

# ROMANCE TRAVEL FORUM

The Event for Travel Professionals  
Focusing on Destination Weddings,  
Honeymoons and Romantic Getaways

Paradisus Palma Real ♡ Punta Cana, Dominican Republic ♡ June 19-23, 2017



**QUALIFIED**  
★ ★ ★  
**Hosted Travel Agent Program**  
★ ★ ★  
**LEADS**

**Paradise**  
PALMA REAL RESORT  
DOMINICAN REPUBLIC



# 2017 EVENT PROSPECTUS

[www.RomanceTravelForum.com](http://www.RomanceTravelForum.com)

Produced By:  
**TRAVELSHOW**  
MARKETING GROUP





# NOW ENTERING ITS FOURTH YEAR,

the Romance Travel Forum is designed to increase profitability while building a strong professional network among key suppliers and sellers of the romance vacation niche.

This exclusive event will offer suppliers an unparalleled opportunity to tap into an audience of top-producing romance travel sellers who have been hand-selected to attend through a rigorous qualification process, comprising a comprehensive review of each delegates individual book of business, professional references and branding.

Participating travel suppliers will have unique opportunities to interact with travel agent delegates through mutual one-to-one meetings, open engagement times and unique interactive networking events.

To ensure suppliers and travel sellers have sufficient time to conduct meaningful exchanges, participation at the Romance Travel Forum is limited to 175 travel sellers and 85 supplier companies.

## HOSTED AGENT PROGRAM

The Romance Travel Forum is a hosted travel agent model to ensure the highest caliber of travel agent is in attendance, however, the Event Management team has a small reserve of positions for travel agents with a proven book of general business with aspirations to grow this niche as part of their business plan.

The Romance Travel Forum is produced by Specialty Travel Forums, a division of Travel Show Marketing Group (TravelSMG), an independent event company which caters solely to the leisure travel agent community.

With a growing event portfolio, the Specialty Travel Forums portfolio also includes the Family Travel Advisor Forum, a boutique sized niche event geared toward the lucrative multi-generation, reunion and family group getaway markets.

In addition to our niche programs, The TravelSMG produces two of the largest travel agent tradeshow in North America, including both the Spring and Fall editions of the Travel Agent Forum, along with the twice monthly newsletter Travel Agent Spotlight, offering relevant articles for today's travel seller.

The organization works with a number of associations and marketing partners, which contributes to the overall marketing reach of well over 85,000 travel agent professionals.



# WHO SHOULD EXHIBIT

The Romance Travel Forum features a diverse representation of supplier types, both categorically and geographically. Supplier company types include:

- All-inclusive resort chains and individual properties
- Hotel and resort properties (EP)
- Boutique/independent hotel properties
- Hotel representation companies
- Destinations/tourism boards
- Wholesalers
- Cruise lines
- Destination management companies
- Transportation providers
- Full-service wedding vendors
- Associations and resources for the romance focused travel professional.

The 2016 Romance Travel Forum featured representation from all points of the Caribbean, Mexico, South and Central America, Hawaii, Tahiti, Asia and more. For 2017, we anticipate increased visibility from other regions, however, to ensure there is no over-representation in any given area, the Event Management team will close sign-ups within any region or category if necessary.

## SUPPLIER BENEFITS

Participation at the Romance Travel Forum offers your company direct access to an exclusive group of established travel sellers who are eager to build their supplier network and overall profitability. With our turnkey package options, your company will have the chance to maximize your brands presence among top producers who have been hand-selected and identified as an important partner to your business.

**BONUS:** The all-inclusive venue allows you to take full-advantage of top amenities at no additional cost. Simply show up, and be prepared to conduct business!

- ♡ 2-to-1 Seller-to-Supplier Ratio
- ♡ Branded Showcase Table with as many as 50 one-to-one appointments
- ♡ Open engagement time on the Showcase Floor
- ♡ Access to fully-vetted top producers from the US and Canada, who attend on a hosted basis
- ♡ Complete access to networking events
- ♡ Accommodations at the beautiful Paradisus Palma Real

The 2016 event sold-out in advance – ACT NOW to secure your position!  
Sponsorship and marketing options are available.

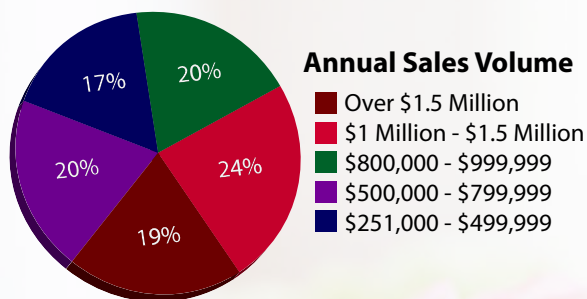
For more details or to secure your position, contact **Jennifer Fernandez**, at 718-979-1952  
or [Jennifer@SpecialtyTravelForums.com](mailto:Jennifer@SpecialtyTravelForums.com).



**99%** of our attendees actively book destination wedding groups  
(100% book honeymoons and other romantic celebratory occasions)

## 2016 TRAVEL AGENT PROFILE

Year-after-year, the Romance Travel Forum attracts a sample of the industry's top-performing romance sellers. Hand-selected to attend, delegates represent a cross-section of experience levels and a diverse client base with varied romantic vacation interests. From large resorts to boutique properties, from the Caribbean to Asia, delegates are interested in meeting with suppliers who can satisfy all their clients' needs. Here is a quick profile of the 2016 Romance Travel Forum travel seller:

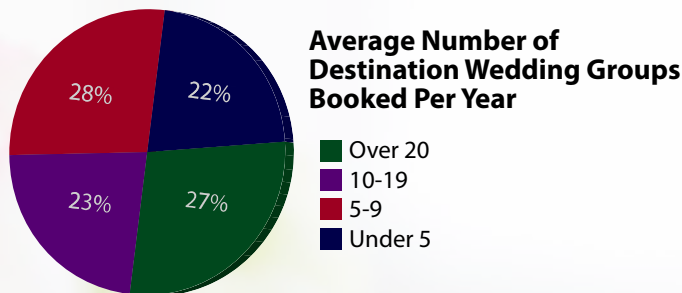
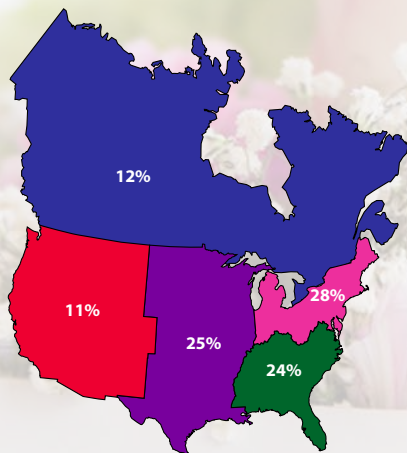


“It was an excellent tradeshow and everyone that I met had a genuine interest in Tahiti and her Islands. Quality of the agents was very good. We are already working on requests that I have received from the connections I have made in Punta Cana! Thank you for putting together such a great event!”

– *Merehani Parker, Tahiti Nui Travel*

“I love attending the Romance Travel Forum it is a well done show and a great venue to meet some of the most qualified agencies that sell Romance Travel in our industry!”

– *Rosemary Sarkis, NEST*



“Awesome event!! Business already rolling in.” – *Angie Bechtold, Exclusive Group Travel*

“This was my first time attending and I have nothing to say but great things about the event! I'm looking forward to the next event!”

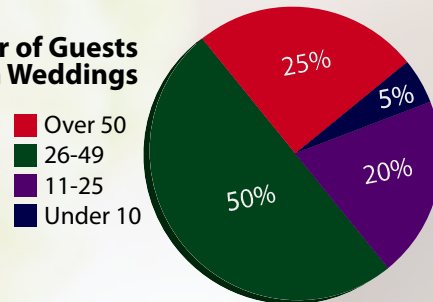
– *Delia Osegueda, Blue Diamond Resorts*

“This was my first time attending the show and I didn't know what to expect but I was pleasantly surprised at the quality of the agents attending. For those agents who hadn't visited the destination in many years or never experienced it at all, they showed genuine interest in getting to know the product so that they could sell it to their clients. I'm looking forward to next year's show!”

– *Debbie Hutchinson*

*The Westin Grand Cayman Seven Mile Beach Resort*

### Average Number of Guests Per Destination Weddings



For more supplier and travel agent testimonials, visit <http://www.romancetravelforum.com/testimonials/>