



**TRAVEL
MARKET**
EL SALVADOR
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CATM 2024



MINISTERIO
DE TURISMO



01
ABOUT
CATM 2024

¿What is CATM?

The ***Centroamérica Travel Market*** (CATM) is a regional tourism fair held in one of the countries of Central America and the Dominican Republic. Its main objective is to promote and facilitate tourism in the region by connecting tourism service providers with buyers and other professionals in the tourism industry from markets defined by the CATA Board of Directors.

Strategic Objectives of CATM

Region Promotion: CATM aims to position Central America and the Dominican Republic as attractive and competitive tourist destinations in the international level.

Promotion of Commercial Partnerships: During the event, commercial partnerships are encouraged among wholesalers, travel agencies, tour operators, and tourist service providers in the region.

Business Opportunities: The fair provides a space for participants to conduct business, establish contacts, and finalize commercial agreements.



Strategic Objectives of CATM

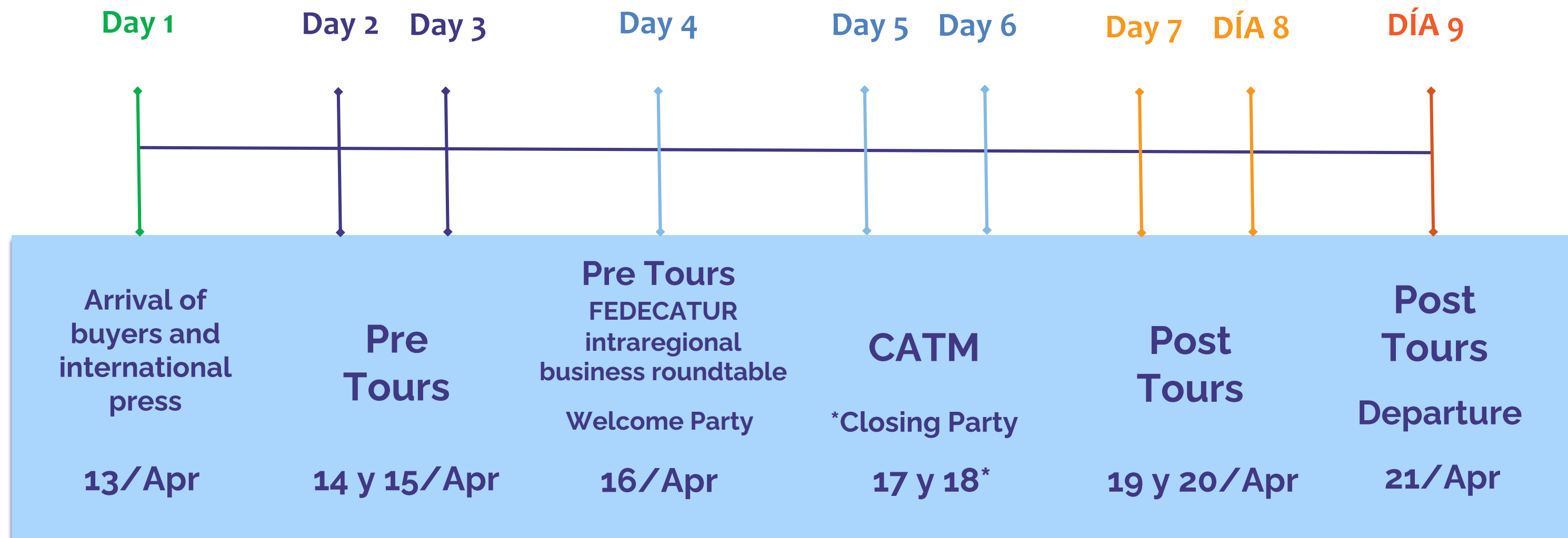


Exhibitor Participation: CATM features the participation of exhibitors representing hotels, airlines, travel agencies, adventure tourism companies, and other tourist service providers in the region.

Buyers and International Press: buyers and international press are invited to familiarize themselves with and promote the destinations and tourist services of Central America and the Dominican Republic.

Training and Information: Conferences, seminars, and presentations on industry trends and topics relevant to the international market are organized.

TIME LINE CATM 2024



Benefits for Buyers

Round-trip airfare from their country of origin.

Accommodation during the event.

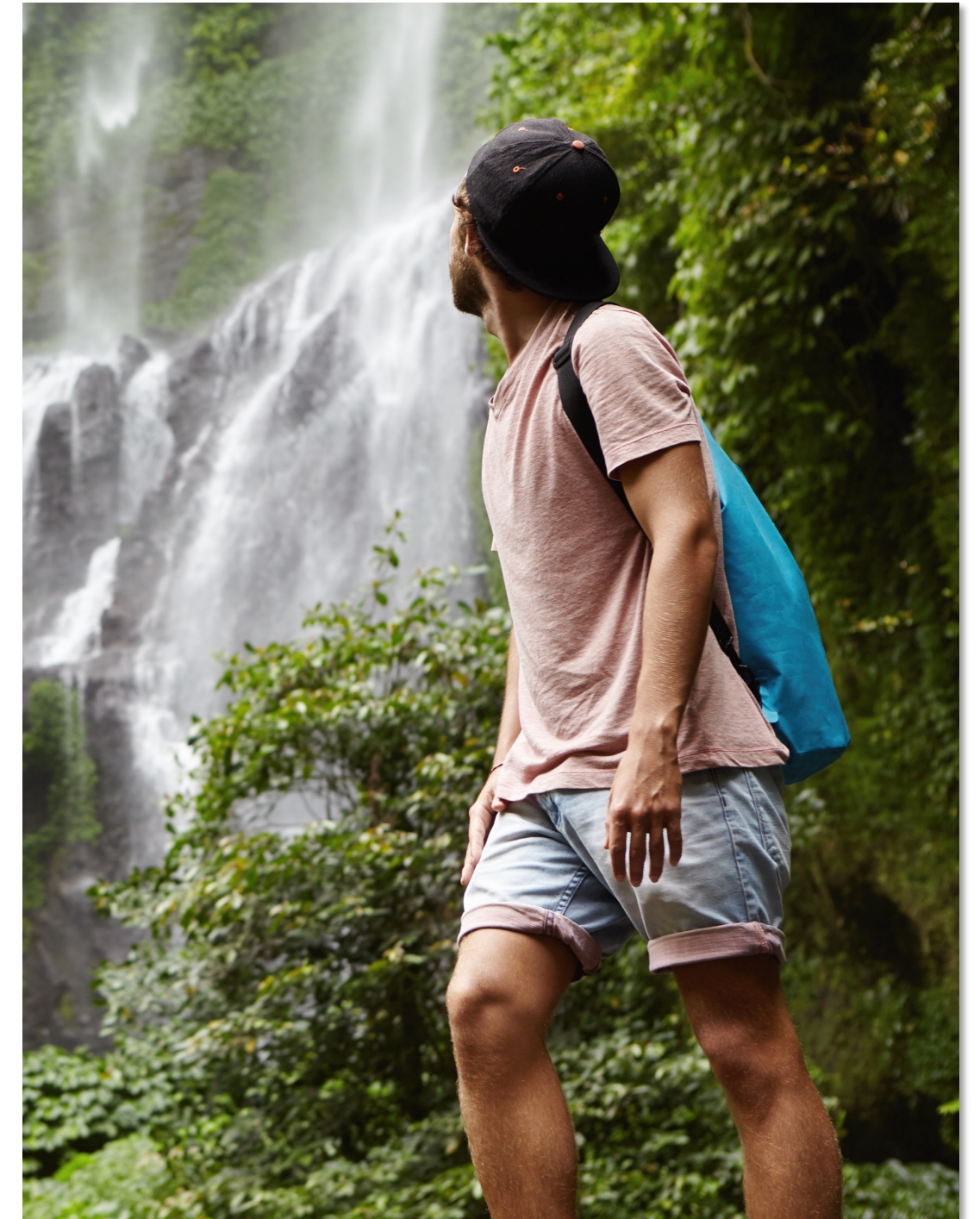
Pre-tours of two and a half days in El Salvador.

Included meals during the stay.

Option to choose a post-tour after the B2B meetings with exhibitors.

Internal transportation and intra-regional travel.

All this for a fee of \$350.00.



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**WHY YOU SHOULD
BE AT THE CATM?**

Reasons to Participate in CATM 2024

At CATM 2024, the exhibition is more than just a space. It is a gateway to exciting opportunities that can enhance your business in the tourism industry.

OPPORTUNITIES TO CONNECT WITH TOURISM PROVIDERS

The Centroamérica Travel Market offers a conducive environment for establishing business connections with a wide variety of tourism providers from the region. From hotels and resorts to tour operators and travel agencies, you will have the opportunity to meet and collaborate with experts in the tourism industry from Central America and the Dominican Republic.

ACCESS TO A WIDE RANGE OF TOURISM PRODUCTS AND SERVICES FROM THE REGION

As a buyer, you will have exclusive access to a wide variety of tourism products and services offered by exhibitors from across the Central American region and the Dominican Republic. From popular tourist destinations to unique and specialized experiences, you can explore all available options to meet the needs of your clients.

Reasons to be at CATM 2024

POSSIBILITY TO DISCOVER NEW TRENDS AND EMERGING DESTINATIONS IN THE TOURISM INDUSTRY

The Centroamérica Travel Market is the ideal place to stay updated on the latest trends and emerging destinations in the tourism industry. You will have the opportunity to discover new products, services, and experiences that can help you differentiate yourself in the market and meet the changing demands of your clients.

Closing Deals at CATM 2024

Buyers and exhibitors have the opportunity to close deals during the event. This fair is the perfect place to discuss collaborations and sign agreements in real time.



CATM BUYERS PROFILES 2024

The criteria and requirements presented have been carefully crafted by a specialized committee, composed of members with extensive experience in the industry and previous participation in past editions of the fair



MAIN SELECTION CRITERIA

PROFILE	REQUIREMENT
Operation in the Tourism Sector	<ul style="list-style-type: none"> • The buyer must be actively involved in the tourism industry as a tour operator or travel agency that sells tour packages. • The company representative attending the fair should have decision-making authority (Product Manager or CEO). • The strength of the wholesale company should lie in the sale of tour packages rather than ticketing
Experience and Track Record	<ul style="list-style-type: none"> • The company must have a solid and demonstrable track record in the tourism industry, with years of experience in organizing and selling tourist packages.
Focus on the Region	<p>It is preferred that the buyer has an interest in promoting and selling tourist destinations and experiences in Central America.</p> <p>Criteria:</p> <ol style="list-style-type: none"> 1. Sells one or several countries in Central America or the Dominican Republic. 2. Sells Mexico. 3. Sells a country in Latin America.

MAIN SELECTION CRITERIA

PROFILE		REQUIREMENT
Business Capability	Generation	<ul style="list-style-type: none"> The buyer must have the ability to generate solid business relationships with exhibitors and close agreements during the fair.
Presence on Social Media		<ul style="list-style-type: none"> Social media activity serves as an indicator of their presence and reach in the industry. The Public Relations agency must verify the companies' social networks and know what products/destinations they sell through them.
Commitment		<ul style="list-style-type: none"> Companies must pay a fee to participate in the fair. Participants must sign a letter of commitment to participate in each of the scheduled activities (pre-tours, post-tours, business appointments).

INTERNATIONAL PRESS

The profile of the international press that will be invited to CATM 2024 is selective and strategic, with the aim of maximizing media coverage and effectively promoting the fair

Specialized Tourism Journalists

Recognized Media

Regional and European Coverage

Print, Digital and Audiovisual Media

Influence and Reach on Social Networks

Focus on Innovation and Trends

Ability to Generate Quality Content

DESIGN YOUR MEETING AGENDA

1. Pre-scheduled Meetings

- Prior to the event, you will have the opportunity to schedule meetings with exhibitors through the registration and appointment system that will be enabled on the official fair website. This guarantees productive and personalized meetings.

2. Designated Meeting Zones

- We offer specially designated meeting areas at the fairgrounds. Each exhibitor has a meeting space, which facilitates organization and comfort.

3. Flexible Schedules

- The agenda is designed to accommodate your schedule and preferences. You can block times for meetings that are convenient for you and your potential business partners.



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**FAIRGROUND
AND STANDS**

Fairground Information

The HILTON San Salvador hotel will be the place where the fair will take place. It has 27 versatile rooms, equipped with cutting-edge technology and with a capacity of up to 4,000 people, so it adapts to all needs.

Strategically located in the capital, it has a direct connection to the World Trade Center San Salvador, Plaza and Torre Futura.

The hotel has an accommodation capacity of 198 rooms.

SPACE DETAILS

- Las Américas Hall: 1302.4 m² with a capacity for 1,800 people
- Pacific Hall: 808.9 m² with a capacity for 900 people
- VIP Lounge for internal meetings during the event
- Press Room for national and international press Conference Room for press conferences"





DISTRIBUTION OF AREAS IN PAVILIONS FOR PARTICIPATING COUNTRIES





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Contacts

Contacts

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