



Brazil-Europe Marketplace 2024

Rio de Janeiro, 11 November 2024

São Paulo, 12 November 2024



The inaugural **Brazil-Europe Travel Marketplace** will connect European destinations and travel suppliers with Brazilian buyers (operators and agents), to foster responsible and sustainable tourism.

Together, we aim to encourage regional dispersal, longer stays, and greater local spending.

With destination presentations, one-on-one meetings, and countless networking opportunities, this is an event you don't want to miss!



OBJECTIVES

- Establish an effective platform for European suppliers to connect with Brazilian buyers, showcasing compelling reasons to visit Europe.
- Educate selected Brazilian tour operators about new European destinations, products and experiences to expand their sales networks.
- Promote responsible and sustainable demand by encouraging regional dispersal, longer stays, and increased local spending.
- Increase awareness of Europe and the work of ETC within the Brazilian market.

Rio de Janeiro

11 November 2024

13:30 – Registration

14:00 – Start of event. Welcome speech + brief presentation of exhibitors

14:15 - Meetings (free flow)

17:00 – Prize draw and cocktail

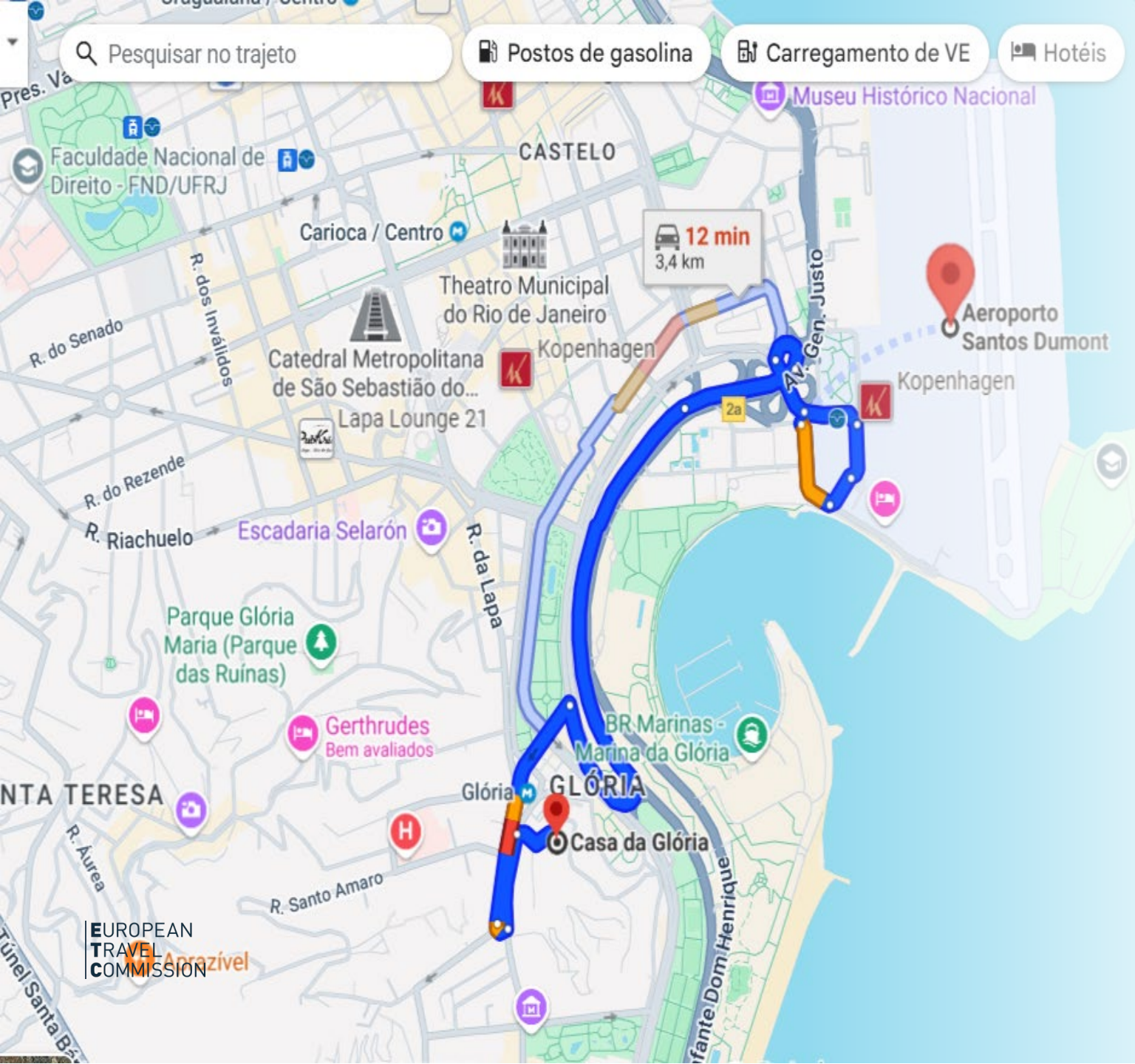
18:00 – End of event



Venue



**Casa da Glória
Rio de Janeiro**



Casa Glória

Rio de Janeiro

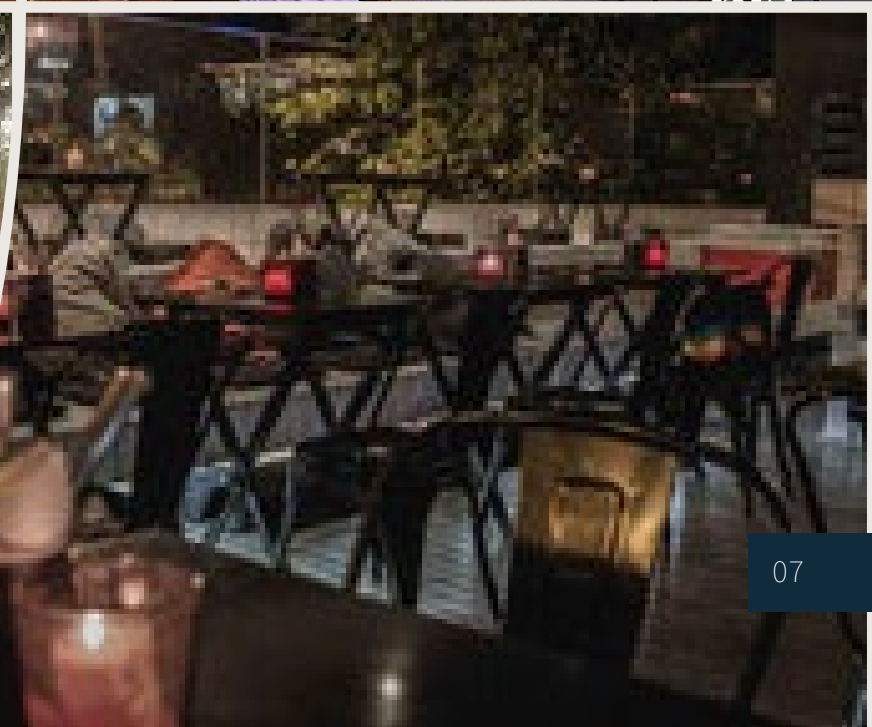
- Only 10 minutes from SDU airport and 20 from GIG (international arrival)
- Excellent infrastructure for our venue
- A charming and cozy ambience for our inside event and a very “instagramable” outside place for our sunset farewell drink
- Near good tourist spots in Rio de Janeiro

Casa Glória

Ladeira da Glória, 98 – Glória
Rio de Janeiro

Website:

<https://casadagloria.com.br/>



São Paulo

12 November 2024

08:30 – Registration and brunch – Operators

09:00 – Start of event. Welcome speech + brief presentation of exhibitors

09:15 – Meetings operators (free flow)

12:30 – Prize draw and end of event

Quick lunch for ETC partners

14:00 - Registration and brunch – Agents

14:30 – Start of event. Welcome speech + brief presentation of exhibitors

14:45 – Meetings agents (free flow)

17:30 – Prize draw

18:00 – Cocktail and end of event



Venue



Renaissance Hotel São Paulo

EUROPEAN
TRAVEL
COMMISSION

Renaissance Hotel

São Paulo

- Great location, about 2 minutes walking from Paulista Avenue
- The best infrastructure for our venue
- Hotel ambience (the partners can stay at the hotel)
- Several instagramable venue for our farewell drink
- Excellent catering options



Renaissance Hotel

Alameda Santos, 2233 - Jardim Paulista,
São Paulo - SP, 01419-002

Website:

<https://www.renaissancesaopaulohotel.com/>



How to participate

- The workshop is open to all ETC members and their partners. Each member decides the partners (destinations, hotels, airlines, etc) from their country that they wish to invite.
- Each country can register up to 8 companies, including the NTO.
- Each company can register up to 2 delegates per workshop.
- Participants must cover their own travel expenses.
- Please register using the link below before 20 October 2024:

<https://etc-corporate.org/campaign/brazil-europe-travel-marketplace-2024/>

Select the option “I am EUROPEAN SUPPLIER” to register

KPIs

RIO DE JANEIRO

- Meeting sessions: 10 operators + 40 selected luxury agencies + local trade media
- Number of exhibitors: up to 8
- Number of delegates per exhibitor: up to 2
- Format: free flow
- Meeting duration: free time limit, considering the TOs and travel professionals will go the their most interesting destination accordingly.

SÃO PAULO

- Meeting sessions: 30 operators + 30 selected luxury agencies + local trade media
- Number of Exhibitors: up to 8
- Number of delegates per exhibitor: up to 2
- Format: free flow
- Meeting Duration: free time limit, considering the TOs and travel professionals will go the their most interesting destination accordingly.

Timeline

Action	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11
Choosing the local venue for SAO and RIO	X	X									
Preparing ETC invite and guest list		X									
Sending a Save the Date			X								
Ending date for Air company to join the workshop				X							
Sending the oficial ETC invite			X		X						
Final choosing of menu and special goodies					X	X					
RSVP with trade guests and media											
Final check list and details							X	X	X	X	
Events day in SAO and RIO										X	X
Week 1	September 2nd to 6th										
Week 2	September 9th to 13th										
Week 3	September 16th to 20th										
Week 4	September 23rd to 27th										
Week 5	October 1st to 5th										
Week 6	October 7th to 11th										
Week 7	October 14th to 18th										
Week 8	October 21st to 25th										
Week 9	October 28th to 31st										
Week 10	November 4th to 8th										
Week 11	November 11th and 12th										