

# NETWORKING BUSINESS EXCHANGE FOR THE TRAVEL INDUSTRY

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Pre-scheduled appointments with leading decision makers |  
Conference program | Networking functions

**16 al 19**  
may, 2017  

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**Cancún & Riviera**  
**Maya, México**

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# WHAT IS #NEXT TRAVEL TRADE EXCHANGE?

A boutique, international travel industry event that offers unrivalled business and networking opportunities for travel industry professionals focused in the leisure, business and meetings and incentives travel, primarily from the Americas. The event is part of the #NEXT platform of business solutions and events.

The event is designed for top-level executives and innovators who believe in a new forward thinking travel industry.

- 50 strictly pre-qualified hosted buyers and industry partners from the Pacific Alliance and throughout Latin America.
- 50 leading destinations and exhibitors from all over the Americas.
- Up to 40 pre-scheduled business meetings.
- Latest travel industry marketing and technology trends exchange during our informative, sponsored conference program.
- A key hotspot for innovation and business generation.

"This was my first #NEXT Travel Trade Exchange, and my experience here has been very positive. Not only did I get to reconnect with clients who used to sell Canada, I also met prospects, and they were fantastic: they are willing to re-introduce Canada after the upcoming news about the passport changes. It was very positive for us, I do recommend this show and I will recommend this in my overall trip report to attend next year."



**Lori Reed**

*Manager, International  
our & Travel Trade*

*Niagara Parks  
Commission, Canada*

**6**  
**destination**  
presentations

**11**  
**keynote**  
presentations  
and panels with  
full attendance

**4**  
**days**  
of event  
in 2016

# WHO EXHIBITS?

## 50 ORGANIZATIONS AND COMPANIES FROM ALL OVER THE AMERICAS, INCLUDING:

- **Accommodation** (hotels, resorts, Eco-lodges, spas, townhomes, condominiums, vacation homes, timeshares, hotel management companies, etc.)
- **Attractions** (malls/shopping centers, gaming venues, theme parks, ticket dealers, concert and theater venues and organizers, museums, etc.)
- **Cruise Lines**
- **Destinations** (countries, states, tourism offices, DMCs, airports, etc.)
- **Education** (travel industry research, marketing specialists, etc.)
- **Financial service providers** (credit cards, banks, etc.)
- **Food services** (restaurants, caterers, etc.)
- **Government agencies and dependencies**
- **Marketing solutions** (graphic design, web design, media, etc.)
- **Receptive operators**
- **Software solutions** (software, reservation service providers / GRS / GDS, virtual touring, etc.)
- **Technology providers** (global telecommunication providers, mobile media, GPS services, satellite mobile, etc.)
- **Transportation** (car rentals, airlines, limo services, private jets, helicopters)
- **Travel insurance companies**
- **Venues** (conference facilities, galleries, theaters, etc.)

"Participating in this event has been a great experience. We had the opportunity of meeting a lot of people, including meetings and event organizers. It has also allowed us to be in touch with the leisure travel market, which is very important for us and is a niche with a great potential. We were able to showcase our destination and make everyone fall in love with all our riches, culture and tradition. A successful event we will keep participating in."



**Araceli Ramos**

*Director, Promotion  
and Public Relations*

*Casa José Cuervo / Mundo Cuervo,  
Ruta Jalisco (Guadalajara, Tequila  
& Pto. Vallarta), Mexico*



## WHY EXHIBIT?

- Meet with leading decision makers from a wide range of countries and from the leisure, business and meetings & incentives segments, who believe in a new forward-thinking travel industry.
- Meet with pre-qualified buyers from the Pacific Alliance and all of Latin America.
- Meet with the right person for your business through our reach, industry knowledge and the special support provided by our team.
- Ensure your return on investment through our hands-on approach to each exhibitor.
- Receive our assistance in planning your strategy before, during and after the event, attracting key businesses and reaching out to new horizons.
- Keep abreast of the latest industry trends through the conference program, learning from and networking with top-level marketing and technology trendsetters, executives and innovators.

**73%**  
of exhibitors

have expressed satisfaction in the generation of new business leads.

**93%**  
of exhibitors

are likely and very likely to participate again.

## WHO ATTENDS?

**50 PRE-QUALIFIED BUYERS AND INDUSTRY PARTNERS FROM LATIN AMERICA, INCLUDING:**

- Corporate travel organizations
- Event organizers
- Event management companies
- Incentive houses
- Luxury travel specialists
- Personal concierges
- Professional conference organizers
- Travel consultants
- Wholesale tour operators
- Wholesale travel agencies

"An event that's moving forward. The conference program was very interesting, featuring experts who shared great experiences and relevant data with us. This is an event worth participating in, and we fully recommend it. Both the exhibitors and buyers who attend can rest assured they will obtain great results."



**Edgar Solís**

*Managing Director,  
VIMSA Tours*

*President, Mexico City Travel  
Agent Association, Mexico*

## BUSINESS SPECIALTIES

- Adventure tourism
- Business travel
- Culinary tourism
- Responsible ecotourism
- Educational tourism
- Golf tourism
- Group travel
- Health tourism
- High-end travel
- Incentive travel
- Leisure travel
- LGBT tourism
- Luxury travel
- Meetings and conferences
- Medical tourism
- Shopping experiences
- Ski tourism
- Sports tourism

**95%**  
of attendees

have expressed satisfaction in entering new sales markets.

## ORIGIN OF 2016 BUYERS AND EXHIBITORS

North America | South America | Central America | Caribbean



## WHY ATTEND?

- **Rediscover Mexico and the Mexican Caribbean.** Located in the heart of the Americas, Mexico integrates the Pacific Alliance, alongside Colombia, Peru and Chile. The economic potential growth of the Pacific Alliance is boosted by high levels of foreign investment and low inflation figures.
- **Acquire new information and keep abreast of marketing and innovation trends** during our sponsored Conference Program.
- **Meet with companies and organizations** from a wide range of destinations and industry sectors.
- **Benefit from pre-scheduled, one-on-one business appointments**, knowing in advance who you will be meeting with and when.
- **Generate new quality business leads.**
- **Network with top industry professionals and innovators** at our engaging social functions.

"Our experience was wonderful. #NEXT is one of the most important trade shows for Mexico. We have the opportunity of scheduling appointments beforehand and listening to great speakers in conferences specifically targeted at the travel industry. I recommend participating in this event."



**Benjamín Díaz**

*President & Managing Director  
ADNOVA Mexico for Brand USA*

USA

# 83%

**of attending delegates**

have stated #NEXT Travel Trade Exchange  
an important event for their organization.

# 78%

**of the buyers**

attended to learn about  
products and services.

# 67%

**of the buyers**

participated to  
find new products.

# THESE ARE SOME OF THE COMPANIES AND ORGANIZATIONS THAT HAVE JOINED US IN PAST EDITIONS:



amadeus  
Your technology partner



AVIS®



American Airlines

México  
Consejo de Promoción Turística

POSADAS.



PROCOLOMBIA  
EMPRESAS TURISMO EXPERIENCIA MÉRITAS



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TEQUILA ESPÍRITU MEXICO

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VISITHOUSTON

# WHAT IS THE #NEXT PLATFORM OF BUSINESS SOLUTIONS AND EVENTS?

#NEXT is a solution platform introduced in response to the industry's need to give a step forward from the past 20 years, and adapt to a completely new scenario, shaped by new technologies and a different way of conducting business. Trade professionals now communicate and interact differently, in more dynamic ways, with instant access to information. Companies have started an endless, daily race towards increased productivity, and executives are growingly striving for more accurate and effective sales and marketing actions.

#NEXT is designed for top level executives and innovators from the Americas who believe in a new travel industry. Its goal is to engage professionals, leaders and decision makers in a valuable networking platform for true business and knowledge exchange.

## BUSINESS EXCHANGE AND PROFESSIONAL TRAINING

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#NEXT  
Travel Trade Exchange



#NEXT  
Media Branding Forum