



From left: St. Maarten's marketing representative for Brazil Ricardo Roman, Silviane John of Office de Tourisme, Interim Director of the St. Maarten Tourism Bureau Edward Dest, Rachel Rexarch from Anguilla and William Bell, of the tourism bureau.

Island well represented at Annual ABAV trade fair

BRAZIL--St. Maarten/St. Martin were represented at the Brazilian Travel Agencies Association (ABAV) Travel Trade Fair and Tourism Fair of the Americas from September 4 to 8, 2013. The annual event took place at Latin America's largest exhibition centre, the Anhembi, located in São Paulo, Brazil.

Interim Director of the St. Maarten Tourism Bureau Edward Dest and William Bell also from the bureau represented Dutch St. Maarten. Silviane John represented the French Office de Tourisme in an effort to jointly promote the destinations.

The large exhibition area was divided into Brazilian, Latin American/Caribbean, and International to ensure

visibility and integration of the entire tourism production chain links and more business and better results for exhibitors and visitors alike.

"ABAV is an excellent and important tourism event where all major players of the Brazilian tourism market participate. With more than 2,700 exhibitors and already known as the largest and most important tourism fair promoted in the Southern Hemisphere, the trend is that the event will grow more at each edition, either in the number of exhibitors or visitors," said Antonio Azevedo, president of the Brazilian Travel Agencies Association (ABAV).

More than 50 countries were represented, 454 buy-

ers, 1,500 exhibitors, 5,500 training events, 28,000 travel industry visitors and 50,000 consumer visitors.

