

Colorado

Tourism Office

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CTO Mexico Sales Mission Leads Mexico City & Guadalajara, October 25-30, 2009

Itinerary:

SUNDAY, OCTOBER 25

- 6:45pm Arrive in Mexico City. Immigration and customs procedures
- 8:30pm Transfer to hotel Embassy Suites Hotel
- 9:30pm Arrival at hotel. Check-in

MONDAY, OCTOBER 26

- 8:30am Transfer to TravelPIE's office
- 9:00am Mexico market update
- 10:30am Sales call # 1 Holam – Moises Braverman
- 12:00pm Sales call # 2 Navitur – Jaime Rogel
- 1:30pm Sales call # 3 Mundo Joven (Revolución) – Gerardo David
- 3:00pm Lunch CTO Mexico
- 4:30pm Sales call # 4 Travel Inn – Leticia Núñez
- 6:00pm Sales call # 5 Bargain Tours – Emilio Achar

TUESDAY, OCTOBER 27

- 8:30am Sales call #6 Julia Tours – Miguel Galicia y Arleth Sevilla
- 9:00am Training for Julia Tours staff
- 11:30am Sales call # 7 Viajes El Corte Inglés – Oriol Riera
- 1:00pm Sales call # 8 Corporate Travel Services - Isabel Parada
- 2:30pm Lunch with # 9 Viajes MundoMex (Pujol) – Daniel Gómez
- 6:00pm Transfer to reception venue
- 6:30pm Sales call #10 NFL México – Jorge Loperena / Geraldine González
- 7:30pm Colorado reception at Elago restaurant
- 11:00pm End of reception transfer to hotel

WEDNESDAY, OCTOBER 28

- 10:00am Breakfast #11 - Iconn Travel Gabriel Cepeda / Claudia López
- 11:30am Sales call #12 Ofertur
- 1:00pm Sales call #13 Euromundo
- 2:30pm Lunch with #14 Viajes Olin
- 6:00pm Transfer to Mexico City International Airport
- 7:00pm Arrival at Mexico City's International Airport. Check-in
- 8:25pm Flight to Guadalajara, onboard Mexicana # 552
- 9:40pm Arrival in Guadalajara. Transfer to Hotel
- 10:30pm Arrival at Hotel. Check-in

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THURSDAY, OCTOBER 29

8:30am Breakfast with # Servicios de Viaje 365 (at hotel's restaurant)
10:30am Sales call #15 Panorama
11:30pm Sales call #16 Prego Álvaro Mendez
12:30pm Sales call #17 SCT Tours
2:00pm Media luncheon (Ocho Columnas, Asesoría Turística, Lulú del Muro)
5:00pm Sales call #18 Sevilla Sol

FRIDAY, OCTOBER 30

5:30am Transfer to Guadalajara's International Airport
6:15am Arrival at Guadalajara's International Airport
8:20am Flight to Dallas/Ft. Worth / Denver

Attendees:

Diana Carey – International Marketing Manager – CTO
Diana.Carey@State.co.us

Jennifer ViditzWard – International – Vail Resorts
JViditzWard@vailresorts.com

Marco Aguilar – Travel Pie – CTO
marco_aguilar@travelpie.com.mx

Lilliana Maya – Travel Pie – CTO
lilliana_maya@travelpie.com.mx

Brochure Distribution:

Denver
Colorado Springs
Crested Butte
Grand Junction

Colorado

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MEXICO WHOLESALER / TRAVEL AGENT PROFILE

VIAJES HOLAM

Homero 1433 – PH
Colonia Polanco
11560 Mexico, D.F.
☎ 011 (52-55) 3605-1652
💻 www.holam.com.mx

Mr. Moises Braverman
Director
mbraverman@holam.com.mx
Ms. Miriam Braverman
Director

Years in business : 21

Number of offices: 1

Wholesales / travel agent: wholesaler-travel agent

Showcased destinations: Canada, South America, Europe, United States

Number of years selling USA: 15 **Colorado:** 15

Ski Showcased destinations: Vail, Whistler, South America

1. Type of Program?

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico Action Travel JJ Tours Other: **Direct**

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2008: n-a

6. Hotels used:

7. Percentage of sales that are hotel only /ground services only: 0%

8. Brief description of organization: Number one Wholesaler for Colorado ski in Mexico, plenty of experience on ski products. Wants to start summer programs, fly and drives.

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Holam International Mr. Moisés Braverman Director Homero 1433 PH Colonia Polanco 11540 Mexico DF	E: mbraverman@holam.com.mx P: + (52-55) 1087-1000 F: + (52-55) 5705 4717 Type: Wholesaler Website: www.holam.com.mx
Category: Moderate, Deluxe Travel Markets: United States. Profile: Specialized on ski market. Has direct contracts with the destination ski resorts.	
Lead: CTO/Mexico is working with Holam on a Radio Co-op. Will do a Snow at First Sight with packages for three weeks, and will then switch over to a Snow Depth Package campaign. 20 seconds, 30 spots, running 4 months. Bookings to Colorado (Christmas) already looking good. Canada's Visa program and higher rates are detouring clients to travel to US. Looking for other options. Talked about summer, they are very excited to sell golf, spas and trains.	
Follow-up: <ol style="list-style-type: none">1) Would like to work with a ski receptive to include smaller ski resorts and more lodging options.2) Summer Receptive – please contact with a few fly/drive itineraries.3) Needs Hotel rates for Downtown Denver and nearby Colorado Mills (Ritz Carlton, Grand Hyatt, and Westin). Already has contract with Loews.4) Looking into selling kids' summer camps (This business went to Canada before the visa imposition).5) Lilliana (CTO Mexico) will stay in touch making sure they receive info for Fly/drives.	

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NAVITUR

Versalles N-16 Piso 2
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☎ 011 (52-55) 5566 2306
💻 www.navitur.com.mx

Mr. Jaime Rogel
Director
jaimer@navitur.com.mx
Ms. Julieta Tellez
Gerente de Operación

Years in business : 14

Number of offices: 1

Wholesales / travel agent: wholesaler

Showcased destinations: USA, Canada, Europe.

Number of years selling USA: 14 **Colorado:** 3

Ski Showcased destinations: Vail, Aspen & Whistler

1. Type of Program?

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Majestic Tourico Action Travel Allied T- Pro Other:

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2009: 300 (December & Easter)

6. Hotels used:

7. Percentage of sales that are hotel only /ground services only: n-a

8. Brief description of organization: Averages 300+ skier packages a season, open to adding more Colorado resorts.

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Navitur Mr. Jaime Rogel Director Ms. Julieta Tellez Operations Manager Versalles N-16 Piso 2 Colonia Juarez 06600 Mexico, D.F.	E: jaimer@navitur.com.mx P: + (52-55) 5566 2306 F: + (52-55) 5705 4717 Type: Wholesaler Website: www.navitur.com.mx
Category: Moderate, Deluxe	
Travel Markets: Canada, Europe, and United States.	
Profile: Averages 300+ skier packages a season, open to adding more Colorado resorts. Works direct through international desk at Aspen & Vail. Does incentive & convention groups, size is 50 to 100. Has net rates with AA and MXA. Offers packages for shopping at Thanksgiving. They are considering to participate in "Outlet Viajes", May 2010.	
Lead: Winter – Was selling 200+ to Canada, but now clients are looking for US ski destination. Talked about a ski receptive to give him more options on lodging and ski resorts – Very interested. Summer – Attends a large travel consumer show (40,000 people in 3 days) in May. Lilliana will work with Navitur on building some Colorado summer package flyers for show. Very interested in getting more information on Grand Junction hotels & wineries.	
Follow-up: <ol style="list-style-type: none">1) Ski Receptive - please contact w/rates.2) Telluride & Crested Butte – please send lift rates.3) CTO/Mexico will work with Navitur to build fly/drive package flyers for show.4) Grand Junction please contact, CC Lilliana/CTO Mexico5) Needs a receptive to reserve hotels in Denver.	

Mundo Joven

Mr. Gerardo David
E: g.david@mundojoven.com
Operations Director
Insurgente Sur 1510 – D
Colonia Crédito Constructor
03940 México DF

Years in business :

Number of offices: 26

Wholesales / travel agent: wholesaler

Showcased destinations:

Number of years selling USA: **Colorado:**

Ski Showcased destinations: don't sell ski packages

1. **Type of Program?**
2. **Which receptive(s) do you currently work with?** None. They buy directly from Megatravel.
3. **Which airlines do you mostly work with?**
4. **Do you hold net fares contracts with them?**
5. **Number of travelers sold to Colorado in 2009:** n/a
6. **Hotels used:**
7. **Percentage of sales that are hotel only /ground services only:**
8. **Brief description of organization:** Youth market, 18 – 30 year olds.

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<p>Mundo Joven Mr. Ivan Lopez Operations Manager Insurgente Sur 1510 – D Colonia Crédito Constructor 03940 México DF</p>	<p>E: i.lopez@mundojoven.com P: + (52-55) 5611 2865 ext 217 Type: Wholesaler and travel agency Website: www.mundojoven.com</p>
<p>Category: Economy, Moderate</p> <p>Travel Markets: The world – 5,000 to Europe and 24,000 around the world annually</p> <p>Profile: Has 26 offices, nationwide, 11 of which are based in Mexico city. Specialized in back packing trips, exchange student packages and all sorts of services for young travelers. 18 – 30 is age range of customers. Has been working with Mega Travel, would like to have receptive in Colorado. They had their first “Expo Mundo Joven” with pretty successful results. Next one is scheduled for March 2010.</p>	
<p>Lead: Want to develop a summer Colorado campaign. Was sending a lot of clients to Canada, but with new Visa requirement, Mexicans do not want to go to Canada. Has over 400,000 in segmented data base. Talked Colorado Springs, Cripple Creek, Trains, Manitou Springs – outdoor activities, cultural tours, etc. Talked Denver – shopping, concerts, and city escape trips. Does not do ski packages. Talked snow at first sight social media campaign.</p>	
<p>Follow-up:</p> <ol style="list-style-type: none">1) Summer receptive, please contact with fly/drive itineraries and Denver 3 & 7 night trips.2) Visit Denver – contact with hotel & activities info/details3) Travel Pie will provide staff training once summer packages are built.4) Travel Pie will send Social Media campaign press release so Ivan can send out to Mundo data base.	

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TRAVEL INN

Presa Salinillas 370-702
Col. Irrigacion
11560 Mexico, D.F.
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💻 www.travelinn.com.mx

Ms. Leticia Nuñez
Ski Manager
lnunez@latinholding.com.mx

Years in business : 3

Number of offices: 1

Wholesales / travel agent: Wholesaler

Showcased destinations: Canada, South America, Europe, United States

Number of years selling USA: 3 **Colorado:**

Ski Showcased destinations: Vail, Breckenridge, Beaver Creek, Keystone, Aspen & Snowmass.

1. Type of Program?

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico Trans Hotel Allied T- Pro Other: Hotel Beds

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA Other

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2008: 100

6. Hotels used:

7. Percentage of sales that are hotel only /ground services only:

8. Brief description of organization: Local wholesaler with contract to create FIT and ski packages.

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Travel Inn Ms. Leticia Nuñez Ski Manager Presa Salinillas 370-702 Col. Irrigacion 11560 Mexico, D.F.	E: lnunez@latinholding.com.mx P: 011 (52-55) 9171-7474 W: www.travelinn.com.mx
Category: Moderate, Deluxe Travel Markets: FIT, Incentive, Corporate Profile: Sells Colorado Ski, has 16 reps throughout Mexico and visits over 350 travel agencies.	
Lead: Met with Ski Manager and Group Manager, and 3 sales people. Talked ski, has Aspen, Vail, Steamboat, and Copper rates...not sure if she had Winter Park. Most clients stay in Denver on out-bound ski trips. Talked Snow at First Sight (SAFS), would love to send out to Data base. Discussed summer, wineries, outdoor and family activities. Discussed Denver – opera, golf, sport teams, new high-end hotels. Stay after ski and visit during summer. They want packages to upload in their sales system for their sales team to sell.	
Follow-up: <ol style="list-style-type: none">1) Telluride & Crested Butte – please send lift rates.2) Lilliana / TravelPIE will send SAFS press release and will get a supply of new International Travel Guides to Leticia so they can do a Mailer.3) Group Department would love to have more info on Denver, Colorado Springs, Broadmoore, and Keystone.4) Summer receptive, please send a few fly/drive itineraries.5) Once the packages are ready, Lilliana will schedule training sessions for their staff.	

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BARGAIN TOURS

Rio Tiber 86
Col. Cuauhtemoc
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💻 www. bargaintours.com.mx

Mr. Emilio Achar
Director
eachar@bargaintours.com.mx

Years in business : 20

Number of offices: 10

Wholesales / travel agent: Wholesaler (has been buying through receptive)

Showcase destinations: Canada, South America, Europe, United States and domestic

Number of years selling USA: 20 **Colorado:** 20

Ski Showcased destinations: Colorado, only air & hotel

1. Type of Program?

Air / Hotel Air/hotel/ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico GTA Allied T- Pro Other: Hotel Beds

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2008: n-a

6. Hotels used: variety of product in Colorado.

7. Percentage of sales that are hotel only /ground services only: n-a

8. Brief description of organization: Well known wholesaler in Mexico, most important products are Vegas, Orlando and Eastern Canada, however they are very interested in the ski market.

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Bargain Tours Mr. Emilio Achar Director Rio Tiber 86 Col. Cuauhtemoc 06600 México, D.F.	E: eachar@bargaintours.com.mx P: + (52-55) 5514-4300 F: + (52-55) 52551948 Type: Wholesaler Website: www.bargaintours.com.mx
Category: Economy and Moderate Travel Markets: Canada, South America, Europe, United States and domestic. Profile: Bargain is a very well know wholesaler in Mexico. The most important destinations for them are Vegas, Orlando and Eastern Canada; however they are very interested on increasing their ski market. Six offices in Mexico City. Has a charter with Ofertur (20 seats weekly). They have "infomercials" on Cable TV: 45 minutes, 4 times a day. This is a possible candidate for summer Trade FAM Trip.	
Lead: Looking to start their own ski / Colorado program. Has been working through Mark Travel and Tourico for rates, would rather go direct. Sent 100+ ski passengers last season. Looking to grow. Has database with over 2000 travel agencies nationwide. Plans to do some Colorado ski ads in Sunday paper, travel section, as soon as he receives info on packages.	
Follow-up: 1) Ski areas, please follow up with net rates. 2) TravelPIE, follow up to see that Emilio gets everything he needs for ads. 3) Once the package info arrives, they want to start training for their staff.	

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JULIA TOURS

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Mr. Andres Mayugo
Director
amayugo@juliatours.com.mx
Mr. Miguel Galicia
Operations Manager
mgalicia@juliatours.com.mx

Years in business : 19

Number of offices: 4

Wholesales / travel agent: Wholesaler

Showcase destinations: Canada, South America, Europe, United States

Number of years selling USA: 18 **Colorado:** 18

Ski Showcased destinations: Colorado and Western Canada

1. Type of Program?

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico GTA Allied T- Pro Other:

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2008: N/A

6. Hotels used:

7. Percentage of sales that are hotel only /ground services only:

8. Brief description of organization: Local wholesaler with contracts to create FIT for summer, they also have an extensive catalogue for the ski season.

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Julia Tours Mr. Andres Mayugo Director Mr. Miguel Galicia Operations Manager	E: amayugo@juliatours.com.mx mgalicia@juliatours.com.mx P: + (52-55) 5514-4300 F: + (52-55) 5208 5603 Type: Wholesaler Website: www.juliatours.com.mx
Category: Moderate, Deluxe Travel Markets: Canada, South America, Europe, United States Profile: Local wholesaler with contracts to create FIT for summer. They also have an extensive catalogue of ski season.	
Lead: Held a sales staff training session on Colorado for 10 staff. Julia Tours already sells Vail and Aspen. Talked Steamboat, Winter Park, Crested Butte, Telluride & Copper. Discussed Summer – went through new Travel Guide and discussed trains, wineries & breweries. Want us to participate in their Marketing Plan: put together 4 to 6 Colorado packages, in some cases combining it with another US destinations.	
Follow-up: 1) Ski Area's, please send rates for lift, lodging & airport transfers. Please CC in Lilliana. 2) Would like to work with receptives for Summer & Winter. 3) Would like fly-drive itineraries. 4) Julia Tours new brochure will be out in April 2010 – Miguel will send Lilliana a proposal with rates for front and back of Guide for Co-op sheet. Guide goes out to 15,000 travel agents.	

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VIAJES EL CORTE INGLES

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Colonia los Morales Polanco
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💻 www.viajeselcorteingles.com.mx/

Mr. Oriol Riera
Director
o.riera@viajesci.com.mx
Mr. Julio Jaime
Product Manager
tourmundial@viajes.com.mx

Years in business : 8

Number of offices: 56 in 22 of the 31 states – 250 sales agents

Wholesales / travel agent: wholesalers-travel agency

Showcase destinations: domestic and international destinations

Number of years selling USA: 17 **Colorado:** 17

Ski Showcase destinations: Colorado, Quebec, Whistler.

1. Type of Program?

Air / Hotel Air/hotel/ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico GTA Allied T- Pro Other:

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2008: N/A

6. Hotels used:

7. Percentage of sales that are hotel only /ground services only:

8. Brief description of organization: Spain based company - El Corte Ingles is a travel agency with their own wholesaler, Tour Mundial, with more than 300,000 suppliers around the world.

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<p>Viajes El Corte Inglés Mr. Oriol Riera Director Mr. Julio Jaime Product Manager Blvd, Manuel Avila Camacho 191-601 Colonia los Morales Polanco 11510 Mexico, D.F.</p>	<p>E: o.riera@viajescom.mx tourmundial@viajescom.mx P: + (52-55) 9112-1000 F: + (52-33) 3630 3007 Type: Wholesaler and travel agency Website: www.viajeselcorteingles.com.mx</p>
<p>Category: Moderate and Deluxe</p> <p>Travel Markets: Domestic and international destinations. Colorado, Quebec and Whistler for ski.</p> <p>Profile: El Corte Ingles is a travel agency with their own wholesaler, Tour Mundial, with more than 300,000 suppliers around the world. Partnered with Liverpool in order to have access to its card holders, thus they have presence in the department store website. Have agreements to advertise periodically in printed media such as El País, popular among the Spanish community in Mexico. 50% of their clients travel to the US. They have net rates with AA and are currently negotiating seat allotments with UAL to Denver. Their travel guide has info on products and destination reviews.</p> <p>Their office based in Miami does the negotiations with US receptive.</p>	
<p>Lead: Only selling Vail's four resorts for 2009/10 season. Would like to get more resorts for ski product.</p> <p>Mr. Oriol was on the Ski Team for Spain age 6 to 15 years old, has never skied Colorado. Did visit Mesa Verde as a child. Talked National Parks & Trains. Julio did sell ski when working for another wholesaler.</p> <p>El Corte Ingles does credit card programs with Liverpool and has a data base of 800,000. Reaches Spanish communities in Mexico, usually very affluent. Works with Liverpool stores throughout the country with agencies in each.</p> <p>Talked summer – would like to be the golf wholesaler for Mexico. Talked all the different course around Colorado (Denver, Colorado Springs, Mountain courses). Talked Shopping (Denver & Outlets). Would like to build golf/shopping packages.</p> <p>Very interested in Colorado for year round products now that Canada requests tourists Visas.</p>	
<p>Follow-up:</p> <ol style="list-style-type: none">1) Ski Areas - Please send your rates to Lilliana so she can present them to El Corte.2) Shopping – Please send rates & information to Lilliana3) Golf courses – Please send rates to Lilliana4) Lilliana will stay in touch and suggest a trip for Oriol to visit Colorado ski resorts5) Have product manager attend summer Trade Fam in June6) Lilliana will follow-up for Co-op programs once Colorado product has been developed.	

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COROPORATE TRAVEL SERVICE

Jaime Balmes # 11
Torre C Piso 8
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Ms. Isabel Parada
Internacional Sales Manager
iparada@ctsmex.com.mx

Years in business : 11

Number of offices: 7 (Monterrey, Guadalajara, Querétaro and Puebla)

Wholesales / travel agent: wholesaler / travel agency

Showcased destinations: Canada, South America, Europe, United States

Number of years selling USA: 10 **Colorado:** 10

Ski Showcased destinations: USA and Canada

1. Type of Program?

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico GTA Allied T- Pro Other: Direct contracts with Intercontinental, Marriott and Hilton.

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2008: n-a

6. Hotels used:

7. Percentage of sales that are hotel only /ground services only:

8. Brief description of organization: Corporate Travel Services is a company with 11 years of experience, providing escorted tours, fly and drive packages, specialized in Meetings and incentives.

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Corporate Travel Services Ms. Isabel Parada International Sales Manager Jaime Balmes # 11 Torre C Piso 8 Col. Los Morales Polaco	E: iparada@ctsmex.com.mx P: + (52-55) 5063-0380 F: + 52-55) 8525 2366 Type: Wholesaler Website: www.cts.com.mx
Category: Moderate, Deluxe Travel Markets: Canada, South America, Europe, United States Profile: Corporate Travel Services is a company with 11 years of experience, providing escorted tours, fly & drive packages and specialized in meetings and incentives. They're currently changing their brand image / identity to be more leisure focused. They visit over 300 travel agencies in Mexico city.	
Lead: Goes to Viajes Holam for ski rates and Mark Travel for lodging. Virtuoso Travel Agency. Currently negotiating seat allotments with UAL. Talked Denver (professional sports, activities & shopping) / Front Range (golf & spa) / Ski / Trains / National Parks CTS does ads in Boletín Turístico which is a weekly travel agent magazine. Will be launching a new leisure wholesale division under a different name. Plan to launch a high-end travel catalogue. Interested in a Co-op agreement for ad-campaign.	
Follow-up: 1) Would like to talk to summer receptive about building some fly/drive and city escape packages that include winery tours. 2) Attends POW WOW.	

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MUNDOMEX

Jaime Balmes 11, Edificio C Mz 7
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11510 Mexico, D.F.
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💻 www.mundomex.com.mx

Mr. Daniel Gomez
Commercial Director
dgomez@mundomex.com.mx

Years in business : 40

Number of offices: 5 Mexico City, Guadalajara, Monterrey, Puebla, Cuernavaca

Wholesales / travel agent: wholesaler – travel agency

Showcased destinations: Canada, South America, Europe, United States

Number of years selling USA: 18 **Colorado:** 18

Ski Showcased destinations: Colorado, Vail, Beaver Creek, Breckenridge, and Cooper Mountain

1. Type of Program?

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico GTA Allied T- Pro Other:

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2009: 300 pax

6. Hotels used:

7. Percentage of sales that are hotel only /ground services only: n-a

8. Brief description of organization: Mundomex has an agreement with HSBC, one of Mexico's largest banks which gives them access to their credit card holders data base and allows them to send special promotions and packages through the inserts that card holders get in their monthly statements.

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Mundomex Mr. Daniel Gomez Commercial Director Jaime Balmes 11, Edificio C Mz 7 Col. Los Morales Polanco 11510 Mexico, D.F.	E: dgomez@mundomex.com.mx P: + (52-55) 3686-2930 F: + (52-55) Type: Wholesaler Website: www.mundomex.com.mx
Category: Economy, Moderate, Deluxe Travel Markets: Canada, South America, Europe, United States Profile: Mundomex has an agreement with HSBC, one of Mexico's largest banks which gives them access to their credit card holders data base allowing them to send special promotions and packages through the inserts included every month with their statements. They'll bring back Mastercard Travel for next year.	
Lead: Interested in selling Colorado year-round, though, since they're the official travel agency for the South Africa World Cup, they'll be pretty busy to make a campaign to promote summer products.	
Follow-up:	

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Iconn Travel Mr. Gabriel Cepeda Comercial Director Álamo Plateado 44 - 301 Colonia Los Alamos 53230 Naucalpan Estado de México	E: gcepeda@iconntravel.com.mx P: + (52-55) 4210 1500 Type: Wholesaler and travel agency Website: www.iconntravel.com.mx
Category: Economy, Moderate, Deluxe Travel Markets: Canada, South America, Europe, United States. Russia, Caribbean Profile: Iconn Travel offers and manages travel programs, corporate services, groups and conventions as well as tailor made travel solutions for FITs. Their main clients are Bancomer card holders' database. IT has been chosen as the official travel agency for this bank since 2005 and is also the official travel agency for Spira Bank and Global Card, both small banks in Mexico. All the banks card holders data base is segmented according to their credit limit.	
Lead: Is a wholesaler with Bank Credit Card programs. Has a data base of 5 million, 7,000 top elite clients (same level as Amex Black Label). 2 million of data base are travelers. They recently launched their new travel website and are interested in including product for Colorado year round.	
Follow-up: 1) Ski Areas with "Ski Free" programs. Please forward information and CC in Lilliana. 2) Denver – please send rates and contact info for hotels. Any rates and programs Iconn Travel receives in the next month will be included in an e-mail blast packages info to data base.	

Colorado

Tourism Office
www.colorado.com

OFERTAS TURISTICAS OPERADORA MAYORISTA

Alvaro Obregon 152
Col. Roma
06700 Mexico, D.F.
☎ 011 (52-55) 5063-0380
💻 www.ofertur.com

Mr. Miguel Angel Perez
Director
mperez@ofertur.com

Years in business : 15

Number of offices: 19

Wholesales / travel agent: wholesaler-travel agent

Showcased destinations: Canada, South America, Europe, United States

Number of years selling USA: 15 **Colorado:**

Ski Showcased destinations: USA and Canada

1. Type of Program?

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico GTA Allied T- Pro Other: Buys directly from hotels and very little from receptive operators.

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2008: n-a

6. Hotels used:

7. Percentage of sales that are hotel only /ground services only:

8. Brief description of organization: Wholesaler with year round programs, also have charter operation to Vegas, Orlando and Eastern Canada, Fly and drive packages, 21 branches offices in Mexico.

Colorado

Tourism Office
www.colorado.com

Ofertas Turísticas Mr. Miguel Ángel Perez Director Alvaro Obregon 152 Colonia Roma, 06700	E: mperez@ofertur.com P: + (52-55) 5063-0380 F: + 52-55) 5564-5622 Type: Wholesaler Website: www.ofertur.com
Category: Economy, Moderate, Deluxe Travel Markets: Canada, South America, Europe, United States Profile: Wholesaler with year round programs, also have charter operation to Vegas, Orlando and Eastern Canada, Fly and drive packages, 21 branches offices in Mexico.	
Lead: Was doing 10,000+ to Canada (Motor Coach trips) and 30,000 to US. With new Canadian Visa requirement, believes 25%+ will be looking at the US instead of Canada. Would like to sell Summer and more Ski in Colorado. Talked shopping (outlets & Cherry Creek) Possible candidate for June Trade FAM Trip. Considers going back to charters during ski season.	
Follow-up: <ol style="list-style-type: none">1) Needs receptives to contact with summer (fly/drives) and ski products.2) Grey Line – contact them. C.C. Lilliana3) Crested Butte Ski program. From Thanksgiving until before Christmas.4) Needs net rates to create packages.	

Colorado

Tourism Office
www.colorado.com

EUROMUNDO

Xochicalco 174 PB
Col. Narvarte
03020 Mexico, D.F.
☎ 011 (52-55) 1087-1000
💻 www.euromundoenlinea.com.mx

Mr. Francisco Roman
Director
froman@euromundo.com.mx

Years in business : 18

Number of offices: 8 (Mexico, Veracruz, Cancun, Bajio, Queretaro, Tijuana, Guadalajara)

Wholesales / travel agent: wholesaler

Showcased destinations: Canada, South America, Europe, United States

Number of years selling USA: 18 **Colorado:** 18

Ski Showcased destinations: Vail.

1. Type of Program?

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico GTA Allied T- Pro Other: Prefer to work directly with hotels.

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2009: 300 pax

6. Hotels used:

7. Percentage of sales that are hotel only /ground services only: n-a

8. Brief description of organization: Euromundo is one of the largest wholesalers in Mexico that offers ski charters to Colorado. Their year round operation specializes in Vegas, Orlando and Eastern Canada.

Colorado

Tourism Office

www.colorado.com

Euromundo Mr. Francisco Roman Director Xochicalco 174 PB Colonia Narvarte 03020 Mexico, D.F.	E: froman@euromundo.com.mx P: + (52-55) 1087-1000 F: + (52-55) 5705 4717 Type: Wholesaler Website: www.euromundoenlinea.com.mx
Category: Moderate and Deluxe	
Travel Markets: Canada, South America, Europe and United States.	
Profile: Euromundo is one of the largest wholesalers in Mexico that offers ski charters to Colorado. Their year round operation specializes in Vegas, Orlando and Eastern Canada. They have direct contracts with Loews Hotels and Holiday Inn Select.	
Lead: Francisco owns property in Vail and is a big skier. Skied 35 days in CO last season. Sells USA & Europe. – Runs charters to DIA Has contracts with Holiday Inn and Loews in Denver, 70% of clients stop in Denver to shop before heading home. Talked Telluride, Crested Butte, Steamboat Springs– said his clients do not want to go through Dallas or Houston on flights. Said clients are happy skiing the resorts along I-70 corridor. Does not feel that his clients would go to mountains in summer, would like programs for Denver. Monterrey clients go to Aspen.	
Follow-up: Lilliana will follow-up and build relationship	

Colorado

Tourism Office

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Viajes Olín Ms. Cecilia Galván Managing Director Insurgentes Sur # 1833 2° piso Colonia Guadalupe Inn 01020 México DF	E: cecigalvan@viajesolin.com P: + (52-55) 5662 1052 ext. 1023 Type: Wholesaler and travel agency Website: www.viajesolin.com
Category: Economy, Moderate, Deluxe Travel Markets: Canada, South America, Europe, United States. Profile: Wholesaler specialized in ski destinations. They handle Banamex card holders database and are part of Expo Mayoristas wholesalers.	
Lead: Sold 6,000 to Canada last season, feels 75% will not return this season due to Visa program.	
Follow-up:	

Colorado

Tourism Office
www.colorado.com

SERVICIOS DE VIAJE 365

Gral. Sn. Martin, 162
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C.P. 44160 Guadalajara, Jal.
☎ 011(52-33) 36 30 53 43
💻 www.operadora-365.com.mx

Lily Damián
Dirección Comercial
lilyope365@gmail.com

Years in business: 06

Number of offices: 2

Wholesales / travel agent: Wholesales

Showcase destinations: Canada, South America, Europe, United States, Asia, Africa.

Number of years selling USA: 06 **Colorado:** 06

Ski Showcased destinations: Colorado and Western Canada

1. Type of Program?

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico GTA Allied T- Pro Other: Hotel beds

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2008: Around 80/100

6. Hotels used: Several. Mostly Denver & Vail-Beaver Creek-Aspen-

7. Percentage of sales that are hotel only /ground services 75% -both-

Brief description of organization: Fairly new company as Servicios de Viaje 365 – just 6 years-. But as team they have worked together for more than 15 years. Most of the personal have at least experience for 10 years at the same company.

Colorado

Tourism Office
www.colorado.com

Servicios de Viaje 365 Ms. Lily Damián Commercial Director Gral. Sn. Martin, 162 Colonia Lafayette 44160 Guadalajara, Jal.	E: lilyope365@gmail.com P: + (52-33) 3630 5343 F: + (52-33) 3630 3007 Type: Wholesaler Website: www.operadora-365.com
Category: Economy, Moderate, Deluxe Travel Markets: Canada, South America, Europe, United States, Asia, Africa. Profile: The company has 6 years as Servicios de Viaje 365. But as team, the staff has worked together for over 15 years. Most of the personnel have at least 10 years of experience.	
Lead: They are interested in selling Colorado year round. Offered to arrange seminars and training sessions for the most important travel agencies. Tried to sell Colorado during summer last year but didn't succeed. Want to sell Fly&Drive, guided tours (Spanish speakers), family activities, scenic trains, dude ranches, festivals. Consider putting together packages selling only Colorado, and some options combined with other States.	
Follow-up: <ol style="list-style-type: none">1) Need net rates for Winter Park and Crested Butte.2) Need contact info of receptives for Summer and Winter packages.3) Need travel guides for travel agencies selling their product.	

Colorado

Tourism Office
www.colorado.com

VIAJES PANORAMA /RAMA OPERADORA

Guadalupe Zuno 2045
Col. Barrera
44150 Guadalajara, Jal.
☎ 011 (52-33) 3818-1700
💻

Mr. Pablo Mackissak
Director
Ms. Paloma Hoyos
Wholesales Manager
phoyos@viajespanorama.com

Years in business : 50

Number of offices:2

Wholesales / travel agent: wholesaler – travel agency

Showcased destinations: Canada, South America, Europe, United States

Number of years selling USA: 18 **Colorado:** 18

1. **Ski Showcased destinations:** Colorado and western Canada resorts

2. **Type of Program?**

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

3. **Which receptive(s) do you currently work with?**

Mark Travel Tourico GTA Allied T- Pro Other: Vail Resorts. Buys directly from hotels in Denver: Marriott Cherry Creek.

4. **Which airlines do you mostly work with?**

Aeromexico Mexicana United Airlines Continental AA
Other

5. **Do you hold net fares contracts with them?** Yes

6. **Number of travelers sold to Colorado in 2009:** 800 pax

7. **Hotels used:**

8. **Percentage of sales that are hotel only /ground services only:** n-a

9. **Brief description of organization:** They are the top Colorado selling agency in Guadalajara and all of central western Mexico.

Colorado

Tourism Office
www.colorado.com

Viajes Panorama Mr. Jorge Mackissak Director Ms. Paloma Hoyos Wholesale Manager Guadalupe Zuno 2045 Colonia Barrera 44150 Guadalajara, Jal.	E: jmackissack@viajespanorama.com phoyos@viajespanorama.com P: + (52-33) 3818-1713 Type: Wholesaler and travel agency
Category: Economy, Moderate, Deluxe Travel Markets: Canada, South America, Europe, United States Profile: They are the top Colorado selling agency in Guadalajara and all of central western Mexico. Currently working with US Airways and Aeromexico. 90 % of clients stop one night in Denver.	
Lead: The Mackissack family owns property in Colorado and Jorge Mackissack Senior spends at least one month there during the summer. Stopped working with AAL and Continental due to their rigid group policies. Has net rates with AA and a charter scheduled with Aeromexico during summer 2010. Very interested in promoting and selling Colorado during summer. Want to make a golf package for July – August, that includes rafting, scenic trains, spas, shopping. Prefer condos, would like special prices on green fees, one week long and feature a Mexican style party, perhaps even with Mariachi band.	
Follow-up: 1) Agreed on sending a simple itinerary built based on the requirements mentioned above. Lilliana and Jennifer Viditz-Ward will work on this and deliver sample draft within 45 days. 2) Contact info of receptives for summer packages and golf courses.	

Colorado

Tourism Office
www.colorado.com

PREGO VIAJES

Terranova 1226
Col. Providencia
06600 Mexico, D.F.
☎ 011(52-33) 1002-0000
💻 www.pregoviajes.com

Mr. Alvaro Mendez
Marketing Director
amendez@pregoviajes.com

Years in business : 25

Number of offices: 2

Wholesales / travel agent: travel agent

Showcase destinations: Canada, South America, Europe, United States

Number of years selling USA: 25 **Colorado:** 25

Ski Showcased destinations: Colorado and Western Canada

1. Type of Program?

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico GTA Allied T- Pro Other: Buy from Servicios de Viaje 365.

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other Don't have contracts with any airline.

4. Do you hold net fares contracts with them? Yes

5. Number of travelers sold to Colorado in 2008: N/A

6. Hotels used:

7. Percentage of sales that are hotel only /ground services only:

8. Brief description of organization: Prego Travel Shop is one of the leading travel agencies in Guadalajara and Mexico do to its volume of sales. They focus on various markets with specialized divisions such as leisure youth/student, corporate groups and incentives.

Colorado

Tourism Office
www.colorado.com

Prego Viajes Mr. Alvaro Mendez Marketing Director	E: amendez@pregoviajes.com P: + (52-33) 1002-0000 Type: Wholesaler and travel agency Website: www.pregoviajes.com
Category: Economy, Moderate, Deluxe Travel Markets: Colorado and Western Canada Profile: Prego Travel Shop is one of the leading travel agencies in Guadalajara and Mexico do its volume of sales attending a different markets in specialized divisions such as leisure youth/student, corporate groups and incentives.	
Lead: They currently buy their product from Servicios de Viaje 365 and airfares from AA. Have a facebook profile (Prego Joven) used to promote their products and featured destinations. Have a strong marketing department. Focused on youth travel, corporate and family products and services. Want an e-version of the Spanish travel guide as their current policies are "Paperless" oriented.	
Follow-up: <ol style="list-style-type: none">1) Grand Junction: Contact info. Mostly interested in winery tours and festivals (electronic music festival was mentioned by them during the meeting).2) Interested on selling Colorado for its medical / health services.	

Colorado

Tourism Office

www.colorado.com

SC TOURS OPERADORA MAYORISTA SA DE CV

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Colonia Americana
44140
Guadalajara, Jalisco.
☎ (52 33) 36153689
💻 www.sctoursoperadora.com

Víctor Salceda Ruíz
Gerente General
victor.salceda@sctoursoperadora.com

Years in business : 12

Number of offices: 1

Wholesales / travel agent: travel agency

Showcase destinations: Canada, South America, Europe, United States. Russia, Caribbean

Number of years selling USA: 12

Colorado: 12

Ski Showcased destinations: Colorado (Vail, Beaver Creek Breckenridge, Aspen, Avon, Snowmass , Keystone, Winter Park), Park City, Lake Tahoe and Western Canada

1. Type of Program?

Air / Hotel Air/Hotel/Ski Hotel /Ski Incentive Other:

2. Which receptive(s) do you currently work with?

Mark Travel Tourico GTA Allied T- Pro Other: Hotel beds

3. Which airlines do you mostly work with?

Aeromexico Mexicana United Airlines Continental AA
Other DL , AS.

4. Do you hold net fares contracts with them? Yes

5. **Number of travelers sold to Colorado in 2008:** N/A

6. **Hotels used:** N/A

7. Percentage of sales that are hotel only /ground services

Brief description of organization: Provides cutting edge service since its inception in March 1998. Offer comprehensive, personalized service to travel agents.

Colorado

Tourism Office

www.colorado.com

<p>SC Tours Mr. Víctor Salceda Ruiz General Manager Marsella # 80 Colonia Americana Guadalajara, Jalisco.</p>	<p>E: victor.salceda@sctoursoperadora.com P: + (52-33) 36153689 Type: Wholesaler Website: www.sctoursoperadora.com</p>
<p>Category: Economy, Moderate, Deluxe Travel Markets: Canada, South America, Europe, United States. Russia, Caribbean. Profile: Provides cutting edge service since its inception in March 1998. Offer comprehensive, personalized service to travel agents.</p>	
<p>Lead: Discussed Colorado as a year round destination. SC Tours has a travel website for Travel Agents to use to book packages. Sold 5,000 passengers to US in 2008. Has Cable TV travel show that works as a tool for travel agents to know the product / destination profile and show it to their clients while booking their trip. Would love to come to Colorado & film ski segments. SC Tours is the receptive for Servicios de Viaje 375. Works very closely with Mexicana on promotions. Sells Aspen, Vail & Breckenridge. Talked Snow at First Sight campaign, brought up website on Sergio's desk top, watched a few of the videos. Sergio called in IT personnel, showed website, said they would put together an e-mail blast to data base for Mondat about Social media campaign and packages to Colorado.</p>	
<p>Follow-up:</p> <ol style="list-style-type: none">1) Diana sent e-mail to all Ski Areas (10/29 at 3pm) for net rates so that direct packages could be made and attached to Snow at First Sight Campaign for Monday launch.2) Send draft of itinerary for Filming of resorts in January (3 to 4 people, SC Tour will provide air)3) Lilliana will follow up to make sure Sergio gets net rates from Ski Resorts.	

Colorado

Tourism Office
www.colorado.com

Sevilla Sol Mr. Alejandro Thome Av. Luis Perez Verdía no. 144-A Guadalajara, Jalisco Mexico C.P. 44600	E: alexandrothome@sevillasol.com.mx P: 52-3669-5320 Type: Travel Agency Website: www.sevillasol.com.mx
Category: Moderate, Deluxe Travel Markets: American Express #1 for Sabre Profile: 4 Offices in Gaudalajara; the office we were at does corporate groups & incentives the other three do leisure. 52 employees.	
Lead: Would like to be involved in selling Colorado in Summer. Understands that Panaroma is King in the Guadalajara ski market, does not want to compete. They buy their ski packages from Mega Travel. Talked spring/summer/fall activities – Golf, National Parks, Dude Ranches (horseback riding) Casinos. Explain regional airports and additional flights in from Houston & Dallas. Also trains, shopping. Corporate groups & Denver year round sporting events. Would like to work with receptive in Colorado for Fly/Drive packages. Talked about Canada and new Visa program, said clients are very unhappy with Canada and want another option.	
Follow-up: <ol style="list-style-type: none">1) Would like to have a bigger supply of Denver Spanish Brochures (Lilliana will e-mail Lisa at Visit Denver).2) RMHT's please contact with some fly/drives & cc in Lilliana so she can follow up.3) Office does training classes every Saturday. Travel Pie will follow up for a visit.4) Interested on services / facilities / rates for groups.	