



WTM Latin America *Making forays into Brazil*

Eleven delegates from member states and cities along with a receptive tour company and Hartsfield-Jackson Atlanta International Airport met with over 75 journalists and tour operators. The group also had high-level meetings with airlines and media companies, along with a training session for 25 agents at a key wholesaler.

The Brazilian economy had hit a rough patch the last couple of years, but we see stirrings that Brazilians are eager to travel; WTM has given us an excellent opportunity to sell the South to this vital Latin American market.



We plan to continue to build our presence at this show with an even larger booth and delegation next year. If you are interested in joining us, please contact our staff.

"This mission with Travel South USA was perhaps one of the most productive and cooperative trade shows I have attended. All delegates in the booth worked exceptionally well together in promoting the South as a team. I'm looking forward to our efforts paying off with increased travel to our unique region of the USA"
Tomás Rey, President Rey Royal