

# LOS CABOS



**70 companies from 14 countries will meet in the 13th edition of “Los Cabos VIP Summit”**

- From November 11th to 13th, more than 935 business meetings will be held.
- The 70 participating companies generate around 80% of the night rooms sold and the business to the destination.

Los Cabos BCS, November 12, 2019.- This Monday began the thirteenth edition of “Los Cabos VIP Summit”, which annually brings together the best professionals in the industry among airlines, wholesale travel agencies, tour operators, OTAS, hoteliers , tourism companies and special guests, with the aim of strengthening the image, positioning and competitiveness of the destination and, with it, attract more tourists and boost the economic development of the entity.

The 2019 edition of VIP Summit will bring together more than 350 attendees, and during three days of activities around 935 business meetings will be held, with the participation of more than 70 business partners from 14 countries, who will have the opportunity to hold meetings of business to generate greater sale of the destination. The event is attended by at least 30

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representatives from emerging markets from Russia, Australia, Europe, Brazil, Colombia, Ecuador, Costa Rica, Korea and China.

"Through the VIP Summit we seek to diversify the markets and bring together various members of the tourism industry to boost the promotion and competitiveness of the destination, making known the geographical, gastronomic, recreational and sports activities, as well as the wide range of hotels, news of destiny and new experiences, which together have placed us as one of the most important destinations in Mexico," said Rodrigo Esponda, General Director of the Tourism Board of Los Cabos.

Within the framework of the VIP Summit, different presentations will be held with the participation of prominent guests from the international tourism industry, including Nancy Trejos, hospitality editor at Skift; Felicia Feaster, digital editor of Travel Channel and HGTV; Eric Mora, editor of Travel Weekly destinations, and Mindy Poder, executive editor of Travel Age West. A paper on sustainable tourism will also be given, by María Claudia Lacouture, former Minister of Commerce, Industry and Tourism of Colombia.

The VIP Summit will take place from November 11 to 13 at the Los Cabos Convention Center, with a capacity of up to seven thousand people, which has the structure, equipment, furniture and facilities to host high-level events. In addition, it is a building with sustainable architecture, with 1,500 meters of green walls inside and outside, and 1,900 photocells that generate energy.

- Website: <http://visitloscabos.travel>
- Facebook: <https://www.facebook.com/LosCabosTourism>
- Instagram: <https://www.instagram.com/loscabostourism/>

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