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Quito

LATITUDE 0°  
**ECUADOR**

## Quito Turismo in Europe

### The capital of the Middle of the World triumphs at the LATA Expo trade fair

Quito Turismo attended the LATA Expo trade fair in London, where it had more than 75 meetings with travel agents.

British journalists expressed their interest in learning more about Quito and covering it in media outlets such as National Geographic and Travel Weekly, among others.

To end their experience, attendees tasted the renowned Pacari chocolates, a Quito product exported worldwide.



### 'Taste of Quito' promotes Quito's cuisine

As part of the LATA Expo fair, Quito Turismo organised 'Taste of Quito', an event which introduced more than 300 attendees to Quito's cuisine through innovative proposals in a menu put together by Ecuadorian chefs. They were served empanadas de viento, hornado and suspiros, among others.



## Quito returns to Europe to strengthen its position as a tourist destination

On 18 June, Quito Turismo presented Quito as a tourist destination to the main media, tour operators and travel agencies in Barcelona, promoting the 10 + 2 reasons to visit the capital of the Middle of the World. Attendees were able to sample Quito's cuisine, with a brunch hosted by a renowned Ecuadorian chef.

And, in order to promote and strengthen Quito's position in the Spanish market, representatives of the tourism office held two important meetings with the Barceló group and with B the Travel Brand & Catai.

Quito Turismo organised a roadshow in the cities of Paris, Brussels, Frankfurt, Berlin and Amsterdam between 20 and 24 June, with the aim of consolidating the city's position as an international tourist destination, increasing the European market's knowledge of the capital of Ecuador and securing new promotion opportunities.

Each event was attended by more than 50 representatives of Europe's leading travel agencies, tour operators and media.

Thanks to the initiative, members of the Ecuadorian tourist industry such as Golden Galapagos, Bellavista Cloud Forest, ATC, Art Hotels, Georeisen, Adventure Journey, Hotel Illa Experience, Tucaya Tours, Rebecca Adventure Travel, Sat, Advantage Travel, Voyages De Reve, Gala Cruisies and AirEuropa were able to hold a workshop with renowned European tour operators.

It was supported by strategic partners such as AirEuropa and Pacari, who held raffles for trips to Quito and chocolate tasting for attendees.

