



THE ASSOCIATION OF PROFESSIONALS
OF LATIN AMERICA AND CARIBBEAN TOURISM



COTAL
FRANCE

PROGRAM 2024-2025

(July 1, 2024 to June 30, 2025)

WHY

BECOME A MEMBER OF COTAL ?

- Join a dynamic and rapidly growing organization.
- Gain visibility for your brand at various events and through our communication channels.
- Strengthen your visibility as a key player in the Latin American and the Caribbean market in France.
- Benefit from a network of targeted members and partners.
- Take advantage of our exclusive offers to participate in our various activities.



ANNUAL SUBSCRIPTION

(from July 1 to June 30)

500 €

COTAL.FR

THE ESSENTIAL SITE FOR
TOURISM PROFESSIONALS

The website aims to be a true link between members and French tourism professionals.

This version is optimized for different devices: computers, tablets, and smartphones.

You will have a dedicated space where you can store your press releases in PDF format, videos, photos, news, and more.

We regularly update the site based on current events.



8,770
UNIQUE VISITORS.

WORKSHOP

For nearly 20 years, we have been facilitating contact between tourism professionals by organizing workshops in Paris and other regions, complete with cocktails and prize giveaways, offering additional visibility to participating members.

This year, we will again organize workshops featuring numerous exhibitors (airlines, cruise lines, inbound operators, tour operators, hotels, and many tourism offices) who can meet with French tourism professionals.

The workshops offer :

- Exhibitors: will find an opportunity to develop and strengthen their brand, present their destinations, products, and new offerings.
- Visitors: will acquire a deep knowledge about Latin America and the Caribbean.

These events are important for generating business opportunities and creating potential partnerships.

In February 2025, we will organize workshops in Paris and Lyon.



WORKSHOP 2024

Location: Cuban Embassy in Paris.

Number of registrants:

- 145 tourism professionals, including 9 journalists

Number of visitors:

- 92 tourism professionals, including 7 journalists

For more information: contact@cotal.fr

MONTHLY

NEWSLETTER

We send a newsletter every month (except in July and August) to over 8,000 French tourism professionals to promote Latin America.

This monthly update includes thematic articles, current news, and information or updates from our sponsor members.

The open rate is between 15% and 20%.

- You get a visibility spot at the beginning of the newsletter.
- Engagement can be tailored to your needs: one spot in a single newsletter or an annual package (10 spots).
- You can start the collaboration at any time.



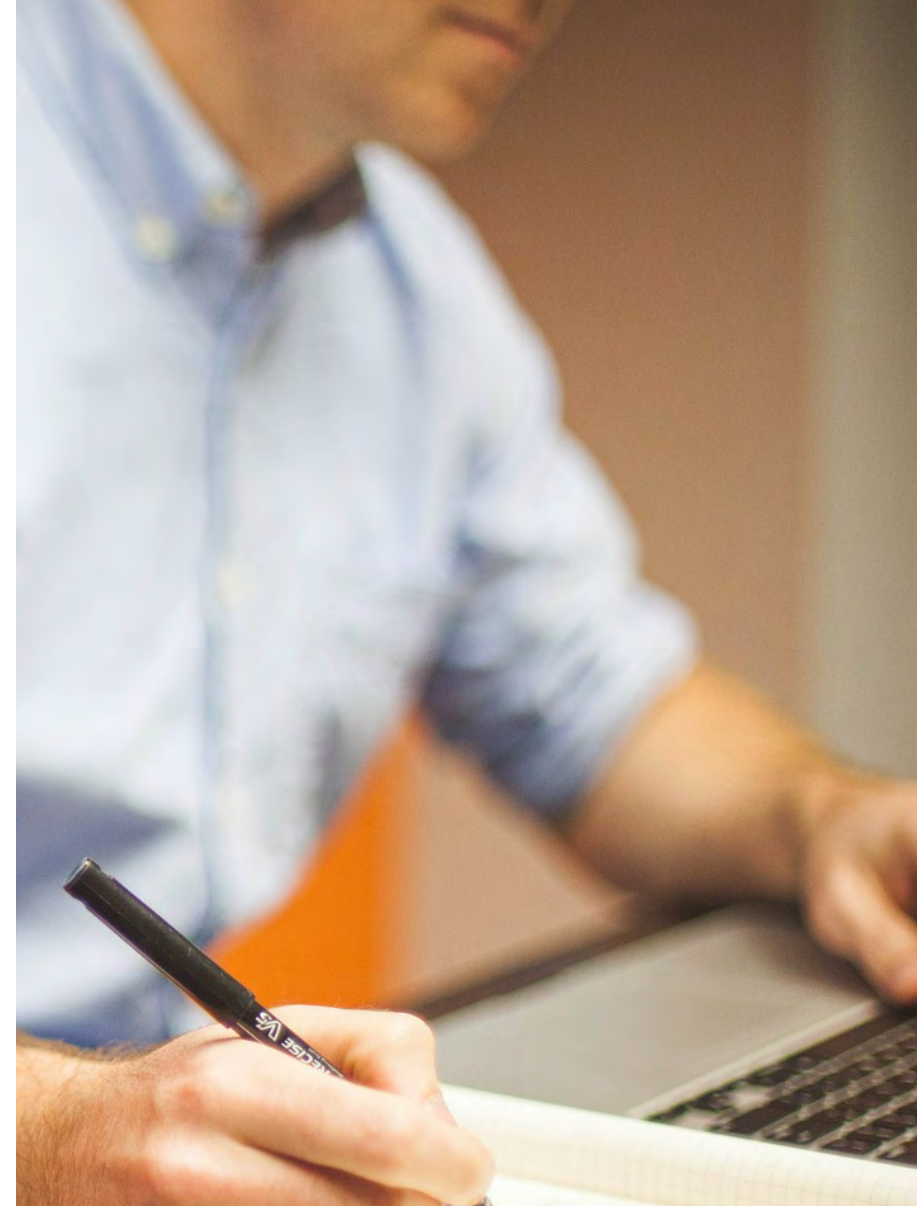
SHARE YOUR NEWS!

For more information: contact@cotal.fr

E-LEARNING

Objective: We aim to enhance the skills of tourism professionals on Latin America/Caribbean and highlight our partners.

- **Flexibility and interactivity:** Participants learn at their own pace with interactive tools available at any time.
- **Personalized content:** Partners can increase traffic to their sites through 10 specific questions.
- **Communication campaign:** Your visibility is boosted through campaigns on LinkedIn, newsletters, and press releases sent to professional media.
- **Rewards:** Participants are rewarded with attractive prizes such as trips and tech gadgets.
- **Recognition:** Participants receive the "EXPERT AGENCY" label to highlight their expertise, build client trust, and stand out from the competition.
- **Networking:** Partners can strengthen their network.



E.LEARNING 2024

Approximately 100 participants

For more information: contact@cotal.fr

LINKEDIN



Recognizing that social media is an essential communication tool today, we have strengthened our presence on LinkedIn since April 2024 by entrusting the management of our page to a social media professional.

Objective:

- Enhance your visibility.
- Develop your network.
- Share relevant content.

Follow us on LinkedIn:

<https://fr.linkedin.com/company/cotal-france>

NUMBER OF SUBSCRIBERS:
Growth: +25% since April 2024

For more information: contact@cotal.fr



AFTERWORKS

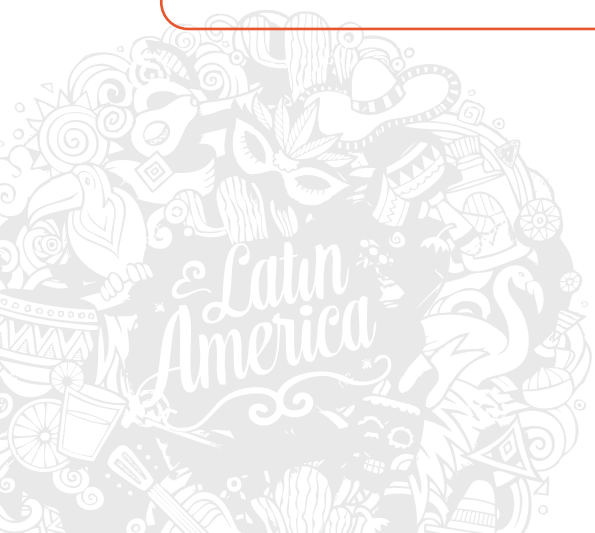
Objective: Share a friendly moment with tourism decision-makers and experts to discuss your latest news.

- Position your company as a leader in the industry.
- Show your updates and new offerings.
- Strengthen your relationships with the association and its members.



SPONSOR
THE AFTERWORK

For more information: contact@cotal.fr



COCKTAIL IFTM

Objective: Share a friendly moment over a cocktail and enjoy Latin American cuisine with tourism professionals.

- Enhance your leadership in the sector.
- Interact directly with tourism professionals.
- Strengthen your relationship with the association.



SPONSOR
THE COCKTAIL AT IFTM

Budget: Approximately €3,000

For any information, please contact: contact@cotal.fr

VOLUNTEER

CONTACTS

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COTAL FRANCE

contact@cotal.fr



COMPANY _____

Represented by:

LAST NAME _____ FIRST NAME _____

POSITION _____ TÉLÉPHONE _____

EMAIL ADDRESS _____

MAILING ADDRESS _____

WEBSITE _____

1 WISHES TO JOIN OR RENEW MEMBERSHIP WITH COTAL FRANCE

Season 2024-2025 Total Amount: *Membership Details: Please provide company name, email, logo in JPEG format, mailing address, website redirection address and phone number.*

2 I WISH TO PARTICIPATE AS

airline company / tour operator / receptives / hotels / cruises / car rental / transport

RATES	MEMBERSHIP 2024-2025	E-LEARNING	NEWSLETTER 1 promotional spot	LINKEDIN 1 post	WORKSHOP Paris	WORKSHOP Lyon
500 €	X	X	X	X	-	-
1 200 €	-	-	-	-	X	-
600 €	-	-	-	-	-	X

special rate for tourism offices

RATES	MEMBERSHIP 2024-2025	E-LEARNING	NEWSLETTER 1 promotional spot	LINKEDIN 1 post	WORKSHOP Paris	WORKSHOP Lyon
500 €	X	X	X	X	-	-
750 €	-	-	-	-	X	-
400 €	-	-	-	-	-	X

3 NEWSLETTER SPONSORSHIP REQUESTS

1 time promotional spot: €120

10 promotional spots: €1,000

4 LINKEDIN COMMUNICATION REQUESTS


Yes No

5 SPONSOR THE COCKTAIL AT IFTM REQUESTS

Yes No

6 SPONSOR AN AFTERWORK REQUESTS

Yes No

 **AN INVOICE WILL BE PROVIDED UPON REQUEST UPON RECEIPT OF THIS REGISTRATION FORM**

Payment of invoices is due upon receipt, preferably by bank transfer. Any fees related to cashing or receiving foreign checks or wire transfers will be billed separately. (For payments from a non-European bank or in a currency other than Euro, please allow for a €30 supplement to the total.)

 **PLEASE SUBMIT THE REGISTRATION FORM TO COTAL FRANCE**

VIA EMAIL > contact@cotal.fr