

Tourico Holidays Launches Series of Hotel Workshops in Latin America and Caribbean

Written by Australian Business

ORLANDO, Fla.--([BUSINESS WIRE](#))--Tourico Holidays, a global leader in wholesale travel brokerage, today announced that it has launched a series of workshops for hotel suppliers in Latin America and the Caribbean that are designed to provide insight on Tourico travel products and share best practices for growing sales in a burgeoning travel economy.

The series of workshops was recently kicked-off in Buenos Aires, Argentina where Tourico executives presented to the more than 70 hoteliers in attendance, introducing new products and strategies for growth. The next workshop in the series is scheduled to take place in Sao Paulo, Brazil on March 27. Subsequent workshops will take place in Santiago, Chili, Lima, Peru, Mexico City, Mexico and Bogota, Colombia.

“These workshops give us an opportunity to work more closely with our existing Latin American hotel suppliers and to discuss where we can help them increase sales,” said Matias Elisavetsky, the Vice President of Products in Latin America for Tourico Holidays. “It’s also an opportunity for us to reach new suppliers in the region and introduce them to our technology – and explain how we can connect them with travelers from around the world. We’re looking to sign more than 1,500 new hotel supplier contracts throughout Latin America and the Caribbean by the end of the year.”

According to recent research, a surge of hotel opportunity is predicted for Latin America as more than 425,000 new rooms are expected to be required throughout the region over the next decade.

“Latin America is one of the fastest growing economies in the world and room supply is expected to grow by 65 percent over the next ten years,” Elisavetsky said. “We want to help hoteliers from the region to embrace the demand and be better positioned to compete in a surging marketplace.”

For more information, or to attend an upcoming hotel workshop from Tourico Holidays, please contact matias@touricoholidays.com

About Tourico Holidays

Tourico Holidays is a leading global travel distribution company that contracts directly with travel providers, such as hotel, cruise lines, attractions, ground transportation and more. Tourico Holidays works on a high-volume, wholesale model to broker this inventory to over 4,600 clients in 100 countries using proprietary technology.