



night accommodation numbers have seen increases of 15 to 22 percent monthly from January to July of 2016. The majority of visitors still come from Canada and the US, but European and South American markets are coming on board. Consistent growth is predicted for the future, as more travelers are lured by expanded marketing initiatives to choose Belize as their go-to destination.

BTIA continues to develop projects based on market trends, globalization, and membership needs. One key event is the Belize Tourism Expo (BETEX) that takes place every two years. The upcoming show in May 2017 promises to be the best yet. Burgos says, “We bring travel agents from all over the world to meet with our local tour operators and service providers over a three-day period. This is the only event of its kind in Belize, and reinforces the purpose of the Association to support and provide networking opportunities for our members.”

“Destination Belize” is a signature magazine produced by BTIA, and the only publication featuring a full perspective of the country. Print copies are distributed worldwide through Belize diplomatic offices, and by BTIA Board Members attending international travel and road shows. The Belize Hotel Association assists with national distribution, while BTIA members ensure

the magazine is available at every hotel in the country.

“This year, for the first time, we are expanding the Destination Belize marketing platform to promote Belize globally,” says Burgos. “We are producing an electronic version, available by app, as well as a dedicated website just for the magazine. The key factor is to make it accessible to everyone. Keyword-coded technology will make downloading easy and accessible from anywhere.”

BTIA is thrilled to announce that this is the first app to promote Belize as a tourist destination. The official launch of the new website and the online ‘e-book’ edition of Destination Belize is slated for October 3, 2016.

Open for business!

Belize is a tropical treasure whose time has come. And BTIA is working tirelessly to spread the word. Affiliations with other private sector tourism entities – locally, regionally, and internationally – allow sharing of knowledge and experience. Burgos adds, “We can be beneficial to other countries in similar positions on how to challenge the system and be successful. Anyone interested in visiting or doing business in Belize, feel free to contact BTIA and we can easily align them with our members, based on the needs and services they require.”