



Love Mexico Los Angeles and New York 2011

To help further solidify Mexico's place as the top location for destination weddings and honeymoons, the Mexico Tourism Board together with Mexico Wed recently held two Love Mexico events in New York and Los Angeles. The events, attended by members of the media, representatives from Mexico's most luxurious resorts and numerous tour operators and wedding planners, showcased the growing trend toward destination weddings and why so many North Americans have made Mexico their number one choice to wed or honeymoon.

Love Mexico LA took place at the Taglyan Cultural Center on May 24th, with the attendance of 95 professionals. The educational program include top speakers like Jeff Hendlin, Vice president of Bridal Guide, Ed Cotton, Chief Operating Officer, DestinationWeddings.com, Gabi Lavor ,owner Planner 1 events, Trevor Dayley, Destination Wedding Photographer, Verónica Ruiz Chiu, Director of the Baja California Sur Tourism Board, Melissa Krueger - Senior Director Sales, West Coast Travel Impressions and the Keynote Sesion was given by Susanna Palazuelos, the Mexican Wedding Guru.





In New York City, the event for professionals took place at the Hudson Hotel, one of the trendiest hotels in NYC now a days, took place on May 26th 2011. The dynamics consisted in an exhibition and educational program for Weddings professionals and Mexican suppliers. 142 professionals of the Romance market took advantage of the great educational program and the great quality of exhibitors. This educational program in New York opened with an introduction by David Wood, President of the Association of Bridal Consultants and Carlos Sada Solana, Honorable Consul of Mexico in NY. The program included top speakers like Carmen Laborín, Destination Wedding Specialist MTB, Stella Inerra, Stella Inerra INC., Linnyette Richardson Hall, Destination Wedding Diva, Ed Cotton, Chief Operating Officer, DestinationWeddings.com , Gabi Lavor, owner Planner 1 Events, Stefania Ballotta, Director of Sales Barceló Mexico, Elyse Elkin, Vice President Travel Impressions and the Keynote Sesion was given by Susanna Palazuelos, the Mexican Wedding Guru.

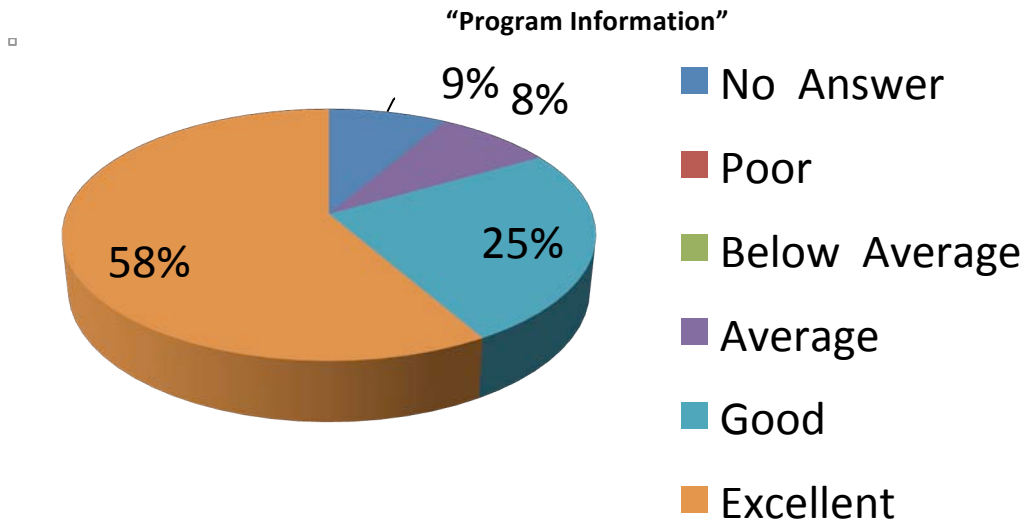




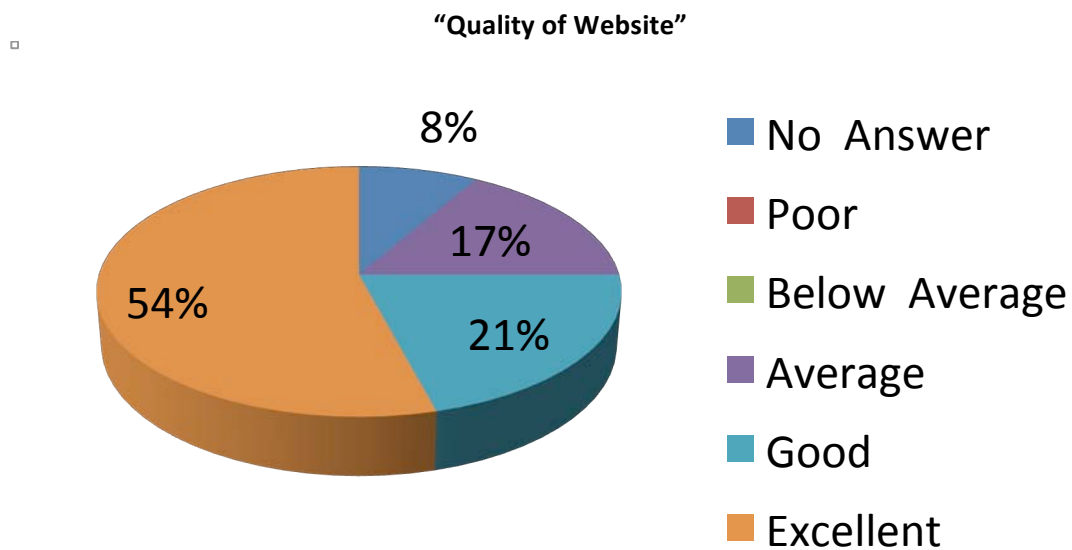
Results from the surveys made to buyers in LA and NY

- 237 professionals assist
- 43% answered the survey
- The results were calculated according to the information from the surveys completed.

Pre-program Information



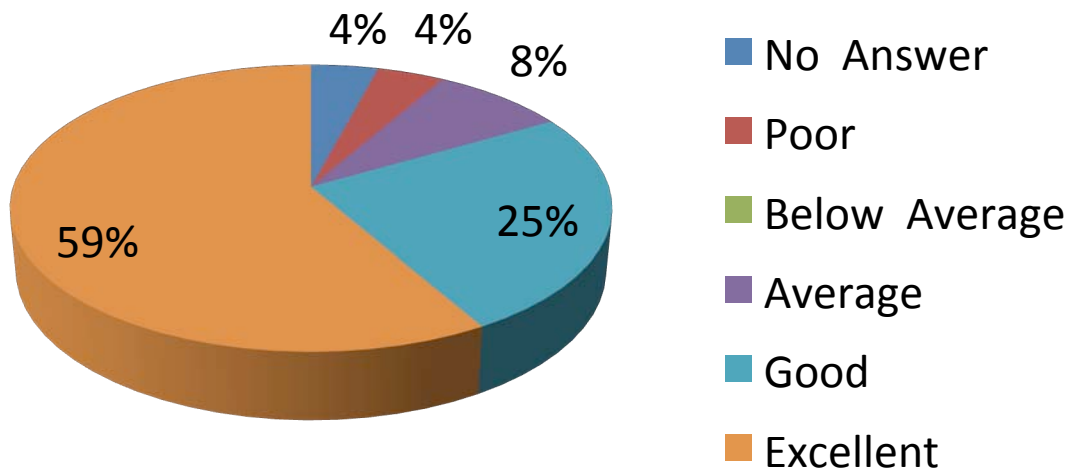
Website Information





"Useful Information"

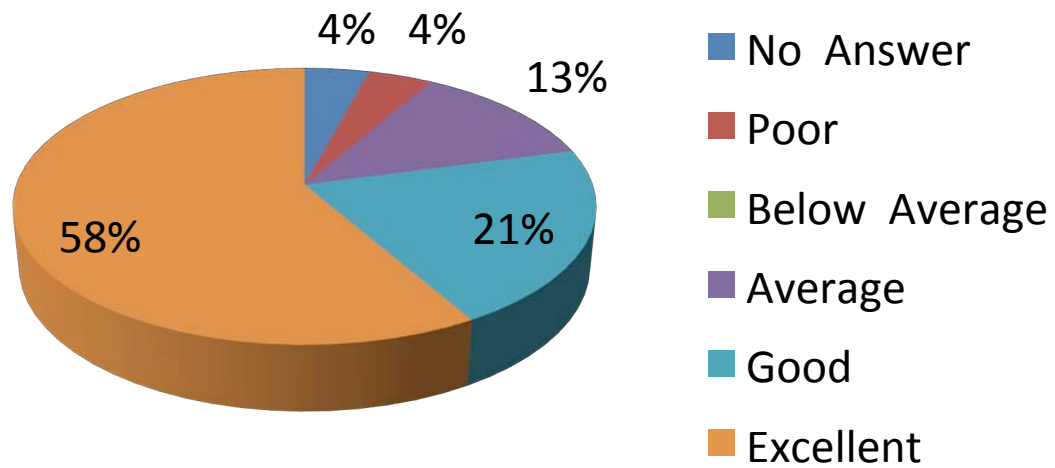
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Educational Program

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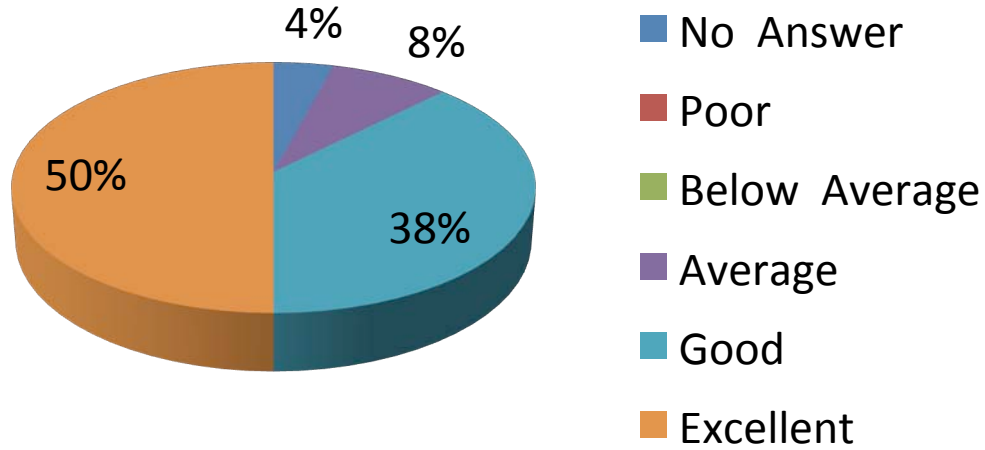
"Speakers"





"Sound and Images Quality"

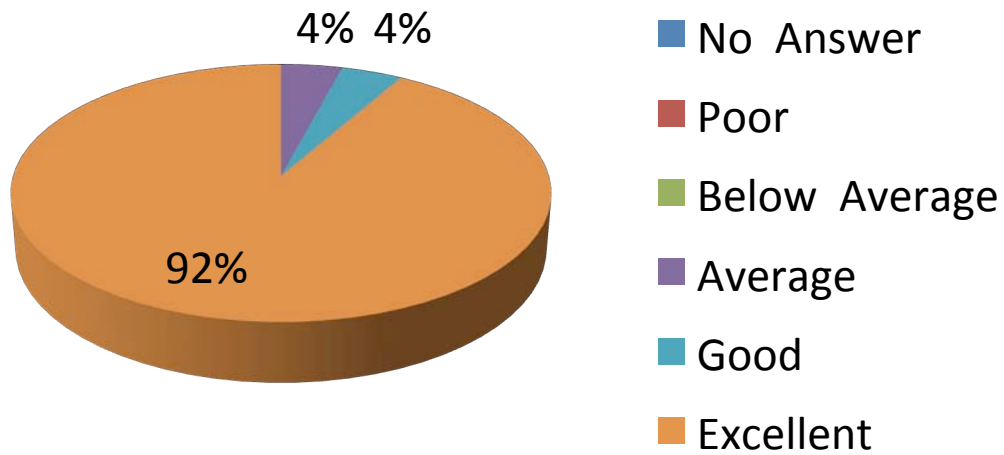
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Exhibition

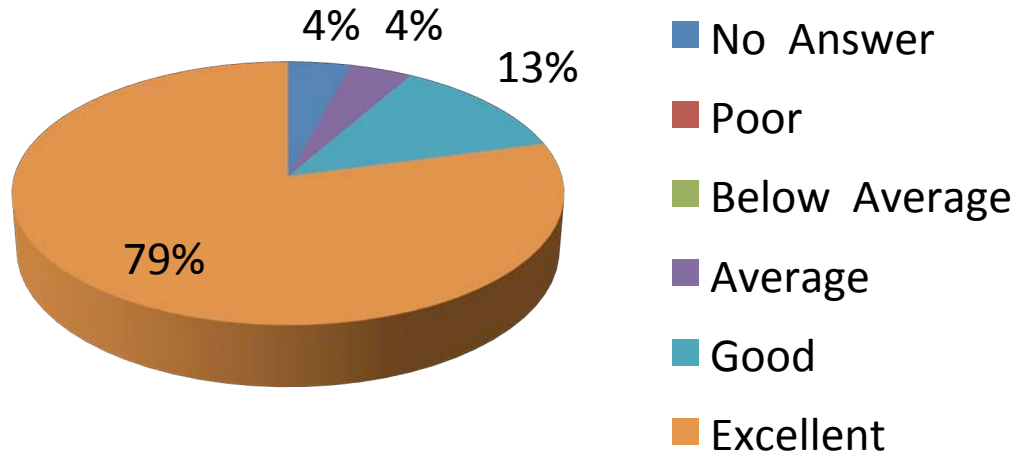
"Professionalism of Exhibitor"

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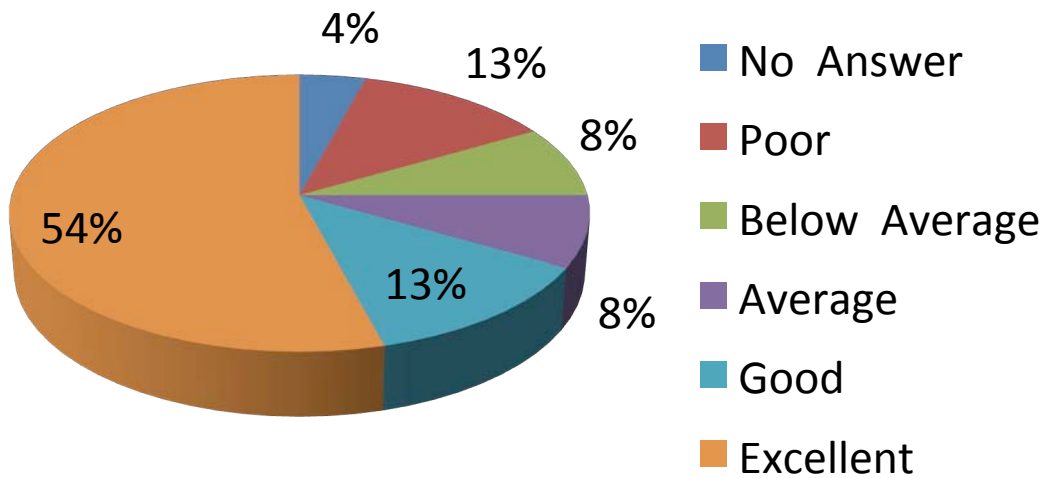




"Quality of exhibitors"

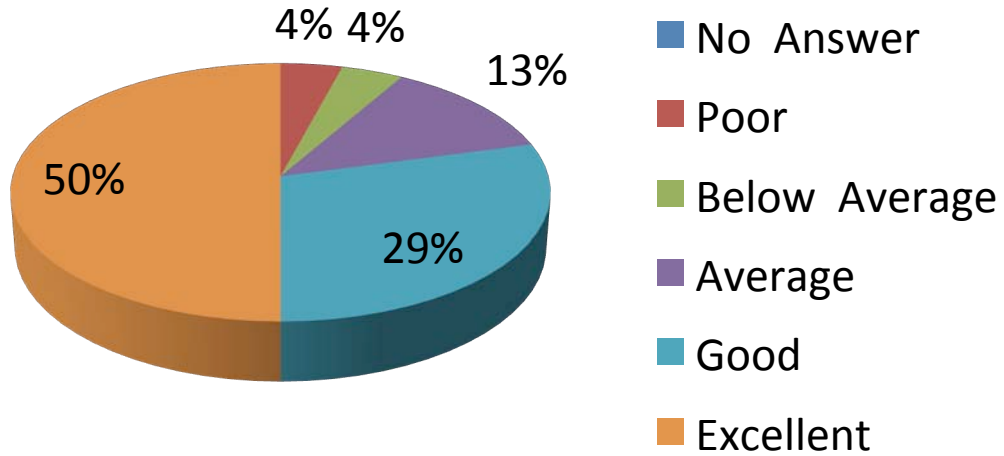


"Number of Appointments"



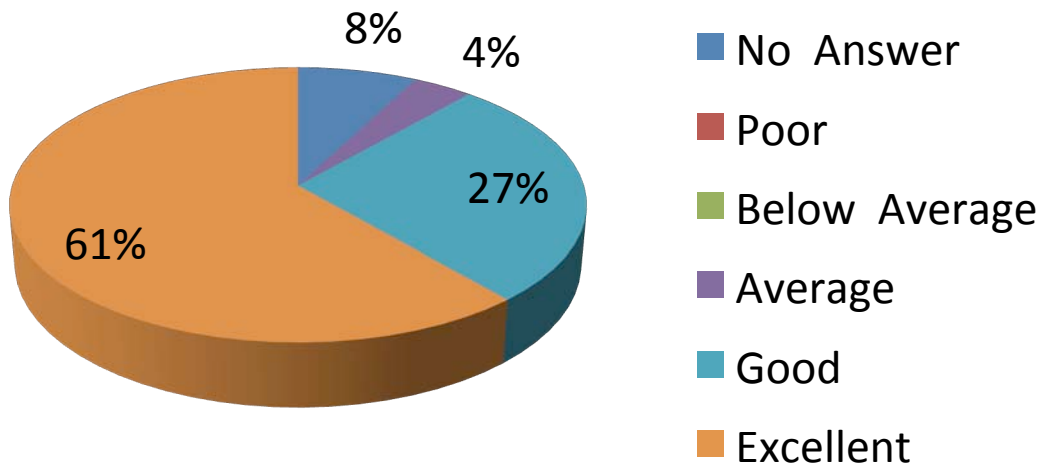


"Productivity of appointments"



Staff

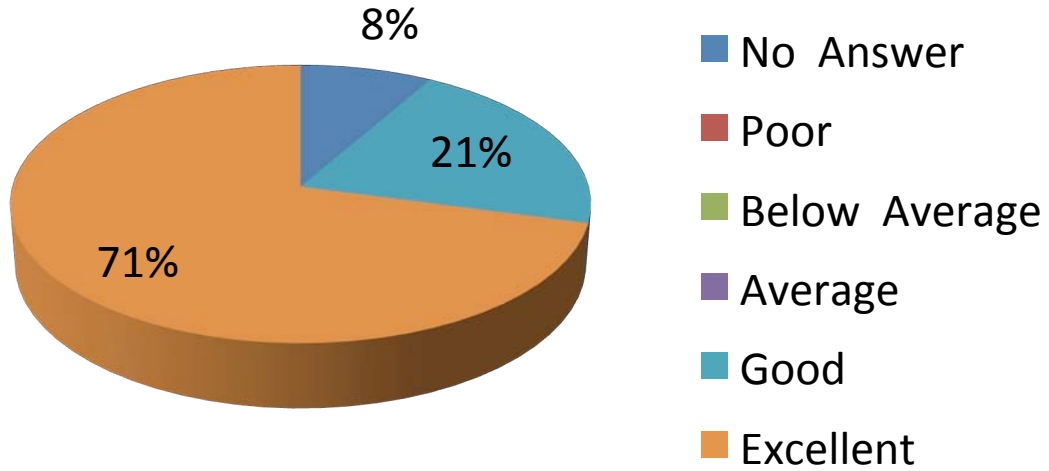
"Organization"





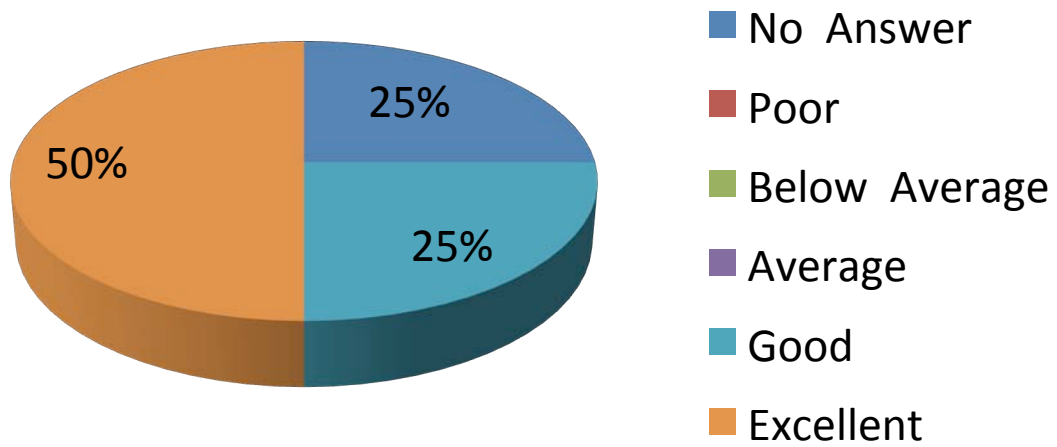
“Knowledge”

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“Fulfillment of special requests”

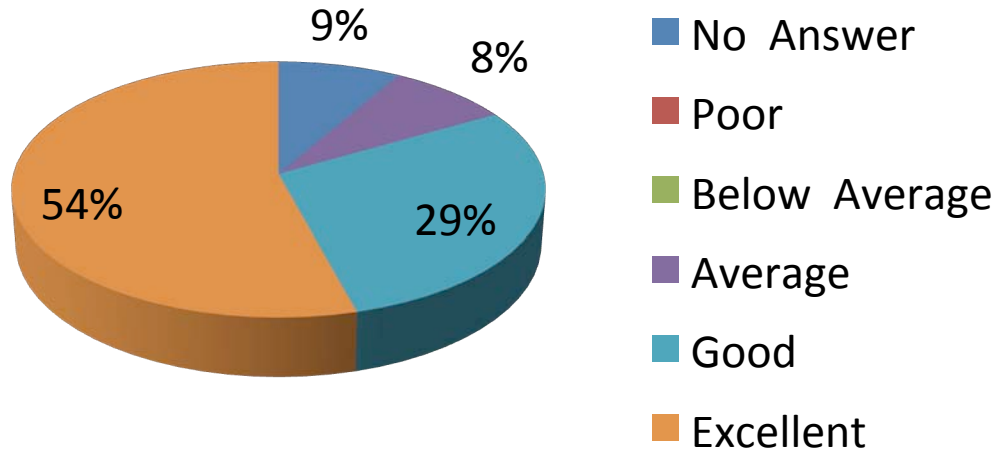
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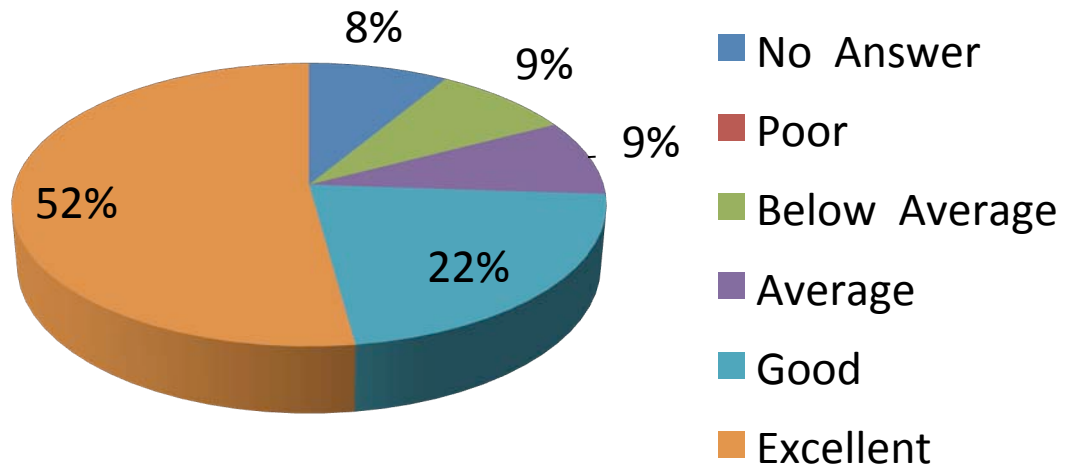


Overall Evaluation

"Organization"

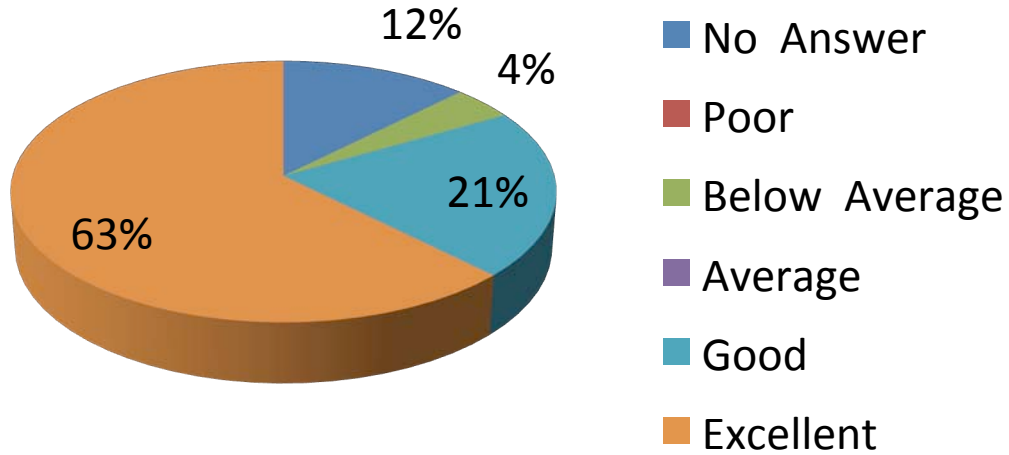


"Networking"





"Information"



GENERAL

"How did you know about Love Mexico?"

