**ROADSHOW “I LOVE EUROPE 2017” IN MEXICO**

Mexico City, February 7th, 2017

Mexico is a steady growth country, with an increase of around 2% each year. It is placed as the second economy power of Latin America and South America behind Brazil.  
  
Europe is Mexicans’ second favorite destination after United States. France registered 390.000 Mexican tourists in 2015 (+20%), Spain 323.000 in 2014 (+23,3%), and Czech Republic 39,500 in 2015 (+14%).  
  
**Objective.**  
Present the best tourist offer of Europe during three days with professionals of tourism in Mexico, besides the opportunity to discover the news of the participant countries, find new suppliers and improve their knowledge of the Europe destinations.  
  
**Target.**   
Travel agencies, tour operators, and professional press. Segments: leisure, FIT, groups, luxury.   
  
**Proposal.**To establish an strategic alliance in which, as principal countries of the event in its first emission for 2017, we take the compromise to have the participation of, at least, three professional companies specialists in tourism per country, to share our data base for the announcement/ call of the event and to join our effort for the diffusion of the event before its realization.

**Commitments:**Dates: May 22nd to 25th 2017  
Locations: Monterrey, Mexico City and Cancun   
Number of exhibitors expected: 15 – 20   
Number of visitors expected: 150 – 200 profesionals + media   
Dead line for the confirmation: February 28th.

Participation cost: 1,500 euros per company.  
What does it include: Organization and logistics in each city  
Table for one person in each event on the three cities  
Schedule of 15 meetings for each exhibitor in each of the cities  
Cocktail access after finished the workshop in each city  
Presence in microsite  
Logo in orientation map  
One page descriptive in catalog of the event

**For more information, please contact:**    
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