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Thank you for joining the webinar will begin in just a moment.

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HR I think we're all set.

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Thank you Susan and thank you everybody for joining us once again for our embracing diversity webinar series. Today's episode is the changing landscape of Latino travel so we're looking forward to having some great conversations with industry experts

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so we will also be having a terrific conversation about the history of salsa music in the five boroughs of New York City.

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As you all may know my name is john Marshall, I am the director of tourism market development here at NYC and company with it and I've seen companies the official destination marketing organization and Convention and Visitors Bureau for the five boroughs

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New York City. Before we start I do want to let you know that the zoom platform that we are using is accessible by screen reader and captioning. If you want to turn that off.

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You just go down to the live transcript option, next to the q amp a button and you'll be able to toggle on or off whether or not you want to see those that the closed captioning.

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In addition, we will we will provide, we will be providing a full transcript of the webinar, along with this recording and our follow up email so you'll have that as well.

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And then quickly before we start our panel today I do want to acknowledge on today, September 14 that tomorrow begins his National Hispanic Heritage Month, which last September, 15 to October 15 and recognizing that, like many people I didn't fully know

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the the complete meaning behind National Hispanic Heritage Month. So I wanted to read quickly from the official website for the month Hispanic Heritage month.gov, and just share some information that I found out that I thought was pretty enlightening.

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So directly from that website, I will read each year, Americans observe National Historic Hispanic Heritage Month. From September 15 to October 15 by celebrating the histories cultures and contributions of American citizens whose ancestors came from Spain,

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Mexico, the Caribbean and Central and South America.

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The observation started in 1968 has a Spanish heritage week under President Lyndon Johnson, and was spent and it was expanded by President Ronald Reagan in 1988, to cover a 30 day period, starting on September 15, and ending on October 15.

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It was enacted into law. On August 17 1988 on the approval of public law, 100 dash 402.

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Now the day of September 15 is significant because it is the anniversary of independence for Latin American countries, Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua.

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In addition, Mexico and Chile, celebrate their independence days on September 16, and September, 18, respectively. Also, Columbus Day, or dia de Hossa, which is October 12 falls within this 30 day period.

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So, now, I hope you can all at least walk away today knowing why we celebrate Hispanic Heritage Month.

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I do also want to mention some of the New York, NY seen companies content that's coming out very soon or is out already, focused around the Latin Latino experience in New York City, which was launched in June alongside of partnership with Warner Brothers,

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film adaptation of Lin Manuel Miranda is and Kiana alegria that says, Tony Award winning musical In the Heights, the platform will continue to spotlight New York City's variety of Latino experiences, businesses, and cultural offerings to neighborhood

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guides cultural guys, and a whole lot more for Hispanic Heritage Month, we're working on a video that represents Latino community in New York City. It's not ready just yet so we can't show it to you but it will be going into the different neighborhoods

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showing different communities and perspectives on the diverse Latino culture in the city.

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One of the things that is up now for you to check out though, which is has been up since late August is the rising stars of the Latino community, which features are original photography and Britain profiles of seven emerging creatives and entrepreneurs

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you can see on the screen now who honor their Latino American roots while helping to keep New York City, New York City culture essential.

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So you can go over to nyc.nyc.com, forward slash Latino experience and look for this content hub to read the stories of these individuals, ranging from the leader of a running group in New York City to a CNN analyst, to a floor artists and a whole lot

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more. But without further ado to start our first conversation. I do want to bring on camera, our own rising star of the Latino community Crisco Sanchez the Senior Director of Marketing here at NYC and company,

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thank you john so much.

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Thanks for saying that I am Frisco scientist and I am the Senior Director of Marketing here at NYC and company as john just mentioned, and I am beyond excited about the conversation we are about to have.

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We have invited two experts in the hospitality industry to join us today.

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They're both Latinos, of course, and let me tell you, or give you a quick intro about them.

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One of them is a full time traveler, with more than 500,000 combined followers. He actually travels for leaving Can you guys. Imagine how amazing his life is.

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And the other person used to work for NYC and company, and he's now a serial entrepreneur, running her own consulting firm, helping businesses engaged with the Latino travelers.

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So, without further ado, I'd like to welcome Luis, Mendoza, and monumental D as his followers known him to join me.

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Thank you pretty ska Hello everyone. Hi guys.

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To see your beautiful faces. It's really, really exciting to have you here. And I want to start by thanking you for taking the time to join us as you guys know this is the last episode of our Latina webinar series and we are very excited to talk about

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you to talk to you about your own personal experience and also to talk a little bit about New York City, so I know I gave a quick introduction of who you are but I also like to have, or to give you guys the opportunity to talk about yourselves and your

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amazing backgrounds. So let's start with you Louisa tell us more about yourself.

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Thank you so much for discuss so great to be back with my family at NYC and company.

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And so I after having an amazing career in the tourism industry went off to work in the sports industry I saw there was a huge gap between Sports and Tourism and launched my first company GCSE global tourism sports and entertainment last year, but I realized

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that there was need for more. I needed. I needed a representation company in Latin America. And I also have so many clients here in New York and in the US, that were like can you represent us in Latin America.

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So, a GL reps was born, and we're so glad to have two companies that are really addressing the needs of sports tourism, entertainment, and through AJL reps, doing exactly what this call is about and that is helping companies, reach the US Hispanic consumer

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and the Latin American consumer.

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That's amazing. We are very proud of you and everything you have accomplished so far. Thank you for that. Michael, tell us a little bit about your exciting traveling life.

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You know brusca, thank you for that marvelous introduction.

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By the way, I'm in Colombia right now. I'm from Mexico but now I'm, I was invited by by Columbia Tourism Board. In order to come here and have a look.

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And yes, I've been doing this for the last six years. I'm a content creator specialized in traveling.

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So as you said, I, I made it to do a living of these sort of amazing live what people think I'm only on holidays but he's not holidays at all it's, it's a work.

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And it's really exhausting to go to places, and then trying to take pictures and video, and everything I love it when it's a full time work, a full time job and.

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And yeah I been to many different places I Love New York I've been to the New York, New York like three or four times is one of my favorite cities in the world.

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But I'm really willing to share my, my expertise in in traveling. During these, these webinars.

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Well thank you so much and it's funny, I don't know if you guys remember these but you have actually met each other in person and you have actually met my colleague john Marshall because we all March together the room world pride.

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2019 representing and yc and companies marching contingent so that was a very fun and memorable day, and it's amazing to know that we were all part of it.

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So just wanted to dimension that

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you were like I've seen this guy before, right.

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I don't remember you.

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Of course. Um, so, Michael let me follow up on what you share with us and ask you, how did this become or like how did you discover first your passion for traveling.

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And then when did this become your full time job when was that moment where you went from like, it's really nice to travel and to see these many countries and different cultures to like, Oh wow, there is an opportunity to capitalize on this and actually

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make a living out of it.

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Well, traveling has always been my, my passion I think I had my first opportunity to leave the country. I asked my parents to pay me an English summer camp in Canada.

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When I was 11. Right. And since then, I actually that was my first experience with multicultural students. So meeting people from other countries was was really, really amazing for me and I learned a lot.

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And then I had the opportunity to go to Italy for one year of high school, and then I came back to Italy for the whole university, and well being in Italy I was traveling all over the all over Europe.

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So I really fell in love

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for traveling, but because of the way you can grow as a person, through traveling. You know when I came back from my eating High School, with all my friends they were so immature and I thought I had like a completely different cheap in my mind, a different

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mindset, because I live for a year, outside my country in Europe. So, when like five years ago, I started taking pictures, so I was able to combine my passion for traveling with pictures and storytelling you know I love writing as well.

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So I love writing my travel Chronicles, so I put all together.

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And I started growing on Instagram, and that opened the opportunity for me to start working with tourism boards, hotels, different destinations. And it's mean see us can read for me.

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Now, I mean it sounds it sounds amazing and it sounds like a dream job. I'm sure a lot of people listening are feeling a little jail is traveling for leaving sounds amazing.

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And with what you said Louisa Now let's talk about what made you start your business right. How did you identify the needing the market to help businesses in the US specifically talk to Latino or engage with the Latino traveler.

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That is such a great question but he's got to thank you for asking.

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So as I mentioned last year I have started my first company which was GTC global tourism sports and entertainment. And they realize, although I'm calling Deanna and I'm here in the United States.

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I needed to have a pulse in the market to tell us what was really going on in Latin America. And so I started, you know, working with some key people down there is a in height of which are now my business partners.

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And we created a jail reps, and so we want it to be a company that would represent us brands that want to reach that Latin American consumer. Right. And so, it is so important because understanding what moves.

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Our people is so critical, so that when my new comes to New York and he stays at a hotel or he goes to an attraction, we are reaching him before he even comes to the destination.

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And that was such a key opportunity for us. And so we knew that there were many clients here and one of our clients that we've brought on is Hudson Yards edge, and to give you an example just this weekend on the 911 anniversary.

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We actually had a vehicle here which is one of the four largest printed media in Columbia, that was able to do a live broadcast from edge, and we were able to take the destination to the market and that is so important because, again, and maneuver I would

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love for you to dive into this before you go into a destination right as a Latino as a Mexican what inspires you to want to go to the destination, and how can we, and everyone that's listening today, make sure that we're targeting you before you even

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come right because that's what we wanted to base our company on.

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Yes, totally right like my sort of inspiration and social media, of course, like not because I'm a content creator but all the people my age, even younger people, they look for destinations on social media, especially, Instagram, YouTube, and now the

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rise of Tiktaalik, you know, even go to New York and do all these choreography is in New York, will have a very special modeling behind. They are doing this, and now young people are getting to know these places, through social media, right, like, like

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me, when I post a picture people ask me, where is that what is that picture. How was my experience. How much did it cost. So, socially, for example, when I, when I'm preparing an annual trip.

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I use Instagram to plan it like I look for pictures. I look for hashtags and looks for geo tags. I look for all of that. And then I start like preparing all my travel plan through Instagram, and.

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And, yeah, it's like people now are looking for all these places.

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There's something called Instagram ability, I don't know if you have heard about that, that concept, and it's it's all about photography like people want to go to places that are very Instagram easily, you know, I will say it in Spanish.

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They are very photogenic I there's a statistic that 42 of millennials, they want to go to destination, or they decide the destinations, on how is how how Instagram is the, you know, wait I don't I don't mean to interrupt you, but I love what you're saying

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and I am very curious to ask you something. Do you think the type of content that businesses or destinations are putting out for example on Instagram as the key leading platform.

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Do you think there you said the friends, for example, when talking to the Latino traveler in posting or creating content in language for example, do they engage better with you and your following when they are posting content in Spanish versus English

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or does it make a difference to you on your following when you see yourself represented in the type of content that they're putting out there, I feel like that's going to be super relevant to our audience and I would love for you to touch on that as you

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were talking about Instagram.

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Yeah, I mean, for example, I used to write in English and in Spanish, and in English, the translation, then Instagram had the future of translating, but I don't think that our relation is is quite accurate.

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So I think if you're public, it's, it's mainly from Latin America, and Spanish speakers. I think it's really important to address them in Spanish, because you feel like family you feel like more close to them like they are your friends recommending places

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to you. So I think in terms of the language in terms of of using expressions colloquial expressions, being very close through language, and through images, I think is very important so now we have the technology to adapt content.

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Now because before it was really difficult to do content for each target. I know technology allows us to to drive personalized content and storytelling so I think it is actually very important to address that to people so that in person.

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I love you sharing that. And that brings me to the question that I want to ask, Lucy, about your clients when someone reaches out to you write a potential client, what are they looking.

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What type of assistance or guidance, are they looking from you. Where do you see the biggest opportunity is in the market.

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Yeah, absolutely. So it's twofold right because we're, we're, we're reaching the US Hispanic market which is a $1 trillion spending market, and they want to know how do I reach that market number one, and then they want to reach the Latin American market

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so I love them I know just touched on, because it's all about content, right, what's the message that we're putting out there, companies spend so much money on marketing, and yet when it comes to translations.

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They don't take the time to make sure that a local native speaker has translated it, and now your website, your content is not speaking the language. So that's number one.

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And number two is making sure that when we go to trade shows, we're representing you right like we have IPW right around the corner, and we want to make sure that the travel trade is aware of what companies are out there that want to reach that, you know,

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Latin traveler. So we're always, we're the bridge that are connecting the two to make sure that our clients in Latin America, know how to work with us brands destinations.

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Attractions hotels in a way that we are bridging the gap between both so that there are no language barriers, there are no cultural barriers and what really makes us unique is that we have a team in Latin America that understands and has your finger on

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the pulse, but you have me here in the United States and I understand the American culture and ways of doing business. So that's how we tie all of the different parties together.

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Yeah, and I would like to add up some something that's why influencers, like, travel, like content creators specialize in traveling as important for these connections.

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I've done that with the New York City to New York City with you right like because taking us all to all these different places, me as a Mexican talking to all my public keeps that message right like it's manual, getting to know new series, for example

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right now in Colombia, they are trying to address also Latin America, also because he's there, the closest. The closest target you know in South America, but for the US of A New York City Mexicans are very important as well because we are always willing

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to go to New York City, that's not a secret. But now, like that, everything is reopening like we have Broadway, again you know acting and new place in New York, it's always creating new places new experiences that are really appealing.

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So it's very important, a job, because we are like, like, others have all these places. So, we also have to be people that, that are, that they get that people can trust in us that if we recommend something they know we are not lying.

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We're saying that still because they pay us.

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I do it for free. Like, I go there. I have my experiences, and I talked to the people through my social media in a very with the truth. Right. And that's a big responsibility I think because these people those following you those reading your content

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looking at your images are trusting what you're telling them and they will actually be influenced and that's where the term was born, they will be influenced by what you are experiencing what you're telling them it's worth visiting or worth doing.

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So I think white sand company we have an ongoing commitment to be talking with Ambassador said like you using that term because that's what we think about you guys.

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You are ambassadors of our brand and our brand, being our CD in. As soon as we're talking about New York City and because we're kind of running out of time I wish we could keep talking because I really liked this conversation, Lisa, give us a quick, kind

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kind of like or share your experience as an immigrant that chose New York City, as your home, and the place where you have worked, and now build your own company like how has New York City impact of that experience for you.

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I get chills just within because New York City is a city of dreams of City of Hope, a city of lights of city that regenerates you every vibes you ever lives you, and then the era where we have been divided by so much.

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When I can welcome nice Latinos, to where I don't, and say BMA measles, they get it they feel it because New York City is such a diverse city where everyone is welcome.

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And this is the city of dreams, and if you can make it in New York, you can make it anywhere and that is what people see an immigrant who came here at four years old with nothing.

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My first dining room table was a cardboard box to a serial entrepreneur. That's thanks to my mentors into the energy that I feed off when I walked through the city, and when I walked through those magical streets of New York.

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So, thank you for sharing that. But also, that also gives me the chills. Thank you. Really really thank you for sharing that. And let's keep in mind that the Latin American travel or will play and he's already playing a such an important role in reactivating

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or helping reactivate our CD and mine What has been your experiencing visiting New York City, and because I know you personally, I know you have visited our destination.

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Experiencing different themes and events like you were here covering world pride, you were here with NYC and company as an ambassador or when we launched our tourism campaign three years ago so I feel like you have experienced and share your experience

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about New York City in very different ways.

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Yes indeed, actually my first time in New York City was the run. The copper marathon was my first experience in New York City and imagine the first time you go to new city and you get to run through the bridges of New York City.

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That's unforgettable, but as you said, I, I'm very I'm very lucky to have experienced different things from New York City, people probably don't don't know but I also have another Instagram account called Gordo's por el momento, that these, it's a foodie

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account, and is a specialized in gastronomy And when we talk about New York, have you legal, we have to talk about food.

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You know you have all these gastronomy seen amazing you can input from all over the world. And I've done that I've been to the theaters, have been to the, to the past to the buildings, almost everywhere.

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So as I Latin been in New York, it's like it's like been at home because New York City is just home for everyone. You know, you like when you go to a World Cup, or to the Olympics, that in one city, you have all the world in one place.

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New York City does that all the year.

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So I love, I love hearing that Yeah, I'm coming, I'm coming to New York to New York City in December. I was about to ask you if you had any plans to visiting New York City anytime soon.

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And they fully they said great, it's a great time to be set our CD as things start or continue to reactivate it will be an amazing time to come back.

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Before we wrap up guys, is there anything else you want to add or share with our audience.

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I would say to everyone that's listening today. Thank you for engaging and Hispanic Heritage Month Thank you NYC and company for shedding light on our community.

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And, you know, just remember, if you want to reach, Latinos, you got to put some passion into it. That's how you get us at the end of the day, and it's a market that loves to travel.

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It's a market that is resilient. And it's a market that has helped us while so many borders are still close. Remember that Latin America has been the ones coming to the United States and coming to New York City.

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So for all the Latinos that are listening today. Thank you for investing in our community and thank you all for this amazing opportunity.

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I know, That was great. Are you big so lovely Lisa you are like very inspiring.

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Now I just want to tell all the Latin travelers and all travelers, that are listening to us that don't be afraid of, of having your first trip after all these situation from last year and this year.

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So right now.

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Fortunately, after the vaccine, and then all like different countries on the finishers and opening up with all the security, and by your security protocols.

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So, don't, don't be afraid of traveling so start climbing a tree. Do it carefully. These responsibly. And of course, DC New York City.

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Thank you so much. It's been a pleasure.

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Thank you for making the time thank you for sharing your story and for continue to inspire our speakers we truly do, and thank you for being part of the invoice and company family will look forward to welcome you in New York, during the fully based on

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We look forward to welcome you in New York, during the fully vase and Louisa I hope I get to see you soon. And yeah Viva Mexico.

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Thank you guys. Back to you john. Thank you.

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Thank you all for that, um, that wonderful panel.

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And so now we're going to win, wonderful conversation and now we're going to pivot to a conversation with the international salsa museum representatives, Aurora Flores and Willie Rodriguez, who are going to help us talk about the history of salsa in New

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York City. And so before they join I'm just gonna I'm gonna give you some of their background about who they are some real legends in in the sauces scene or off Flores is a bandleader and author and a self described bad ass performer.

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She is a Latina from Manhattan. She is a BMI composer producer educator and entrepreneur, the recipient of numerous awards and is included in who's who in Hispanic America.

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She is a published author and journalist broke barriers as the first woman correspondent for Billboard magazine. While attending Columbia University, her name appears on hundreds of Latin music liner notes and thousands of articles on music, culture,

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community and politics over mainstream newspapers and magazines and media outlets, as a BMI composer, she writes original music for the Nickelodeon hit series, Dora the Explorer, and for orchestra zone wo, which she leads and directs performing from New

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York to the Caribbean to France, a breakthrough round Renaissance woman, Aurora is an entrepreneurial producer and an award winning media consultant, she found that a word communications and 1988 producing national music culture and events from community

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block parties to sold out shows at Madison Square Garden as well as providing corporate public relations to various fortune 500 companies and political campaigns.

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Welcome, Aurora.

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since he was 15 years old when he has been the musical director of the to print a orchestras since he was 19 years old, and that's traveled the world performing in front of thousands of people with his lack and bands like so.

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Excellent sia. He has also shared the stage with artists such as the late great Celia Cruz Oscar De Leon, Tony Ms. And Jose Alberto Del Coronado, and he has worked as a producer, musician with numerous internationally recognized artists.

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He holds a bachelor's of artists in television and radio communications and minor marketing from Brooklyn College welcome Willie.

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No thank you. thank you for having us.

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Plenty Junior.

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Junior Okay, perfect.

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So, we all know that salsa is a very popular genre that spans Latino cultures, and, you know, we won't get into, you know, the little arguments about who created it where it came from where it was origins from we all know that New York City played the

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biggest and best role right we all know that we can agree, at least three of us can. So, Aurora, I think, could you kick us off and just let us know what New York City's role was in the community here and creating and and establishing the history of salsa

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in the US.

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New York City is vitally important to this, and one of the reasons is that, primarily salsa was born in New York City, but the popularity and everything.

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The new music salsa, that they call songs, not though the music, the new music was born in New York City, not in Puerto Rico not in Cuba. It was born here and it was born out of the, the children of Puerto Rican citizens who have, we are celebrating being

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here 100 years, I mean I didn't was colonized in 1898 by 1917, our parents became citizens and by 1927 filing numbers, international composer opened the first Latin music record store on 114 Street and Madison Avenue.

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So, New York City is sort of like the the epicenter of the music that came here, and it was not only music, it was poetry was theater and East Harlem was primed for that.

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And when the music in his home was coming up, was almost as the same time as the Harlem Renaissance, except that when the Harlem Renaissance died down, when the white stuff going to Harlem.

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East Harlem was still smoking it was still going on. And because we had already businesses, Puerto Ricans that we're here, we're protesting with Harlemites, and we got our own businesses the bodega guys, and we were investing in the music, to the point

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that it on every block, especially back in the day when you need it live music even for funerals. There was a band happening on the streets of New York, every single day.

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And one of the things I love about New York, that is so important. New York for me having been born and raised here, having been as Puerto Ricans we've been here 100 years and we've opened the boys to everyone is that we stamp East Harlem, with our culture.

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And with our names. I'm in Spanish Harlem has been talked about in soul music and all musics, and it is called that bother you, and it is still remains as battery.

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And although Puerto Ricans are not are not the prevalent we have opened the doors to the Dominicans to Mexicans to every Latino American, I mean, as someone who was born and raised here I feel that in New York.

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We have the dream of someone believer for Latino unity, at least by dint of territory.

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I have found every Latino from every part of the world here in New York City, and it's a different mentality, New York is an international city, and having gone to school here.

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I've met people from so many walks of life, and the music represents that music comes from people that comes from community, it changes.

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I don't like when people put borders around music, because I got to tell you when I, when I, when we started doing this, I mean we're celebrating

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Hispanic Heritage Month. But I have to tell you when Sasha was big. I did the first one of the first funny All Star shows with Ralph Mercado 1975. And at the time, Mayor beam was the mayor, I went to his office, and we had September proclaimed as salsa

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day in New York City. So September has remained salsa day in New York City. And right now we're celebrating 50 years of of south south, the cheetah of our Latin thing.

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And this orbit because we as the children of these immigrants.

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When the 60s happened and we were all doing the twist and rock and roll. We didn't reject our parents music we embraced it, but we put in the influences that were around us, the influence of jazz, the influence of soul.

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Those were the influences that moved us and that we talked about some of us didn't speak Spanish. So we created the bungalow, which was a merging of both those communities, and in English, and there's many songs that tunes on English, so yes sounds that

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is so much right now, I've been doing well not lately because of the pandemic but lately I had been doing some tours of retired. I love that or I think to the point that you are several of the points that you hit on the community, embracing the parents

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music, a sense of community really parallels with the formation of hip hop right another international genre that that's found in in New York City at this, and I always say, I always say hip hop was from the ashes of salsa, because Sansa, I have to tell

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you, became so popular because all of us kids. We were in public school, and there was music in the public schools. All these artists that became famous from Eddie Palmieri Vaporetto or Willie cologne.

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I mean, we all had music in the schools, so we got that training by the eight is reaganomics took music I was in school then that's when your team.

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Now imagine, to me, I taking music out of the schools was the biggest to me, community crying because I can only imagine the kind of artistry we would have even back in those days, in terms of the soul music that we had, it was coming out of the schools,

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and the churches.

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And now we don't have that.

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But I have to tell you the salsa tours are very important we did tours of East Harlem because of the culture here. I did a tour right before the pandemic with employees from LinkedIn.

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And I love sharing this culture and the music with them. Because at the end of the day, they share it, they get it. They understand it. Music cuts across all languages, and South Suburban lawns to everyone, it doesn't belong to one person.

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When you're an artist, you make music for the world.

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I love that I absolutely love that so so you know we've talked about the history of salsa music but you know we kind of introduced at the beginning the international salsa Museum, and so many people may not have heard of the International assassin Museum,

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yet. So, really, if you wouldn't mind could you tell us about the museum what the mission is and how people can connect with the museum today.

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Yeah, no, definitely, um, you think all first of all you seem a little bit teary eyed because just hearing. Lisa and and Aurora just talking about New York.

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I just get I'm so passionate about New York, that it goes to my bones and I get goosebumps and I get all teary eyed because I love New York so much.

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So, so going back to the international sauce museum Our mission is to preserve the past, educate the president and to influence the future.

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And that goes, the reason why we want to do that is because right now there are various institutions out there that are promoting and educating the public on salsa music but there's not a, there's not a home where people can go to from all over the world

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and and and go to a one stop shop that teaches you saw some music teaches you how to play it teaches you the history of it. You know, there's no place like that in the world so we want to bring that to the Bronx.

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And so yeah that's that's that's it so educate of preserve the past, educate the present, and influence the future, and where people can go and learn more about the international sauce Museum, it's at our website, you can go to international salsa museum.org,

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and there you'll have all the information right now we are in the fundraising stage, there is not a physical location. We are currently working on on raising the funds to get a location in the Bronx.

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But while we're doing that we are in the process of creating pop up pop up Museum in the Bronx and also having pop up events throughout the year in New York City, so we don't have to wait.

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You guys don't have to wait five years 10 years to enjoy.

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What we're building with this House Museum, we just go to our website, follow us on our Instagram pages on our social media, everything you can. You can find this by INTL, like international but abbreviated so INTL salsa museum on all platforms.

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And you can also join our Facebook group, we have a Facebook group, and in our Facebook group I'll tell you this, we just started it last week. If you want to we we cannot do this alone.

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We need the public, we need the international community to really be a part of this it's called international salsa museum for a reason.

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So, in our Facebook group, you'll be able to really chime in and have a conversation directly with me with our partners with a board of advisors and, um, and give us, you know advice what you think, what do you want to see in the salsa museum you know

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we take all those notes, and we're going to add it in our notes and hand it over to the architectural firm which we're actually currently talking to right now.

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Very awesome so really exciting project so kudos to you in in your founding team for really pushing this forward, um, one of the things that that I noticed first about the international salsa museum is the beginning of the name right it starts with international.

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So what can you tell us the people on the call today who may not be familiar with salsa music you know maybe the one or two of them that are there.

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How can you tell us you know about how the sausage is being embraced on the world stage and why it's important to keep the world in mind.

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Okay, I'll share a few words and then, Aurora, share a few words as well when it comes to this.

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Me, I'm a, I'm a, I'm the global impact that I've seen around the world is amazing, as you mentioned before I am a piano player, and I'm the musical director of a group called a group called likes Alexia.

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And with that group. I mean, we traveled all over the world. Our first, our first international concert was in Norway.

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We did the Norwegians also Congress and the love that we had and the support that we had was so amazing, but Norway was like the gateway for us to explore the rest of that part of the world in Europe, so from there we went to.

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We went to Belgium numerous times I call Belgium my second home, Spain, assemble, Cyprus, Italy, I mean, the, the Haiti, Mexico, Chile, Colombia like the salsa, has played such a major world around the such a neat had such a major impact around the world

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that we have other cultures, non Latinos, dancing, music, some of them even even better than us.

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Better than those Latinos like I'm shocked when I went to Cyprus and I saw people just dancing better than me.

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So you haven't gone to Russia.

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That's right, that's right. Um, so, you know, salsa music is one of the only is one of the very few genres, and I think I can agree with me on this salsa music is one of the very few genres that has international appeal in the sense that there's also

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has all over the world. You know, not only salsa Congress is I have to tell you, back in the day, I remember those, those guiding parties Madison Square Garden when we would do the final all stars and all these guys want stage backstage.

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The first time I met Mick Jagger, Mick Jagger will come backstage Andy Warhol will come backstage.

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Stevie Winwood Stevie Wonder because of Stevie Wonder, we with his top, we were able to get a separate Grammy music category, within Nereus, this music appeals to everyone and we haven't even mentioned the Jewish community.

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During the 30s 40s and 50s. Those are the Catskills kept all these big bands alive during the summer, I mean my Jewish friends who call themselves mumble next, they tell me that the number was the Jewish walks.

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And so, everyone, and there were some Jewish musicians who would give them some Spanish names like Alfredo Levy, and they had Latin bands, and we just had the passing of Larry Harlow and holding your model be jostle, the Jewish marble.

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started the protest for us to get the Grammy. So yes, this music is international. You have singers improvisational singers, which is so hard to do from Mexico, like Malone, who also passed away of funny I did one of his records, there's Peruvian so nettles

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Ecuadorians tomatoes Spanish so nettles, they are from all over, and not only that you have the Japanese band or guests that are loose Japanese musicians and a Japanese singer singing in Spanish, all doing this music, it's music, music has no barriers,

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you cannot contain it that way, and that and that is the main reason why we have the word international in there we can just call it a soccer has to.

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I asked that question. Um, I think, the amount of the amount of information that you're providing in 10 minutes we've been talking to us doesn't even scratch the surface on what I'm sure the museum is going to show, so it just really does underscore how

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important it is that the world hears these stories. I mean Aurora you're telling these stories, you know they from memory, and there's like you're dropping these little bombs and there's so many layers, like, Yeah, I was talking to Stevie Wonder, and

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then he got us a new category like that's a whole chapter of a book, you know, the museum, the International museum is so important because if you do not know your pass.

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It's, it's, it's hard to know where you are and where you're going. We need to know our past, and for a very long time, we were invisible and our histories were invisible, but the music beyond a doubt, and the wonderful thing about that is how it created

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a community because I have to tell you in the 60s there were no Latin music radio shows the people that got music into mainstream were the black DJ jazz teachers, and the Jewish Studies, that two songs are up on the radio.

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That's Joe Cuba opening for James Brown, I mean this is what was happening at that time. And we went to the same schools we were in the same communities, the same jobs the same fact the same jails, I mean we work together, it was, it was a community.

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Family Affair.

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And that's the thing. And that's the thing I wrote I said like, you know we can't just people are saying that the salsa music is dying. It's not dying, it's it's it's all over the world.

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It's like there's some countries in Europe and on in.

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In, on the on that side of the world that are experiencing salsa like if it was something brand new, you know, so it's it's it's it's not going to die We just have to preserve the history and the culture because I'm going to be honest here, there's not

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too many genres that.

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Sorry.

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Salsa hasn't really documented his history, the way it should be documented. And I say that because, you know, when I want to find more information about salsa music.

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I need to like Google search, and I'm glad I have people like our order Flores that know that history and I can go to, you know about before is talking about that.

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Yeah. Before I met out old I had to like Google everything and ask questions and stuff like that there's not like one location where I can just go and learn like the Natural History Museum, or like the jazz museum Harlem and there's no place like that

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so we need to have one that represents the Latino culture, the salsa culture and the world culture and how and show people the impact that salsa has had all over the world.

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Yeah.

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Are you mentioned that, right, um, you know, you have to know the past in order to figure out where you're going. And so in terms of where you're going, I just wanted to talk briefly before we go into a q amp a about what plans, the International salsa

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museum has to give back to the community and preserve the legacy of salsa.

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Well, I feel that just by dint of its existence, it will give back to the community so much history, so much that has been lost. I mean this music and I think the appeal of this music is that it is based on the African drum.

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And when I see a movie like the summer of soul, and I see how are two communities, black and Latino community.

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At that time, it was the blacks and Puerto Ricans, that's what it was at the time the blacks and Puerto Ricans, and how this music grew from there it's drum African drums, bass music, and I think its worldwide appeal is because those roots are from Africa,

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and because all of us have a little bit of Africa inside of us.

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Where exactly and then on top of that, the way we aim to impact the community is okay, we're going to learn about the history, we're going to take it back to the roots, Africa, how it made it made its way through the Caribbean through the through the

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trade and then came up to New York, but then also to to influence the to influence the future generation we have to create music programs we have to create dance programs.

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So the way we plan on influencing the community is by offering these extensive essential music programs where kids young adults college students can come to the museum, and not only learn about Willie along and Peter point and my cheat or, but they'll

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able to pick up an instrument, learn how to play the piano, learn the guitar the trumpet trombone, or unclouded because that's another thing, learning the climate that's our heartbeat that's our, that's what we move to. So we're back in, back in the 1990s I would say, I used to go to a school called the boys harbor Conservatory of

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called the boys harbor Conservatory of Music, which was on Madison Avenue in New York City, and they're all the salsa greats used to go there and teach lessons to the kids.

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So at the museum now, 2020, when we open 2026 2027 on planning on opening. We're going to have music salsa music professionals, then all the music that had been there, we're going to teach the kids how to play the instrument we're going to teach them

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how to dance. And not only that, but they'll be able to go to the exhibitions and learn right there in the museum they don't have to go to any other museum they're going to, there's going to be taught right there in the building.

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And aside from that, we're also going to have a recording studio so we're not only going to teach you how to play the instrument, but we're also going to teach you how to record, how to brand yourself how to start your own record label, you know, how

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to how to, how to promote your music, and also we're going to teach the community, financial literacy, because there's a lot of kids out there that they get in the music industry, and they get all these millions of dollars and they don't know what to

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do with it so they spend the money and we all know how that goes. So we're really going to we're really going to be there for the community and really show them what it is to run an effective entertainment business, while also dancing and learning about

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your roots.

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So I mean that's a kudos to you I mean that's that's a really important part of keeping the legacy of life.

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Kudos to you I mean that's that's a really important part of keeping the legacy alive. Um, so I think we're just about we're running up on the hour now so I want to leave some time for some q amp a so thank you very much, Aurora and Willie, for, for having

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the conversation we're going to ask everybody to come back on camera now and we're going to do some, some q amp a with the audience. Now, so every all of our speakers and panelists please bring your cameras back on and I'll just dive into the questions.

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So we have our first question.

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What do you expect from travel agents from Latin America when selling New York, what are the needs when showcasing NYC to our clients, Luis I think that might be a great question for you.

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Certainly, and one of the things that is really interesting to understand when selling to Latin American travel agencies. One is having content in Spanish.

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So if you can have your one pager that has everything in Spanish. That is huge, too.

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If you have video content video is so important, so you can have video client content in Spanish. That's great. And three, understand that the Latin American market works so much with receptive tour operators here in the United States.

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So I always love to ask the Latin American tour operators who are the receptive tour operators, how are you buying because not all of them are going to buy directly from you.

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Many of them are going to want to work with the receptive tour operators. So if I could give you one piece of advice is when you're speaking to clients and Latin America, ask them, How are you selling New York, and then let them explain either I'm buying

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looking directly or I'm using a receptive and then find out who that receptive tour operator is so that you can then really get your product to them in the right way.

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And of course if you guys have any questions even how to tackle this market, I'm more than glad to put my chat box because I could go on for hours. So absolutely, I will be providing the contact information for all of our speakers today and the follow

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up email so you'll definitely have a chance to reach out afterwards if you want to ask them one on one questions.

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I actually on that point I did notice a question in the chat earlier and it was kind of addressed but I just want to make sure that we ask it.

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The question is it necessary to speak Spanish to service the Latino community.

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If everyone spoke English, I would say, No, but because so many people from Latin America, do not understand Spanish, it's going to be very difficult for them to understand if they don't know the language.

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So just understanding, right, like when you think of the US Hispanic market. Most of the US Hispanic market does speak English, or at least is Spanglish right we go back and forth between both, and that's okay.

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But when you're going to talk to Latin America, and people don't understand English, you have to speak to them, I mean that's the basics of communication you want them to understand your message so yes for Latin America, Spanish speaking is very important.

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And that's why there are representation companies to help you if you don't have Spanish speaking people on your teams.

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Awesome, thanks. JOHN, real quick, if I may add to, to the first question we as an organization are also going to be creating resources that we can share with you.

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Once we launch our tourism campaign in the Latin American market, market which woke up and soon we believe he woke up and before the end of the year. Time to be determined, but we are going to be creating a toolkit and editorial to get better we're happy

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to share with you via our newsletter that if you guys haven't subscribed, you can do it by visiting NYC google.com, we will create a toolkit that will give you guys ideas on how to promote New York City, what language you should be using.

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What type of things you should be promoting what events you should be highlighting, just so that you guys are as empowered as possible to promote the destination, and to help us promote the destination and bring that to your clients.

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So call me as I'm dropping the newsletter link into the chat.

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Aurora and and and will you don't have any questions for you but I hope you're taking note of in all the chat all of the support all of the places that that you're getting shouted out I saw a salsa during Kwanzaa in Atlanta, which has to be words I never

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thought I'd hear at the same time. I'm so happy that we did it just for that, but there is a note from Robin Simon's here for you all it says please note we have a great team of young Hispanics that have reintroduced the international salsa Congress to

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New York City, we have held our congress over Labor Day weekend in New York City in Times Square and we will be back in 2022 over Labor Day weekend and I will be close to 10,000 attendees over the course of the weekend.

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So let's continue to push all set and keep it going strong.

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So yeah, it's, I kind of just jump on the record.

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We are in conversations with Vilma, So thank you very much we are definitely

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great great great great, we do have another yeah and tell them not to forget the women and tell them not to forget the women band leaders because it tends to get very much.

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It tends to be a very much testosterone club and there's so many more women involved in Tulsa now, so it's a great thing.

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Thanks for saying that. Robin please make sure that you keep the women band members, and she's right.

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We do have another question here that says please, please briefly address the difference in communicating with the Vizier Latino client and a corporate Latino client,

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you over to think that.

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So that's a great question because obviously when you're speaking leisure, you're speaking, and I think it's very similar to the US market in terms of leisure it's fun, it's vacation.

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It's families it's you and your loved ones.

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And then when it's corporate, of course, the language changes right we're now talking about mice and we're talking about conventions and incentives and events and so for both of them I would say, if I have to

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put a ratio in a number when it comes to leisure in Latin America, it's definitely going to be a lot more heavy on Spanish speaking, corporate, of course, now you tend to get more into more English speaking, but still, I cannot emphasize, we are literally

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working a group for 20 people right now that we're bringing from Columbia in two weeks. And when we had our pre con with them. They, one of the things they said was, I can't tell you guys how even though they're fluent in English, just how important it

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is to understand and speak with someone that understands her language. So, if you can have Spanish speakers for fit, and for a corporate. It's so important because yes, even if they do speak English.

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When you can speak in your own native language, it just, it shows that you really caring you're putting someone on your team, or you're working with someone that wants to help you reach that audience, and there's less room for, you know, error and miscommunication

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So, but overall leisure, definitely a lot more heavy on Spanish corporate you can get away with more English, but if you can have Spanish for both, you'll be in the win win situation there.

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Awesome. Thank you, Lisa, I'll, will you get one last question for you. The question was, when will the museum open I think you said 2026 2027.

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Yeah, it's pretty ambitious, but we're moving with urgency legends are legends are passing away and we really want to give them their flowers while they're here.

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So, that's the date it. That's important. I away you know Columbia is one of the biggest capitalism south side right now. I just saw with the Olympics to Colombian women that were part of the swimming championship and the whole team was with some some

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music, they were amazing. Amazing. Oh that's great I wish I had seen that.

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We're right up on three o'clock now. So I do want to thank you all for being with us today all of our speakers Aurora, Willie Louisa Madhu Preska.

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All of our team that helped put this together Susan Jenny, I'm just thinking the entire team for putting this together and thank you for our audience for joining us as always, please do use our website and yc go.

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content for you. So as you see you can check out our content hubs at embracing diversity the black experience or the Latino experience with more to come. You can take a look at our tourism campaign it's, it's time to New York City, and it's, and also what's open and then we still have for the people who can get here yet.

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we still have for the people who can't get here yet. We do have virtual site tours and virtual field trips available on our site in addition to our monthly webinars who love to travel trade meeting planners and embracing diversity that live on our website