

Tourism Marketing Meeting to Feature Latin America Marketing Specialist on May 10

Auburndale, FL (May 4, 2018) – Polk County Tourism and Sports Marketing (PCTSM) will host the next Tourist Development Council (TDC) Marketing Committee Meeting at 9 a.m. on Thursday, May 10, 2018.

Victor Manjarres, President of TM Latin America, will be the featured guest speaker. Manjarres, who has nearly 30 years of experience in the tourism industry, will discuss his company's strategies to promote Polk County as a tourist destination to Latin America markets. TM Latin America has extensive experience in marketing, sales, communications, public relations, brand positioning and e-commerce in the tourism sector in the major markets of Latin America including Brazil, Mexico, Colombia and Argentina, with presence throughout the entire region. Latin America is one of the fastest growing international markets in the travel and tourism industry and Central Florida is one of the top vacation destinations for Latin Americans. Manjarres will present an overview of this market and how PCTSM is targeting this audience and how businesses can capture more visitors from Latin America.

The meeting will be held in the PCTSM conference room located at Lake Myrtle Sports Park, 2701 Lake Myrtle Park Road, Auburndale. Industry professionals are encouraged to attend. For more information, contact Kris Keprios at 863-551-4750 or Kris@visitcentralflorida.org.