

Making waves in LATAM travel? This week Cancun is the only shore thing

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Who needs a decent excuse to visit Cancun for a few days?

No excuses needed this week if you work in travel, as Cancun Travel Mart Mexico Summit kicks off today at the Cancun International Convention Center and runs until Wednesday. A fixture on the tourism calendar for over 30 years, travel buyers and suppliers from all over Mexico and global markets far and wide come with the aim of promoting tourism in Mexico.

That's why I'm here for my 6th time, looking forward to meeting with our valued hotel partners.

With 14 miles of beautiful sand made of crushed coral and turquoise blue waters, it's no wonder the region is home to over 46,000 'destination wedding parties' every year. Cancun region also houses the second largest coral reef in the world - the Great Mayan Barrier Reef, falling second only to Australia's Great Barrier Reef.

The visitor numbers are epic, in fact, the airport is the busiest in all of Latin America in terms of international traffic. A real revenue-generating engine for the local and national economy. Not bad for a place that used to be a fishing village only 45 years ago?

Mexico holds a very special place in the heart of Hotelbeds Group, as it is one of our most important *destinations* in terms of hotel bookings *worldwide*.

For this reason, Cancun is a hub office for us, with a significant sized team specialized in contracting local hotels under exclusive terms for the benefit of our travel selling customers. We also operate our LATAM call centre hub from the offices in Cancun, meaning that in total we have an office of around 250 employees in the city.

I have recently been attending many travel trade shows, just in the last weeks I was at the ABAV show in Brazil and La FIT show in Argentina. Why all the travel trade air miles? This is because we are really excited about Hotelbeds Group's offering following Tourico Holidays and GTA joining the Group last year. Together we now have over 170,000 hotels, a significant amount of which have been directly contracted under exclusive terms, connected to over 60,000 travel intermediaries globally.

Fun and sun is always a shore thing when you visit Cancun, but if you're a travel professional then this week we'd really like to make some waves together with you. So if you are a tour operator, airline, points redemption scheme, MICE operator, reseller and, of course, an online travel agency that would like to meet in person this week and hear more about what we do, reach out to me on [LinkedIn](#) now.

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