

LATIN AMERICAN DEPARTMENT

January 2020

Report Submitted by: Ana Fernandez

Spain Sales Mission – January 11-17, 2020

On January 11-17, Ana Fernandez conducted a sales mission in Spain in partnership with the West Coast of Florida. The sales mission targeted key cities; Madrid, País Vasco, and Andalucía.

Several major accounts were met with to discuss business opportunities. These included American Airlines and Iberia Airlines, MUNDOAMIGO, GIMATUR, RESTEL, World2Meet, OTS Global, and Hotelbeds, among others. These account meetings included workshops hosted by the West Coast Coalition to educate trade professionals, and account sales teams, on the destination across Spain.