

HIGHLIGHTING THE POWER OF LATIN AMERICAN LUXURY TRAVELLERS

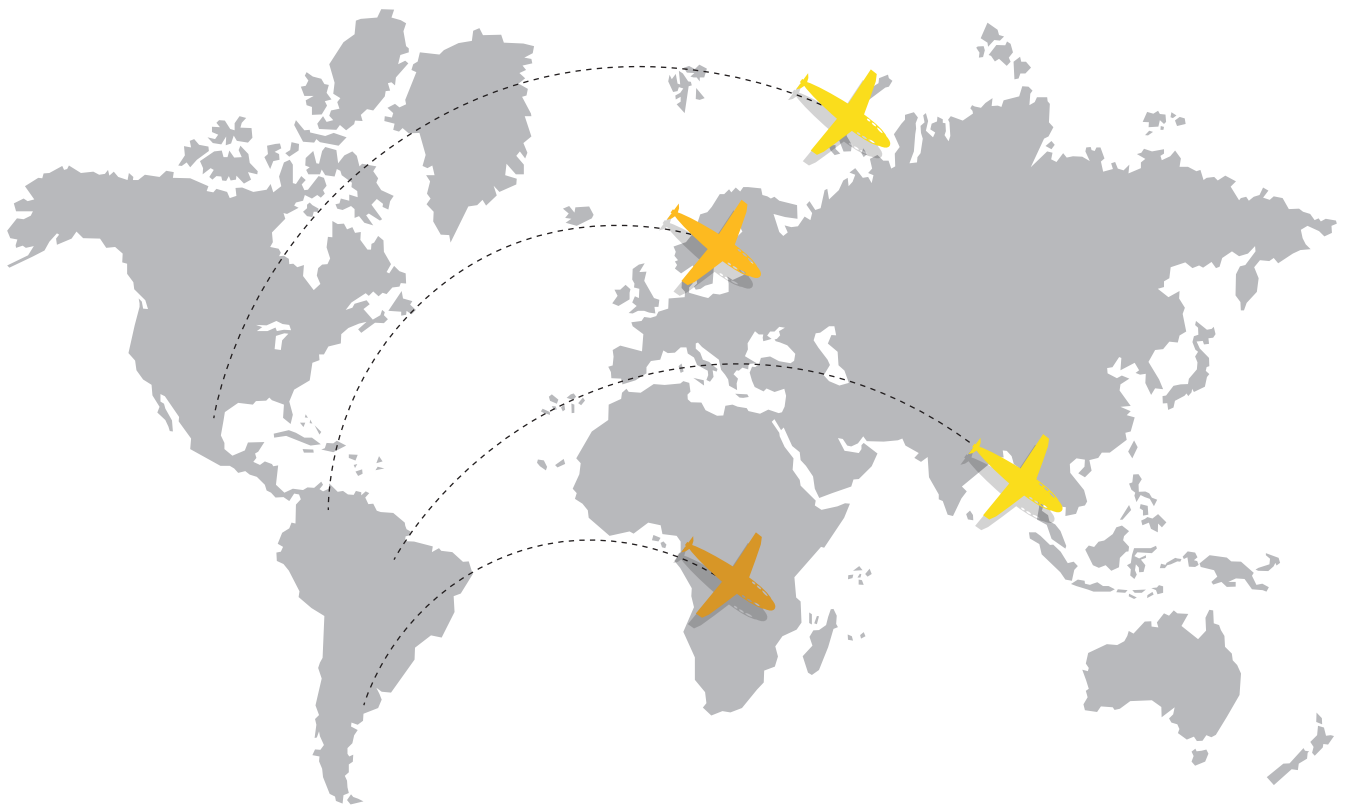
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Travesías Media

Introduction to the study



“HIGHLIGHTING THE POWER of Latin American luxury travellers” is a study designed by the International Luxury Travel Market (ILTM)- the organizers of ILTM Americas and Travelweek Sao Paulo-, and Travesías Media to better understand the travel habits and preferences of a select group of travel advisors in Latin America.

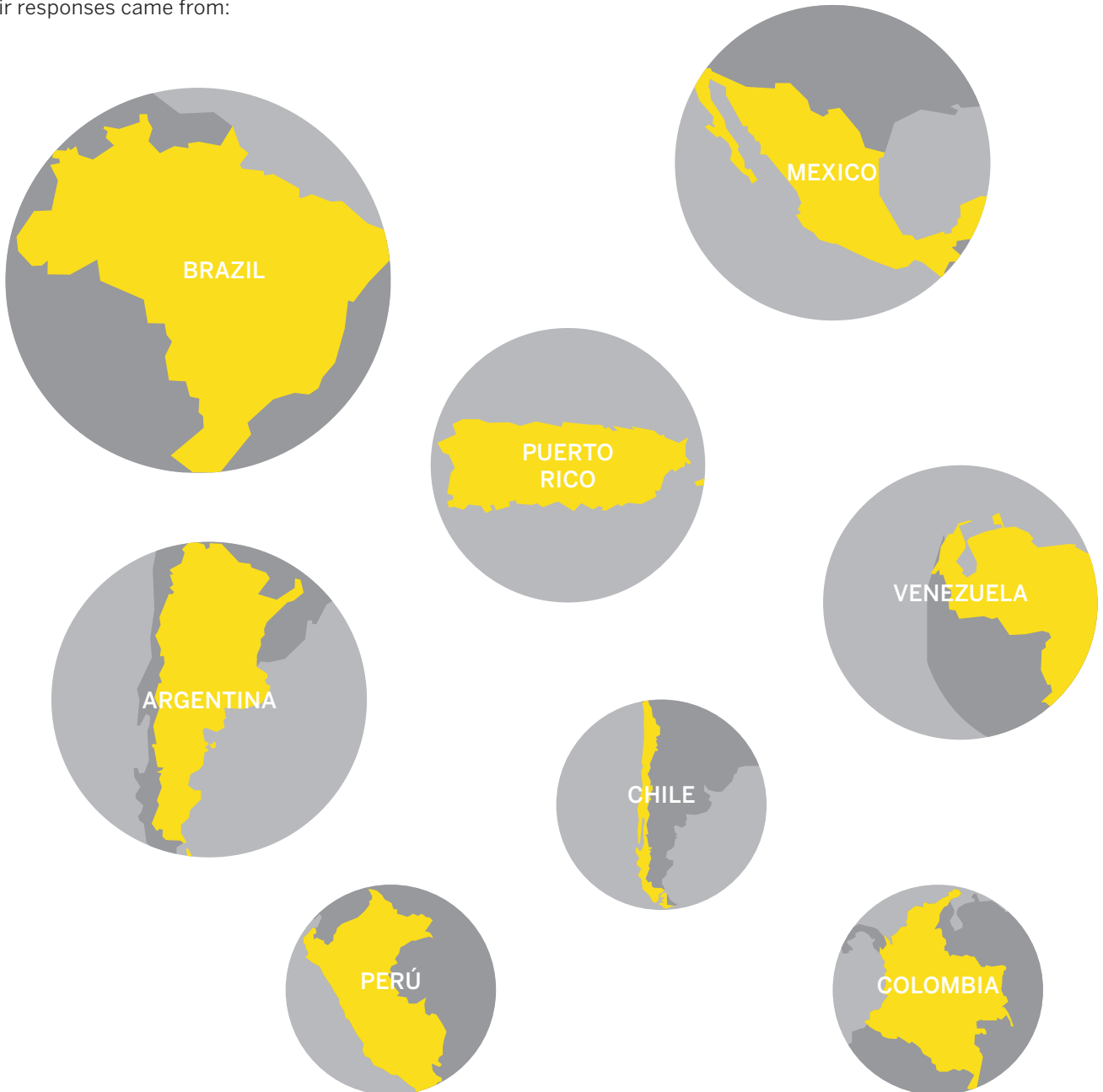
The survey was responded by 90 owners and managers of travel agencies in eight different countries; the results reflect the travel trends and habits of Latin American travel-

ers in 2015. The report shows a projection of the top growth destinations for travel agencies, the popularity of different destinations among clients and other interesting data.

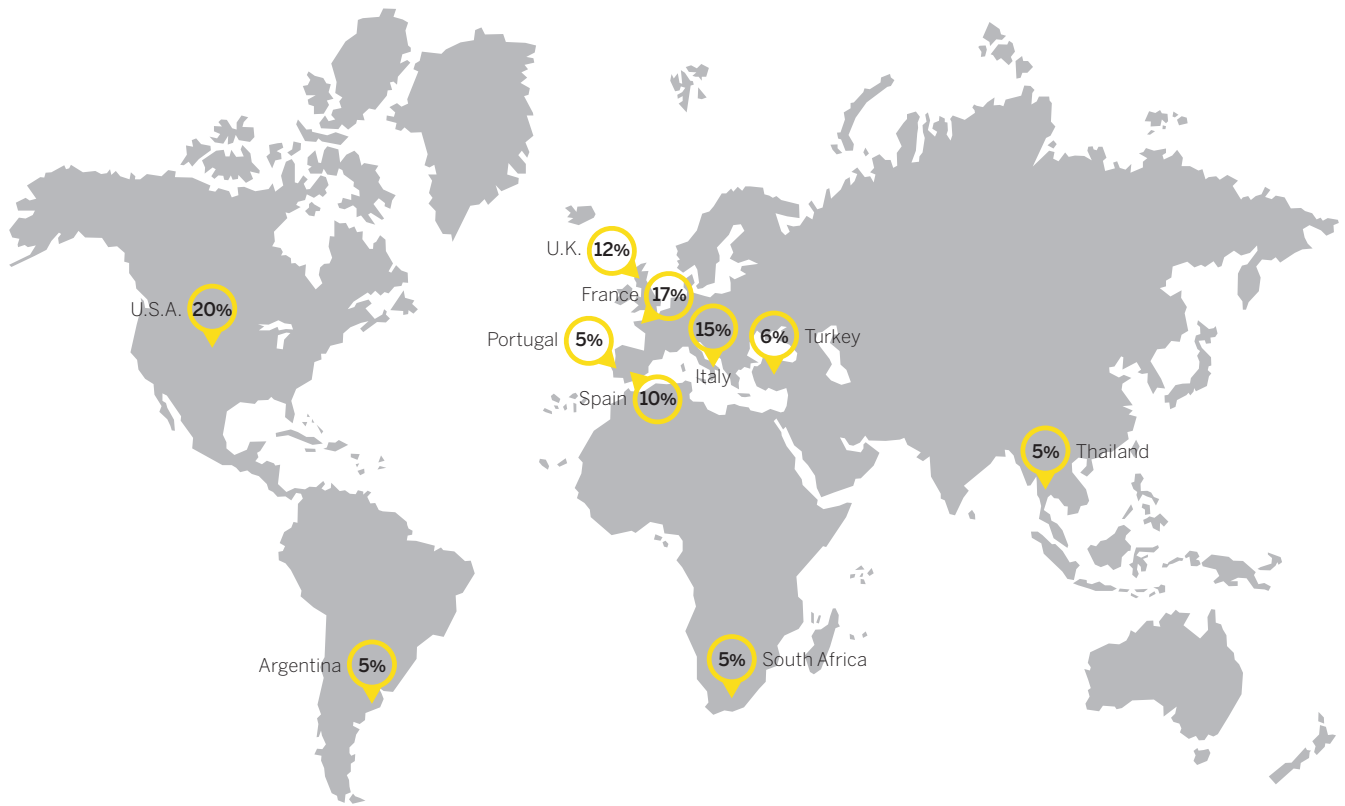
This is the first annual study conducted by Travesías Media and ILTM/Travelweek who have recognized the lack of information on luxury travel in the region. We expect it will become an important source of information for anyone interested in understanding the travel dynamics of this complex region.

Where are you from?

We surveyed 90 owners and managers from premium travel agencies in Latin America, their responses came from:



Which are your best-selling destinations?

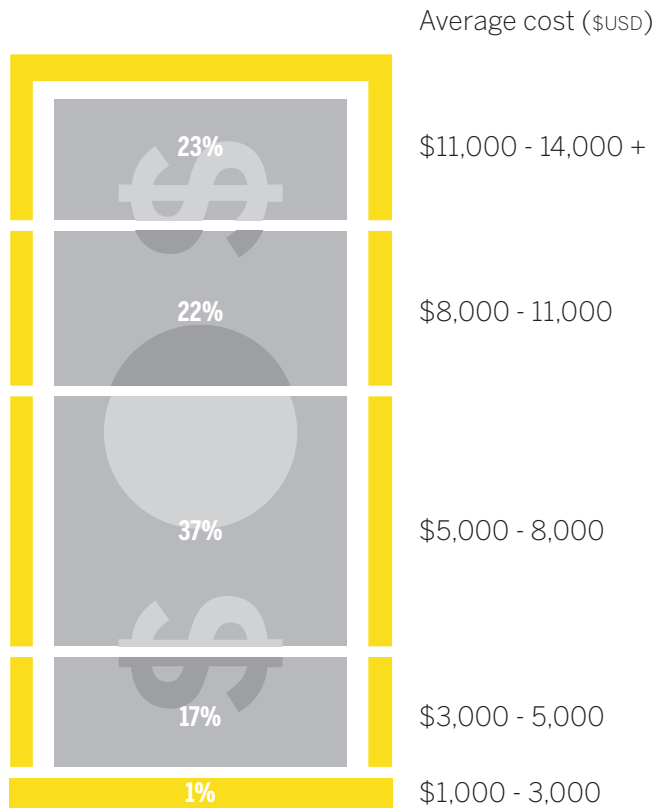


What are your biggest growth destinations?

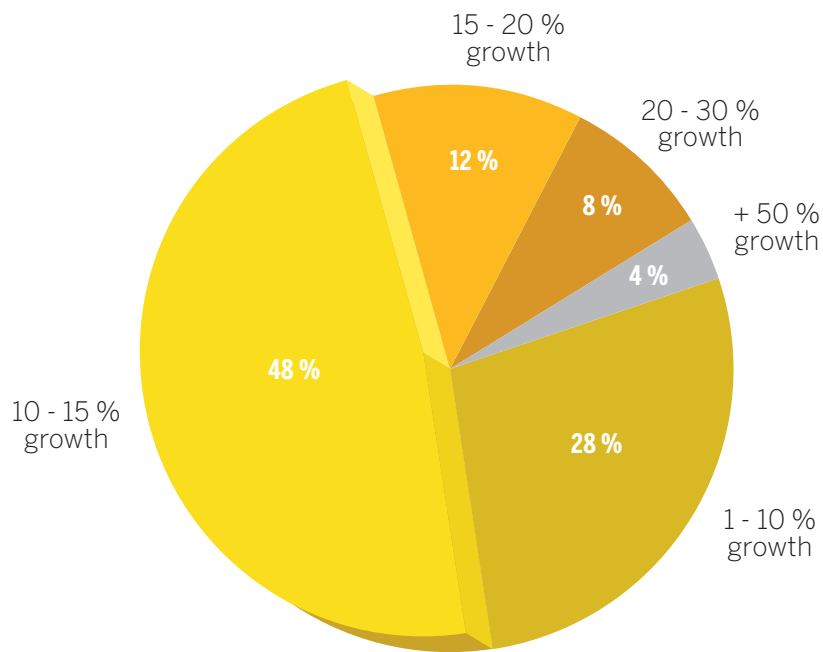


“We have seen a growing interest in our clients towards new destinations like Sri Lanka and Uzbekistan.”
Lilliana Servitje de Rosete, Turismo Exmar, México City

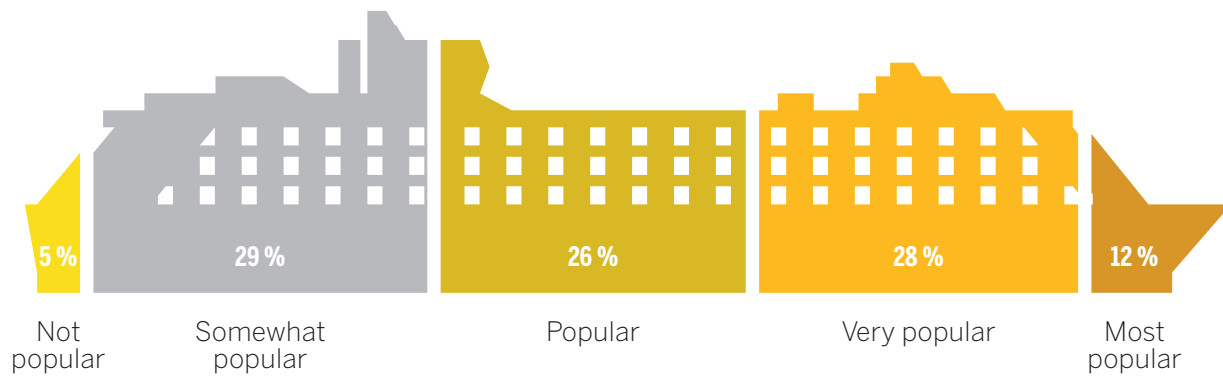
What is the average value of your bookings?



By what percentage did your business grow in 2014?



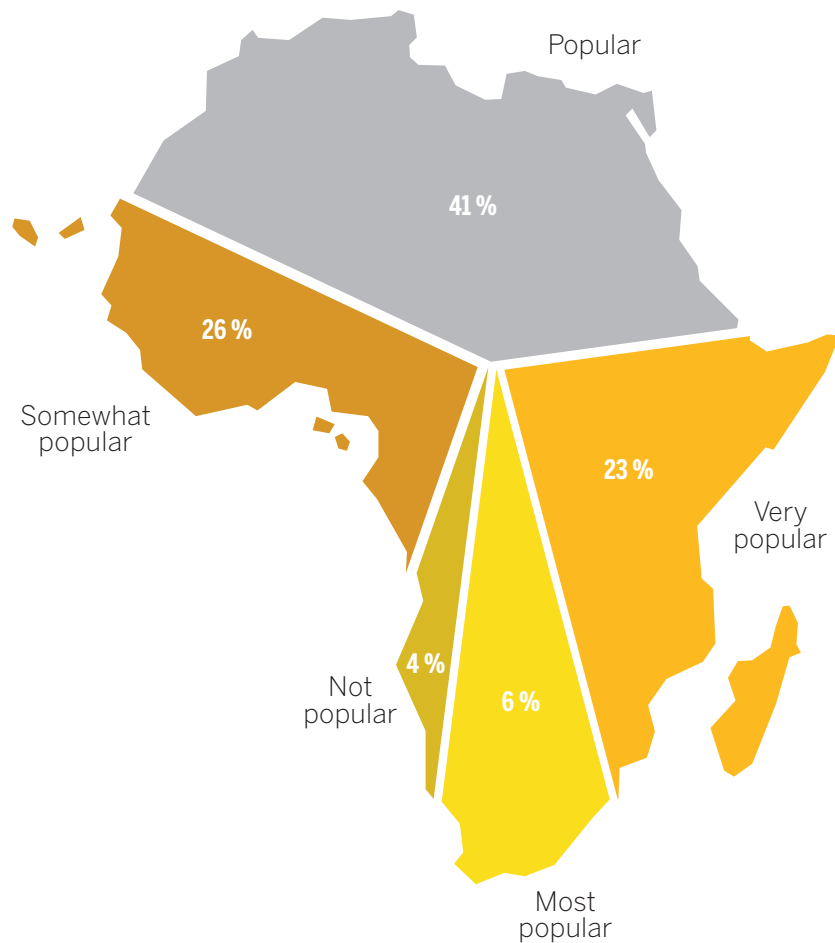
What is the popularity of travel cruises among your clients?



“Our top destination is Miami. Argentinians get crazy over shopping in a city where they feel comfortable because they speak the same language. Other than shops and great beaches, new events like Art Basel Miami had increased the perception of the destination as a glam spot”.

Sergio Durante Biblos. Travel, Buenos Aires

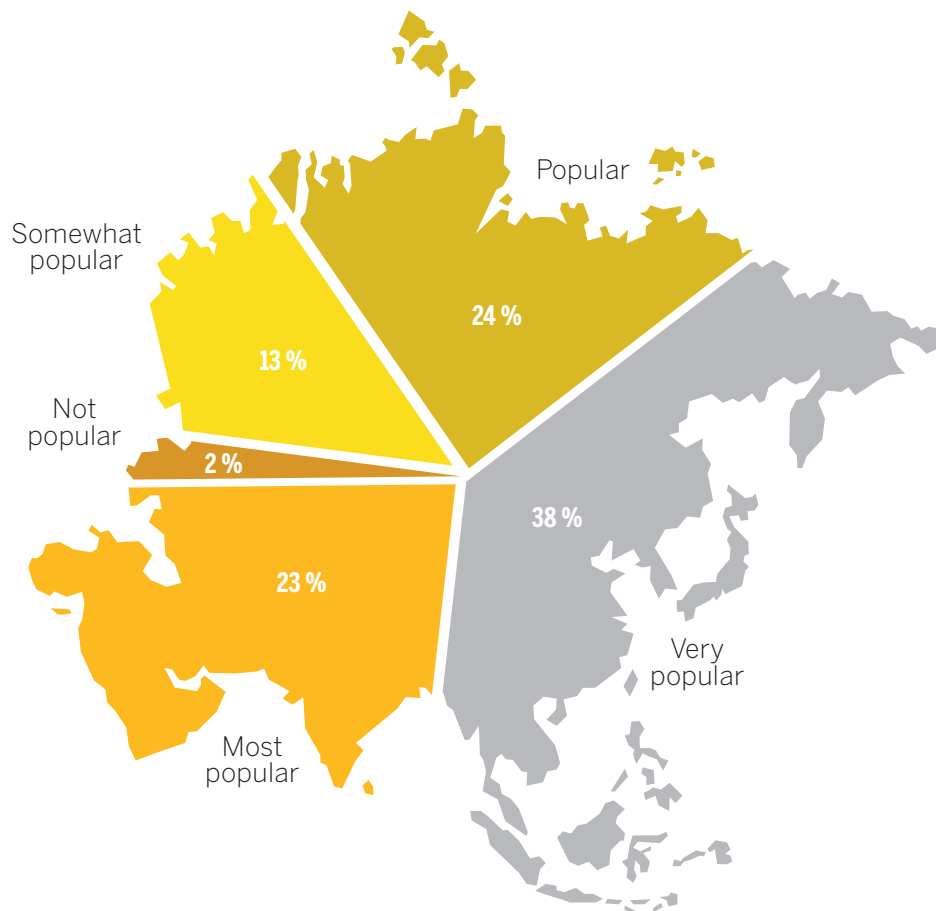
How popular is Africa among your clients?



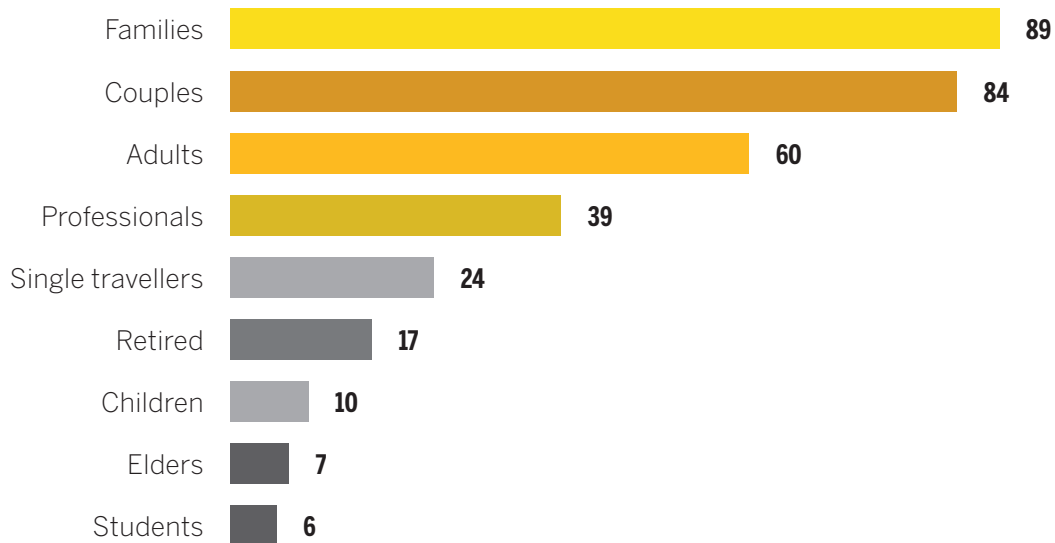
Our travellers are looking for destinations where they can find real and genuine experiences, intrinsic to the place. At the same time, they are seeking to spend their time at incredible hotels with excellent services and local flavor. Because of this, African safaris are one of our most successful tours.

Paula Gamas, International Travel Group

How popular is Asia among your clients?

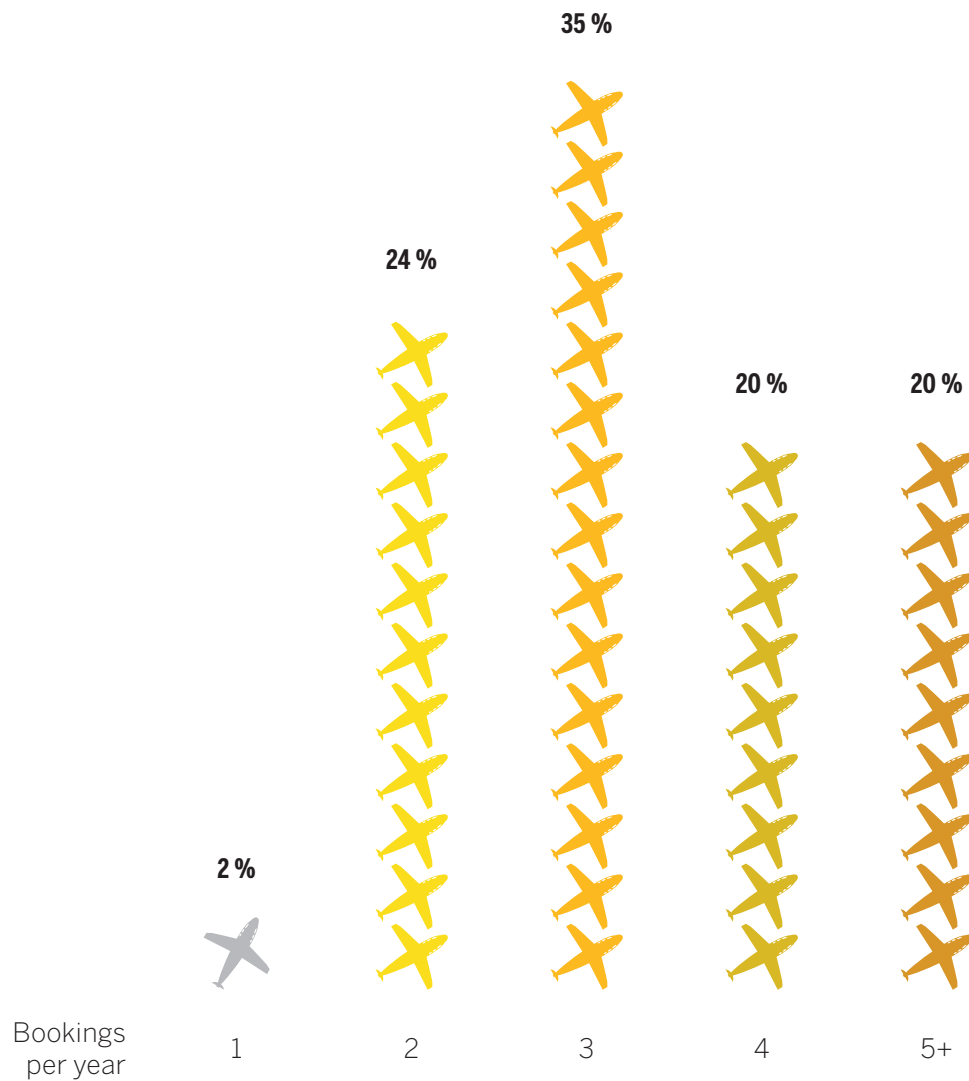


What is the most typical demographic of your clients?

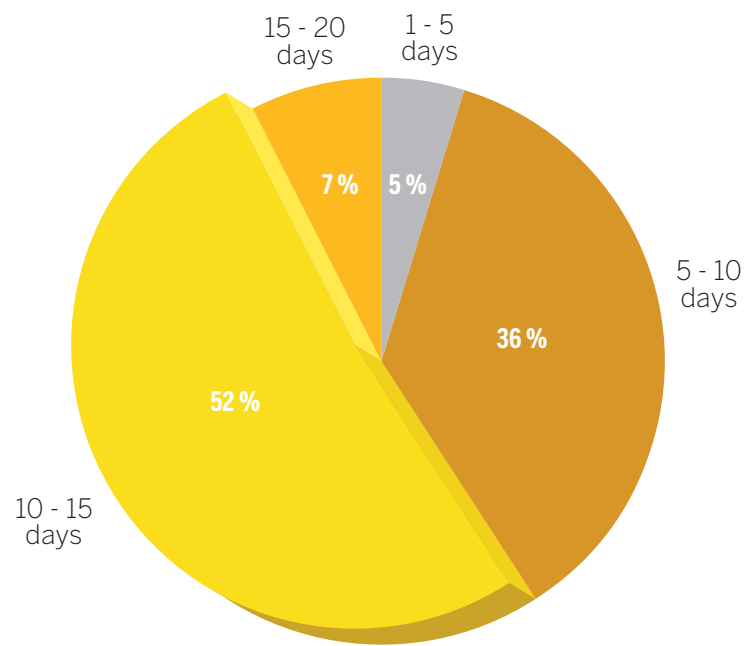


* Based on multiple choice

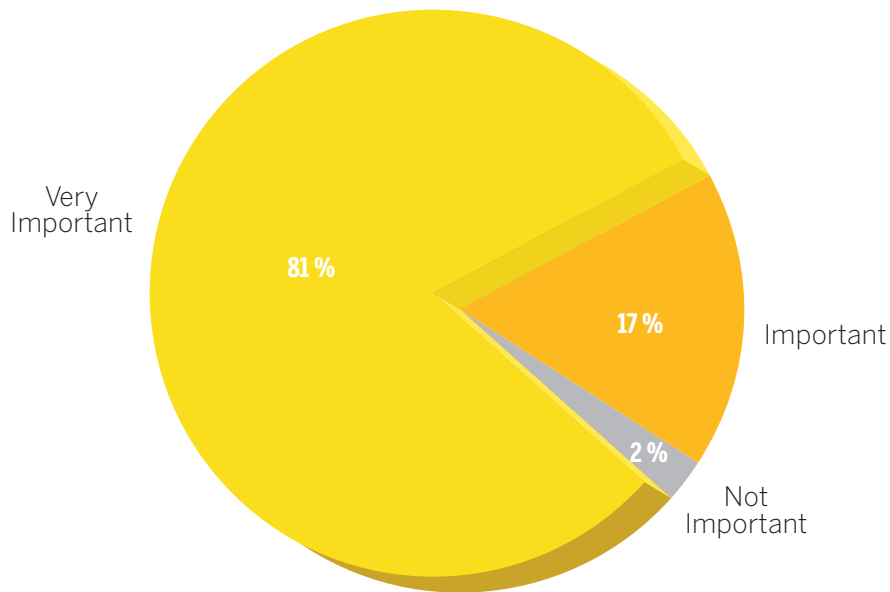
What is your average number of bookings per client per year?



What is the average length of stay per booking?



How important is face-to-face contact with suppliers in influencing where you send your clients?



“When we talk about luxury travellers, there’s no email, not chat, not message that can replace face to face communication, looking into each other’s eyes... Travellers look for wisdom, knowledge and security, something you cannot get from a web page.”

Diego García Fernández. Turismo, Buenos Aires

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