

GOOD TIMES IN MEDELLIN, COLOMBIA

"NOTHING HAPPENS UNLESS FIRST A DREAM." - CARL SANDBURG.

WEDNESDAY, AUGUST 29, 2007

How to Sell Colombia Now

Here's an interesting article regarding traveling to Colombia that I thought some of you may find interesting, especially for those travelers who have been thinking about exploring Colombia, hopefully soon.

**-> American Airlines To Hold 1st Annual Colombia TrAAvel Exchange
In Medellin, Colombia December 4 - 8, 2007**

"Now is the time to promote this beautiful country and its wonderful tourism destinations and products!" Peter J. Dolara, Senior Vice President - American Airlines

American Airlines expects over 200 Travel Agents from the United States and Canada, and 75 Suppliers from all of Colombia to participate in the first annual Colombia TrAAvel Exchange in Medellin December 4-8, 2007, at the Plaza Major Convention Center in Medellin.

The American Airlines Colombia TrAAvel Exchange format will include detailed seminar presentations about Colombia travel destinations, "How to Sell Colombia Now" workshops, a Travel Exposition featuring pre-scheduled meetings between Travel Agents and Colombia Exhibitors/Suppliers, site inspections of participating host hotels, sponsored food and social functions, and Medellin city tours.

Colombia Supplier Registration Fees are \$795 including one (1) delegate, one 2m X 3m stand with a table, 4 chairs, lights, sign, and pre-scheduled meetings with travel agents. Additional Supplier delegates will pay \$165.

American Airlines is offering registered Travel Agents special discounted air fares of \$100 from USA and Canada; fares do not include taxes and fees.

Peter J. Dolara, American Airlines Senior Vice President – Miami, Caribbean, Latin America said: "Medellin is an important part of our American Airlines service to Colombia, and we think this is the right time to help promote this beautiful country by focusing attention on this very special destination. We believe this Colombia TrAAvel Exchange can have a significant impact on increasing North America tourism business to Colombia, and we are proud to be working with our Colombia Travel Industry Partners to make it a success." <- End Article.

This is the type of program that will help promote the positive side of Colombia. Especially from the Colombia Americans have come to know, because this is not the Colombia we have seen too often depicted in the "MOVIES."

COLOMBIA is changing, "From Fear To Hope."

Check out the video "Vive Colombia!"

POSTED BY MEDELLIN TRAVELER AT 3:21 PM

LABELS: AMERICAN AIRLINES TRAAVEL EXCHANGE IN MEDELLIN