

Press Release

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LATAM Travel holds its first annual convention outside of Brazil at PortAventura Convention Centre



17 April 2018.- PortAventura Convention Centre was the chosen venue to host tour operator LATAM Airlines' annual convention, organised through the Agència Catalana de Turisme office in Brazil. The meeting was also the first one that the company had held outside of Brazil up until that date, and it gathered together nearly 160 franchise holders.

The programme of events for the convention took place over two days during which the company analysed the successes of 2017 and planned strategies for meeting objectives in 2018. After these two days, the representatives had the opportunity to participate in a three-day fam tour of Barcelona and enjoy the facilities at PortAventura World, including Ferrari Land.

Prestigious speakers participated in the working sessions to share their targeted knowledge for the business. Each day's programme also included sessions and presentations from suppliers, partners and local producers with the aim of publicising launches and new developments that would be available for LATAM Travel.

"After a period of rebranding over the last two years, we are consolidating our national



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presence with a new visual identity. In 2017, almost all offices in the network became part of the LATAM Travel brand. Now, with a global outlook, we are going to build an even stronger network”, **said Marcelo Dezem, Executive Director of LATAM Travel Brazil**, who attended the convention. Marcelo Dezem also emphasised the importance of Catalonia, since “one of the company’s strategic objectives for this year is to promote the sale of Barcelona as a destination”.

According to Joan Romero, Director of the Agència Catalana de Turisme in Brazil, “Catalonia is proud to be the location for the first LATAM Travel Sales Convention held outside Brazil. We are sure that this event based at the PortAventura World resort (one hour south of Barcelona) will considerably increase future sales of Barcelona and Catalonia for LATAM Travel. It is important to highlight the fact that LATAM Airlines Brazil operates a daily direct flight from São Paulo to Barcelona and LATAM Airlines Peru operates three weekly direct flights from Lima to Barcelona”.

About PortAventura Business & Events

Everything a company needs to turn any event into a complete success is within your reach at PortAventura Business & Events: PortAventura Convention Centre is spacious, versatile and fully equipped with cutting-edge technology and 18 multi- functional rooms with the capacity to hold up to 4,000 people at the same time within a surface area of 14,000 m²; four 4-star hotels and one 5-star hotel (Mansión de Lucy) with a total of 2100 rooms throughout the resort; high-quality onsite catering facilities, at over 30 restaurants; Ferrari Land, a new venue for special events; PortAventura Park, a leisure park with different theme areas that can be reserved exclusively for your enjoyment; golf, team building activities, shows, etc., all immersed in the charm of a Mediterranean setting.

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