top of mind brands.

As a specialist on Destination Marketing, she offers Digital, Marketing & Public Relations integrated solutions to inspire people from Latin America to travel around the world to have the best experience of their lives.

Through Interamerican Network, Danielle serves and has served several different DMOs, Airlines, Hotels & Resorts as well as Tourism Products such as Tourism Australia, Dubai Tourism, Visit Flanders, Las Vegas Convention and Visitors Authority, Merlin Group, Legoland Park & Resort, NYC & Company, St. Maarten Tourism Board, Anguilla Tourism Office, Alaska

Airlines, Emirates Airline, Atlantis Paradise Island, Loews Hotels and Resorts, DFW International Airport, Simon Shopping Destinations, Small Luxury Hotels, Finnair, Hong Kong Air, Botswana Tourism Office, Vail Resorts, IPW/US Travel, Equador Ministry of Tourism, PromPeru, Jordan Tourism Board and many others on punctual jobs.

Danielle is active Board Member at Travel Consul and at WTM Latin America Advisory Board.



## **Ricardo Roman Jr, Vice-President**

Graduated in Hospitality Business, Ricardo Jr. supervises companies that belong to the group such as Ibis and Delphin Hotel, both located in the coastal area near São Paulo. At Interamerican Network, he's responsible for operations and administrative department and deals with everything related to the internal processes of finance and accounting matters. Former president and founder of GuarujáCVB, Ricardo is currently the Vice President of ABIH-SP (Brazilian Association of the Hotel Industry in the State of São Paulo).

# TEAM BIOS



## **Vera Achcar, Head of Business Development**

With a degree in Management, Vera is in the tourism industry since 1986 and in Interamerican since 1996, leading important projects for the company. Extremely committed and customer driven professional, surpassing customer's expectations. With an extensive experience in marketing destinations, charters flights marketing, cooperative marketing campaigns, organization of sales missions. Vera replaces Ricardo and Danielle Roman when necessary.



## **Natalia Venturini, Account Director LATAM Spanish Speaking Countries**

Based on Argentina, Natalia has been in the tourism market for more than 20 years, working in big editorial houses of the segment, focused in both tourism trade and final consumers. Her great knowledge in the area and extensive network of contacts brought her in 2008 to Interamerican, to lead the actions and activities of PR in Spanish Speaking Countries of South America. In 2013, she took part in the expansion of our activities to Chile, Colombia and Ecuador and has been responsible for restructure our Branch in Argentina. Nowadays, Natalia is responsible for integrated activities of Marketing, PR and Digital in South America.



## **Marcela Yuric, Chile and Peru Country Manager**

Professional of tourism with more than 25 years in the market, has worked in travel agencies and other companies related to the travel industry such as Viajes Falabella, United Airlines, AlliedTpro US Tour Operator, as regional Executive for Chile, Peru and Colombia, and also as account Executive for Hard Rock Hotels - Caribbean Division for the markets of Bolivia, Chile and Peru. She has been Interamerican Country Manager for Chile and Peru for 3 years.



## **Aydee Suarez, Colombia Country Manager**

With a degree in Airline Companies Management and Trip Agencies in UNITEC, after 14 years of experience in Copa Airlines, in the department of Revenues, Sales and Reserves, as well as in Avianca and in the agency Tierra Mar Aire, Aydee is part of the Interamerican team as a leader of operations in Colombia. With her vast network of contacts and her knowledge on the touristic industry and its market, Aydee is our benchmark in this country as a way to develop our presence in the region.



## **Alejandra Cervantes, Mexico Country Manager**

Alejandra has been in the travel industry since 1992 in Mexico and obtained her master's degree in Tourism Planning in 2016. In 2018 Alejandra joined Interamerican Network to consolidate IN presence in LATAM. With great experience representing destinations such as NYC & Company, Houston Convention and Visitors Bureau and Explore Minnesota, Alejandra also worked in American Express Company as a traveler counselor where she was awarded with the Peacetter prize during her first year in the company. Alejandra also served as a Regional Director in Sabre Travel Networks in 1997, based in Guadalajara, Jalisco, Morelia and Michoacán where she was recognized for her work within the "Circle of Distinction".



**Paula Fernandez, S. America Spanish Speaking Countries PR Manager**

With Master's Degree in Politics and Management of Cultural Industries, Higher Diploma in Education, Images and Media, Bachelor of Oriental Studies (specialization in East Asia) and Courses such as Strengthening for the Public Management of Mega-events, Inter-American Development Bank and Committee of the Youth Olympic Games Buenos Aires - certificate with honors - Cultural and Entertainment Journalism, Paula has been with Interamerican Network for the past 5 years acting as PR & Media Relations. She has served several DMOs like St. Maarten Tourism Bureau, Anguilla Tourist Board, Las Vegas Convention & Visitors Authority and NYC & Company. Vail Resorts and Simon Shopping Destinations have also been part of her umbrella. Prior to that, she was PR & Events Manager at Korean Cultural Center, Embassy of the Republic of Korea in Argentina, Technical Coordinator at Ejido Asesores for their IDB project on tourism development of Corredor de los Lagos and Alto Paraná. Paula is native Spanish, fluent in English, has basic knowledge of Japanese and Korean.



**Esteban Quaglia, Travel Trade Account Manager Argentina**

With 19 years in the Interamerican Network, acting in the tourism industry and solid experience in sales strategy with a focus on tourism. in charge of accounts and great experience in customer service, multiarea and with a great capacity for adaptation.



**Oscar Ferramola, Travel Trade Account Manager Argentina**

With a degree in Tourism Management, Oscar has been in the travel trade industry since 1998. With the experience achieved working with Buenos Aires Tourism Secretary in the MICE area as well as responsible for the Buenos Aires City Official Tourist Information Centers, he became very experienced with both sides, Trade and PR. In the past 5 years, Oscar has been acting as Account Manager for different products of the company: NYC & Company, IPW, Dubai Tourism and the Anguilla Tourism Board for South America Spanish Speaking Countries. Oscar will be the main contact for the Travel Trade and the official PR back up.



**Diego Gantiva, Account Supervisor Colombia**

Diego is a professional in Social Communication and Journalism at the Los Libertadores University and specialization in Strategic Communication from Sergio Arboleda University. He has seven years of experience in the industry and extensive knowledge in the Colombian tourism market. For three years he worked as a reporter and editorial coordinator in Ladevi Medios & Soluciones, a leading company in Latin America in the creation of tourism content. During 2011 and 2015 he was press coordinator of the Greater Bogota Convention Bureau, a non-profit entity responsible for the positioning the country's capital as a MICE destination.



**Ana Beatriz di Pietro, Account Manager**

Over 15 years in the Travel Industry since the first year of the Undergraduate course (Tourism). In the professional background, experienced many different areas including Hospitality, Events, Airlines & Consolidators, and Travel Industry Marketing. Currently and for over 10 years in the Marketing segment, works at Interamerican Network as the account manager for Las Vegas CVA, and have worked before for other clients including Atlantis Paradise Island Bahamas (1 year), Choose Chicago (over 3 years), Loews Hotels (over 5 years), Millennium Hotels (1 year), Nevada Commission on Tourism (2 years) and Premium Outlets (2 years). Skilled strongly in strategic Marketing planning, brand/ product development, trade networking, lead generation and MICE knowledge, event planning, Live Marketing and digital campaigns/ social medias.



**Dinah Policarpo Sambudio, Travel Trade Account Manager Brazil**

Graduated in Tourism & Hospitality. 17 years of experience in the Tourism industry, hotels, incentive houses and major events like the World Cup in Brazil. Brazilian with a leaning for the American culture, I have wide experience with other destinations in the USA and am always seeking for more information and knowledge about the country. Guest relations, entertainment and hospitality also figures in my portfolio of activities within the industry. Part of the creative Marketing & Trade Development team since 2015, working together with the company to best promote destinations like New York City, Florida, Dubai and many others in Brazil and South America. A curious world traveler! A strong willing for knowledge leads me to appreciate new challenges and learn from vibrant experiences.



**Thais Ramos, Travel Trade Account Manager Brazil**

Thais graduated in Tourism and Events Management, started her career in a foreign currency exchange company, and then realized she had a bound with the tourism industry. Travelled to London in 2012 where she took a Diploma in Public Relations and Marketing Communications, she worked as a sales advisor to students seeking for travel products and language interchange programs. Had a great experience working in the luxury travel segment at Teresa Perez Tours one of the most respected luxury travel agencies of the country. After working as an executive account and primary point of contact between a huge multinational cosmetic company and a production agency, responsible for assisting the internal communication, events and marketing departments. In 2017 she started working for Interamerican Network.



**Neto Fernandes, Account Manager Brazil**

Neto (as he likes to be called), comes with more than 5 years of experience working with DMOs such as Visit Orlando and Travel Nevada as well as development of tourism products like Big Bus Tours, I Drive 360 and Orlando Magic. We are confident Neto will be a great asset to LVCVA and IN.



### **Cintia Saldanha, Travel Trade Account Executive**

Graduate School on Business Management and Undergraduate on Tourism. Over 19 years in the Travel Industry with background in different areas such as Travel Agencies, Tour operator, Events and Aviation. She lived in San Diego to study and experience California cultural. She is always quested for new places around the world to improve her cultural knowledge. Part of Interamerican Network team for 5 years, managing three accounts such as: Atlantis Paradise Island Bahamas, Loews Hotel and Le Sivory. Great skills on product development lead generation, event planning, live marketing and vast networking with major travel trade players. Strong expertise on sales and Luxury, including consortia as Virtuoso, Signature Travel Network and Fine Hotels and Resorts.



### **Mitsi Goulias, PR and Media Relations**

Mitsi Goulias is a Communications professional with 20+ years of experience in PR & Media Relations, Journalism, Corporate Communications and Marketing. She has a solid experience in the travel industry, working for 10 years as Press & PR Manager at VisitBritain, the British Tourist Board. Mitsi developed the PR strategy for key events as the London 2012 Olympic and Paralympic Games, Queen's Diamond Jubilee, Royal Wedding and supported the delivery of the Prime Minister's GREAT campaign brand marketing activity in Brazil. Mitsi also has a background as a travel writer and editor at "O Estado de S.Paulo", one of the main national daily newspapers in Brazil and at "Proxima Viagem" monthly travel magazine. Bachelor's degree in Journalism and Public Relation, with extension courses in Marketing and Digital Communication Management.



### **Renata Yabusaki, PR and Media Relations**

Graduated in Journalism with a post degree in Corporate Communications and a MBA in Marketing at Fundação Getulio Vargas (FGV), Renata has over seven years of experience working for some of the biggest PR agencies in Brazil, attending clients of several different segments. One of the main clients she had was Google when she worked at Imagem Corporativa agency. In the Tourism segment, Renata worked for Accor Hotels doing PR for Mercure and Adagio hotels.



### **Pietro Botelho, Head Digital and Social Media**

Graduated in marketing and design, Pietro works in communication for 20 years. With a background in advertising, design and editorial markets, having tourism, gastronomy and luxury always present in his work. Born in a communicators' family, worked along with the main Brazilian restaurants and chefs and, after that, while working in Elite Magazine, had the opportunity to tight the relations with hotels, restaurants and destinations. At Interamerican Network, he developed online strategies for clients such as Visit Flanders, Las Vegas, New York, Anguilla and others.



### **Sandra Rey, Head of Events Organization, Latam**

A professional with more than 20 years of experience in the tourism industry and with a solid experience in cooperative campaigns, organization of events and sales strategy focused on tourism. Sandra has been part of Interamerican team for over 15 years. Multitask person, with great negotiation skills, she has been responsible for the implementation of several processes in the company, among them: sales calls campaigns, events, trips, sales missions. Nowadays, Sandra leads a team responsible for organizing our press conferences, events, sales missions and trade shows participation in South America.



### **Eduardo Gonçalves, Events & Productions Analyst**

Experienced professional with more than three decades in the industry, working in Interamerican since 1994, Eduardo works with the Operations department, assisting in events projects and processes. He is also responsible for managing the company's IT area, planning and executing IT projects and solutions. And he still takes care of all the publicity and the production of local material for our customers.



### **Juliana Rosa, Events & Productions Analyst**

Graduated in Tourism Management from the Federal Institute of São Paulo - IFSP and postgraduated in Administration and Organization of Events by Senac – specialized in logistics for corporate events, has been acting for 10 years in the largest tourism fairs in Brazil. She has worked in important entities in the area, such as BRAZTOA, in addition to working on some Projects of the Ministry of Tourism – “Viaja Mais Melhor Idade” (senior tourist travels program), in addition to her experience at Ambiental Expedições tour operator. Currently working for Interamerican Network, she leads the selection and management of groups of qualified Brazilian travel agents (“Caravans”) to WTM Latin America, as well as working in the Operations department the production of several types of events for the different clients of the company.



### **Danila Pereira, Administrative & Finance**

With more than 19 years of experience in hospitality and tourism market, she is graduated in tourism and joined Interamerican Network in 2015 working on the operations department. Today she is responsible for the areas of Financial Control, Accounts Payable, Accounts Receivable and Cash Flow.



### **Jaime Patroni, Business Development Supervisor**

Jaime worked for Brazil's most relevant airlines and has contributed to the establishment of Interline Traffic Agreements, Special Prorate Agreements-SPA, Alliances, he was representative of companies at the IATA Meetings, ANAC and the Star Alliance. Now at Interamerican, he represents APG Net Work, APG Airlines, Aigle Azur and Finnair.



### **Rosana Vasconcelos, Finance Analyst**

A graduate in hospitality, Rosana has been with Interamerican since 1985, assisting the board and the company's presidency.



# CLIENTS



# INTERAMERICAN INSIDERS TIPS FOR YOU

WELCOME TO LATIN AMERICA,  
WELCOME TO BRAZIL!

In this age of loads of information, rapid changes and need for accurate data to decide on strategy, investment and how to better approach your different consumer markets, I thank you for trusting Interamerican Network services.

Before you dive in some more detailed information, I did pick some important aspects about working in this area that you must take into consideration:

- There is no such thing as “the” Latin American consumer; although you may have learned differently, Latin America is diverse in absolute every aspect.
- Consuming patterns, preferences and behaviours varies among the countries and within each country.
- Besides the three largest countries – Brazil, Colombia and Mexico – we also have Argentina, Chile and Peru playing important roles in the region.
- No one single media covers all the countries, and even Brazil being the only one where the language is Portuguese, the Spanish differs from country to country and using the correct language structure may make a difference in your campaigns.
- Middle-class priorities differ among the countries as well, as a response for different kinds of influence in the past. An emerging social-environmental mindset among millennials may be common, but this does not guarantee you will have the same brand engagement.
- “Latino” is not a common identity, and the use of this word may seem a demonstration of prejudice.
- Being aware of the polarization temperature and the political discussions in each country and segment also will save you time selecting the appropriate channels and influencers.

Colca Canyon, Peru.



# WHY CHOOSE INTERAMERICAN NETWORK?

THE KEY WORD DRIVING INTERAMERICAN NETWORK IS EXPERIENCE.

On the traditional approach and meaning, we have been working with the Latin American countries for more than 30 years, and as everyone operating before the Internet, we have had to establish personal relationships and build our reputation delivering effective results.

The ability to build teams that balance market expertise, in-depth knowledge and creativity allowed us to thrive during the different economic and political crisis affecting our region. As every company that decided to invest in Brazil back in the 1990s and in our neighbour countries in the 2000s, we have learned how to find the best alternatives, translating that into feasible and productive campaigns for our clients.

Today, EXPERIENCE means the constant search for meaningful activities, be it in the form of a trip, or in the anticipation of it, through the senses and emotions of a travel professional.

At Interamerican, we are committed to work as the best interpreters between your product or service and the desired market – we will guide you optimizing your budget, finding the most adequate strategy to share your message and enhance your brand.

By speaking the language and thinking alike, as well as following closely the trends and changes in behaviours and influencers, we are your ideal partner in Latin America.

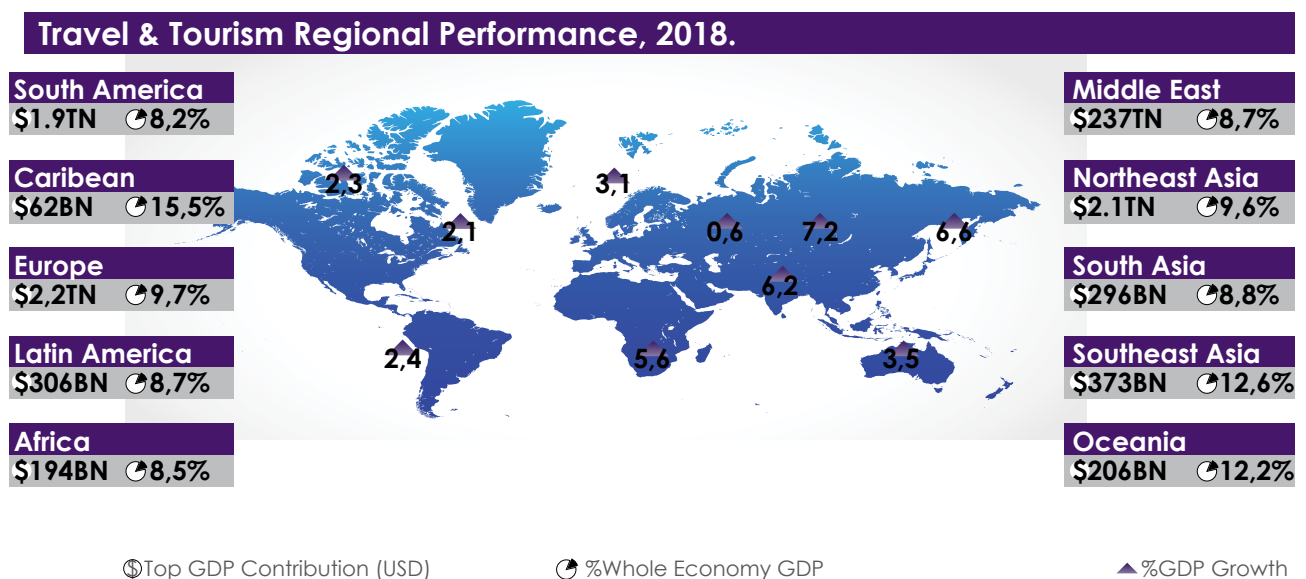
# TRAVEL & TOURISM IN 2019

## IMPRESSIVE NUMBERS AND GROWTH

Travel & Tourism authorities as the UNWTO and the WTTC presented their reports celebrating 2018 as the second best year for the industry since 2010. A registered 6% growth in relation to 2017, with 1,4 billion tourist arrivals, anticipating the results forecasted for 2020, was the reason for celebrations all around the globe, with impressive numbers in the Middle East and Africa, and growth below the average in the Americas.

Optimism is strong, and the growth forecasted for 2019 is between 3% to 4%, which is in line with the historical growth trend registered for the past 25 years. The stability of fuel prices made air transport affordable, and connectivity is improving, allowing established destinations to diversify their source markets, and Latin American countries are, indeed, an important region to be in your company marketing strategy.

The figure 1 below illustrates the Travel & Tourism growth and regional performance, with positive results for Latin America and The Caribbean. (Source: WTTC, 2019).



Source (image): WTTC, 2019.

# GROWTH DRIVERS AND TOPICS TO MONITOR

People living in Latin America represents, today, around 8% of the world's population and, for the past 15 years, an important economic trend has been identified – the GDP (gross domestic product) of Latin America & the Caribbean have grown faster than those of developed nations of the world. Almost 80% of this growth has come from the expansion of the rise in consumption, and an increase in labour productivity.

However, uncertain political futures and the reliance on commodities, as well as the ageing of the population may impact the results in the coming years if governments do not address it adequately.

A Forbes piece on Latin America one reads: "like most emerging market regions, Latin America has two fabulous demographic attributes that developed countries can only dream of: significant population growth and a growing middle class", which means that there are a lot of young families buying a wide range of products and services.

Euromonitor International, on the other hand, stressed the fact that three of Latin America largest nations (Brazil, Colombia and Mexico) elected new presidents, and the political turmoil on these countries have impacted business travel and investors are still waiting for definitions to design their strategies. Uncertainty will naturally delay the consumer disposition to spend in Travel in Tourism.



# TOP FIVE BUSINESS TRENDS TO MONITOR IN LATIN AMERICA

**Digital Transformation** – in 2019, it is projected that 60,9% of Latin-Americans will have access to the Internet. While almost every business needs to be digitally integrated at some point, consumers are more and more developing a relation with brands and habits because of their digital presence.

**Travel and Tourism** – as per a recent UNWTO report, millennials will be the main group seeking for authentic experiences in Latin America, demanding quality services and digital infrastructure. At the same time, Latin American middle-class families and millennials are reaching for more international travels, seeking for North America and Europe, but also Africa, Asia and the Pacific.

**Retail** – online sales are still under 5% of total sales in the region, but the online presence and the adoption of an omnichannel approach is a growing strategy among all industries, but specially the service one.

**Natural Resources** – mining and natural resources are still a force for job creation, but as well as for attracting foreign investment. This will connect directly with the growth of business travel and MICE.

**Infrastructure** – This is the industry who may perceive a significant change in the previous years, with foreign investments (mostly Chinese) in roads, railways and urban infrastructure. As soon as quality improves, the number of hospitality companies expanding their portfolio here will also increase, boosting domestic and international travel.

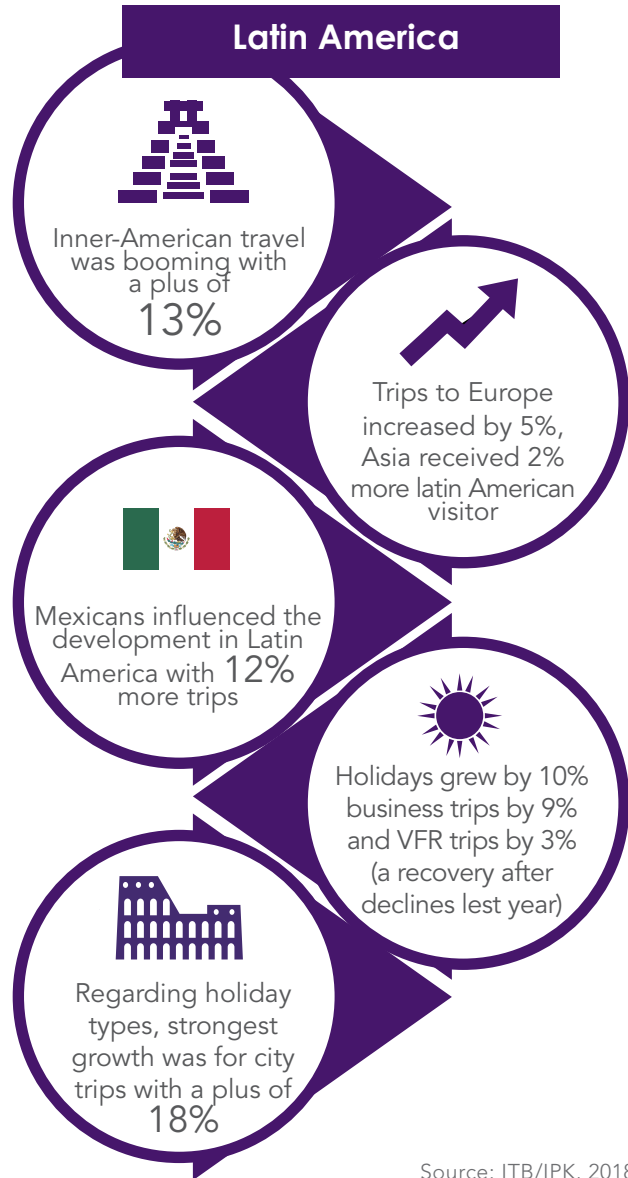
# TRAVEL & TOURISM TRENDS FOR LATIN AMERICA

As for a recent Euromonitor International research, there are two important trends to follow in 2019 – the Blurring Industry Lines and the Access Economy Taking Flight.

**Blurring Industry Lines** – “consumers are travellers for a limited period of time but are consumers all year round”. This trend leads to a reinvention of the shopping experience and the premiumization, which means exposing consumers to brands and experiences at different touchpoints, strategically defined.

**Access Economy Taking Flight** – usually referred to as “sharing economy”, the access economy has allowed consumers to move from ownership to paying access to goods and services for a limited time, experiencing more and changing dramatically their consuming habits.

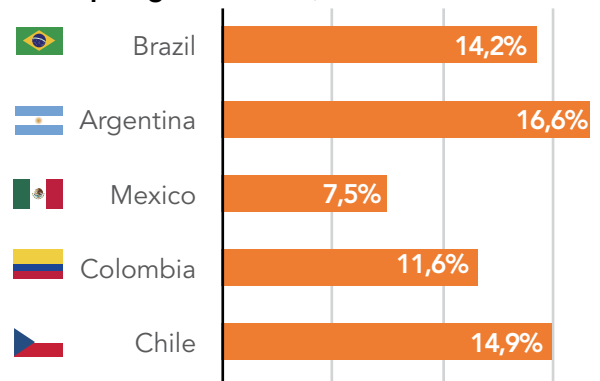
ITB Berlin has identified the following trends for Latin America 2019



Source: ITB/IPK, 2018.

ForwardKeys has developed an in-depth analysis of Latin American Travel & Tourism, which was presented during the WTTTC Summit held in Buenos Aires. The strengthening of the US dollar in relation to local currencies would reduce demand for USA, Canada and Europe, but favour intercontinental trips. 2018 showed a 9,3% growth in relation to 2017.

## Top origin countries, Jan to Jun 2018.






Source: ForwardKeys, 2019.

Argentina is the country feeding intercontinental travels, aiming to Brazil, Colombia, Mexico, Peru and Uruguay.

Brazil prefers long haul, USA being the top destination (Florida and NY), followed by France, Portugal, Spain, Italy, UK and Mexico.

Besides the dream travel destination (which tends to be USA or Western Europe), connectivity, visa policies and prices, and the total cost of the trip are key elements. The top three main destinations mentioned in advanced searches, by citizens of Latin American countries, are illustrated by the figure below.

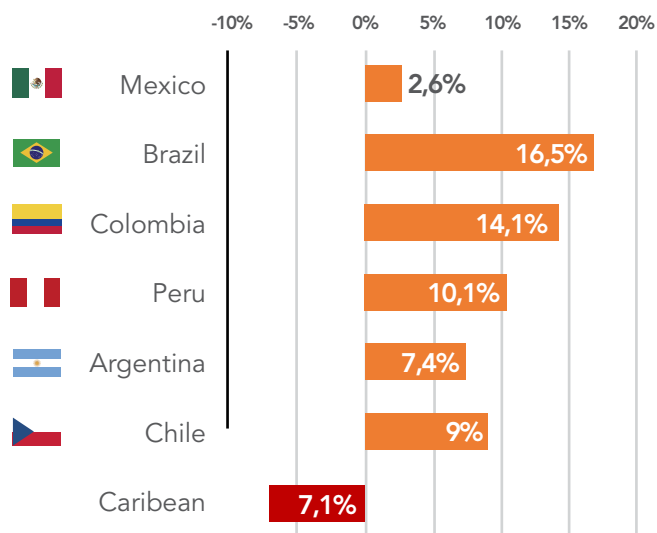
Top source countries: Destinations\* with most advanced booking situation for travel in Apr. to Jun. 2018.

Origin Countries	Destinations (forward bookings YoY)		
 Argentina	Colombia 22,2%	Brazil 21,3%	Mexico 18,9%
 Brazil	Dominican Rep. 43,8%	Canada 35%	Chile 35,6%
 Mexico	Russia 373,5%	Colombia 11,3%	Germany 5,7%
 Colombia	Chile 29,5%	Brazil 27,3%	Spain 25,8%
 Chile	Spain 44,1%	Brazil 42%	Colombia 27,5%

Source: ForwardKeys, 2019.

When considering Latin American countries as business travel destinations, inbound travel grew 1,9%, led by Brazil and Colombia. The negative numbers of the Caribbean are, unfortunately, related to the cancellations because of the hurricanes in the region and the slow recovery of the infrastructure.

Top destination, Jan to Jun 2018



Source: ForwardKeys, 2019.



Edelman presented different trends for Latin America in 2018:

**LATAM is the New Black:** Latin America stands out as a travel destination. Countries like Mexico, Peru, Colombia, Chile and Argentina have made new investments, and new international travel players, such as Norwegian Airlines, are emerging in the region. UNWTO forecasts that Latin America will receive 78.2 million tourists by 2027, generating US \$82 billion for the local economy.

**Augmented Reality:** This new technology is ushering in the next phase of the internet and holds great potential for travel and tourism. By investing now, companies will gain an advantage and the chance to establish their brands as innovative, inspiring consumers to engage and raising the bar for the competition.

**Evolution of Luxury:** The concept of luxury has evolved and changed the way travelers who dictate trends choose their destinations. More than comfort, travelers want impeccable service and personalization. Companies must be prepared to offer unique and transformative experiences in exotic, remote and unconventional destinations.

**From Wellness to Well-being:** From physical to emotional well-being: Simplicity makes room for a variety of options in the escape from anxiety. Well-being tourism is expected to grow 50 percent faster than the global tourism industry in the next five years.

**Extreme Adventure:** Living on the edge and exploring the unknown makes extreme and remote destinations the newest darlings for thrill seekers. Iceland, Nordic countries, Alaska, the Arctic and their unique experiences, such as the Northern Lights, are on the rise as top tourist destinations.

**Multigenerational Travel:** Baby boomers, Generation X, millennials, Generation Z: Each group has different interests and behaviours, but more and more the challenge is to reconcile them.

**Economy of Sharing and On-Demand:** Consumers no longer want to own and instead would rather have access to properties all over the world. This change in behaviour marks the evolution of the sharing economy and on demand. In tourism, the best example is the reinvention of Airbnb, but also the emergence of apps that offer accessible, convenient and sustainable services.

**“Overtourism” and Authenticity:** In contrast to “overtourism,” there is a new preference for conscious travel, with trips not during high season or opting instead for suburban neighbourhoods and towns.

**New Version of Bleisure:** Aside from the traditional corporate travel industry, which keeps growing, there is a new audience of digital nomads who are looking for long-term programs to travel, work and live anywhere in the world.



Rosario Islands in Cartagena de Indias, Colombia.

# WHAT YOU SHOULD KNOW ABOUT TRAVEL AND TOURISM IN...

## BRAZIL



An estimate 10 million Brazilians travelled abroad in 2018. Travel & Tourism are now among the top 5 priorities for middle-class families. If prices for international long-haul flights increase, trips to Argentina, Chile and Uruguay will replace US and Europe. Domestic travel is also an important option (94 million arrivals registered in 2018).

Experiences and information shared via Internet (Facebook, Instagram and Whatsapp) are driving the interest, but value for money is the key aspect for international travel.

Shopping is a very important travel activity, and all possible "special advantages" be it packages, bundles or promotions.

Argentina is the strongest market for Latin American destinations, although the wealthier classes will prefer Europe and US.

National investment on infrastructure and air connectivity will provide an increase in passenger arrivals from Europe, and the currency devaluation will make different regions in the country an attractive destination for the experienced traveller.

## ARGENTINA



## CHILE



Chileans travel to Argentina, Peru and the USA, mostly for leisure purposes. Santiago, the capital, has welcomed a growing number of international conferences (mostly regional).

4,3 million Chileans travelled abroad, and only 27% left the American continent in 2018.

The growing international presence of LATAM International Airlines has also enhanced the image of Chilean destinations.

An estimate of 4 million Colombians travelled abroad in 2018. The main destination was the US (31%), followed by Mexico and Spain (each one with 10% of the total).

The international airports of Miami and Panama play an important role connecting tourists to Colombia in the cases where no direct flights are possible.

Colombians tend to decide on last minute, and this is at the same time a consumer characteristic and a reflection of the currency variation.

## COLOMBIA





## ECUADOR

1,5 million Ecuadorians travelled abroad in 2018, and the US were the destination of 37% of them. The unstable political and economic situation is restraining international travel.

Around 13 million Mexicans travelled abroad in 2018. Travel agencies are very important, and the online travel sales is growing only among the younger generation. Peer references and professional recommendation is an important value for this market. Mexican citizens enjoy shopping, gambling and entertainment, not necessarily related to natural environments.



## MEXICO



## PANAMA

Panama holds the advantage of being an important Latin America and Caribbean hub, which allow brands to explore its international nature accessing different markets at the same time.

Panama citizens travels mostly to the US, followed by Latin American and Caribbean countries within a short flight distance. In 2018, less than 1 million Panamanians travelled abroad, due to the economic recession.



## PERU

Peru has been an important business travel destination as it congregates quality conference infrastructure and internationally awarded gastronomy. The constant and increasing presence of tourists had made the Peruvian people desire to explore the world, and their main destinations are within Latin America.

Since 2014 Lima is one of the most important cities in Latin America and home of expatriates working in multinationals.

1,8 million citizens of Uruguay travelled abroad in 2018. The main destination was Argentina, followed by Brazil and the USA.



## URUGUAY

# BRAZIL

<b>Population</b>	<b>208 million</b>
<b>Major language</b>	<b>Portuguese</b>
<b>Major religion</b>	<b>Christianity</b>
<b>Currency</b>	<b>Real</b>

Brazil is South America's most influential country, a rising economic power and one of the world's biggest democracies. Over the past few years it has made major strides in its efforts to raise millions out of poverty, although the gap between rich and poor remains wide.

The exploitation of the Amazon rainforest, much of which is in Brazil, has been a major international worry, since the wilderness is a vital regulator of the climate.

A former Portuguese colony, Brazil has a highly diverse population, including indigenous Americans and the descendants of African slaves and European settlers.

Brazil is the eighth-largest economy in the world, but is recovering from a recession in 2015 and 2016 that ranks as the worst in the country's history. In 2017, Brazil's GDP grew 1%, inflation fell to historic lows of 2.9%.

Government spending growth had pushed public debt to 73.7% of GDP at the end of 2017, up from over 50% in 2012. The government also boosted infrastructure projects, such as oil and natural gas

auctions, in part to raise revenues. Other economic reforms, proposed in 2016, aim to reduce barriers to foreign investment, and to improve labour conditions. Policies to strengthen Brazil's workforce and industrial sector, such as local content requirements, have boosted employment, but at the expense of investment.

Television dominates South America's biggest media market. There are hundreds of TV networks and thousands of radio stations. Brazilian-made dramas and soaps - known as telenovelas - are shown around the world. Game shows and reality TV attract huge audiences.

By 2017, 139 million Brazilians were online - around 50% of the population. Mobile broadband is the main means of internet access. There is a "digital divide" between regions and between urban and rural areas, says Freedom House.

Brazilians are among the world's top users of social media. Facebook is the leading social platform and WhatsApp is the top communication application.



# ARGENTINA

<b>Population</b>	<b>44 million</b>
<b>Major language</b>	<b>Spanish</b>
<b>Major religion</b>	<b>Christianity</b>
<b>Currency</b>	<b>Peso</b>

Argentina is rich in resources, has a well-educated workforce, and is one of South America's largest economies. In cultural terms, it has given the world major writers like Jorge Luis Borges, and the tango dance phenomenon.

But its political life has been troubled by military coups and the vagaries of the populist Peronist movement, while the economy has been prey to dramatic booms and recessions.

In 2017, Argentina's economy emerged from recession with GDP growth of nearly 3.0%. The government passed

important pension, tax, and fiscal reforms. And after years of international isolation, Argentina took on several international leadership roles, including hosting the World Economic Forum on Latin America and the World Trade Organization Ministerial Conference, and has assumed the presidency of the G-20 in 2018.

Argentina has one of Latin America's highest rates of internet penetration. There were nearly 35 million users, around 78% of the population, by 2017. Facebook is the most popular social platform.

# CHILE

<b>Population</b>	<b>17,9 million</b>
<b>Major language</b>	<b>Spanish</b>
<b>Major religion</b>	<b>Christianity</b>
<b>Currency</b>	<b>Chilean Peso</b>



Chile is one of South America's most stable and prosperous nations. It has been relatively free of the coups and arbitrary governments that have blighted the continent.

The exception was the 17-year rule of General Augusto Pinochet, whose 1973 coup was one of the bloodiest in 20th-century Latin America and whose dictatorship left more than 3,000 people dead and missing.

Chile is a multi-ethnic society, including people of European and Indian ancestry.


Chile has a market-oriented economy characterized by a high level of foreign trade and a reputation for

strong financial institutions and sound policy that have given it the strongest sovereign bond rating in South America. Exports of goods and services account for approximately one-third of GDP, with commodities making up some 60% of total exports.

Radio is a key news source; there are hundreds of stations, most of them commercial. The constitution guarantees press freedom and the media can criticise the government and cover sensitive topics.

By 2017, 14 million Chileans were online, around 78% of the population. There are no restrictions on access.

# COLOMBIA



<b>Population</b>	<b>49 million</b>
<b>Major language</b>	<b>Spanish</b>
<b>Major religion</b>	<b>Christianity</b>
<b>Currency</b>	<b>Peso</b>

Colombia has significant natural resources and its culture reflects the indigenous Indian, Spanish and African origins of its people. But it has also been ravaged by a decades-long violent conflict involving outlawed armed groups, drug cartels and gross violations of human rights, although, since 2002, the country has been making significant progress towards improving security.

The fourth largest country in South America and one of the continent's most populous nations, Colombia has substantial oil reserves and is a major producer of gold, silver, emeralds, platinum and coal.

It also has a highly stratified society where the traditionally rich families of Spanish descent have benefited from this wealth to a far greater degree than the majority mixed-race population, providing a ready constituency for left-wing insurgents.

Colombia's economy slowed in 2017 because of falling world market prices

for oil and lower domestic oil production. Although real GDP growth averaged 4.7% during the past decade, it fell to an estimated 1.8% in 2017.

Colombia has signed or is negotiating Free Trade Agreements (FTA) with more than a dozen countries; the US-Colombia FTA went into effect in May 2012. Colombia is a founding member of the Pacific Alliance—a regional trade block formed in 2012 by Chile, Colombia, Mexico, and Peru to promote regional trade and economic integration.

The media are generally free to express a range of opinions and cover sensitive issues. Media ownership is concentrated among a handful of private groups. TV is the main news source.

More than 28.5 million Colombians were online by 2017. Freedom House group states that poor telecom infrastructure in rural areas and high prices are obstacles to internet take-up.

# ECUADOR

<b>Population</b>	<b>16,5 million</b>
<b>Major language</b>	<b>Spanish</b>
<b>Major religion</b>	<b>Christianity</b>
<b>Currency</b>	<b>US Dollar</b>

Ecuador is a patchwork of ethnic identities, a complex legacy of its indigenous and colonial past.

Traditionally a farming country, Ecuador's economy was transformed after the 1960s by the growth of industry and the discovery of oil. There was rapid growth and progress in health, education and housing.

Ecuador is substantially dependent on its petroleum resources, which accounted for about a third of the country's export earnings in 2017.

Ecuador's economy fell into recession in 2015 and remained in recession in 2016. Declining oil prices and exports forced the administration to cut government

oulays. Foreign investment in Ecuador is low as a result of the unstable regulatory environment and weak rule of law. In April of 2017, Lenin Moreno was elected President of Ecuador and his immediate challenge was to reengage the private sector to improve cash flow in the country. Ecuador's economy returned to positive, but sluggish, growth.

Radio is an important medium; there are hundreds of stations, some broadcasting in indigenous languages. Soap operas and US series are staple fare on TV.

There were 13.5 million internet users by 2017, around 80% of the population. The government has used a copyright law to censor critical online content, says Freedom House.



# MEXICO



<b>Population</b>	<b>116 million</b>
<b>Major language</b>	<b>Spanish</b>
<b>Major religion</b>	<b>Christianity</b>
<b>Currency</b>	<b>Peso</b>

Mexico is a nation where affluence, poverty, natural splendour and urban blight rub shoulders. It has the second-largest economy in Latin America, and is a major oil exporter. But prosperity remains a dream for many Mexicans, and the socio-economic gap remains wide. Rural areas are often neglected, and huge shanty towns ring the cities.

Mexico's \$2.4 trillion economy – 11th largest in the world – has become increasingly oriented toward manufacturing since the North American Free Trade Agreement (NAFTA) entered into force in 1994. Per capita income is roughly one-third that of the US; income distribution remains highly unequal.

Since 2013, Mexico's economic growth has averaged 2% annually, falling short of private-sector expectations that President PENA NIETO's sweeping reforms would bolster economic prospects. Growth is predicted to

remain below potential given falling oil production, weak oil prices, structural issues such as low productivity, high inequality, a large informal sector employing over half of the workforce, weak rule of law, and corruption. Mexico's economy remains vulnerable to uncertainty surrounding the future of NAFTA — because the United States is its top trading partner and the two countries share integrated supply chains — and to potential shifts in domestic policies following the inauguration of a new president in December 2018

Newspapers reflect different political views; sensationalism characterises the biggest-selling dailies.

Mexico is one of Latin America's biggest internet markets. There were 85 million internet users by 2017, 65% of the population. Facebook is the most popular social network.

# PANAMA



<b>Population</b>	<b>3,6 million</b>
<b>Major language</b>	<b>Spanish/English</b>
<b>Major religion</b>	<b>Christianity</b>
<b>Currency</b>	<b>Balboa</b>

Lying at the crossroads of the North and South American continents and the Atlantic and Pacific oceans, Panama is of immense strategic importance. Panama has the largest rainforest in the Western Hemisphere outside the Amazon Basin.

However, it is for a feat of engineering, the canal connecting the Atlantic and Pacific oceans, that Panama is famous. Every year more than 15,000 vessels make the eight-hour journey through the waterway, which makes a substantial contribution to the country's economy.


Panama's dollar-based economy rests primarily on a well-developed services sector that accounts for more than three-quarters of GDP. Services include operating the Panama Canal, logistics, banking, the Colon Free Trade Zone,

insurance, container ports, flagship registry, and tourism and Panama is a centre for offshore banking.

Strong economic performance has not translated into broadly shared prosperity, as Panama has the second worst income distribution in Latin America. About one-fourth of the population lives in poverty; however, from 2006 to 2012 poverty was reduced by 10 percentage points.

Press freedom is protected by the constitution and journalists work in relatively safe conditions compared with their peers in neighbouring countries, says Freedom House.

Around 2.8 million Panamanians, or 69% of the population, were online by 2017. There are 1.7 million Facebook users.



Population	32 million
Major language	Spanish, Queshua Aymara
Major religion	Christianity
Currency	Nuevo Sol

# PERU

Peru's rich and varied heritage includes the ancient Incan capital of Cuzco and the lost city of Machu Picchu. The country boasts spectacular scenery, including Lake Titicaca, the world's highest navigable lake. A growing number of visitors are being drawn to its variety of attractions.

The country has been experiencing an economic boom. Foreign investors, attracted by the government and encouraged by favourable conditions, have been keen to get involved in exploiting the country's mineral wealth, sometimes in the face of local resistance.

The Peruvian economy grew by an average of 5.6% per year from 2009-13 with a stable exchange rate and low inflation. This growth was due partly to high international prices for Peru's metals and minerals exports, which account for 55% of the country's total exports.

Growth slipped from 2014 to 2017, due to weaker world prices for these resources. Despite Peru's strong macroeconomic performance, dependence on minerals and metals exports and imported foodstuffs makes the economy vulnerable to fluctuations in world prices.

Mining output increased significantly in 2016-17, which helped Peru attain one of the highest GDP growth rates in Latin America, and Peru should maintain strong growth in 2018 and 2019. However, economic performance was depressed by delays in infrastructure mega-projects.

Privately-owned outlets dominate the media scene, with state media having smaller audiences. Radio is an important news source, particularly in rural areas.

Around 18 million Peruvians were online by 2017, around 56% of the population. Facebook is the top social media platform.

# URUGUAY



<b>Population</b>	<b>3,4 million</b>
<b>Major language</b>	<b>Spanish</b>
<b>Major religion</b>	<b>Christianity</b>
<b>Currency</b>	<b>Uruguayan Peso</b>

Uruguay has traditionally been more affluent than other countries in South America, and is known for its advanced education and social security systems and liberal social laws. It was the first nation in Latin America to establish a welfare state, maintained through relatively high taxes on industry, and developed a democratic tradition that earned it the sobriquet “the Switzerland of South America”.

Since the restoration of democratic government, successive governments have liberalised the economy. Colonial towns, beach resorts and a year-round mild climate have contributed to a growing tourist industry.

Following financial difficulties in the late 1990s and early 2000s, Uruguay’s economic growth averaged 8% annually during the 2004-08 period. The 2008-09 global financial crisis put a brake on Uruguay’s vigorous growth, which decelerated to 2.6% in 2009. Nevertheless, the country

avoided a recession and kept growth rates positive, mainly through higher public expenditure and investment; GDP growth reached 8.9% in 2010 but slowed markedly in the 2012-16 period as a result of a renewed slowdown in the global economy and in Uruguay’s main trade partners and Mercosur counterparts, Argentina and Brazil. Reforms in those countries should give Uruguay an economic boost. Growth picked up in 2017.

Uruguayans can access a wide range of views via hundreds of privately-owned print and broadcasting outlets.

A 2014 broadcasting law was lauded by the UN as “exemplary” in promoting media pluralism and setting up a regulatory body that is independent of the government.

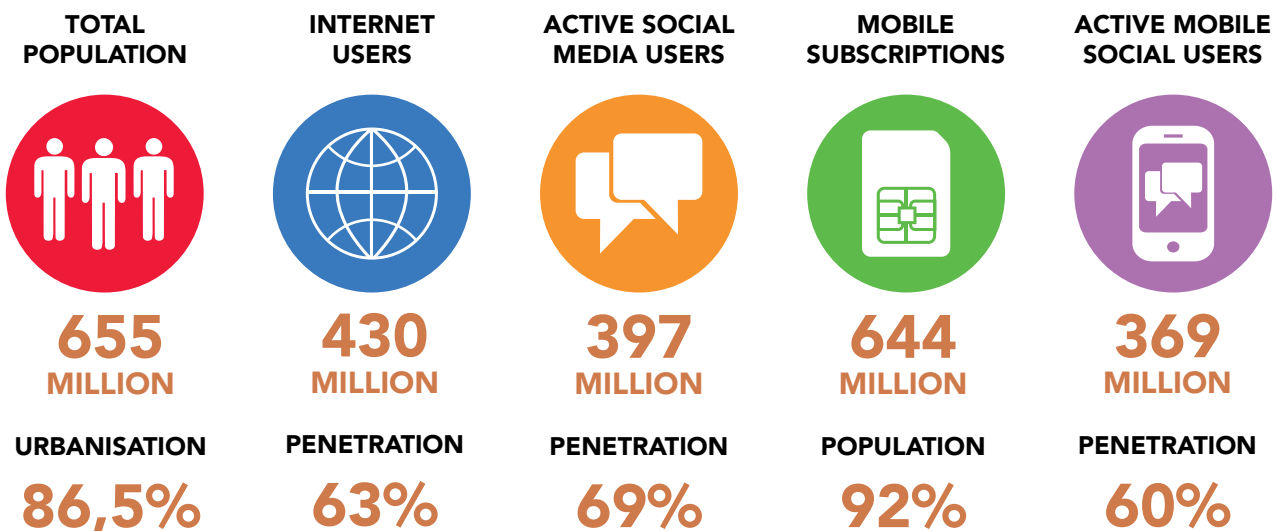
More than 2.2 million Uruguayans were online by 2016 (Internetlivestats.com). Facebook is the top social media platform.

# LATAM DIGITAL BEHAVIOR TRENDS

## DIGITAL

For the last 6 years, Latin America's internet population is the fastest growing in the world. Brazil remains the key market in Latin America and by the end of 2018 the country reached its peak and guaranteed its place between the biggest audiences across the globe with over 149.1 million users. This makes Brazil the fifth biggest internet market in the world with a growing rate close to 8% each year.

In addition, per a study by the agency We Are Social, Brazilians rank highly among the TOP 10 nations in time, page consumption and engagement metrics.



Still, all Latin Americans are heavy internet users with an average of 8,5 hours spent online per day.

# SOCIAL MEDIA

## SOCIAL MEDIA REACH



By percentage of economically active population. Source: Statista, 2019.

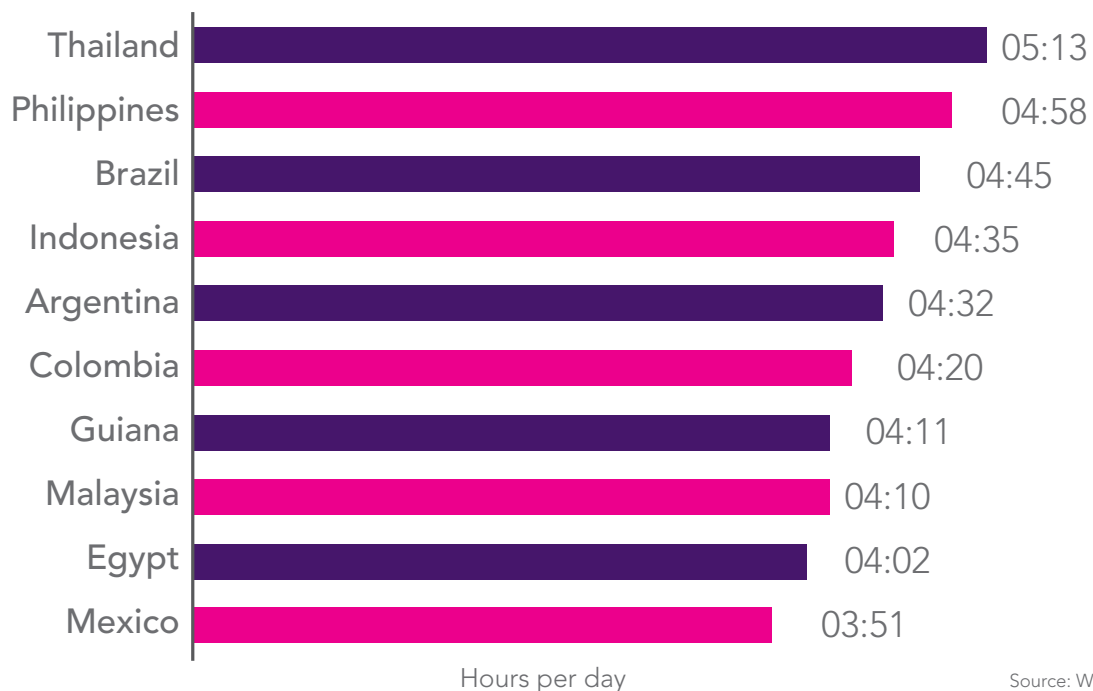
Social Media is where South Americans choose to spend most of their time online, being Facebook the preferred network accounting over 90 million Brazilians, 52 million Mexicans and 21 million Argentinians.

Facebook is the second most popular website in Latin America based on number of unique visitors, only behind Google Sites. Facebook alone has 180 million Latin Americans and Brazilians are the ones who interact the most on this network spending 13,3 hours each month, followed by Argentinians with an average of 9,4 hours, Peru with 7,9 hours and Chile with 7,3 hours.

Brazil has 130 million Facebook users, behind India (300 million) and United States (210) and it is the world's second-biggest user of Instagram with 61 million users and the largest market outside the U.S. for YouTube.

# MOBILE

## TIME SPENT ON INTERNET ACCESED VIA MOBILE DEVICE



## INTERNET USAGE IN LATAM - STATISTICS & FACTS

As of 2018, Latin America is the fourth largest regional online market, behind Asia, Europe and Africa. There were about 438 million internet users in Latin America and Caribbean in 2018, up from just over 300 million in 2013. An estimate of 55% of the Latin American population accessed the internet in 2017. There is some variation among Latin American countries in terms of internet freedom. Argentina had the top position amongst Latin American countries in 2018, with 28 index points.

## TIME SPENT ONLINE

Brazil, the largest country in Latin America both by population and area, has an active online population of nearly 140 million people, almost twofold of second-ranked Mexico, with 85 million users. Brazilians also lead the region in terms of monthly internet usage. The average duration of monthly internet usage in Brazil was 25.7 hours in 2016; Uruguay closely followed with 25.6 monthly hours. In contrast, the region's average stood at 18.6 hours that year.

In 2015, Latin America had the highest daily mobile internet usage in the world. Users here spent an average of 3.59 hours on their smartphones every day. In North America, for example, the average is 1.84 hours. In 2016, just over 60% of mobile phone users accessed the internet from their mobile phone in Latin America.

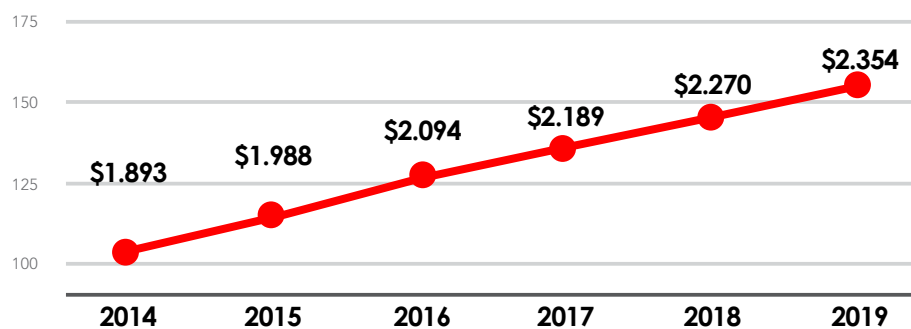
# DIGITAL SHOPPING

## FORECAST FOR ECOMMERCE IN LATIN AMERICA

In 2018, total retail ecommerce sales in Latin America grew 17.9% to \$53.20 billion. Despite rising consumer prices, economies are beginning to recover, and that coupled with newly elected presidents have shored up consumer confidence.

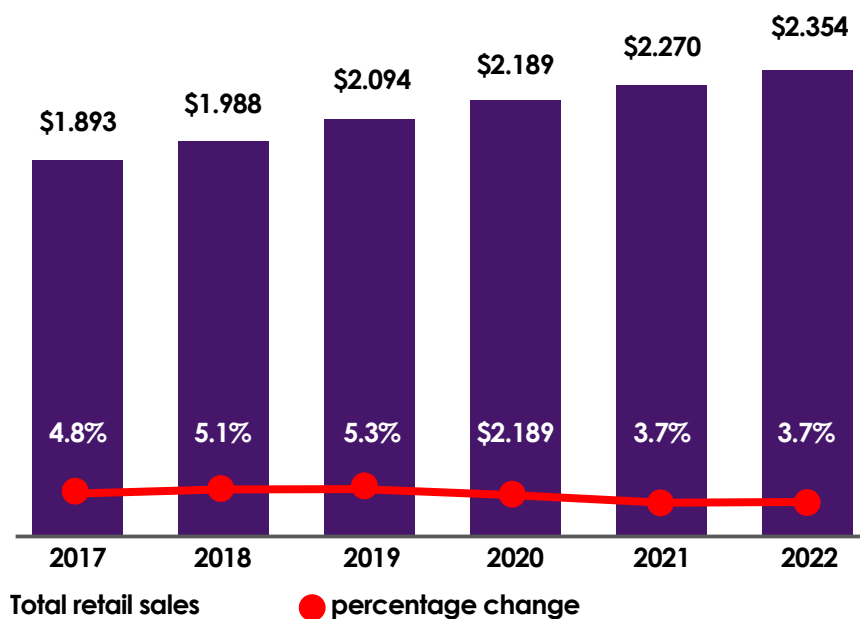
We expect that sales will grow 5.1% to \$1.988 trillion this year, making the region the world's fourth largest retail market, behind Asia, North America and Europe, respectively. Total retail sales will continue to increase, reaching \$2.354 trillion by 2022. Brazil will hail as the region's largest retail market, accounting for almost one-third (32.8%) of all regional retail sales this year, followed by Mexico with a 20.2% share.

Latin American Buyers 2014



## MOBILE E-COMMERCE

This year, for the first time, mobile will make up more than one-quarter (27.5%) of all retail ecommerce sales in Latin America, totaling \$14.62 billion. Continued investment in digital infrastructure, improved mobile internet access, less-expensive data plans and rapid smartphone adoption have been key drivers for continued e-commerce growth.



Source: Statista, 2019.



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Pelourinho neighborhood in Bahia, Brazil.







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