

- [Home](#)
- [Hotel News](#)
- [Tourism News](#)
- [Transportation](#)
 - [Aviation News](#)
 - [Cruise Travel](#)
 - [Railway News](#)
- [Вокруг Света](#)
 - [Организации и ассоциации](#)
 - [Безвизовые страны](#)
 - [Авиация](#)
 - [Железные Дороги](#)

Third Edition of CULTOUR, Quito, Ecuador

Posted by [Nadezda Basyrova](#) on Jul 7, 2011 in [Tourism News](#) • [No comments](#)



After Santiago de Compostela, Spain and Cologne, Germany, the third edition of CULTOUR, *Global Heritage and Cultural Travel Exhibition*, was held in the City of Quito, Ecuador, as part of the program of Quito as the American Capital of Culture 2011, sponsored by the Ministry of Tourism and the City of Quito.

When last year, during the celebration of MITM Americas 2010, GSAR Marketing proposed to Mr. Augusto Barrera, Mayor of Quito, to hold CULTOUR in Quito, he was enthusiastic about the idea and thanks to his keen interest in the project, CULTOUR was celebrated in Quito.

The idea, which the Mayor understood immediately, was to profit from the opportunity of the cultural capital of Quito by bringing to the city a good number of travel professionals from all the world, giving them the opportunity to see the great cultural offer of Quito and Ecuador. The Minister of Tourism of Ecuador, Mr. Freddy Elhers, saw the opportunities too and gladly gave the support of the Ministry to CULTOUR.

So, CULTOUR has brought to Quito and Ecuador 70 top tour operators and travel agents from 24 countries, not only to meet one-to-one with exhibitors from 14 countries in the Americas, Europe and Asia, but to give them all the opportunities to see and experience all the features of Quito and Ecuador before mentioned, by offering them a wide range of post-CULTOUR fam tours: Imbabura, Haciendas of the Andes, Cuenca, Amazon and Galapagos Islands.

Each international buyer present at CULTOUR had been scheduled 20 one-to-one meetings with exhibitors of their choice, plus the possibility to complete more meetings in

CULTOUR or during the programmed networking functions: one welcome reception, two working luncheons, one closing gala dinner and three coffee breaks.

A total of over 1.660 business meetings between exhibitors and hosted buyers were completed by the end of CULTOUR.

CULTOUR is a tool, an instrument to develop a new travel market niche, particularly for countries and regions where they do not have any other thing to offer but cultural and heritage travel.

Countries around the world are not doing enough to protect their cultural heritage. The problem is the high cost of maintaining and protecting their cultural heritage treasures. Precisely, the only way to get funds for it is to develop cultural tourism. And CULTOUR is a place where countries are able to have their cultural features commercialized.

The future of cultural tourism looks very promising beyond question and the countries, thus regions, cities and venues ready to promote, receive and service it, will be the ones to profit most from it.

CULTOUR 2011 FACTS:

EXHIBITORS: 14 countries: Albania, Bhutan, Bolivia, Colombia, Croatia, Ecuador, El Salvador, India, Japan, Mexico, Peru, South Africa, Spain and the USA.

BUYERS: 24 countries: Argentina, Belgium, Brazil, Canada, Chile, Colombia, Czech Republic, France, Germany, Hungary, India, Italy, Latvia, Lithuania, Mexico, Norway, Poland, Russia, Switzerland, Thailand, UK, USA and Venezuela.

Contacts between exhibitors and buyers: 1.660

Estimated business: \$78.000.000

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